



ADVERTISING  
BRANDING  
MARKETING

NEW YORK  
477 Madison Ave  
New York, NY 10022  
212-677-2500

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SKYAD.COM

# The Reserve Advertising and Marketing Program

ENGEL&VÖLKERS®

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- 31 2023



NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure The Reserve

SKY Advertising is excited to present to Engel & Völkers® Savannah a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Reserve.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Savannah.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO  
GREAT THINGS TOGETHER**

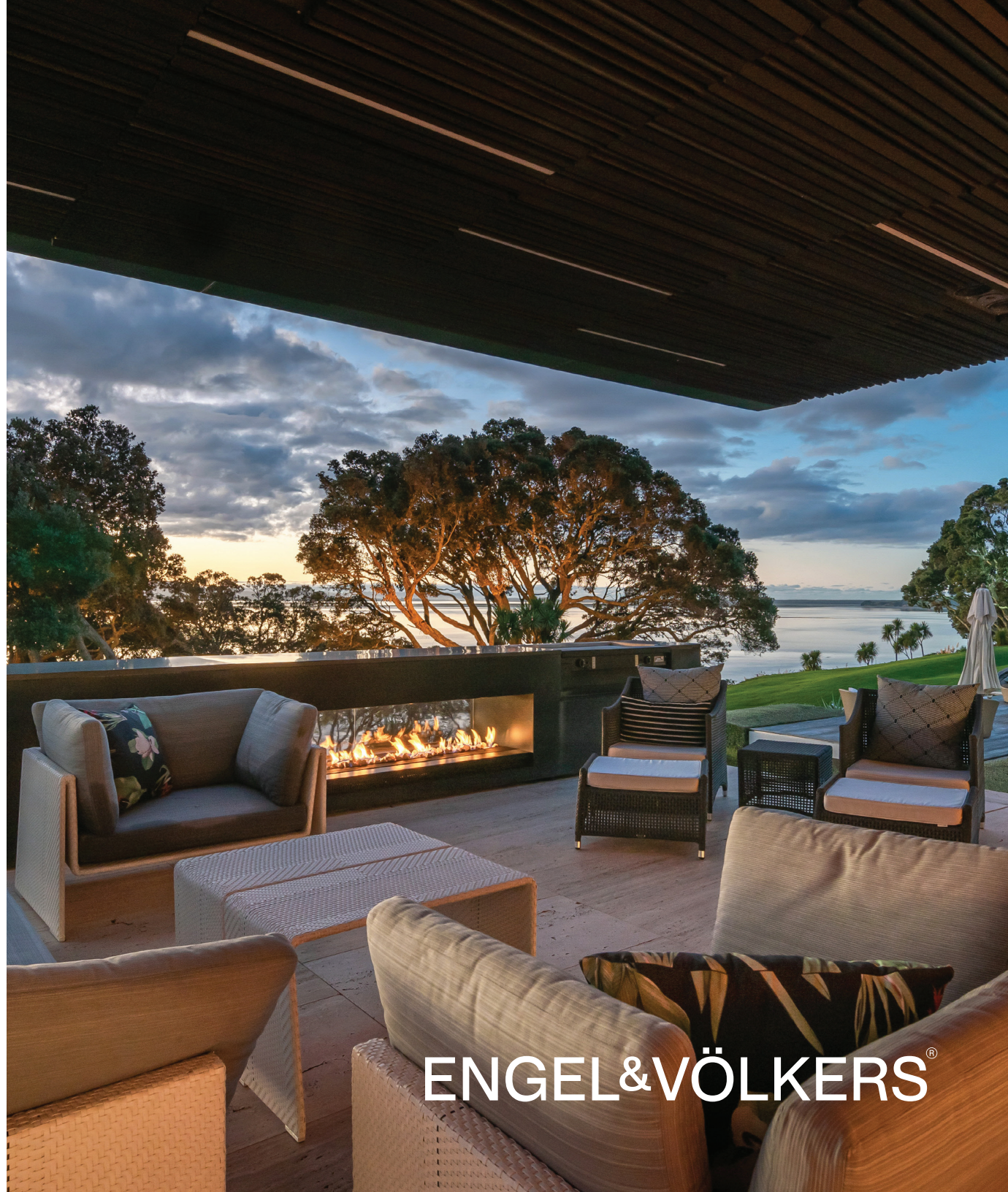
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**212-677-0083**  
[jimmy@skyad.com](mailto:jimmy@skyad.com)

# Digital Offerings



ENGEL & VÖLKERS®

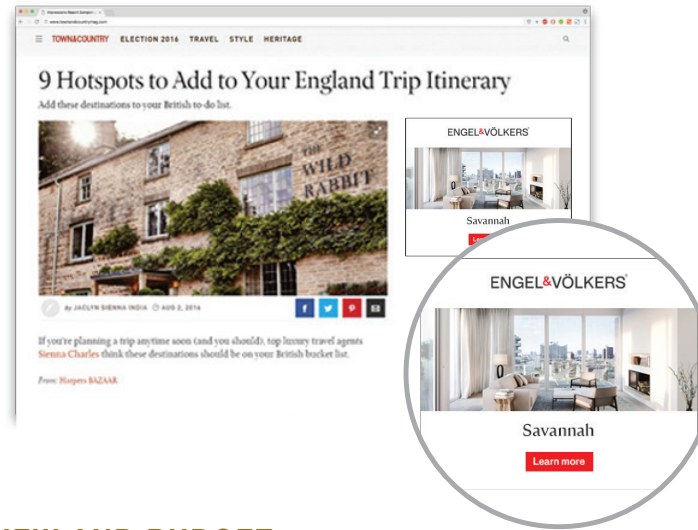
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **The Reserve**
- Flight Dates: **September 2023 - November 2023**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

# Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

## GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

INVESTOR'S BUSINESS DAILY™

BARRON'S



THE WALL STREET JOURNAL.

FORTUNE

Forbes

FOX BUSINESS



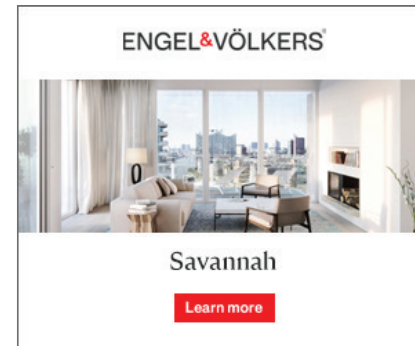
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

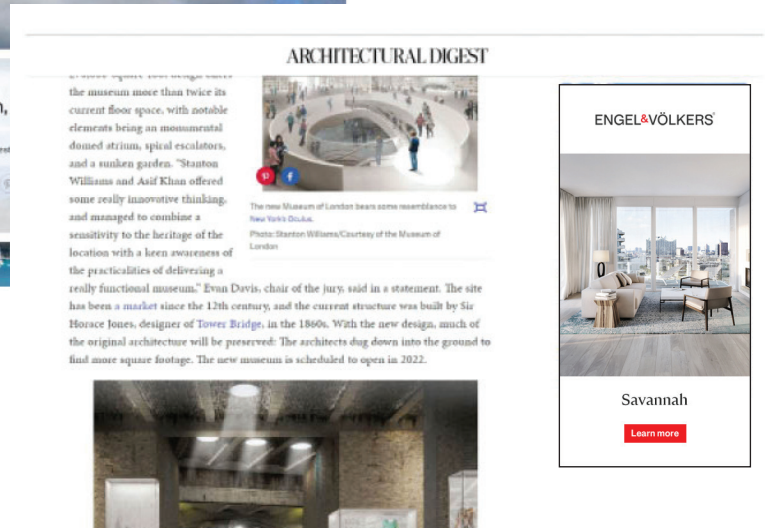
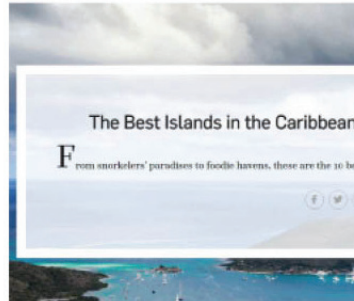
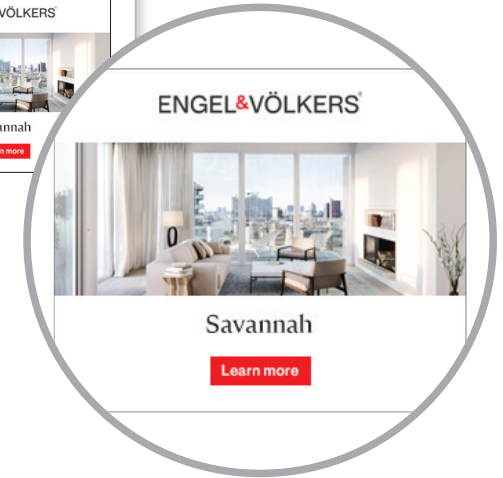
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

**Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.**

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites



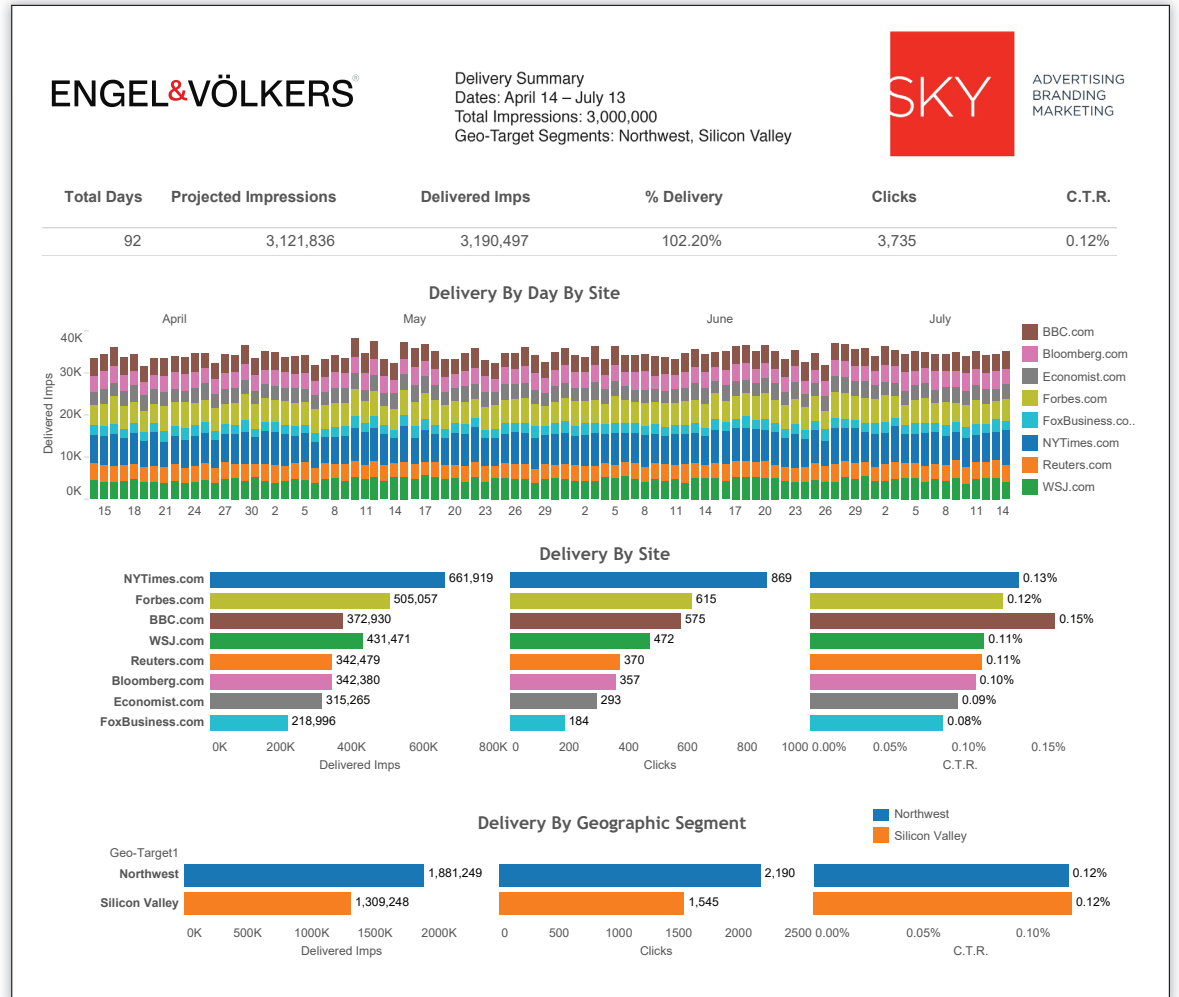


# Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Impressions Scheduling New York Metro

After researching, we have put together an integrated program that targets a high-net-worth audience across the New York metro.

The program, with a projected start date of September 1st and will run for three months delivering an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the New York metro on top global business and finance websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Savannah area real estate and living in the New York metro.
- A behavioral segment that will allow us to show banners to Golf Enthusiasts living in the New York metro.
- A behavioral segment that will allow us to show banners to Boating Enthusiasts living in the New York metro.

## SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com and more to extend the overall reach of the program.

## BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

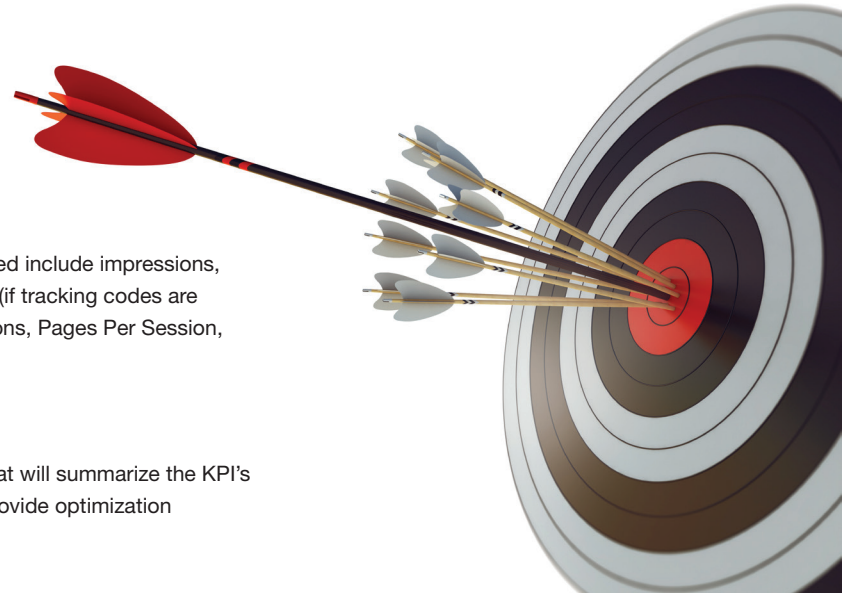
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

## MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

## REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



# Impressions Scheduling New York Metro

Engel & Völkers - The Reserve at Savannah Harbor

Media	Geo-Target	September					October					November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24		
WSJ.com	New York Metro														375,000	
Barrons.com																
Invetsors.com																
CNBC.com																
Fortune.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
Behavioral - Golf Enthusiasts	New York Metro														150,000	
Custom Intent - Savannah Area Real Estate	New York Metro														100,000	
Behavioural - Boating Enthusiasts	New York Metro														125,000	
<b>Total Digital</b>															<b>750,000</b>	

# Impressions Scheduling Atlanta Metro

After researching, we have put together an integrated program that targets a high-net-worth audience across the Atlanta metro.

The program, with a projected start date of September 1st and will run for three months delivering an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the Atlanta metro on top global business and finance websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Savannah area real estate and living in the Atlanta metro.
- A behavioral segment that will allow us to show banners to Golf Enthusiasts living in the Atlanta metro.
- A behavioral segment that will allow us to show banners to Boating Enthusiasts living in the Atlanta metro.

## SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com and more to extend the overall reach of the program.

## BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

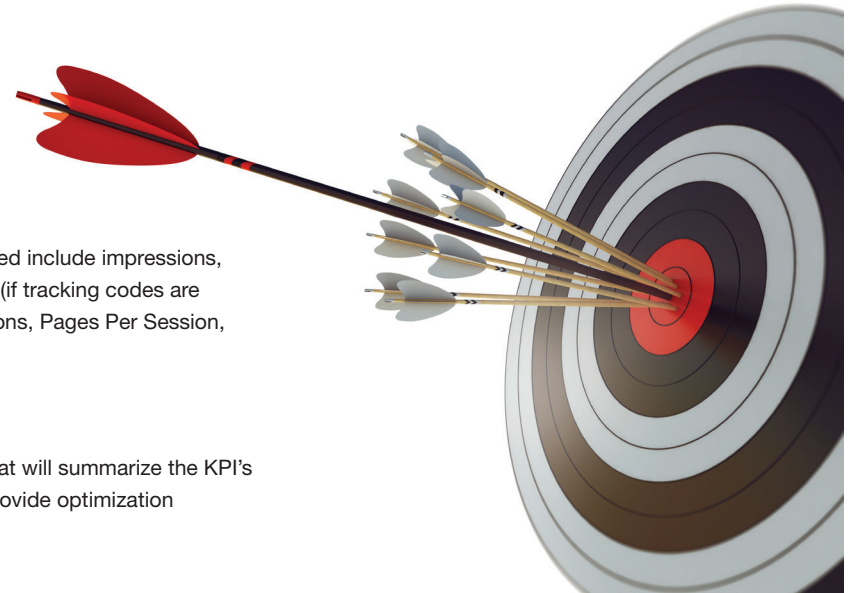
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

## MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

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# Impressions Scheduling Atlanta Metro

Engel & Völkers - The Reserve at Savannah Harbor

Media	Geo-Target	September					October					November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24		
WSJ.com	Atlanta Metro															
Barrons.com																
Invetsors.com																
CNBC.com																
Fortune.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
Behavioral - Golf Enthusiasts	Atlanta Metro															
Custom Intent - Savannah Area Real Estate	Atlanta Metro															
Behavoiral - Boating Enthusiasts	Atlanta Metro															
<b>Total Digital</b>																

# Comprehensive Digital

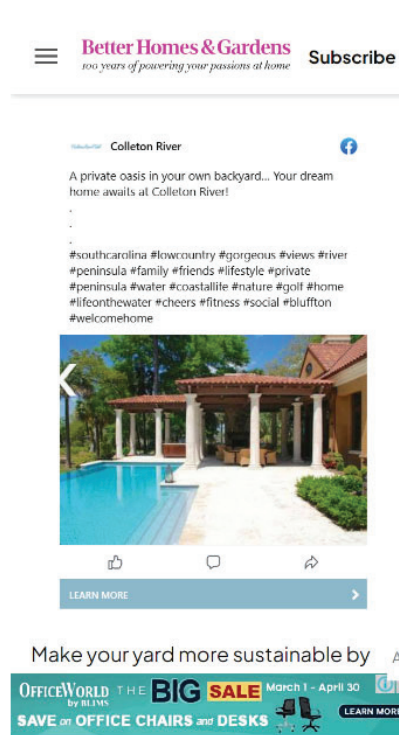
## SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

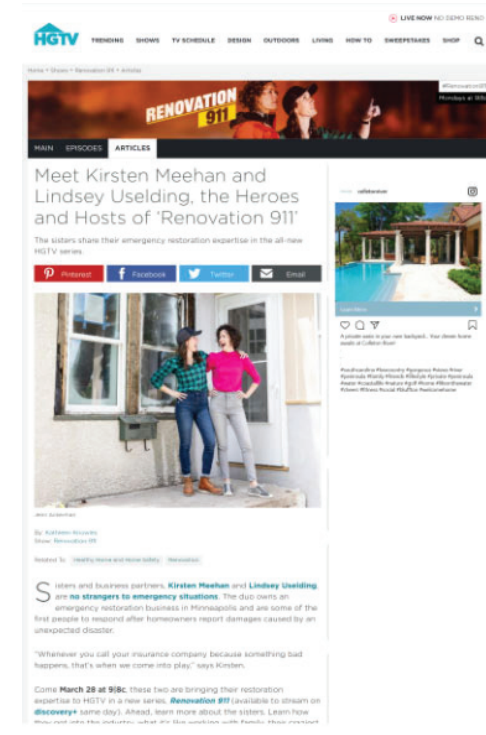
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500 PER MONTH

# Comprehensive Digital Atlanta or NY Metro

Client: Engel & Völkers Savannah		Digital Campaign Planner				Date Created: 8/17/2023												
		ENGEL&VÖLKERS®				GEOGRAPHIC TARGET:												
						Atlanta, GA												
Campaign Duration: 9/1/2023 - 12/1/2023	Sep-23	Oct-23	Nov-23	Total														
<b>NATIVE DISPLAY ADS</b>																		
Retargeting																		
Behavioral Targeting: High Net Worth; In-Market - New Homeowner; In-Market - Second Homeowner; Luxury Homes; Travel Preference > Beach / Waterfront																		
AI Targeting																		
Keyword Targeting																		
<b>Total Potential Impressions</b>	150,000	150,000	150,000	450,000														
<b>Cost Per Thousand</b>	\$10.00	\$10.00	\$10.00	\$10.00														
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00														
<b>VIDEO PRE-ROLL TARGETING</b>																		
Retargeting																		
Behavioral Targeting: High Net Worth; In-Market - New Homeowner; In-Market - Second Homeowner; Luxury Homes; Travel Preference > Beach / Waterfront																		
AI Targeting																		
Keyword Targeting																		
<b>Total Potential Impressions</b>	60,000	60,000	60,000	180,000														
<b>Cost Per Thousand</b>	\$25.00	\$25.00	\$25.00	\$25.00														
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00														
<b>SOCIAL MIRROR ADS</b>																		
Platforms: Facebook; Instagram																		
Retargeting																		
Behavioral Targeting: High Net Worth; In-Market - New Homeowner; In-Market - Second Homeowner; Luxury Homes; Travel Preference > Beach / Waterfront																		
AI Targeting																		
Keyword Targeting																		
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000														
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00														
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00														
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	310,000	310,000	310,000	930,000														
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00														
<table border="1"> <tr> <td>Native Available Monthly Impressions Estimate:</td> <td>372,557</td> </tr> <tr> <td>Percentage of Targeted Native inventory purchased with this campaign:</td> <td>40.26%</td> </tr> <tr> <td>Video Pre-roll Available Monthly Impressions Estimate:</td> <td>306,900</td> </tr> <tr> <td>Percentage of Targeted Video Pre-roll inventory purchased with this campaign:</td> <td>19.55%</td> </tr> <tr> <td>Social Mirror Ads Available Monthly Impressions Estimate:</td> <td>173,601</td> </tr> <tr> <td>Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:</td> <td>57.60%</td> </tr> </table>							Native Available Monthly Impressions Estimate:	372,557	Percentage of Targeted Native inventory purchased with this campaign:	40.26%	Video Pre-roll Available Monthly Impressions Estimate:	306,900	Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	19.55%	Social Mirror Ads Available Monthly Impressions Estimate:	173,601	Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	57.60%
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Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	19.55%																	
Social Mirror Ads Available Monthly Impressions Estimate:	173,601																	
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	57.60%																	

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

## DIGITAL

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# Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

### TARGETING

Use high-quality data to reach new customers

### DELIVERABILITY

Make it to more customer's inboxes every time.

### AUDIENCE

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Select High Income Zip Codes


Net Worth > \$13 Million

Household Income > \$500K

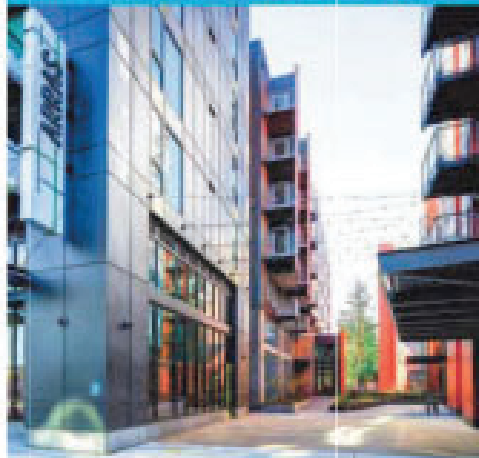
20,000 Total Emails

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CUSTOM EBLAST AND REMINDER EMAIL: \$2,295

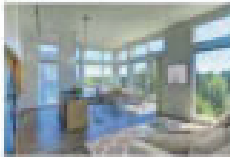


Your Stunning New Apartments In The Heart Of Bellevue




Your Tower, Your Way  
We are available for live video, accompanied in-person and self-guided tours. Find your new home at Arras and take your tour, your way.

Luxurious Residences Patterned to Suit You



Exclusively Spacious Floor Plans  
Our exclusive apartments supply the space you need to impress your urban personality and style. Up to 1,600 sq. ft. available.



Charming Modern Amenities  
Steel balconies, infinity edge floor plans, fitness club—Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Take a Tour](#) [Explore All Amenities](#)

ENGEL&VÖLKERS®



# Google AdWords

Target consumers who are “inmarket”, active in the Real Estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing/site.



## CAMPAIGN SETUP & OPTIMIZATION

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Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/ phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

## MONTHLY MANAGEMENT

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Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

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PROGRAM COST:

PROGRAM SETUP: \$750

MONTHLY MANAGEMENT:

\$350/MONTH (6 MONTH MINIMUM)

MEDIA: SPEND BASED ON PROGRAM

# Facebook Advertising

We recommend a campaign using Facebook and Instagram as advertising channels.



## FACEBOOK

- Geo-targeting to local and feeder markets.
- We will drive the audiences to select landing pages.

## RETARGETING

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- We will re-target the audiences who visit the site but do not convert.
- We will revise and optimize campaign based on performance.

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DIGITAL BANNER PROGRAM: FROM \$1500/MONTH



# Crain's New York Business

## REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- 78% are Top Management Professionals
- 60% are C-Suite Level Executives
- 41% serve on a Corporate or Non-Profit Board
- 87% influence Capital Expenditures, Leasing, or Purchasing

## REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: 15,000
- Average Open Rate: 42%
- 33% SOV + 25K ROS display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)

**650 FIFTH** WORKING UNDER YOUR TERMS. NEW HIGH-END PRE-BUILT SUITES AVAILABLE. RANGING FROM 2,833 - 6,475 SF. LEARN MORE. CUSTOMER SUPPORT AVAILABLE

**CRAINS NEW YORK BUSINESS**  
**Real Estate Daily**  
Tuesday, November 02, 2021

**Vornado's Roth expresses frustration over return-to-office pace on earnings call**  
The firm remains hopeful about the sector, noting its occupancy rate has grown steadily since the summer  
[READ MORE >](#)

**Manhattan office market sees best month for leasing since 2020**  
Leasing volume for the year has already exceeded 2020 levels  
[READ MORE >](#)

**WestPark: Where Innovation Thrives**  
WestPark offers two exceptional Class A, trophy headquarters buildings, ideally situated on a 25-acre campus in Metro New York  
[View More](#)

**Hotel mogul Sam Chang explains his slew of recent sales**  
The developer says they are because he's retiring, although he has made that claim before  
[READ MORE >](#)

**CRAIN'S**  
CORPORATE SUBSCRIPTIONS  
INFORM. INSPIRE. INFLUENCE.  
READ THE COLLECTION. [LEARN MORE](#)

**Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers**  
Lawmakers should return to the drawing board rather than set up a seesaw approach  
[READ MORE >](#)

**Deals of the Day: Nov. 2, 2021**  
The Henry Luce Foundation moves its headquarters, and a College Point warehouse hits the market  
[READ MORE >](#)

**Hochul set to scale back Cuomo's ambitious Penn Station plan**  
The closely-watched project could reshape Midtown Manhattan  
[READ MORE >](#)

**CRAINS NEW YORK BUSINESS**

**Deal reached on \$750M New York Blood Center rezoning project**

**Manhattan office market sees best month for leasing since 2020**

**WestPark: Where Innovation Thrives**

**Hotel mogul Sam Chang explains his slew of recent sales**

**Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers**

**Deals of the Day: Nov. 2, 2021**

**Hochul set to scale back Cuomo's ambitious Penn Station plan**

# NYTimes.com

## FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



**Una**  
Residences  
BRICKELL WATERFRONT  
**From \$2 million**  
175 SE 25th Rd. Miami, FL  
2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences  
info@unaresidences.com

## DIGITAL

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# The Wall Street Journal Online (WSJ.Com)

### MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

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PRICE: \$2,150/MONTH OR \$2.650/W VIDEO



# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,250

Buy Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | [WEBSITE](#) [VIEW MEDIA](#)

SHARE [SAVE](#)

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

[Read More](#)

**AMENITIES** [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

[Show More](#)

**NEIGHBORHOOD**

**YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT**

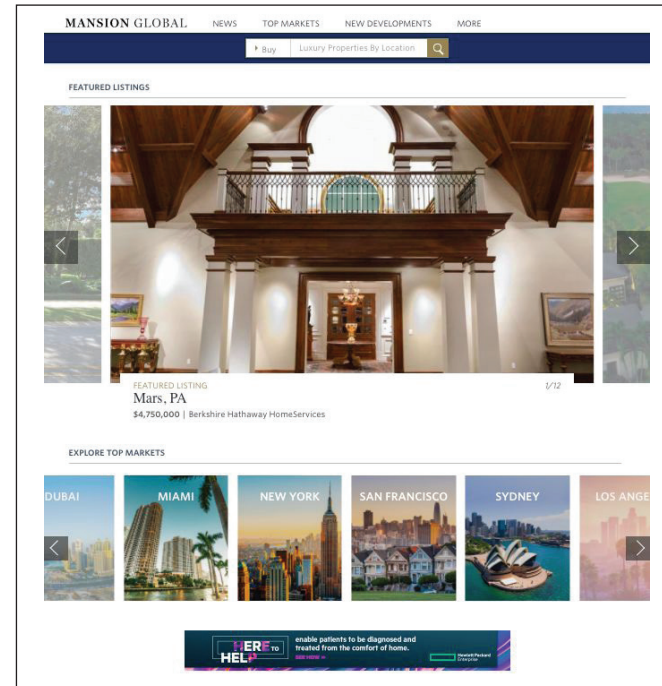
**100,000+**  
★★★★★ reviews  
[SHOP NOW](#)

# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



# Print Offerings



ENGEL & VÖLKERS®



# The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

2X7, NEW YORK METRO, COLOR: \$1,075

Buy 4 get 1 free

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 - VOL. CCLXXV NO. 52  
 \$4.00

**What's News**  
 Fed cuts rates as virus fears mount. The Fed lowered its benchmark rate to 0% and cut its reserve requirements for banks. The move is the most aggressive since the 2008 financial crisis.

**Fed Cuts Rates Amid Virus Fears**  
 The Federal Reserve cut its benchmark interest rate to 0% and slashed its reserve requirements for banks, in the most aggressive move since the 2008 financial crisis. The move is aimed at reducing borrowing costs and supporting the economy as the coronavirus pandemic spreads.

**Tennessee Twisters Kill at Least 25**  
 A line of twisters began barreling across Tennessee on Tuesday, killing at least 25 people as the twisters carved a path through some residential communities and rural areas in a deadly hail of twister.

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**  
 Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests. Biden's victory in California is a significant win for the Democratic Party.

**Shaky Ground**  
 The market's moves Tuesday showed the sector to which investors, wary of a credit crunch, may be most likely to turn. The market's moves Tuesday showed the sector to which investors, wary of a credit crunch, may be most likely to turn.

# The New York Times

## FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

### PRICE

1X: \$1,475

2X: \$1,180

3X: \$1,000

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THE NEW YORK TIMES, SUNDAY, MARCH 27, 2011

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**WHAT I LOVE**  
**SARAH STILES**

### Restrained Palettes Are for Other People

The actress is like a slightly gothy sitcom neighbor who has an otherworldly home.

By **DIANNE KAUFMAN**

Sarah Stiles's first address in New York was the Strooket Arms, an Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. Academy Award-nominee, the experience led to a stint at Brown.

The year she was 20, Ms. Stiles got serious, though long disheveled, partly shag-haired hair from "the gym" (she's now "New York-ish") to the urban jungle of West 113th Street. "I had never before there, there was a place that felt like it was just for me," she says. "I was like, 'This is my place.'"

It was the new North Covey Avenue (the "New Covey") at a time when the area was still called "The Grove" — an area of town that was once the site of the original "The Grove" — an area of town that was once the site of the original "The Grove."

The scene at the Strooket Arms was not










**Occupation** Actor

**Home context** "I'm not a fan of places who make a home out of anything go. If I'm working in a place or shooting in a place for a day, I bring things like photos."

**What she loves** "I'm not a fan of places who make a home out of anything go. If I'm working in a place or shooting in a place for a day, I bring things like photos."

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**Upper West Side**  
A two-bedroom apartment in the Upper West Side of New York City, near the University of the Holy Cross and the University of St. John's. The apartment is a two-bedroom and a one-bathroom unit. It has a large living room and a kitchen. The apartment is located in a building that was built in the 1920s. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson.

**Price** \$2,345,000

**Agent** Jacob Johnson

**Upper West Side**  
A two-bedroom apartment in the Upper West Side of New York City, near the University of the Holy Cross and the University of St. John's. The apartment is a two-bedroom and a one-bathroom unit. It has a large living room and a kitchen. The apartment is located in a building that was built in the 1920s. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson.

**Price** \$2,345,000

**Agent** Jacob Johnson



**PARK SLOPE, BROOKLYN**  
This is a two-bedroom apartment in Park Slope, Brooklyn. It has a large living room and a kitchen. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson.

**Price** \$1,750,000

**Agent** Jacob Johnson



**MIDTOWN, MANHATTAN**  
This is a two-bedroom apartment in Midtown, Manhattan. It has a large living room and a kitchen. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson.

**Price** \$2,345,000

**Agent** Jacob Johnson



**CHINATOWN, MANHATTAN**  
This is a two-bedroom apartment in Chinatown, Manhattan. It has a large living room and a kitchen. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson.

**Price** \$2,345,000

**Agent** Jacob Johnson



**LONG ISLAND CITY, QUEENS**  
This is a two-bedroom apartment in Long Island City, Queens. It has a large living room and a kitchen. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson.

**Price** \$920,000

**Agent** Jacob Johnson



**FINANCIAL DISTRICT, MANHATTAN**  
This is a two-bedroom apartment in the Financial District, Manhattan. It has a large living room and a kitchen. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson.

**Price** \$1,925,990

**Agent** Jacob Johnson



**HARBORSIDE, MANHATTAN**  
This is a two-bedroom apartment in Harborside, Manhattan. It has a large living room and a kitchen. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson. The apartment is currently occupied by Sarah Stiles and her partner, Jeff Dodson.

**Price** \$1,925,990

**Agent** Jacob Johnson

# Architectural Digest

## INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

## FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR  
ATLANTA: \$2,500



# Golf Digest

## INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy. Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Golf Digest.

- Full page, color

FULL PAGE, COLOR  
ATLANTA: \$5,540



# Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PROPERTY GALLERY: \$1,250



# Schedule, Pricing & Reach



ENGEL & VÖLKERS®

# Circulation/ Distribution/ Reach 2023

Plan 1 Atlanta Media							
Ad Description	September	October	November	Media Total	Reach		
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000	
Million Impressions	Targeting -Atlanta						
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,850.00	\$ 1,100.00	\$ 1,100.00	\$ 4,050.00		
<b>Facebook Advertising</b>							
Facebook Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000	
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000	
<b>Smart Solutions Eblast</b>							
Smart Solutions Eblast	Custom Email	\$ 2,295.00	\$ 2,295.00		\$ 4,590.00	80,000	
<b>WSJ.com</b>							
Mansion Global New Development P	Profile page - 3 months		\$1,250		\$ 1,250.00		
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00		\$ 1,275.00	\$ 2,550.00	32,800	
<b>Print</b>							
<b>Conde Nast Magazines Regional Pages</b>							
Architectural Digest - Atlanta	Full Page			\$ 2,500.00	\$ 2,500.00	13,000	
Golf Digest - Atlanta	Full Page			\$ 5,540.00	\$ 5,540.00	42,000	
TOTAL					\$ 31,565.00	1,337,800	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							

# Circulation/ Distribution/ Reach 2023

Plan 2 Atlanta Media		September	October	November	Media Total	Reach
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Atlanta					
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 1,850.00	\$ 1,100.00	\$ 1,100.00	\$ 4,050.00	
<b>Facebook Advertising</b>						
Facebook Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<b>Smart Solutions Eblast</b>						
Smart Solutions Eblast	Custom Email	\$ 2,295.00	\$ 2,295.00		\$ 4,590.00	80,000
TOTAL					\$ 19,725.00	1,250,000

\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change



# Circulation/ Distribution/ Reach 2023

**Plan 1**  
New York Metro  
**Media**

Ad Description	September	October	November	Media Total	Reach	
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - New York Metro					
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 1,850.00	\$ 1,100.00	\$ 1,100.00	\$ 4,050.00	
<b>Facebook Advertising</b>						
Facebook Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<b>NYTimes.com</b>						
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00		\$ 6,000.00	111,206
<b>WSJ.com</b>						
Mansion Global New Development Pr	Profile page - 3 months		\$1,250		\$ 1,250.00	
Mansion Global Homepage Featured	Mansion Global Homepage Featurec	\$ 1,275.00		\$ 1,275.00	\$ 2,550.00	32,800
<b>Crain's New York Business</b>						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - New York M 2 x 7		\$ 1,075.00	\$ 1,075.00		\$ 2,150.00	1,566,630
<b>The New York Times</b>						
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00	1,143,804
<b>Financial Times</b>						
Financial Times	Property Gallery	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00	631,371
<b>TOTAL</b>				\$ 36,985.00	4,670,811	

\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change

# Circulation/ Distribution/ Reach 2023

Plan 2 New York Metro Media		Ad Description	September	October	November	Media Total	Reach
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00		750,000
Million Impressions	Targeting - New York Metro						
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,850.00	\$ 1,100.00	\$ 1,100.00	\$ 4,050.00		
<b>Facebook Advertising</b>							
Facebook Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00		120,000
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00		300,000
<b>NYTimes.com</b>							
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00			\$ 3,000.00		55,603
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - New York M 2 x 7		\$ 1,075.00	\$ 1,075.00		\$ 2,150.00		1,566,630
<b>The New York Times</b>							
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00		1,143,804
<b>TOTAL</b>						\$ 23,285.00	3,936,037

\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change

# Circulation/ Distribution/ Reach 2023

**Plan 1**

Combined Atlanta & New York Metro

Media	Ad Description	September	October	November	Media Total	Reach
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Million Impressions	Targeting - Atlanta & New York Metro					
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 2,250.00	\$ 1,500.00	\$ 1,500.00	\$ 5,250.00	
<b>Facebook Advertising</b>						
Facebook Advertising	Digital Banner program	\$ 2,500.00	\$ 2,500.00		\$ 5,000.00	120,000
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 7,500.00	300,000
<b>NYTimes.com</b>						
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00		\$ 6,000.00	111,206
<b>Smart Solutions Eblast</b>						
Smart Solutions Eblast	Custom Email	\$ 2,295.00	\$ 2,295.00		\$ 4,590.00	80,000
<b>WSJ.com</b>						
Mansion Global New Development P	Profile page - 3 months		\$1,250		\$ 1,250.00	
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module			\$ 1,275.00	\$ 1,275.00	164,000
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
<b>Crain's New York Business</b>						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - New York IV 2 x 7		\$ 1,075.00	\$ 1,075.00		\$ 2,150.00	1,566,630
<b>The New York Times</b>						
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00	1,143,804
<b>Financial Times</b>						
Financial Times	Property Gallery	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00	631,371
<b>Conde Nast Magazines Regional Pages</b>						
Architectural Digest - Atlanta	Full Page			\$ 2,500.00	\$ 2,500.00	13,000
Golf Digest - Atlanta	Full Page			\$ 5,540.00	\$ 5,540.00	42,000
<b>TOTAL</b>					\$ 57,980.00	5,851,011

\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change

# Circulation/ Distribution/ Reach 2023

<b>Plan 2</b>						
Combined Atlanta & New York Metro						
<b>Media</b>	<b>Ad Description</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>Media Total</b>	<b>Reach</b>
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Million Impressions	Targeting - Atlanta & New York Metro					
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 2,250.00	\$ 1,500.00	\$ 1,500.00	\$ 5,250.00	
<b>Facebook Advertising</b>						
Facebook Advertising	Digital Banner program	\$ 2,500.00	\$ 2,500.00		\$ 5,000.00	120,000
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 7,500.00	300,000
<b>NYTimes.com</b>						
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00			\$ 3,000.00	55,603
<b>Smart Solutions Eblast</b>						
Smart Solutions Eblast	Custom Email	\$ 2,295.00	\$ 2,295.00		\$ 4,590.00	80,000
<b>WSJ.com</b>						
Mansion Global New Development P	Profile page - 3 months		\$1,250		\$ 1,250.00	
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module			\$ 1,275.00	\$ 1,275.00	164,000
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - New York IV 2 x 7		\$ 1,075.00	\$ 1,075.00		\$ 2,150.00	1,566,630
<b>The New York Times</b>						
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00	1,143,804
<b>Conde Nast Magazines Regional Pages</b>						
Architectural Digest - Atlanta	Full Page			\$ 2,500.00	\$ 2,500.00	13,000
<b>TOTAL</b>					\$ 42,540.00	5,107,037

\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change