



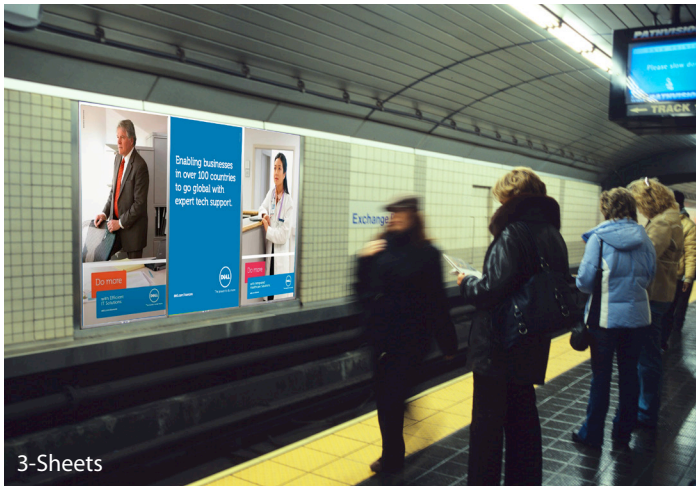
Exchange Place

PATH Transit System

JCDecaux

Overview

This area is also known as “Wall Street West;” it is located on the bank of the New Jersey side of the Hudson River facing Manhattan. The Goldman Sachs Tower and other new buildings adjacent the station are home to many financial corporations like JP Morgan Chase and UBS. Exchange Place caters almost exclusively to the very affluent financial professionals.



Fast Facts

- Serves 803,560 monthly commuters, up 9% year over year
- Riders are primarily financial professionals who commute from New Jersey’s affluent suburbs on NJ Transit and transfer to the PATH at Newark Penn Station

Passenger Demographics

- Caucasian: 49%
- African American: 15%
- Asian or Pacific Islander: 28%
- Hispanic, Latino or Spanish origin: 48%

Advertising Opportunities

This station offers traditional poster displays as well as a domination program.

Station Domination Programs are designed to generate the “WOW” factor. These programs allow one advertiser to blanket almost an entire station with its message, immersing and surrounding the audience in this unusual and highly impactful brand experience. Traditional advertising formats and new media forms, such as wraps, can be included in these packages.

Note: Wall wraps and floor graphics are subject to approval and additional costs.

