

Charter Digital Media

McDonalds Restaurants-New York City-ATMs

MEDIA:

175-10.4" color touch screens on ATM Machines inside Restaurants

DESCRIPTION:

ATM Machines located in 175 McDonalds Restaurants throughout Manhattan

CONTENT:

Bank services and related consumer-friendly messages

RATE CARD:

\$29,500/ month - 175 Machines

3 -10 second spots during the customer transaction - 240,000Transactions/Month

Minimum Buy: 100 ATMs @ \$175/Month per ATM Total: \$17,500 Net/Month

SCOPE:

ATM Machines available to 7 Million restaurant visitors per month visiting 175 McDonalds Restaurants throughout Manhattan

DEMO:

General Market - NYC business people, tourists and residents

TRAFFIC:

7 Million Customers/Month - McDonald's Customer Count

**Comments:**

- Full Motion Video
- Restaurants are located in Times Square, Wall Street Area, Park Ave., Broadway and throughout Manhattan

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