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Sponsored Artwork, Giant Screens, NY Subways



Billijam, creator of the Business Sponsored Art Program, and Clear Channel have partnered to bring Dynamic Art Spots, or sponsored original art, to the streets of New York through its digital display network, Media Life **reports**. Businesses can sponsor displays of original art on LED video screens placed at street level subway entrances.

The art spots are a part of a 60-second video ad loop that targets pedestrians.

The sponsor's logo appears on about an eighth of the 6-foot-by-3-foot screen. Creative is developed by artists through Billijam; each piece of art has one sponsor and is reflective of the advertiser's identity and brand.

There are 80 screens placed throughout Manhattan - currently the only market where sponsored art on digital street signs is available - delivering 8 million-plus impressions daily. The program launched in October.



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