

rtl WHERE **THE EVERYTHING** HAPPENS. EVERY DAY. Durst



PEOPLE + WALLETS + PHONES: THE MOST IN THE NATION. EVERY DAY.

Few places in the world deliver the scale, influence, and connectivity of Times Square. The retail space at **4 Times Square** provides an unequaled opportunity to create immediate and lasting impact across every sales, marketing, media, and communication channel.

Leverage and monetize your product, those people that reach, this platform to...

- Acquire the New
- Retain the Loyal
- Recapture the Lost
- Convert the Casual...

...front and center to the largest daily audience in the nation. Every day.

OVER
214
MILLION
annual subway entries

65
MILLION
VISITORS
to NYC

OVER
$5.8
BILLION
spent in Times Square

UP TO

715K

office workers
per weekday

UP TO

325K

marketplace visitors
per day

UP TO

80K

peak daily passerby

43,700

hotel rooms within
15-minutes walk

OVER

5.8

BILLION

billboard impressions
per year

OVER

$93.1

BILLION

paid in wages
to area workers

OVER

1.3

TRILLION

IN NYC GCP

Sources: Times Square Alliance/MRI-Springboard, MTA, RTL/NYC DOB , Branded Cities, Penske Media & others, RTL, CenterReach, FRED, BEA, NYC

























IT'S MORE THAN A STORE... IT'S A GLOBAL BRANDING PLATFORM.

A Retail Store. An Outdoor Venue. A Giant Billboard.
Positioned at Times Square's most iconic intersection, this whole enterprise engagement platform delivers unparalleled sales potential, audience reach, and brand impact.

This will be your...

- DTC Superstore
- Omnichannel Sales Monster
- Social Media Megastar
- Global Launching Pad

Put your product on display on the world's biggest stage. Captivate millions more through social and digital media amplification.


STORE
4 TIMES SQUARE
Store + Outdoor

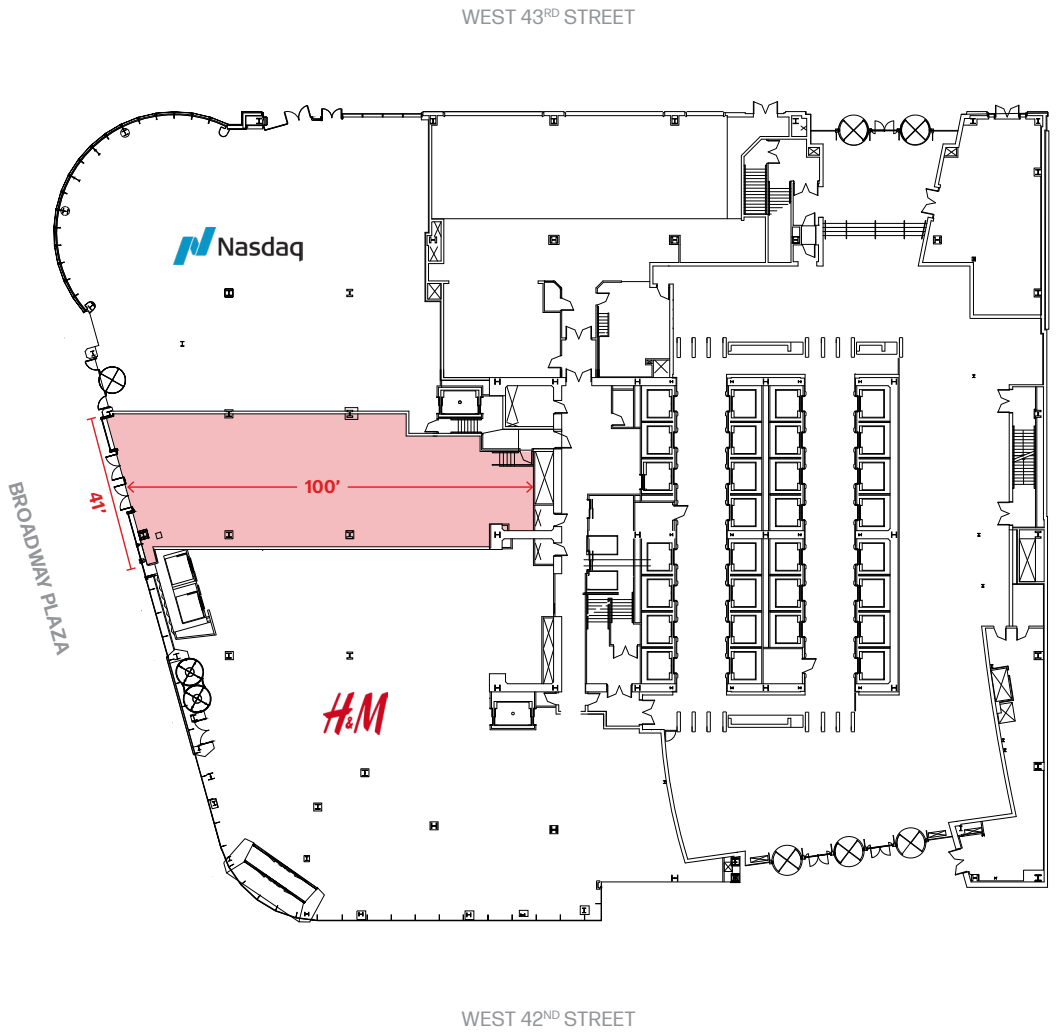

THREADS
THREADS
Nasdaq
MARKETSITE
CUSTOM CABANA
THREADS CABANAS
EXCLUSIVES CABANA
H&M

REMARKABLE SELLING SPACE... READY FOR SCALE AND VOLUME.

Positioned on Broadway at Times Square's premier intersection, 4 Times Square delivers commanding visibility, foot traffic, presence, and exposure.

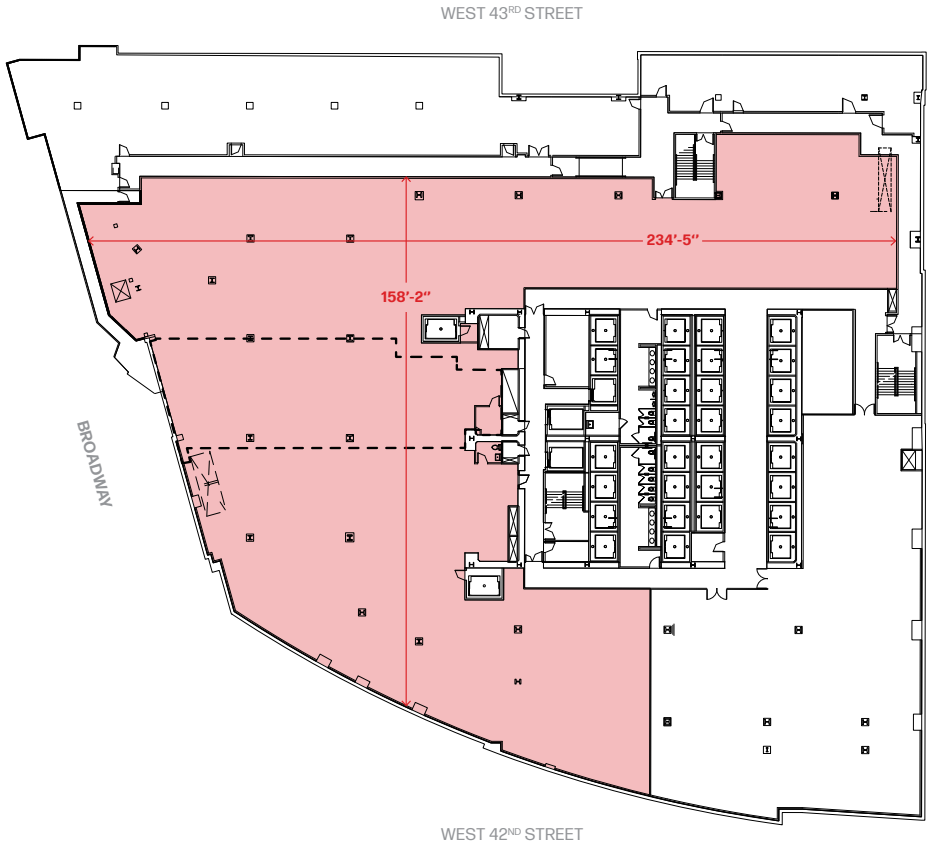
With 28,209 to 41,498 SF of selling space from large floorplates, 4TSQ is highly capable of handling the peak volume and traffic that comes with a superior Times Square location.

- 28,209 to 41,498 SF
- Double-height, all-glass frontage
- 1,700 SF omni-directional Spectacular
- 40' wide sign band
- Loading dock
- Ample BOH



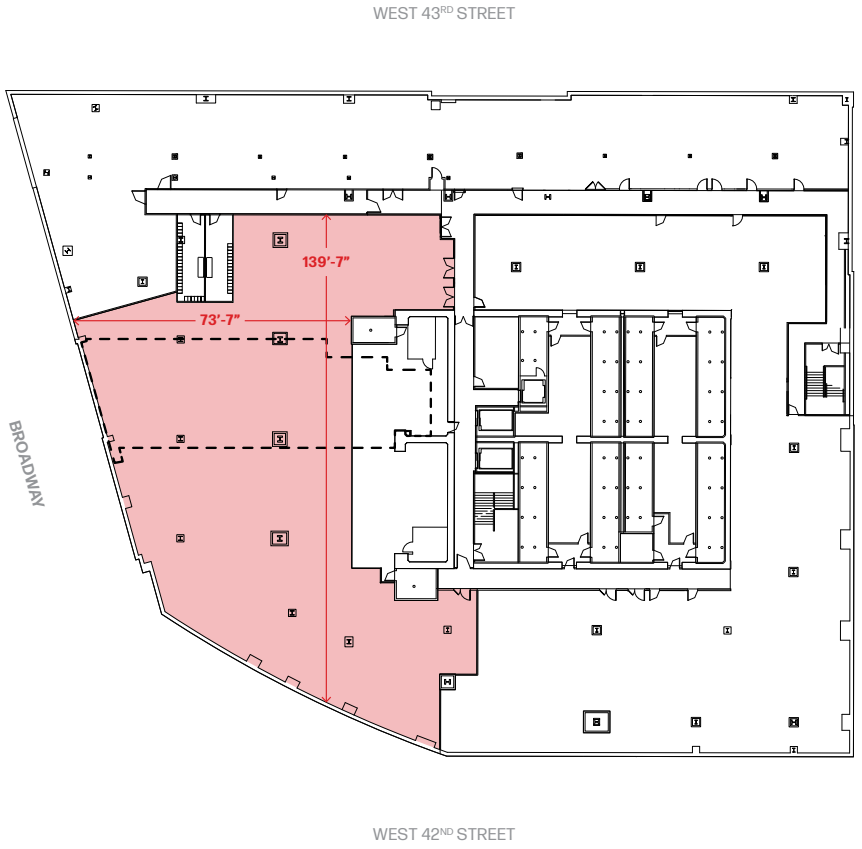
GROUND FLOOR
3,163 SF





CONCOURSE LEVEL 1

25,046 SF



CONCOURSE LEVEL 2

13,289 SF

(Divisible and Optional)






+OUTDOOR
4 TIMES SQUARE
Store + Outdoor


Planet-sized solutions are kind of our thing.
The Nature Conservancy
Meet Cue.
A lab in the palm of your hand.
Lab-quality COVID-19 testing at home in 20 minutes.
Go Cue. Go You.
Nasdaq
NASDAQ MARKETSITE
BEFORE jonathan LARSON CREATED RENT
tick, tick... BOOM!
Broadway Plaza 42/43
she's not a fan.
Download. Order. Delivered. gopuff
@flossybaby
TikTok
you have to see it
NEW TRADITION



DRIVE MORE EVERYTHING... EXTEND BEYOND THE STOREFRONT.

4 TSQ's retail space borders Broadway Plaza 42/43, one of Time Square's largest (10,000 SF) and most activateable outdoor venues. Capture even more daily visitors, daily passersby, and daily commuters through compelling programming that drives even more in-store purchases, even more e-commerce sales, and even more social media engagement.

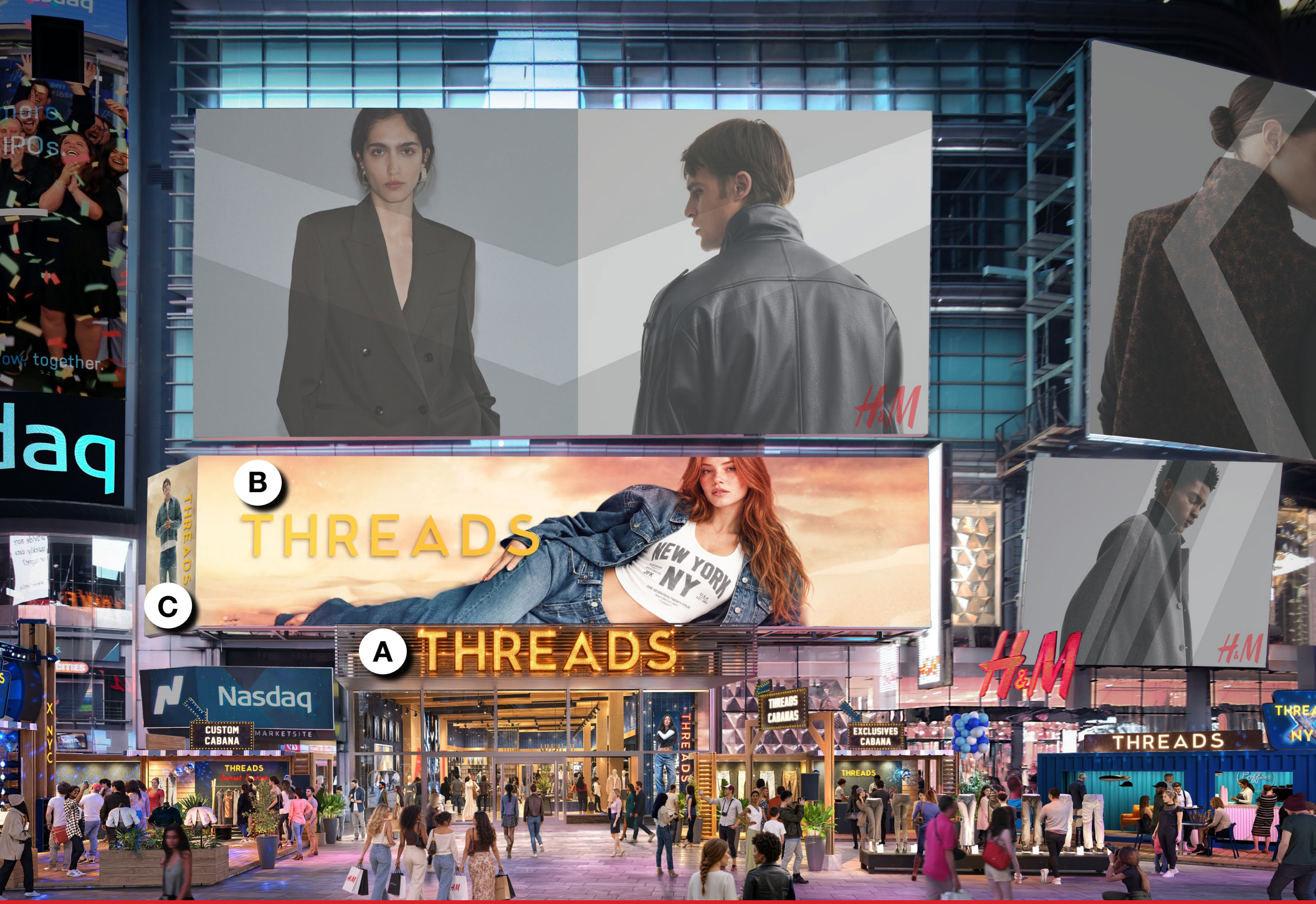

+SPECTACULAR
4 TIMES SQUARE
Store + Outdoor



THE SPECTACULAR... IT'S IMPOSSIBLE TO IGNORE.

Broadcast, impress, and imprint with 4 TSQ's giant animation/video ready **88' × 20' LED billboard**.

One of the largest at **1,700 square feet**, the Broadway Plaza Spectacular captures 134 million annual impressions with near 180-degree visibility from three major intersections, the Bowtie, and NYC's busiest subway station.



A **Storefront Signage:** Up to 40' wide

B **LED Billboard:** 80' wide x 20' high

C **LED Billboard:** 8' wide x 20' high




















AMPLIFY...
GO BIGGER AND BIGGER.

Go Bigger.
With its 155,000,000 yearly impressions, the NASDAQ MarketSite Spectacular provides even more opportunity to broadcast to the center of Times Square and beyond. Available for coordinated advertisements, promotions, and custom content, this iconic digital platform amplifies campaigns to millions more visitors and viewers globally.

Go Biggest.
Launch a maximal brand moment with a coordinated Takeover of all of Times Square's iconic billboards, capturing the attention of locals and visitors while delivering so much more visibility, buzz, virality, and exposure.


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4 TIMES SQUARE
Store + Outdoor
Nasdaq
4 TIMES SQUARE
STORE + OUTDOOR
WHERE THE EVERYTHING HAPPENS. EVERY DAY
NASDAQ MARKETSITE
WHERE THE EVERYTHING HAPPENS. EVERY DAY.
WHERE
THE
EVERYTHIN
HAPPENS
EVERY DAY
4 TIMES SQUA
Store + Outd
4 TIMES SQUARE
STORE + OUTDOOR
EVERY DAY
Foot Locker
NEW TRADITION
REWRITE TOMORROW

4 TIMES SQUARE
Store + Outdoor

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