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Real Estate

Marketplace

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AdSpace Networks Inc., also known as AdSpace Digital Mall Network, an in-mall video advertising network, will be moving into expanded quarters at 99 Park Ave. by the end of this month.

AdSpace signed a 10-year lease for 10,835 square feet, a partial third floor. The 26-story, 600,000-square-foot Park Avenue tower spans an entire block between 39th and 40th streets and is an Eastgate Realty property. It is leaving 6,700 square feet at 122 E. 42nd St., the Chanin Building, where it was a tenant for about 5 1/2 years.

"We are a growing company and do a significant amount of presentations to advertisers and clients and it was important to upgrade our facility," Paul Krieger, AdSpace's COO, CFO and executive vice president, said in an interview.

Over the course of nine months, AdSpace viewed about 50 different offices and sublease opportunities within a six-block radius of Grand Central Terminal, which is a point of entry for a number of its employees. AdSpace has 28 employees in New York, including editorial, creative, executive and sales.

The lobby of 99 Park Ave. was completely renovated in 2005, and there is an underground parking garage accessible from it.

The asking rate at 99 Park Ave. is \$42 per square foot plus taxes for the first five years and then \$47 per square foot plus taxes for the next five years, Mr. Krieger said. The former building had a blended rate of about \$45 per square foot.

Robert Epstein, of counsel at Newman Ferrara, represented the tenant.

Robert Cyruli, a member at Cyruli Shanks Hart & Zizmore, and associate Stuart Bassell, represented the landlord.

AdSpace broadcasts promotions, latest trends, best values, and a weekly top-10 retailer spotlight with editorial content and paid spots to shoppers. Disney, Verizon, American Express, AT&T and Sony are some of its major clients.

To deter shoplifters, it has broadcast mug shots of convicted offenders during the last three holiday seasons at the Staten Island Mall at the request of District Attorney Daniel M. Donovan Jr.

Starting with malls in Paramus, N.J., the company has a total of 1,400 double-sided and 868 single-sided screens at 113 malls nationwide. It has 125 screens in nine metropolitan area malls and hopes to expand its service to Manhattan within six months.

The tenant was served by Studley Inc. David Dusek and Ryan McKinney.

At the time of the lease negotiations, Steven Bauer and Paul Glickman of Cushman & Wakefield served the landlord. Currently, 99 Park Ave.'s website shows that Jones Lang LaSalle handles leasing. Mr. Glickman has taken a position as vice chairman at Jones Lang LaSalle.