



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Silver Creek Lake Living Advertising and Marketing Program



**NORTHWEST  
HOME TEAM**

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**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 Silver Creek Lake Living

SKY Advertising is excited to present to Better Homes and Gardens Real Estate® Northwest Home Team a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Silver Creek Lake Living.

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

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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Agent



**Better  
Homes** and Gardens.  
REAL ESTATE



## JESSICA POULOS

Raised in the Olympia area, Jessica graduated from River Ridge High School. A sports enthusiast, Jessica played college volleyball for University of Oregon and Central Washington University. She completed her senior internship for the Washington Lottery Olympia office. She graduated from Central Washington University in 2004 and immediately obtained her real estate license and has been a realtor in the area ever since. She also has her managing broker's license since 2015.

Jessica has an immense amount of knowledge in Washington State's real estate. But her biggest strength, luxury homes. Her marketing background, attention to detail and her ability to sculpt a lifestyle marketing plan for each home is why sellers choose Jessica to sell their high-end listing. Whether upgrading, downsizing, investing, or building, Jessica's goal is to help you achieve your goal and make wise real estate decisions.

Jessica owns Better Homes and Gardens Real Estate Northwest Home Team with her husband, Steve Poulos. Jessica and Steve were married in 2017. Jessica's passion starts at home. She loves spending time with her family, traveling and watching her kids play sports. Once you meet Jessica, it's not hard to see that family is the most important thing to her.

Jessica and Steve started Northwest home Team in 2017 with a vision in mind: "We will never settle. We will persist in the meticulous delivery of unparalleled service and expectations. We will do it better than everyone else." And the vision just took off from there. Jessica is the Designated Broker and Co-Owner of one of the fastest growing real estate companies in Thurston County. Their vision sets them apart. "Everything is serving," says Jessica. "It's not how many houses can we sell, it's how many families can we serve."

Since real estate is typically the biggest investment in someone's life, Jessica has invested in her clients to help them get a return on their investment. Her clients' goals become her goals to ensure she can make their dreams come true. If you are looking to buy or sell a home, you'll find comfort in knowing that Jessica's team at Northwest Home Team Realty is personally invested in your family's goal. They will make the challenge and stress of buying or selling a home feel easy and effortless.

Outside of work, Jessica enjoys running, exercising, sports and being outdoors. After hours you will most likely find her spending time with her husband and playing with her 5 kids.



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**JESSICA POULOS**  
**M +1 (360) 870-0619**

### LOCAL EXPERTISE

Our Team is helping people buy and sell homes all over the South Puget Sound area from Tacoma, to Washington's Beaches, to Packwood, to Vancouver. Upgrading, downsizing, investing, or building, NW Home Team's goal is to help you achieve your goal and make a wise real estate decision.

If you are looking to buy or sell a home, you'll find comfort in knowing that our Team is personally invested in your family's goal. We will make the challenge and stress of buying or selling a home feel easy and effortless.



### ABOUT OUR TEAM'S PHILOSOPHY

- WIN-WIN - OR NO DEAL
- INTEGRITY - DO THE RIGHT THING
- COMMITMENT - IN ALL THINGS
- COMMUNICATION - SEEK FIRST TO UNDERSTAND
- CREATIVITY - IDEAS BEFORE RESULTS
- CUSTOMERS - ALWAYS COME FIRST
- TEAMWORK - TOGETHER EVERYONE ACHIEVES MORE
- TRUST - BEGINS WITH HONESTY
- SUCCESS - RESULTS THROUGH PEOPLE



### COMMUNITY GIVEBACK

Jessica's office has a Community Fund in which her agents give year-round to. At the end of the year, Jessica and Steve match what her agents have raised. The group then decides together where to donate the money in the local community.

### SPECIALITIES

Luxury real estate, vacation homes, second homes, resale, new construction, and land.



### OFFICE STATS

Jessica owns four real estate offices in the South Puget Sound area. Her offices have one of the highest average sales price and have the highest average sales per agent in the area.



# Digital Offerings



**Better  
Homes**  
and Gardens.  
REAL ESTATE



# 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: **Silver Creek Lake Living**
- Flight Dates: **Two week campaign**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



Two week campaign



# 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.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**



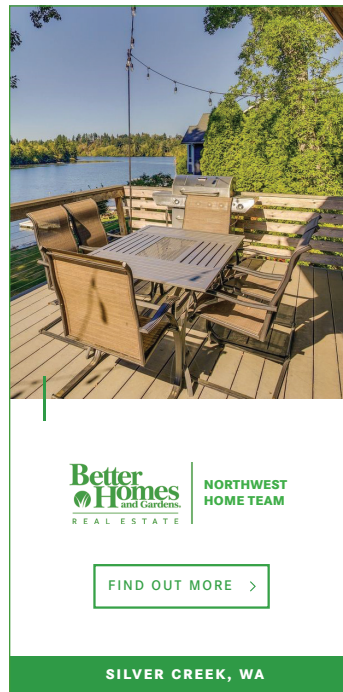
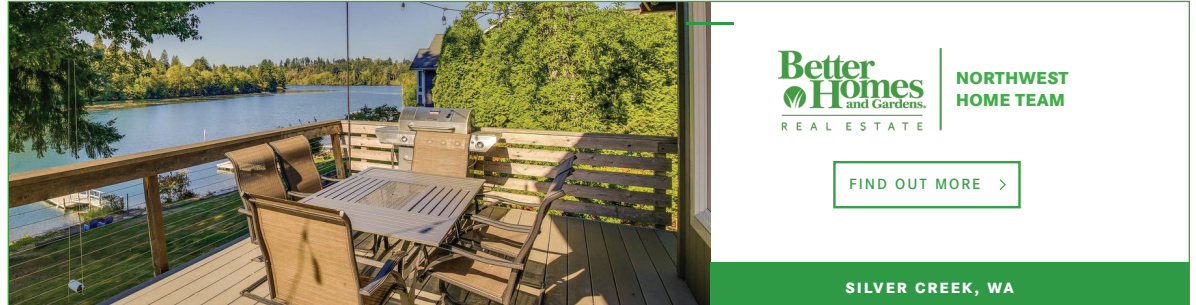
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

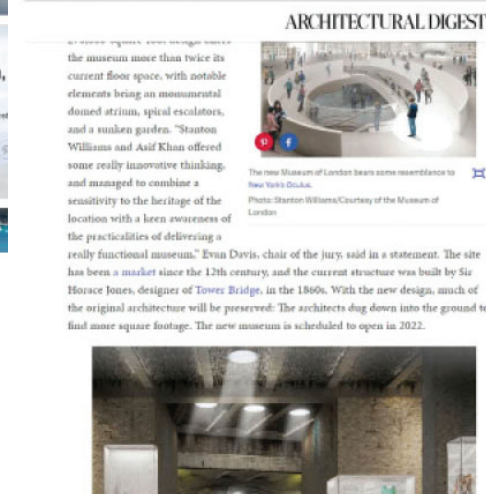
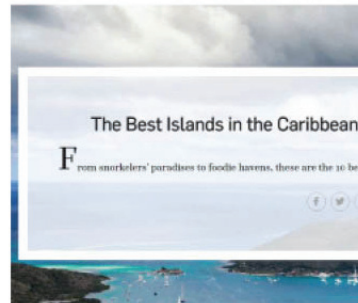
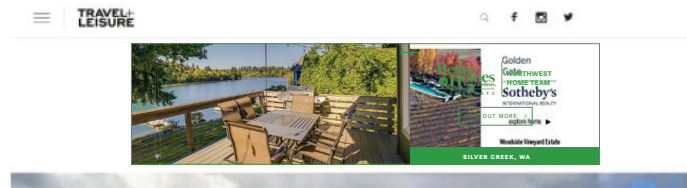
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

**BANNER PRODUCTION: \$350**



# Sample Banners For Impressions Programs As They Appear On Sites

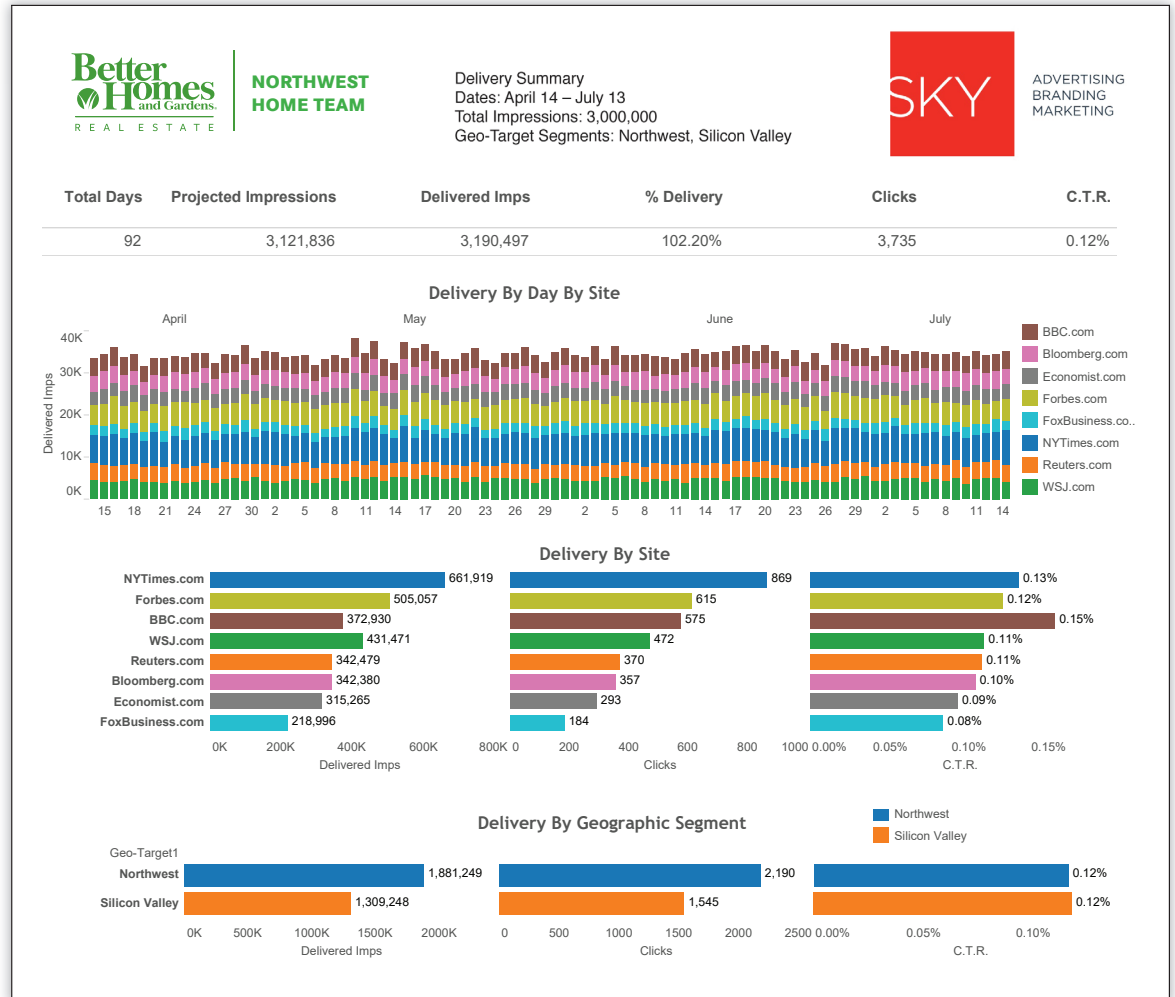


# Comprehensive Reporting For Your Customized Campaign

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 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



# Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

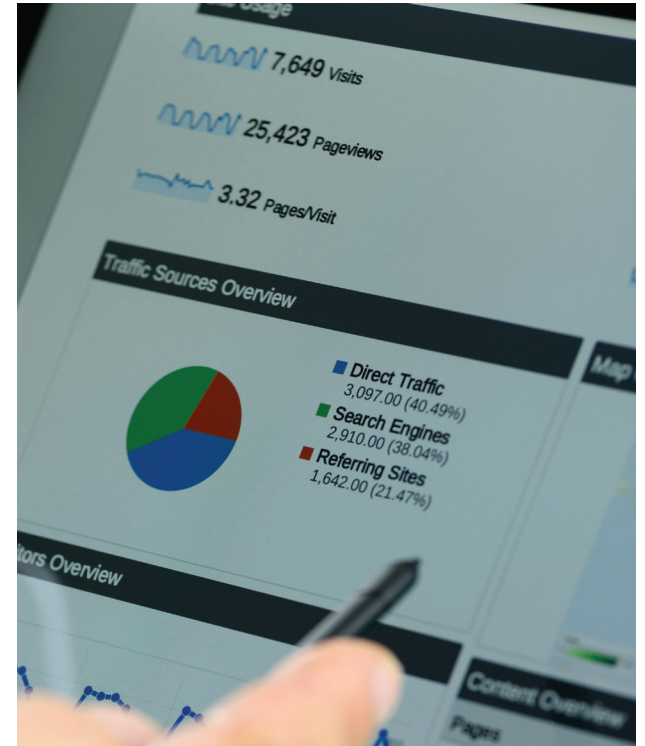
No other medium can target as effectively. Pay only when people click through to your listing or website.

## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

**\$750 CAMPAIGN SET UP**  
**STARTING AT \$850/MONTH**





# Google AdWords

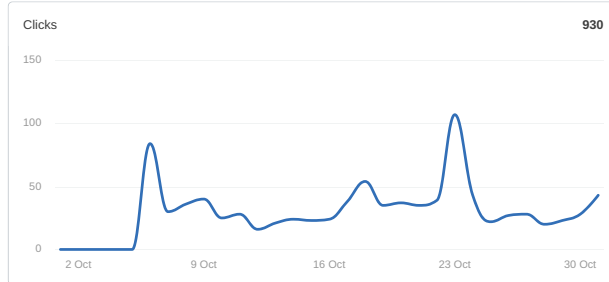
## CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



## Northwest Home Team

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
<b>85,229</b>	<b>930</b>	<b>1.09%</b>	<b>9</b>	<b>\$1.52</b>	<b>1.14%</b>



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - PMAX</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

# Google AdWords

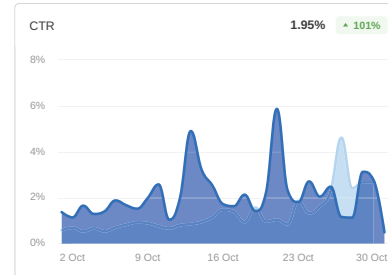
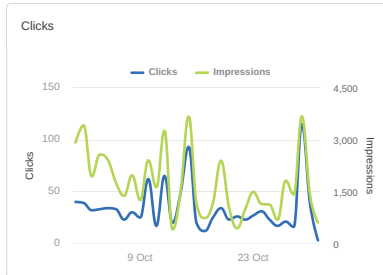
## MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



## Northwest Home Team

### October KPI's



Total Impressions <span style="color: red;">▼ 46%</span>	Total Clicks <span style="color: green;">▲ 9%</span>	Phone Calls <span style="color: green;">▲ 71%</span>	Interaction Rate <span style="color: green;">▲ 218%</span>	CTR <span style="color: green;">▲ 101%</span>	Average CPC <span style="color: green;">▲ 7%</span>
<b>53,704</b>	<b>1,049</b>	<b>12</b>	<b>4.17%</b>	<b>1.95%</b>	<b>\$0.94</b>

### Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

### Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

# Comprehensive Digital

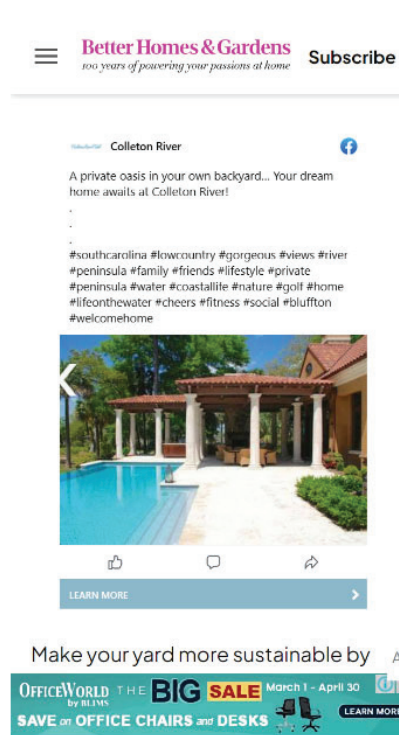
## SOCIAL MIRROR ADS

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.

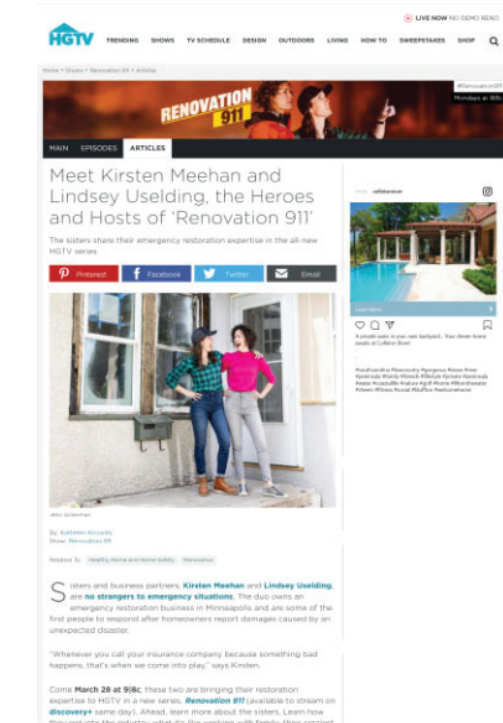
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

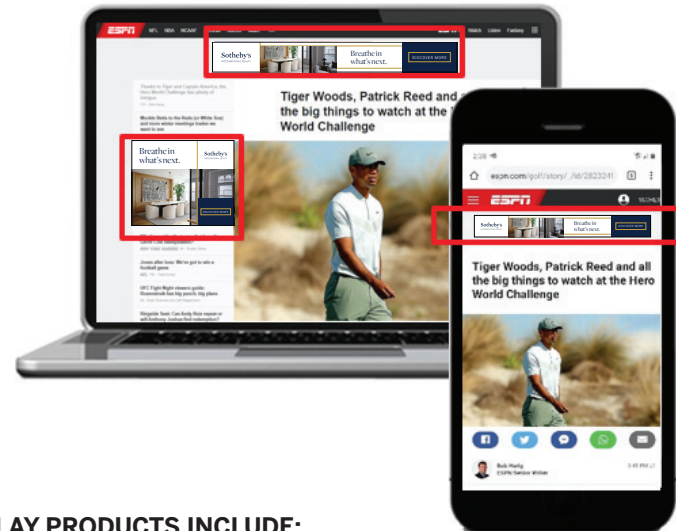


PRICE: FROM \$1,500/MONTH  
100,000 Impressions

# Comprehensive Digital

## DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



### TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences-target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

**PRICE: FROM \$1,500/MONTH**  
**150,000 Impressions**

## DIGITAL

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# Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

## E-NEWSLETTER

### ON THE MARKET

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An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

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PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**





# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

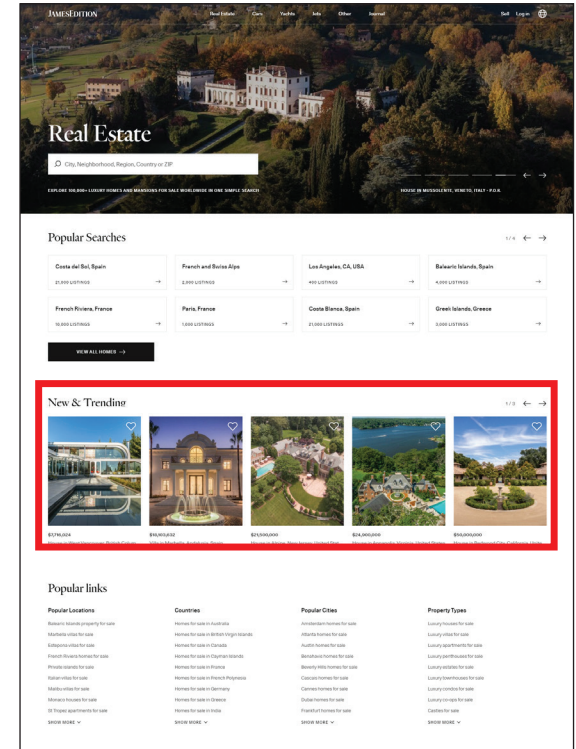
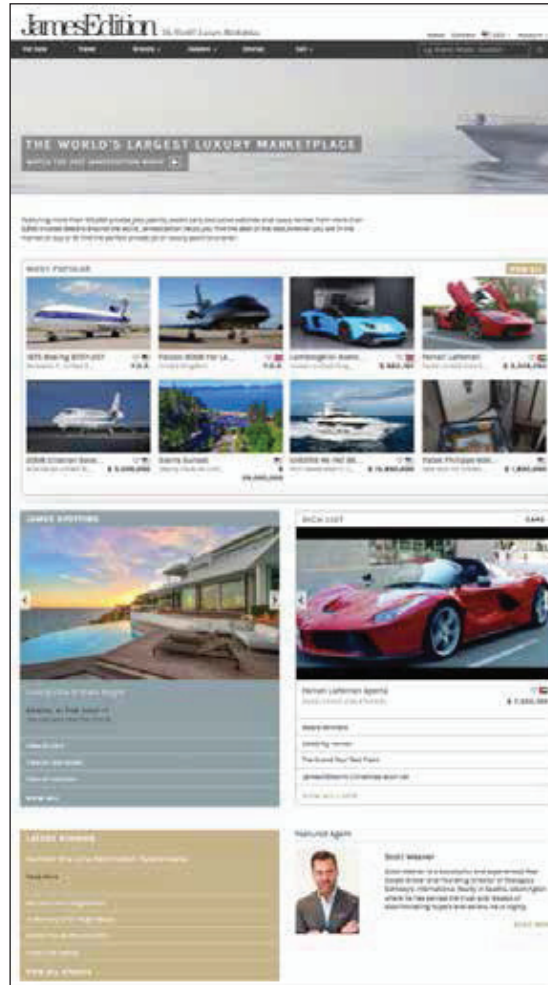
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## E-NEWSLETTER

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. A search bar is on the right. Below the navigation is a large banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A central text block states: 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.' Below this is a 'MOST POPULAR' section with a grid of car listings: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$478,947), Stunning Villa Ove... (\$478,947), and Ram 2500 (\$48,999). There are also 'JAMES SPOTTING' and 'RICH LIST' sections. The 'RICH LIST' features a yacht listing: 'DOUBLE DOWN 214 Codecasa 2010/20...' for \$3,800,000. A 'Featured Agent' section highlights Nick Swinburne. At the bottom, there's a 'LATEST STORIES' section with an orange sports car and several article teasers.

The screenshot shows the JamesEdition.com real estate search results page. The top navigation is similar to the homepage. A search bar is active with 'Type location' and a 'Search' button. Below the search bar is a featured property listing: 'THE PENTHOUSES AT GOLDEN PEAK' for \$23,900,000. A text block explains: 'JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries...' Below this is a 'Featured luxury properties' section with a grid of property listings: '5 Bedrooms - Pent...' (\$2,734,418), 'Stunning Sherwo...' (\$2,250,000), 'Enviably Estate By...' (\$2,995,900), and 'Modern Apartment...' (\$2,724,332). There are also 'News about luxury real estate' articles, including 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. At the bottom, there's a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# 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

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO

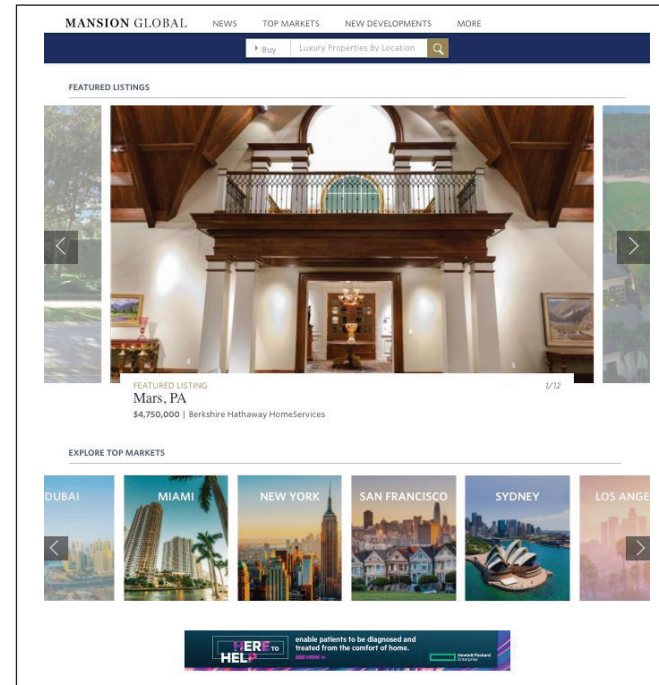


# The Wall Street Journal Online (WSJ.com)

## 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



**Better  
Homes** and Gardens  
REAL ESTATE



# FinancialTimes

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 BOX, COLOR: \$1250

Global

**A DISTINCTIVE LIFESTYLE**  
DESERVES A DISTINCTIVE REAL ESTATE EXPERIENCE

Let Us Help You Find Or Sell Your Home  
Visit: [BHGRECOLLECTION.COM](http://BHGRECOLLECTION.COM)

<p><b>FORT LAUDERDALE, FLORIDA   \$12,500,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> FLORIDA   954-525-2200</p> <p>This stunning modern waterfront estate spans over a half-acre on Southeast 16. No less than 100,000 sq ft of living space, this magnificent estate is a masterpiece of architectural design and craftsmanship. The property is situated on a prime waterfront location, offering unparalleled views of the Intracoastal Waterway and the Atlantic Ocean. The estate features a grand entrance, a luxurious interior, and a private dock with a boat lift. Don't miss this rare opportunity to own a spectacular custom home located conveniently in a prime, well-manicured area. This elegant estate provides a truly unique opportunity to own a coastal, luxury asset on the beautiful backdrop, with infinity pool, private dock and entertaining area.</p>	<p><b>RUMSON, NEW JERSEY   \$5,488,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> MIDWEST   646-279-2273</p> <p>Don't miss this rare opportunity to own a spectacular custom home located conveniently in a prime, well-manicured area. This elegant estate provides a truly unique opportunity to own a coastal, luxury asset on the beautiful backdrop, with infinity pool, private dock and entertaining area.</p>	<p><b>CHARLESTON, WEST VIRGINIA   \$3,950,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> CENTRAL   304-551-2653</p> <p>Reminiscent of a European countryside chateau, 228 Quarry Ridge estate is a mountainous setting, surrounded by trees. Offering both mountain and downtown Charleston views, this magnificent estate is an impressive backdrop for entertaining on a grand scale.</p>
<p><b>DEVONSWORTH, MISSOURI   \$2,650,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> PREFERRED PROPERTIES   636-532-5900</p> <p>This custom executive home has an open floor plan, elegant curb appeal with brick and stone elevation, plus a massive arched walkway. Interior features a library, boy's den, gourmet kitchen, and limestone floor call into the heart room. A must-see for any distinguished client.</p>	<p><b>KANEHOLE, HAWAII   \$1,775,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> ADVANTAGE REALTY   808-261-1800</p> <p>This unique home in the delightful Club View Estates is situated in the secluded and peaceful low traffic neighborhood in the Kona foothills. Capture the amazing view of the Kona mountain range and enjoy the breathtaking waterfalls from almost every room in the house.</p>	<p><b>WAINESVILLE, NORTH CAROLINA   \$1,279,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> HERITAGE   688-926-0000</p> <p>Exceptional mountain views are ready for you! This sophisticated mountain retreat has a great room with floor-to-ceiling wood-burning stone fireplace. Cozy up to exceptional quality finishes with wide area view and access to the outdoor fireplace and covered porch.</p>

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# 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**

WESTERN: 2X7 \$1,770  
NATIONAL: PROPERTY PORTFOLIO \$2,355

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Business & Finance

**Fed Cuts Rates Amid Virus Fears**  
Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

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**Tennessee Twisters Kill at Least 25**

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**World-Wide**  
Biden crushed a string of major Tuesday primary victories and Sanders won delegates in California

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<p><b>FORT LAUDERDALE, FLORIDA   \$12,500,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> FLORIDA SET   954-926-2200</p> <p>This stunning modern waterfront estate spans over a half acre on beautiful Ft. Rio Vista Blvd, directly on the New River. Equally in every way with gorgeous views, spectacular soaring ceilings and walls of glass offering an unparalleled backdrop, with infinity pool, private dock and entertaining areas.</p>	<p><b>RUMSON, NEW JERSEY   \$5,485,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> MURPHY CO.   846-379-2379</p> <p>Don't miss this one opportunity to own a spectacular custom home nestled comfortably on 3.84 private, well-manicured acres. This elegant estate provides a truly unique opportunity to own a colonial, elegantly sited on a magnificent peninsula between the Shrewsbury River, the Neversink River and the Atlantic Ocean.</p>	<p><b>CHARLESTON, WEST VIRGINIA   \$1,950,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> CENTRAL   304-521-7433</p> <p>Reminiscent of a European country-side chateau, 230 Quarry Ridge Road sits on a mountainside setting, surrounded by trees. Offering both mountain and downtown Charleston views, this magnificent stone estate is an impressive backdrop for entertaining on a grand scale.</p>
<p><b>DEVONWORTH, MISSOURI   \$2,650,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> PREFERRED PROPERTIES   434-532-9590</p> <p>This custom executive home has an open floor plan, elegant curb appeal with brick and stone exterior, plus a massive arched window door. Interior features a library, boy's den, gourmet kitchen, and fireplace. Floor-to-ceiling windows, glass railings and fireplace floors add to the breathtaking waterfront from almost every room in the house.</p>	<p><b>KANEHOE, HAWAII   \$1,775,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> ADVANTAGE REALTY   808-241-1800</p> <p>This unique home in the delightful Oahu View Estates is situated in the secluded and peaceful low traffic neighborhood in the Kailua Heights. Capture the amazing views of the Kailua mountain range and enjoy the breathtaking waterfront from almost every room in the house.</p>	<p><b>WAINWRIGHT, NORTH CAROLINA   \$1,279,000</b></p> <p><b>BETTER HOMES AND GARDENS REAL ESTATE</b> HERITAGE   828-926-0200</p> <p>Exceptional mountain view and ready for you! This sophisticated mountain retreat has a great room with floor-to-ceiling windows with wrap-around view and access to the outdoor fireplace and covered porch.</p>

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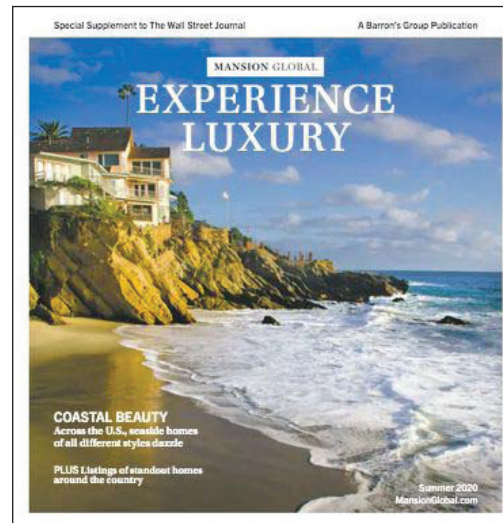
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

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- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE:  
\$980/TEMPLATE  
\$1,985/CUSTOM





# Schedule, Pricing & Reach



# Proposed Schedule, Pricing & Reach 2024-2025

Media	Ad Description	December	January	February	March	Media Total	Reach
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
<b>WSJ.com</b>							
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00				\$ 1,275.00	164,000
<b>Print</b>							
<b>Financial Times</b>							
Financial Times	Property Gallery Box	\$ 1,250.00				\$ 1,250.00	210,457
<b>The Wall Street Journal</b>							
The Wall Street Journal - Western	2 x 7	\$ 1,770.00	\$ 1,770.00			\$ 3,540.00	246,548
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00				\$ 2,355.00	644,424
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
<b>TOTAL</b>						\$ 25,600.00	3,163,929

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