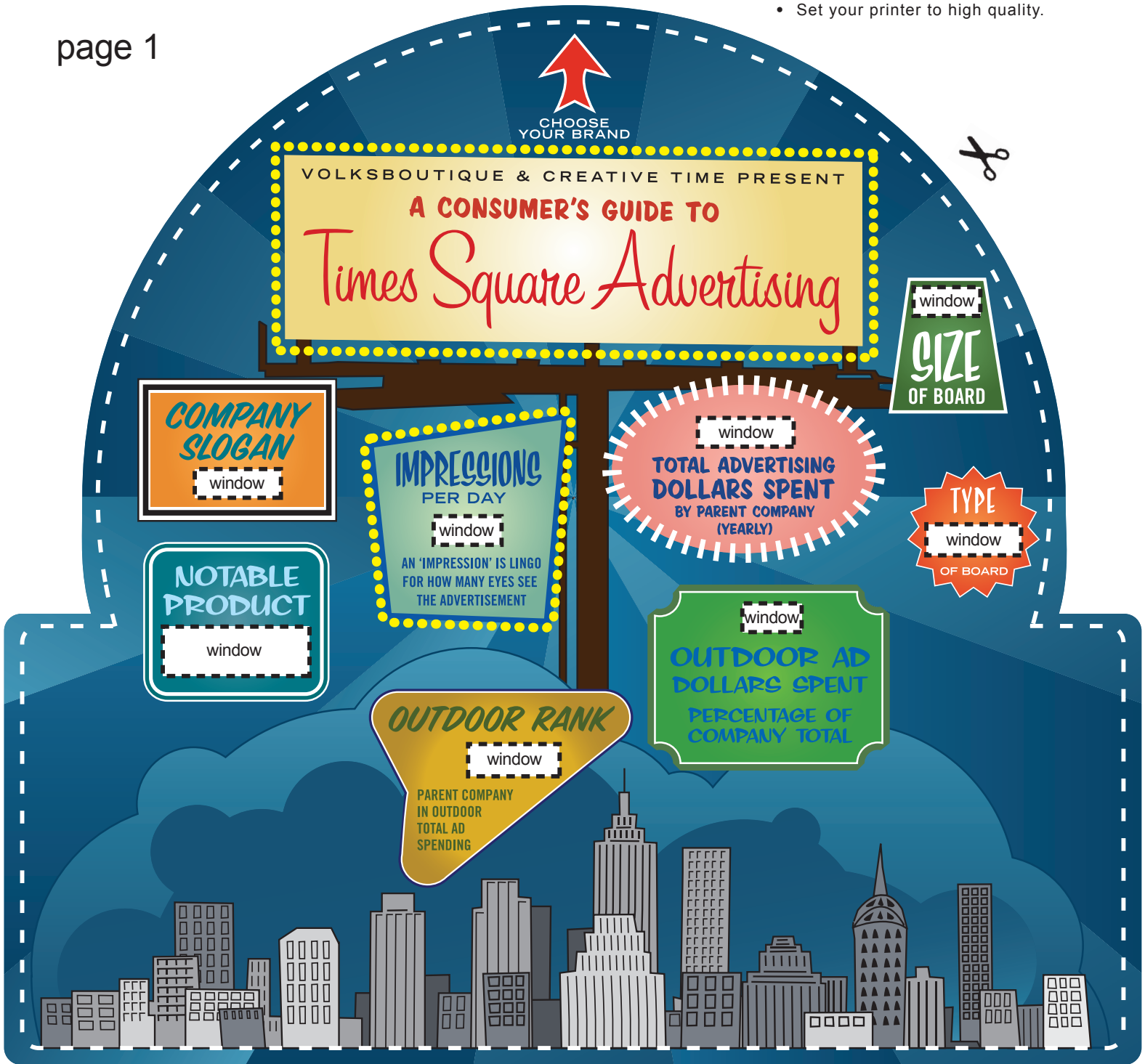


# front of folder

page 1

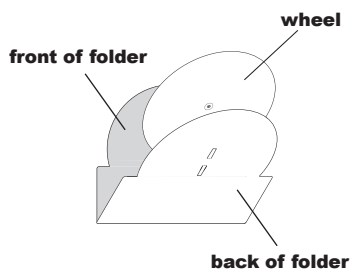
## Print Tips:

- Smooth Cover Stock is recommended.
- Set your printer to high quality.



## Assembly Instructions:

- 1 Print pages 1, 2 and 3 of this pdf.
- 2 Cut along all dashed lines. Only cut the tabs on Page 3, on three sides. We recommend using an x-acto blade. Be careful!
- 3 Tape the bottom of page 1 to the bottom of page 2 to form a folder.
- 4 Sandwich the wheel inside of the folder.
- 5 Attach the wheel to the back of the folder by threading the tips of the tabs through the center hole of the wheel, then spread tabs apart.
- 6 Close the folder and the wheel is ready to go.



# Did you know...



- ... a Times Square billboard is known as a 'face'?
- ... Times Square has its own light measurement, known as a L.U.T.S. (Light Unit Times Square)?
- ... Times Square is the only neighborhood with a zoning ordinance requiring tenants to display bright signs?
- ... it is illegal for a sign placed in Times Square to *not* be illuminated?

Times Square is the most expensive outdoor advertising location per unit in the USA?  
 the average person is exposed to 5000 advertising messages per day?

the current ad space occupied by Coca-Cola was occupied by Pepsi in the 1950s?

the NASDAQ face is the largest LED display in the world?

the first electric sign in Times Square was by Planters Nuts in 1916?

the first running electric sign was advertising Herbert Hoover's Presidential Victory in 1928?

- ... a prime-location large-format display designed for long term contracts is known as a Spectacular, which often utilizes specialized electrical and mechanical devices?

Superscript letters on the outer rim of the front of this wheel are abbreviations for advertising space owners, or ad hosts: Sherwood Outdoor (SO), Viacom (VC), City Outdoor (CO) and Clear Channel (CC).

*A Consumer's Guide to Times Square Advertising* is a handy resource compiled for your household use and educational pleasure.

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[www.creativetime.org](http://www.creativetime.org)

All data presented is accurate to the best of our research abilities as of Summer 2004.

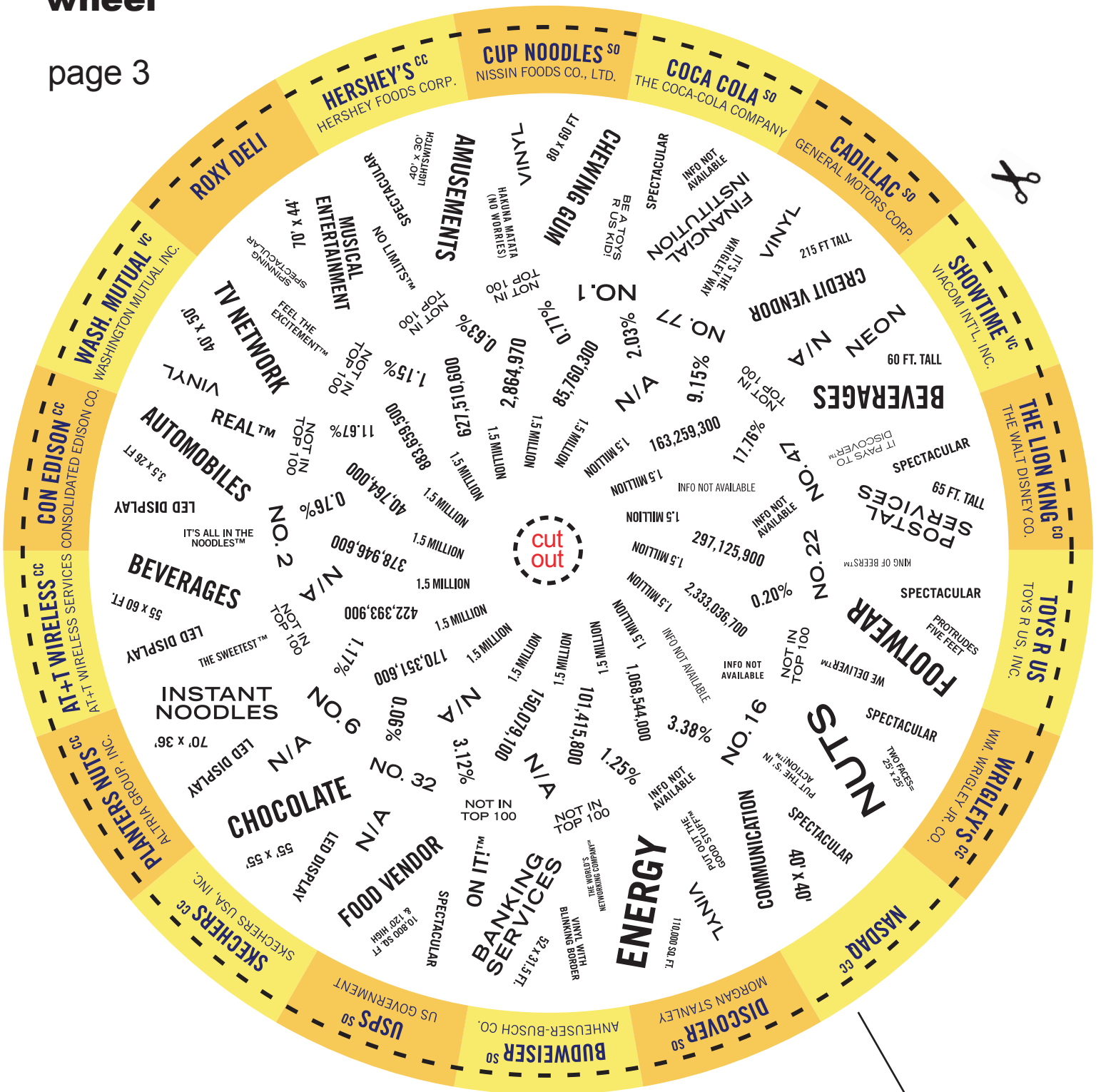
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—MARSHALL McLuhan



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There are 156 facts  
 nestled snugly herein!