

OPEN SOURCE

Instructions for Intervention in Public Space

Public Ad Campaign

How to Replace Commercial Signage in NYC Phone Kiosks

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There are over 20,000 phone kiosks in NYC, most of which have three advertisements affixed to them, producing approximately 60,000 commercial impressions at any give time. Altering the commercial content or simply replacing the media messages is a great way to create a moment of personal and public interaction in your shared public environment.

What you will need:

- One Tamper Resistant Bit set with Hex and 5 Point Star bits
- One cordless or ratcheting hand screwdriver

How to install:

- Locate and remove the two Tamper Resistant screws holding the phone kiosk advertising door shut. These are often at the top and bottom of the right hand side of the advertising frame
- Open the door and remove commercial media by releasing the two bull clips at the top of the poster
- Place your media against plexi glass while affixing the bull clips to the top edge.
- Close the phone kiosk advertising door and replace Tamper Resistant screws

Things to be aware of:

- Phone kiosk media comes in three sizes, a 26x50 inch vertical format as well as a 37x76 and 46x60 inch horizontal format.
- Phone kiosks are often backlit at night. Choosing your materials wisely can help the work look its best at all times of day
- Because phone kiosks are illuminated at night, changing the commercial media is often done with the least risk during the daylight hours when workers would normally be changing the advertisements and the illumination does not cause undesired attention
- Retain the advertisement until you are at a safe distance from the phone kiosk. If you are caught, replacing the advertisement will usually prevent any legal action being taken against you.

For more information visit www.publicadcampaign.com