

Digital Poster Site Stardust 2 & 2a

ALL VISUAL
PRODUCTIONS



Media Type

Digital Poster

Location

51st street and Broadway

Facing South

Broadway and 51st Street

Facing East

Geopath ID

30841822

30841814

Adults 18+ Impressions:

892,269/ min weekly

Physical Specs

2'0"x40'0"

2'0"x41'0"

Features

Full Motion or Static

Targeted

Efficient

Latitude

40.761953

Longitude

-73.984444

8 sec/ 64 sec loop 1

Spots/day 168

Spots/ week 1176

Digital Poster strategically located on the Stardust Diner location, one of the most iconic venues in New York City.

Ellen's Stardust Diner

- **Ellen's Stardust Diner** is a retro 1950s theme restaurant located at 1650 on the southeast corner of 51st Street in Theater District.
- The diner is regarded as one of the best theme restaurants in New York with its singing wait staff.
- Ellen's Stardust Diner was the site in the movie *New Year's Eve* where Sarah Jessica Parker's character and her 15-year-old daughter's friends stopped for a bite after the ball dropped. It was also featured in *American Idol* when a former employee, Devyn Rush, became a contestant on the show.

Please see links for more information on Opry City Stage.

<http://ellensstardustdiner.com/>

Tourist Destination

- Theater District
 - Gershwin Theater Wicked
 - Broadhurst Theater Mamma Mia
 - Winter Garden Theater School of Rock
- M&M World
- Bustling Retail District along Broadway and Time Square

