LOCATION
The intersection of you and the world.

Tap into the marvel of 100,000 visitors each day at the pinnacle of Times Square: 46th Street and Broadway. This location is surrounded by Broadway’s landmark theaters and Times Square’s largest hotels and most popular retail destinations.

DIMENSIONS
Dazzling, from any perspective.

TOWER
Board 1: 22’ 0.6” x 129’ 1.6”

WRAP
Board 2: 31’ 6.” x 53’ 5.6”
Board 3: 62’ 11.9” x 53’ 6.5”
Board 4: 9’ 5.4” x 44’ 1.1”
Board 5: 53’ 6.5” x 44’ 1.1”
Board 11: 78’ 8.9” x 44’ 1.1”
Board 12: 9’ 5.4” x 44’ 1.1”

CUBE
Board 6: 3’ 1.8” x 18’ 10.8”
Board 7: 18’ 10.8” x 18’ 10.8”
Board 8: 18’ 10.8” x 18’ 10.8”
Board 9: 3’ 1.8” x 18’ 10.8”
Board 10: 3’ 1.8” x 18’ 10.8”

www.aetimessquare.com
Leverage 15,000 square feet of LED power to debut your message in Times Square. Use all 12 panels of the American Eagle Outfitters digital display to create the ideal experience for your audience.

See eye to eye with your audience. Focus your digital-display experience using the street-level panel along the Broadway promenade.

Stream a concert, performance, or event—live or prerecorded—to one of the world’s greatest audiences in vibrant LED power at the center of the Broadway Marquee.

Have a conversation with your audience. Invite audience members to engage your display in a truly interactive way by selecting their text messages to post directly to the display.
DESIGN TIPS

» Treat the Tower (board 1) as a place for large branding elements and way-finding from a distance.

» The Broadway-side boards (3 and 11) are the most prominent. And while the 46th Street-side boards (2 and 5) are large, they are often not visible to the audience along Broadway. For this reason, messaging and photography should not rely on being seen from both sides at once.

» Spanning a single image across multiple boards can be impactful but can also fragment the image in an unflattering way. Boards 2 and 3 are physically set back from boards 5 and 11. While a spanned photo may look good from one angle, the illusion will be broken from other locations.

» Retain 100 pixels of padding for text from the lower edges on boards 1, 2, and 3. Because these boards are positioned back from the boards below them, elements in the padding area will not be visible to viewers on street level.

» Use similar colors and textures to visually connect the boards. Doing this will make the whole sign more cohesive and allow the sign to stand out even more from the visual clutter of Times Square.

» Avoid white or very light backgrounds since they exacerbate imperfections in the sign, such as variations in bulb brightness, dirt, and color shifts.

» Be aware that board 4 is positioned adjacent to a wall of windows, which creates a mirror effect.

» Use vertically oriented text on boards 1, 4, and 12.

» Take advantage of large type and tightly cropped photography for greater impact.

LEARNINGS
CONTENT DELIVERY

For best results, takeover content should be delivered as full-frame video or still-image files with the following specs:

QUICKTIME VIDEO
Dimensions: 4 full-frame files at 2048 x 1080, aligned to content rasters
Frames: All 4 videos must be exactly the same length in frames in order to synchronize
Compression: H.264
Quality: High
Frame Rate: 30 fps
Key Frame Rate: Automatic
Frame Reordering: Yes
Encode Mode: Multi-pass
Duration: Increments of 15 seconds; maximum of 2 minutes

STILL IMAGES
Dimensions: 4 full-frame files at 2048 x 1080, aligned to content rasters
JPEG or PNG

Scheduling System: Sedna Presenter software

CONTENT RASTER NAMING CONVENTIONS

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<th>BRAND</th>
<th>DISPLAY</th>
<th>SPOT NAME</th>
<th>CONTENT FILE NAME</th>
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Third-Party Advertisers / Partners may use stock-ticker abbreviations. Example: Goggle Brand = _GOOG
LED CONTENT RASTERS
46th Street

Broadway, North End of Duffy Square

7th Avenue, between 45th & 46th Streets

Broadway
LEAVE YOUR MARK.

Find out how your brand can reach millions of people with the American Eagle Outfitters digital display in Times Square.

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