

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

























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

This Will Be Your:

- DTC Superstore
- Omni-Channel Sales Monster
- Social Media Megastar
- Global Launching Pad

Put your product on one of the world's biggest stages. Captivate millions more through social and digital amplification.



PEOPLE + WALLETS + EYEBALLS: THE MOST IN THE U.S. EVERY DAY.

Few places in the world deliver the scale, influence, and connectivity of **4 Times Square (4 TSQ),** offering an unequaled opportunity to create immediate and lasting impact across every sales, marketing, media, and communication channel.

Your Product. Those People. That Reach. This Platform.

Leverage and Monetize 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
55
MILLION
annual entries
into the
Times Square
subway station

65
MILLION
TOURISTS
last year

OVER
$100
BILLION
of retail expenditure
monies available to capture

UP TO 1M

office workers
per weekday in 2025

UP TO 350K **visitors**
per day

UP TO 70K daily
passersby

OVER 56 MILLION

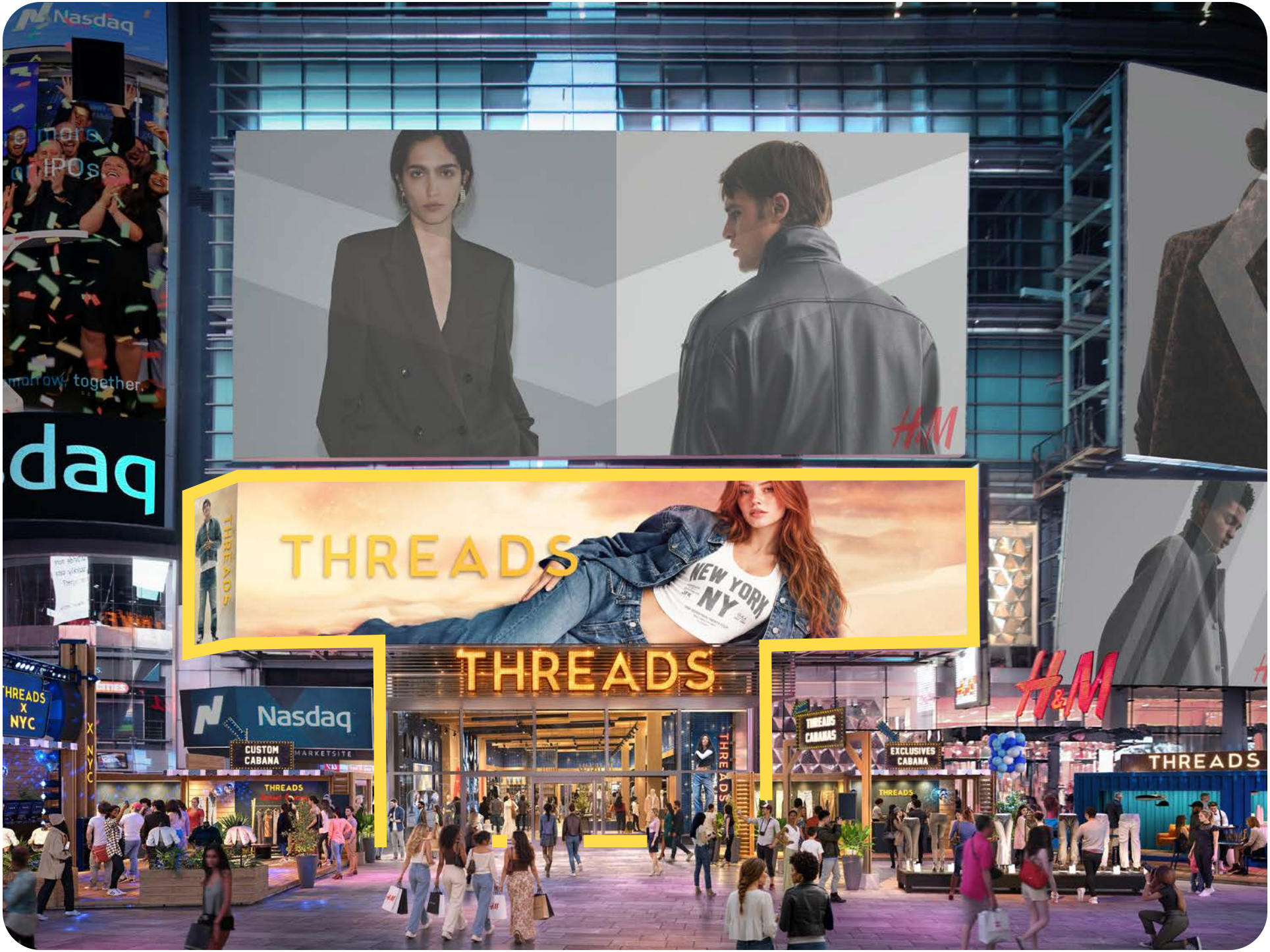
viewers of
New Year's Eve
live broadcasts

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

TIME SQUARE RETAIL



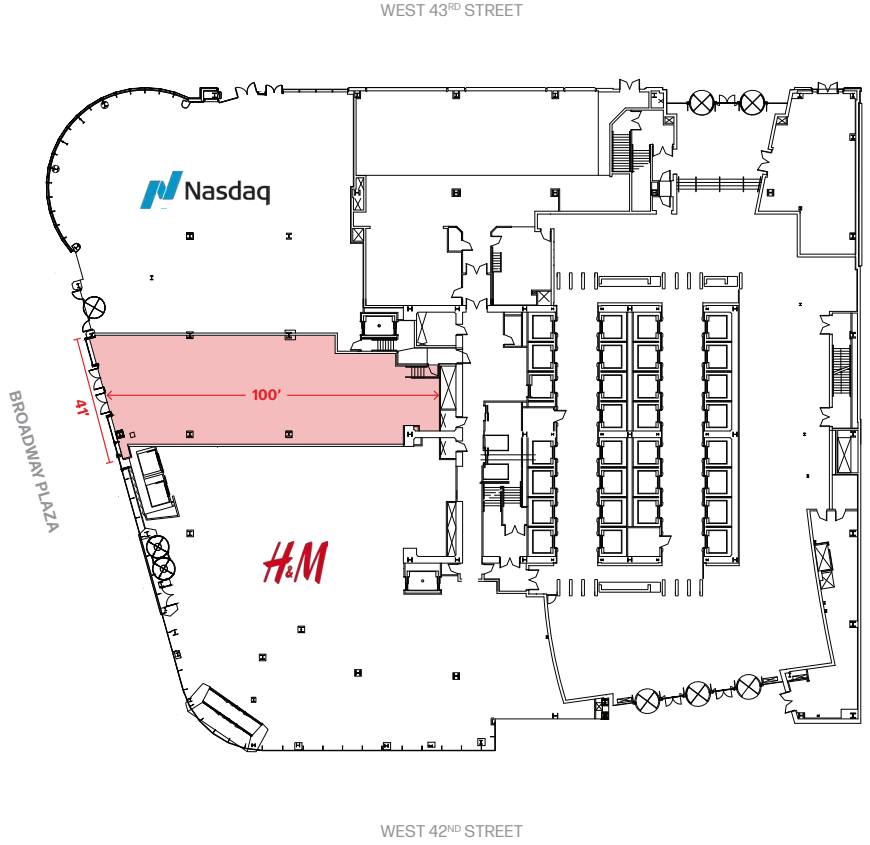

STORE
4 TIMES SQUARE
Store + Outdoor


Nasdaq
more
IPOs
together.
daq
H&M
THREADS
NEW YORK
NY
THREADS
THREADS
THREADS
X
NYC
Nasdaq
CUSTOM
CABANA
MARKETSITE
THREADS
THREADS
THREADS
CABANAS
EXCLUSIVES
CABANA
H&M
THREADS
THREADS

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

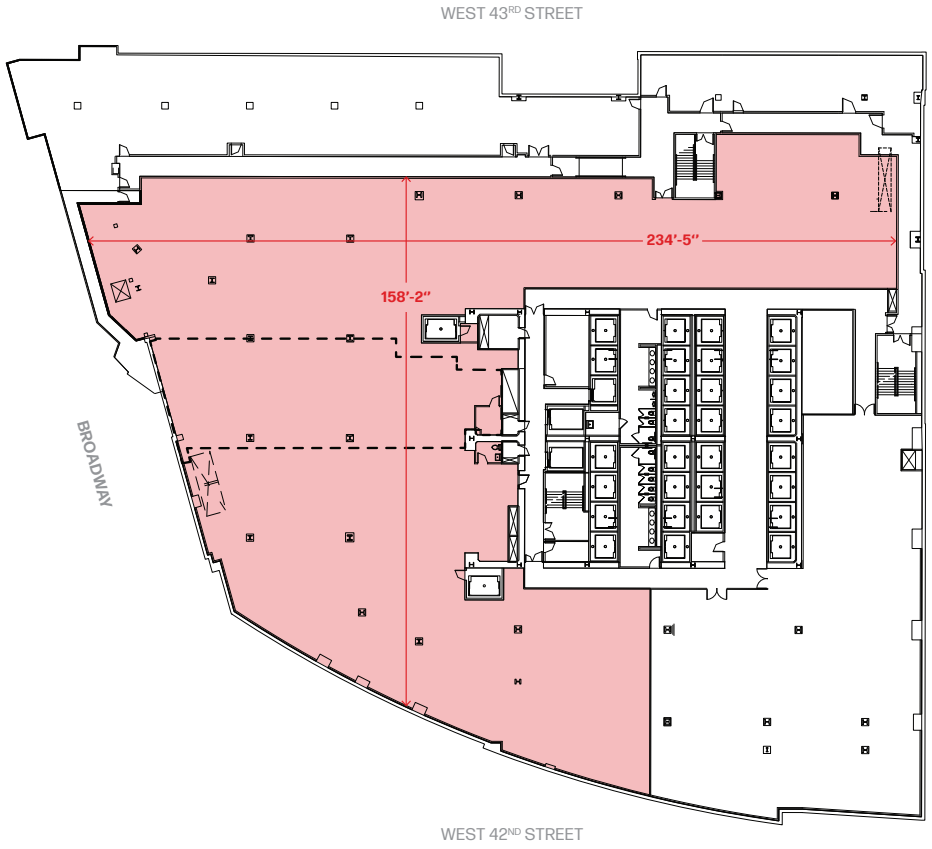
Positioned on Broadway at Times Square's premiere intersection, this opportunity delivers commanding visibility, foot traffic, presence, and exposure.

- Up to 41,498 SF available
- Double-height, all-glass frontage
- 1,700 SF omni-directional Spectacular
- 41' wide sign band
- Loading dock
- Ample BOH
- Up to 70,000 passersby each day



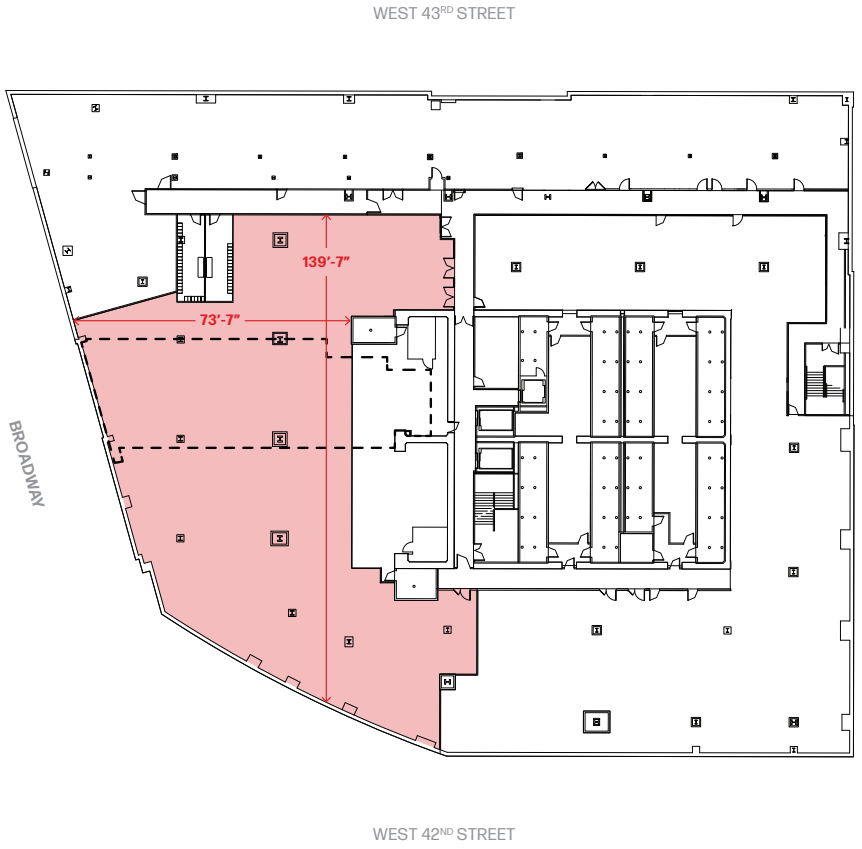
GROUND FLOOR
3,163 SF





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
BEFORE jonathan LARSON CREATED RENT
she's not a fan.
@flossybaby
TikTok
you have to see it
Broadway Plaza 42/43



DRIVE MORE OF EVERYTHING... ACTIVATE BEYOND THE STOREFRONT.

4 TSQ's retail space borders Broadway Plaza 42/43, one of Time Square's largest (10,000 SF) and most utilized public venues. Attract, entice, and convert up to 350,000 daily visitors, up to 70,000 daily passersby, and 200,000 daily commuters through compelling programming that drives even more in-store sales, even more e-commerce purchases, and even more social media engagement.

PLAZA ACTIVATION

ROTHY'S








+SPECTACULAR
4 TIMES SQUARE
Store + Outdoor



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

Communicate, impress, and imprint 4 TSQ's giant animation/video ready **88' × 20' LED screen**.

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 41' wide

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

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

















AMPLIFY...
GO BIGGER AND BIGGER.

Go Bigger.
The iconic NASDAQ MarketSite spectacular provides an unparalleled opportunity to showcase your brand at the center of Times Square. Available for coordinated advertisements, promotions, and custom content, this globally recognized digital platform amplifies campaigns to millions of 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 unmatched visibility, buzz, virality, and exposure.


WHERE
THE EVERYTHING
HAPPENS.
EVERY DAY.
4 TIMES SQUARE
Store + Outdoor
Nasdaq
4 TIMES SQUARE
STORE + OUTDOOR
WHERE THE EVERYTHING HAPPENS EVERY DAY
WHERE THE EVERYTHING HAPPENS. EVERY DAY.
WHERE
THE
EVERYTHIN
HAPPENS
EVERY DAY
NEW TRADITION

4 TIMES SQUARE
Store + Outdoor

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