

# Times Square Media Specification Sheet

## Overview




The following guide is delivered for the design and delivery of assets to be placed on Five Tier's instant, direct placement Times Square billboards.

## Enhancement Recommendations

- Use call to action driven messaging directing people to text in to a number, visit a website or location.
- Configure placement, audience targeting, and user tracking in your Five Tier app for enhanced placement and intended outcome improvement.
- Setup automation within your Five Tier app to re-message and engage viewers and respondents across other channels including email, direct mail, social media, mobile, and ringless voicemail.
- Install and configure Five Tier native plugins for web and point of sale to guarantee full funnel attribution.
- Please don't hesitate to contact us with any questions!

## Notes

All files should be designed at a 72 DPI resolution and delivered as flat files. Please limit readable copy and use large font sizes that can easily be read at a distance. Design templates may be downloaded at [fivetier.com/downloads](http://fivetier.com/downloads)

Triple Play	Crossroads	Waterfall
		
<p>49th Street and 7th Avenue Facing North West</p> <p>Middle Top - 544w x 4160h Bottom Left - 2240w x 560h Bottom Right - 2240w x 560h</p> <p>.JPG or .MP4 15 second play time</p> <p>Link to Street View: <a href="https://tinyurl.com/yc5dtk4o">https://tinyurl.com/yc5dtk4o</a></p>	<p>42nd Street and 7th Avenue Facing East</p> <p>Place Top - 640w x 1696h Place Bottom - 1056w x 672h</p> <p>.JPG or .MP4 15 second play time</p> <p>Link to Street View: <a href="https://tinyurl.com/yc93u6hu">https://tinyurl.com/yc93u6hu</a></p>	<p>42nd Street and 7th Avenue Facing West</p> <p>Top - 416w x 1584h Middle - 416w x 1376h Bottom - 1344w x 1696h</p> <p>.JPG or .MP4 15 second play time</p> <p>Link to Street View: <a href="https://tinyurl.com/ydeobo3z">https://tinyurl.com/ydeobo3z</a></p>