



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Seahorse Estates Advertising and Marketing Program



GARY  
GREENE

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47 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 Seahorse Estates

SKY Advertising is excited to present to Better Homes & Gardens Gary Greene a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Seahorse Estates.

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 Freeport, TX.

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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# Digital Offerings



**Better  
Homes** and Gardens.  
REAL ESTATE



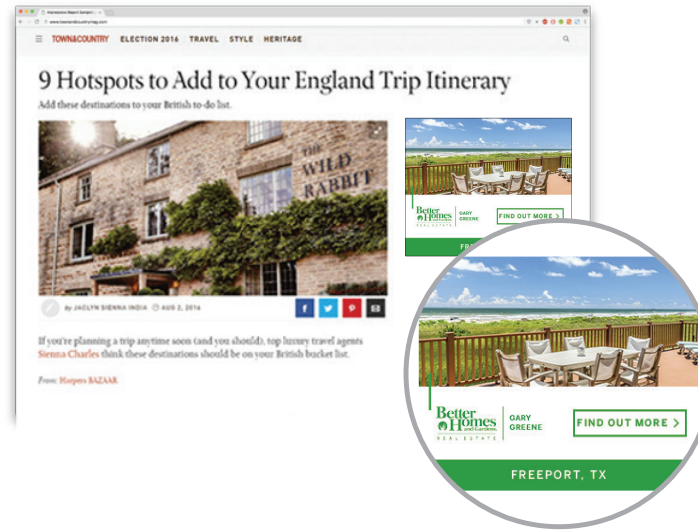
# Impressions Campaign

**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: **Seahorse Estates**
- Flight Dates: **September 2023 - November 2023**
- Impressions: **1,500,000**
- 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	



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.



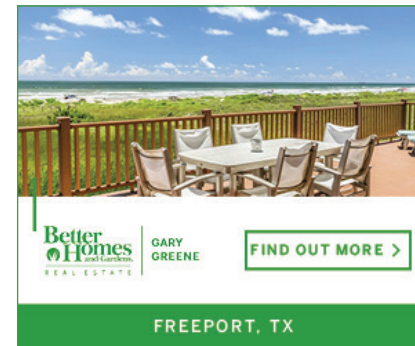
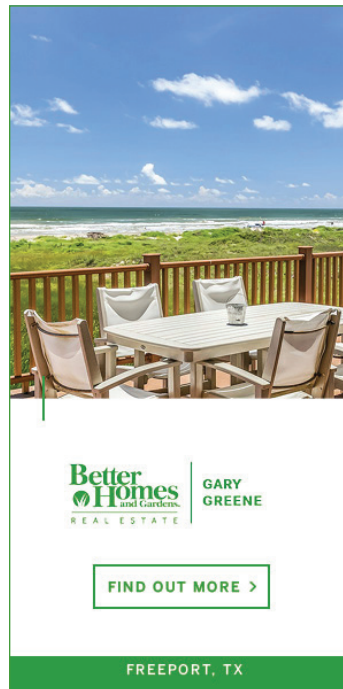
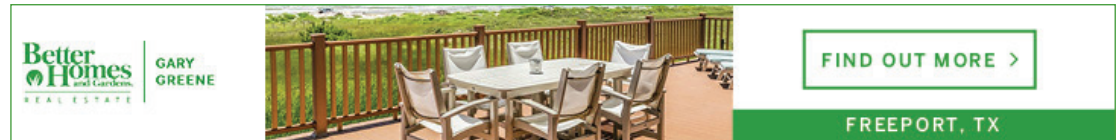
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

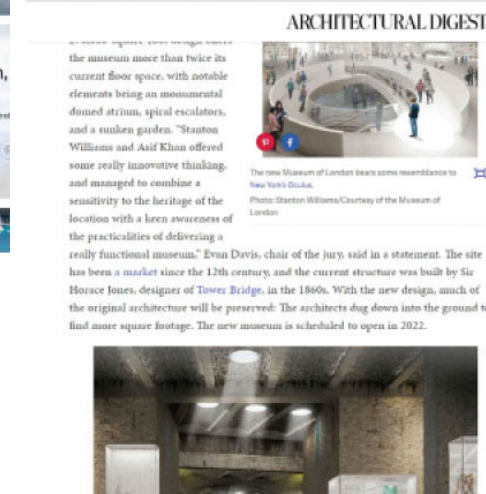
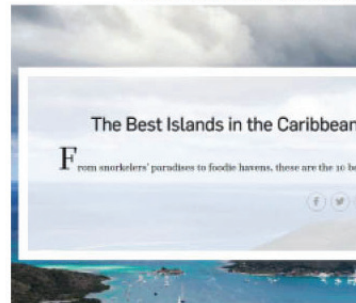
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

**BANNER PRODUCTION: \$350**



# Sample Banners For Impressions Programs As They Appear On Sites



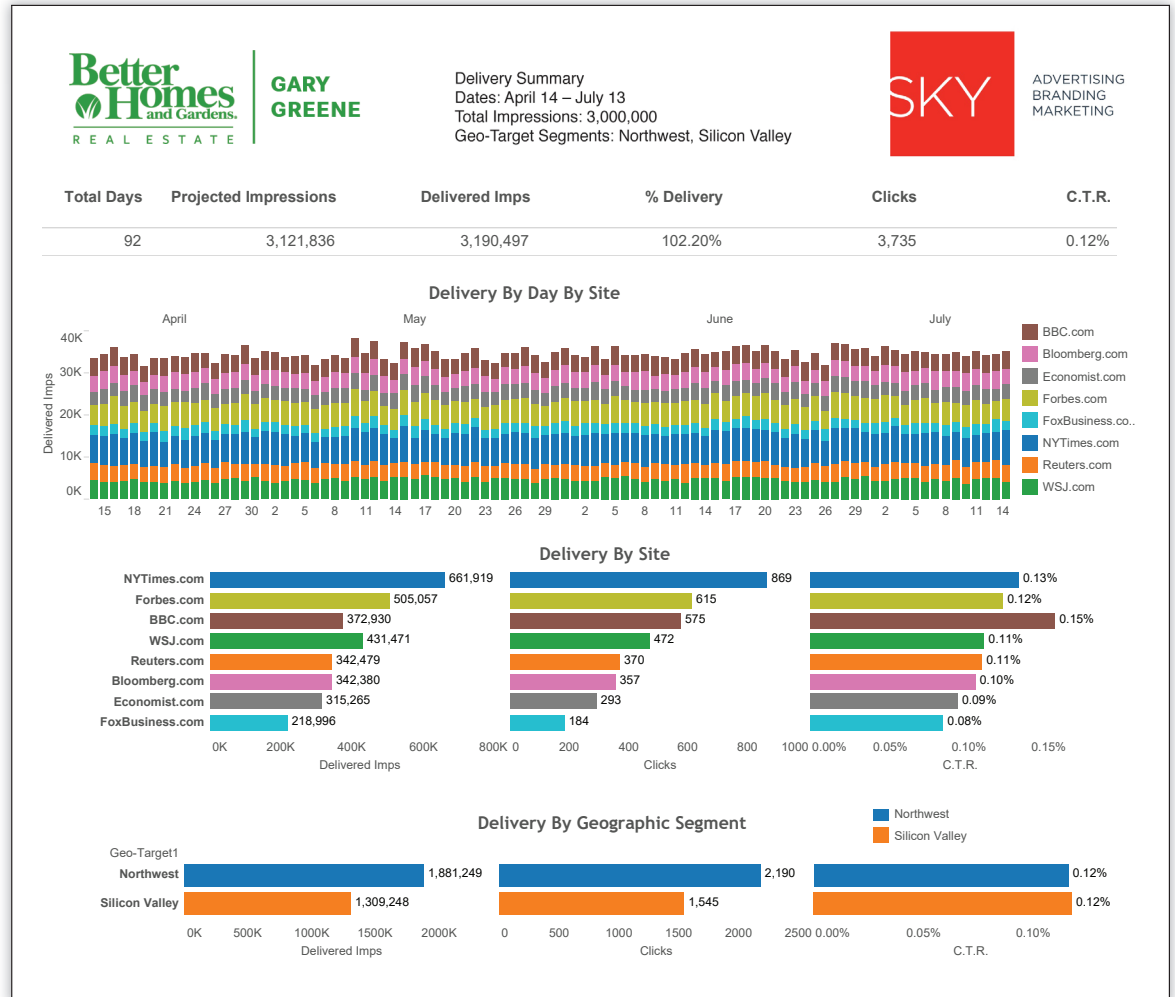


# Comprehensive Reporting For Your Customized Campaign

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

After researching, we have put together an integrated program that targets a high-net-worth audience across Galveston, Surfside, Freeport, and Houston.

The program, with a projected start date of September 1st and will run for three months delivering an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Galveston, Surfside, Freeport, and Houston on top global business and finance websites.
- An in-market segment that will allow us to show banners to adults actively in-market for residential real estate and living in Galveston, Surfside, Freeport, and Houston.

## SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Foxbusiness.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.

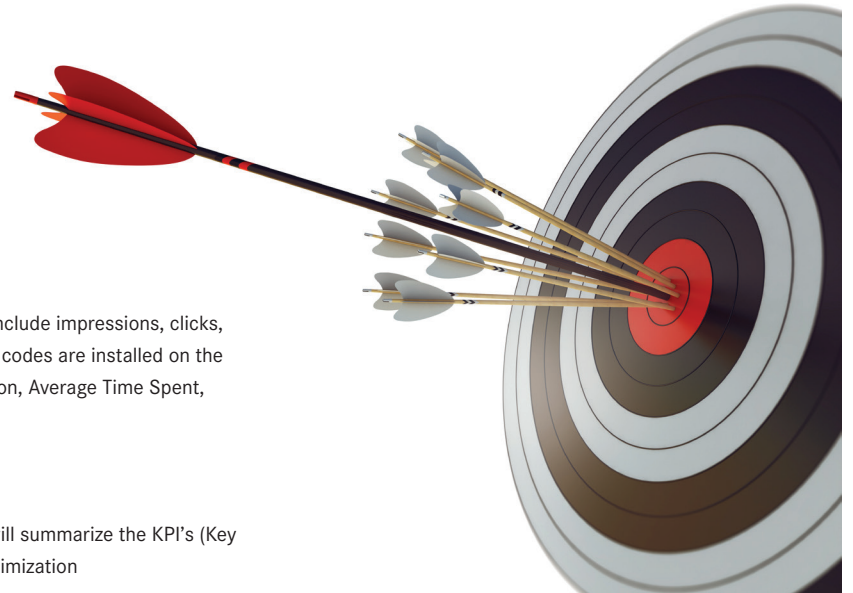
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

1320 BHG Gary Greene Seahorse Estates 5227 Bluewater Highway

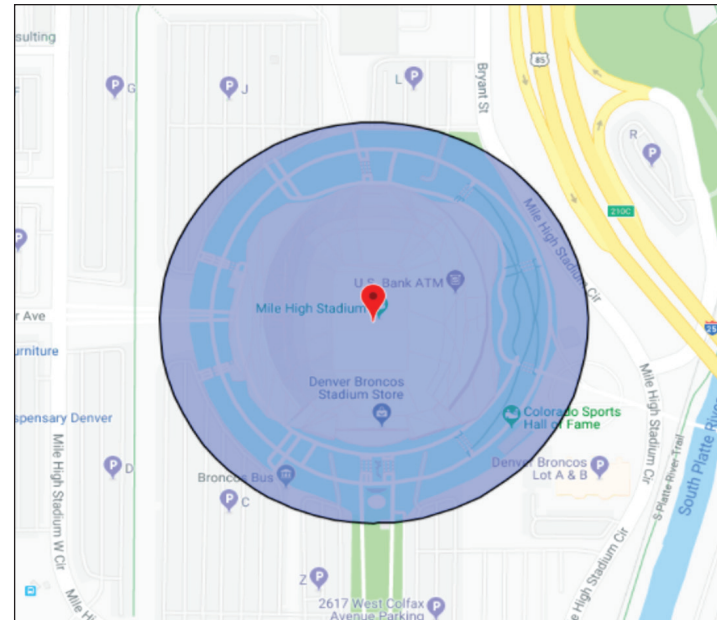
Media	Geo-Target	September				October				November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	
Chron.com	Galveston, Surfside, Freeport, Houston													450,000
Galvnews.com														
FoxNews.com														
WSJ.com	Galveston, Surfside, Freeport, Houston													725,000
Barrons.com														
Investors.com														
CNBC.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
In-Market Residential Real Estate	Galveston, Surfside, Freeport, Houston													325,000
<b>Total Digital</b>														<b>1,500,000</b>

# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.

## GEOFENCE SELECT LOCATIONS



## OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1500/month



# Comprehensive Digital

## OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.

## BENEFITS OF OTT AND CTV ADVERTISING



With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

**PRICE: \$1,500/MONTH**

## CONNECTED TV AND OVER-THE-TOP (OTT) ADVERTISING BENEFITS

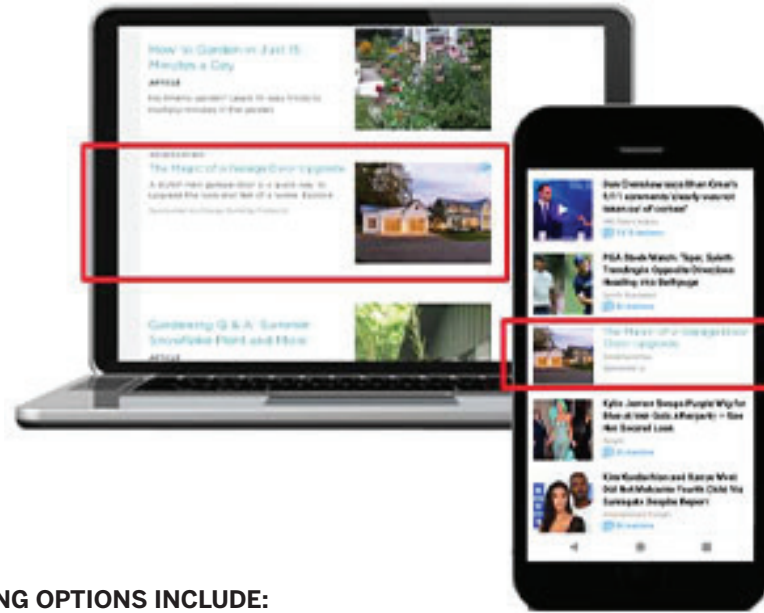
# Comprehensive Digital

## NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

## HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



## TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – 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.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

**PRICE: \$1, 500/MONTH**

# Comprehensive Digital

## SOCIAL MIRROR ADS

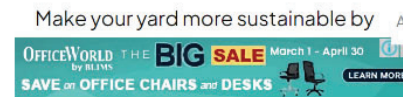
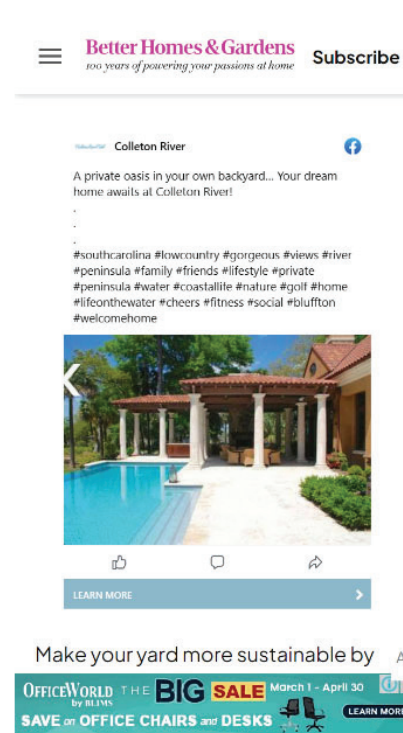
Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

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.

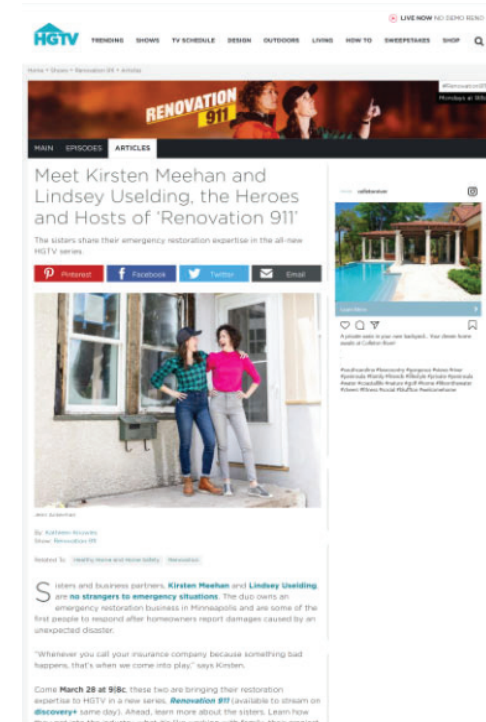
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

Client: BHG Gary Greene Seahorse Estates - 1320

## Digital Campaign Planner

Date Created: 8/1/2023

GEOGRAPHIC TARGET:



Cities Provided

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 Affluent Individual <b>AND</b> Home Value Range - \$1 Million+; Lifestyle/Interest - Luxury Home Owners; Luxury Homes; Travel Preference > Beach / Waterfront; Likely In Market Timing - Buy a Vacation or Second Home				
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>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth Affluent Individual <b>AND</b> Home Value Range - \$1 Million+; Lifestyle/Interest - Luxury Home Owners; Luxury Homes; Travel Preference > Beach / Waterfront; Likely In Market Timing - Buy a Vacation or Second Home				
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>	250,000	250,000	250,000	750,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Native Available Monthly Impressions Estimate:	748,836
Percentage of Targeted Native inventory purchased with this campaign:	20.03%
Social Mirror Ads Available Monthly Impressions Estimate:	170,894
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	58.52%

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.



# 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

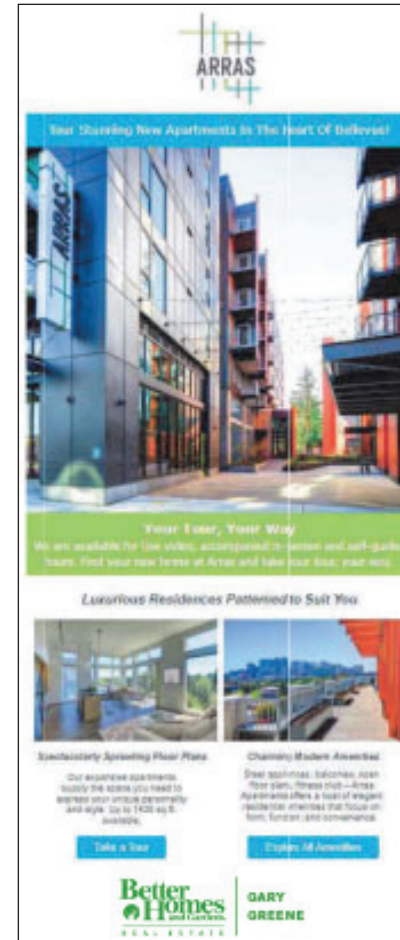
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

**CUSTOM EBLAST AND REMINDER EMAIL: \$2,295**



# 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 and Instagram 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**



# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,500



## SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on [oceanhomemag.com](http://oceanhomemag.com), your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$2,500

## SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$700 PER POST  
FACEBOOK: \$600 PER POST

FACEBOOK/INSTAGRAM AD:  
\$1,300 PER MONTH

**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

RMS REALTY MANAGEMENT SYSTEMS

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910



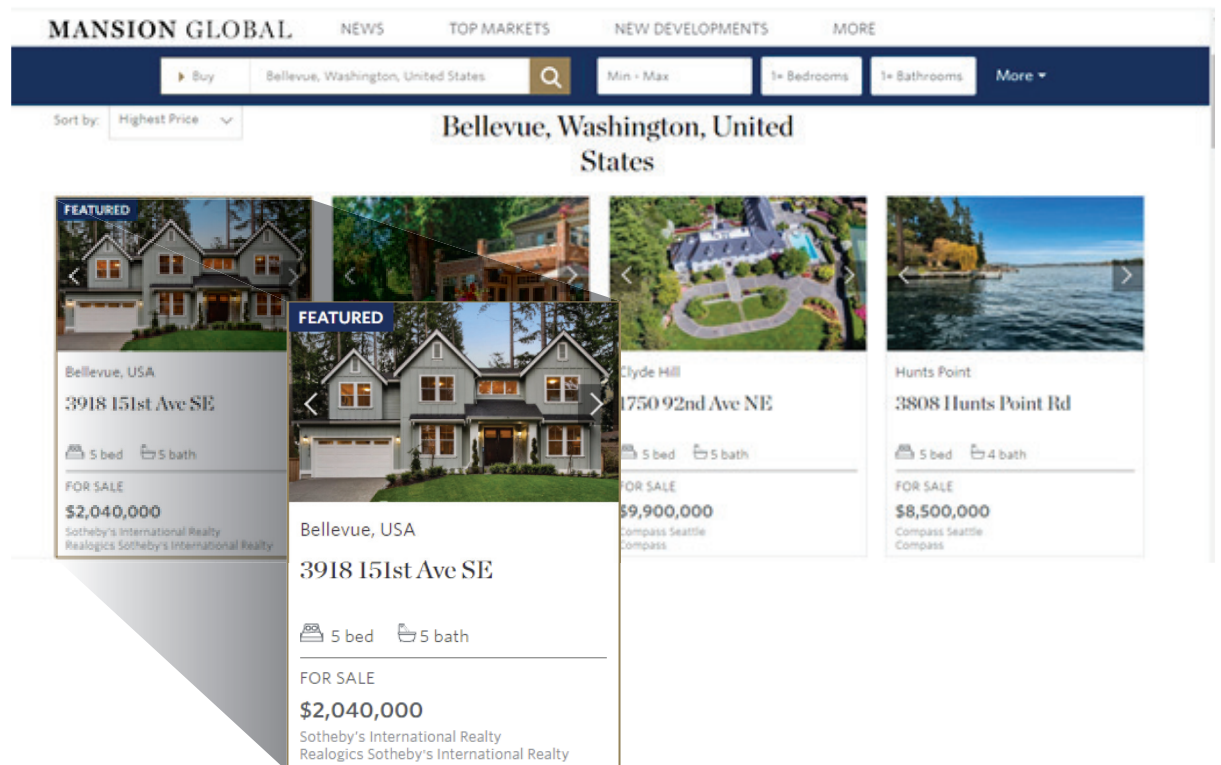
# The Wall Street Journal Online (WSJ.Com)

## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500



# 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)

## 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 [Icons] 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)

## MANSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

**Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.**



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

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**BY THE NUMBERS**

**The Most Expensive Homes for Sale in Canada**

ADDRESS	ASKING PRICE
1. 3960 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2280 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5660 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, BC	\$12,500,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,124	\$28,000,000
Vancouver	\$1,487,048	879	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

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**TRENDING TODAY**


Architectural Digest
Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by  AllChives 

# The Wall Street Journal Online (WSJ.Com)

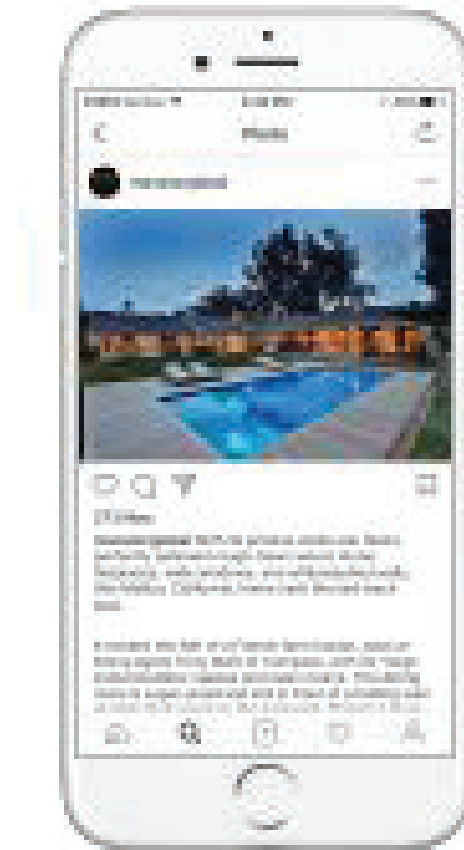
## @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

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**PRICE: \$1,775**



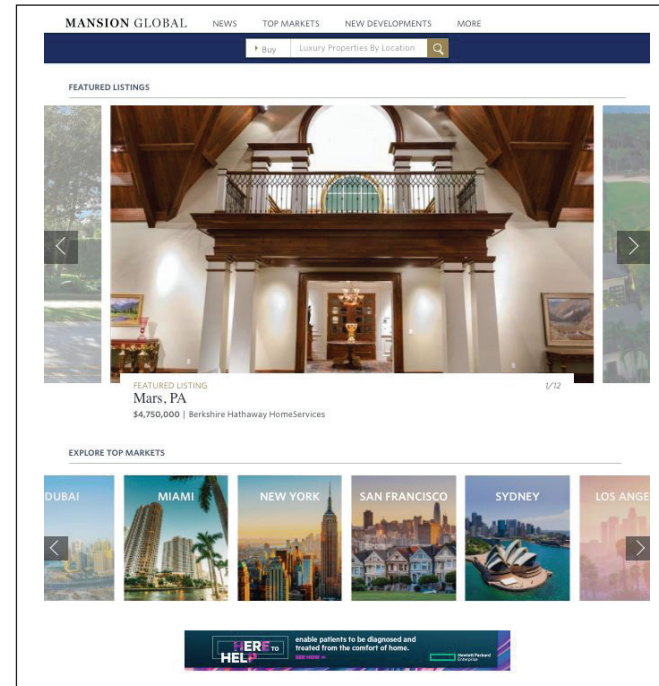


# The Wall Street Journal Online (WSJ.Com)

## 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



# 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 resonating 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**

**SOUTHERN CENTRAL**  
**2X7: \$1,100**  
**2X4: \$1,950**  
**BUY 6 GET 3 FREE**

**EXPERIENCE LUXURY INSERT: \$980 FULL PAGE**

**PROPERTY PORTFOLIO: \$2,355 NATIONAL**

**THE WALL STREET JOURNAL**  
WEDNESDAY, MARCH 4, 2020 • VOL. CLXXV NO. 52  
NEW YORK, N.Y. • 11th Floor • 120 Wall Street • New York, N.Y. 10038 • (212) 877-1000 • www.wsj.com

## Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

**By Nick Timiraos**

WASHINGTON—The Federal Reserve reacted in an emergency move on Wednesday, cutting its benchmark interest rate to a range between 0% and 0.25% in the first rate change in between scheduled meetings since the 2008 financial crisis. Stock prices fell sharply, major markets were closed and the Dow Jones Industrial Average lost more than 1,000 points. The Fed also announced it would buy up to \$600 billion of Treasury bills and other securities to help ease credit conditions. The central bank has typically only purchased such assets during times when the economy has been in a recession, which the coronavirus outbreak has quickly done, as it is in a 2020 and early 2021, when the U.S. economy was healthy.

The market's moves Tuesday showed the extent to which investors worry the central bank cut on the move to prevent a drop-off in confidence and spending without a corresponding response from the government. The Fed's rate cut was approved unanimously by the Fed's seven-member committee, which met for the first time since the outbreak of the coronavirus pandemic, according to a transcript, officials said on the eve of the move. The Fed's move was "not as appropriate" as some analysts had expected.

The Fed's move to cut rates was a surprise, as the central bank had been widely expected to hold its rate steady at 2.00% through its next meeting in March. The Fed's move was a response to the coronavirus outbreak, which has caused a sharp decline in economic activity. The Fed's move was a response to the coronavirus outbreak, which has caused a sharp decline in economic activity.

**Shaky Ground**  
• More reports of job losses  
• Drop in fiscal policy, Fed  
• Fed's move to cut rates  
• Correlation drops to new low

**What's News**  
• The Fed reacted in an emergency move on Wednesday, cutting its benchmark interest rate to a range between 0% and 0.25% in the first rate change in between scheduled meetings since the 2008 financial crisis. Stock prices fell sharply, major markets were closed and the Dow Jones Industrial Average lost more than 1,000 points. The Fed also announced it would buy up to \$600 billion of Treasury bills and other securities to help ease credit conditions. The central bank has typically only purchased such assets during times when the economy has been in a recession, which the coronavirus outbreak has quickly done, as it is in a 2020 and early 2021, when the U.S. economy was healthy.

**Tennessee Twisters Kill at Least 25**  
By Anna Gomez-Foxes and Jonathan O'Connell  
Tennessee slipped through Tennessee on Tuesday, killing at least 25 people as the twisters carved a path through several mountain communities and into the Nashville area.

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**  
Former Vice President Joe Biden took the steps in Los Angeles, after wins in a string of Super Tuesday primary contests.

**World-Wide**  
• Biden notched a string of Super Tuesday primary victories and California's new election results broke away from the field to win for the Democratic presidential nomination. (A, A+)

**The first deaths linked to the coronavirus in the U.S. happened last week, days before the president's inauguration. (A, A+)**

**James M. Shanley, 81, died of complications from COVID-19. He was the first person to die from the virus in the U.S. (A, A+)**

**The U.S. health department is considering using a national disaster program to pay the costs of testing for the virus. (A, A+)**

# 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, HOUSTON: \$2,190**



# Conde Nast Traveler

## 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 Conde Nast Traveler

- Full page, color

**FULL PAGE**  
**TEXAS: \$7,960**  
**HOUSTON: \$2,240**





# 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**



# Ocean Home Magazine

## THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

### Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE + DIGITAL BANNERS: \$2,500





# Out Of Home



Better  
Homes  
and Gardens  
REAL ESTATE

# Out of Home Posters and Bulletins

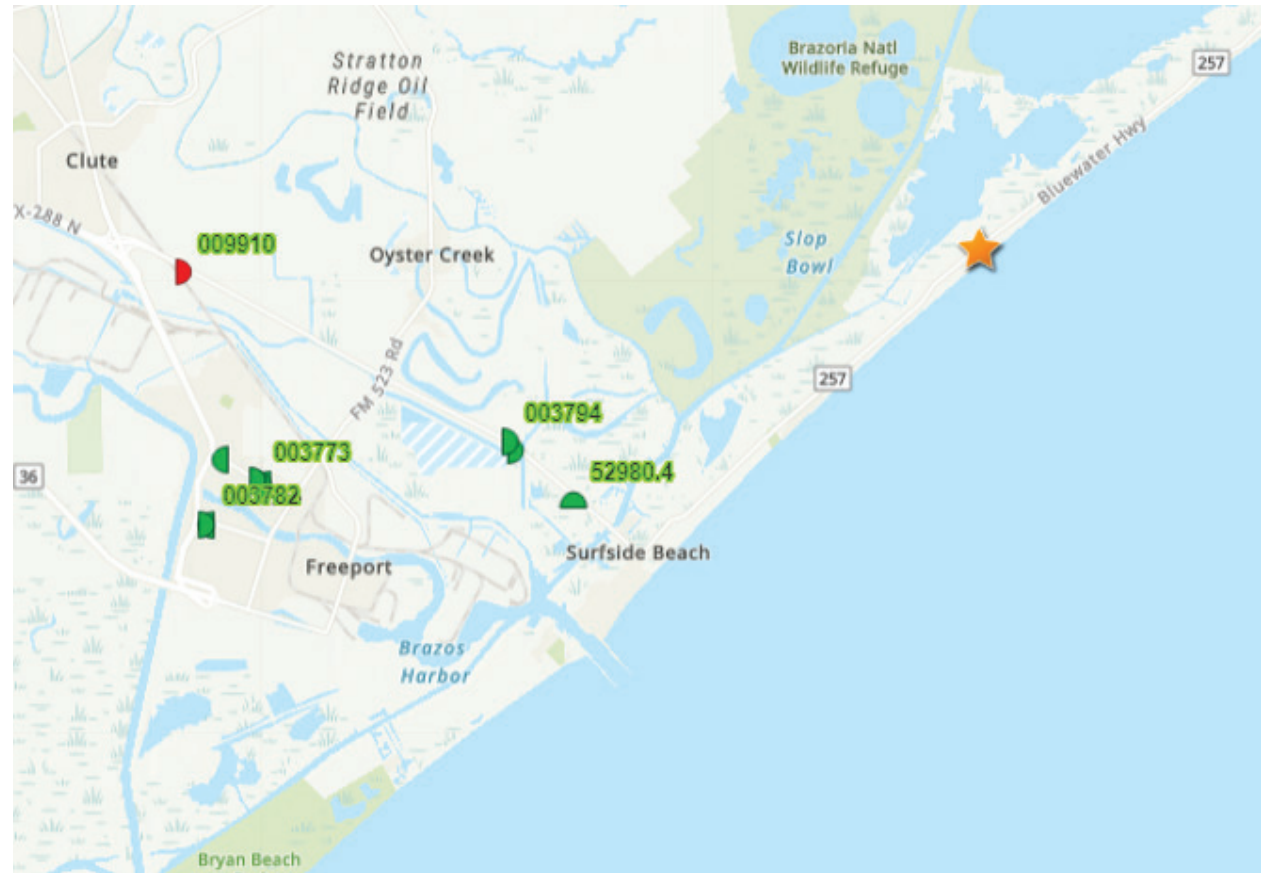
Legend

Freeport Avails

- Poster
- Bulletin

Interactive Map Link:

<https://arcg.is/1SjGb40>



# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **1617 SH 332 @ Incstl Br**
- Unit #: **52980.4**
  
- Media Type: **Poster**
  
- Facing: **S**
- Unit Size (H x W): **14' x 24'**
- Illuminated: **Dusk-Midnight**
  
- Availability: **8/28/2023-onward**
  
- A18+ Weekly Impressions: **26,626**
  
- 4-Week Media Cost: **\$1,750**Estimated  
Production: **\$690**
- Initial Install Fee: **\$0**
  
- Target Address:  
**5227 Bluewater Highway  
Freeport, TX 77541**
  
- Distance To Target (in miles): **5.29**





# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **Hwy 332 SS 1.7mi E/O FM 523 F/W - 2**
- Unit #: **003796**

- Media Type: **Poster**

- Facing: **W**
- Unit Size (H x W): **10'5" x 22'8"**
- Illuminated Y: **18 hrs**

- Availability: **8/28/2023-11/19/2023**

- A18+ Weekly Impressions: **29,788**

- 4-Week Media Cost: **\$935**
- Production: **\$275**
- Initial Install Fee: **Initial Install Included**

- Target Address:  
**5227 Bluewater Highway  
Freeport, TX 77541**

- Distance To Target (in miles): **5.66**



# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **Hwy 332 NS 1.6mi E/O FM 523 F/W - 1**
- Unit #: **003794**

- Media Type: **Poster**

- Facing: **W**
- Unit Size (H x W): **10'5" x 22'8"**
- Illuminated N: **0**

- Availability: **8/28/2023-11/19/2023**

- A18+ Weekly Impressions: **28,249**

- 4-Week Media Cost: **\$935**
- Production: **\$275**
- Initial Install Fee: **Initial Install Included**

- Target Address:  
**5227 Bluewater Highway  
Freeport, TX 77541**

- Distance To Target (in miles): **5.69**



# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **Gulf Blvd NS 90ft W/O Hudgins F/W - 1**
- Unit #: **003775**
  
- Media Type: **Poster**
  
- Facing: **W**
- Unit Size (H x W): **10'5" x 22'8"**
- Illuminated N: **0**
  
- Availability: **8/28/2023-11/19/2023**
  
- A18+ Weekly Impressions: **22,297**
  
- 4-Week Media Cost: **\$715**
- Production: **\$275**
- Initial Install Fee: **Initial Install Included**
  
- Target Address:  
**5227 Bluewater Highway  
Freeport, TX 77541**
  
- Distance To Target (in miles): **8.59**



# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **Gulf Blvd NS 90ft W/O Hudgins F/E - 2**
- Unit #: **003776**
  
- Media Type: **Poster**
  
- Facing: **E**
- Unit Size (H x W): **10'5" x 22'8"**
- Illuminated N: **0**
  
- Availability: **9/11/2023-12/3/2023**
  
- A18+ Weekly Impressions: **21,784**
  
- 4-Week Media Cost: **\$935**
- Production: **\$275**
- Initial Install Fee: **Initial Install Included**
  
- Target Address:  
**5227 Bluewater Highway  
Freeport, TX 77541**
  
- Distance To Target (in miles): **8.59**



# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **Gulf Blvd NS 175ft S/O Jackson F/W - 1**
- Unit #: **003773**

- Media Type: **Poster**

- Facing: **w**
- Unit Size (H x W): **10'5" x 22'8"**
- Illuminated N: **0**

- Availability: **8/28/2023-11/19/2023**

- A18+ Weekly Impressions: **23,780**

- 4-Week Media Cost: **\$935**
- Production: **\$275**
- Initial Install Fee: **Initial Install Included**

- Target Address:  
**5227 Bluewater Highway**  
**Freeport, TX 77541**

- Distance To Target (in miles): **8.63**





# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **Gulf Blvd SS 100ft E/O Quintana F/E - 1**
- Unit #: **008476**

- Media Type: **Poster**

- Facing: **E**
- Unit Size (H x W): **10'5" x 22'8"**
- Illuminated N: **0**

- Availability: **9/18/2023-12/10/2023**

- A18+ Weekly Impressions: **27,626**

- 4-Week Media Cost: **\$715**
- Production: **\$275**
- Initial Install Fee: **Initial Install Included**

- Target Address:  
**5227 Bluewater Highway**  
**Freeport, TX 77541**

- Distance To Target (in miles): **8.98**



# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **Hwy 332 SS 1mi E/O SH 288 F/W - 1**
- Unit #: **009910**

- Media Type: **Bulletin**

- Facing: **W**
- Unit Size (H x W): **14' x 48'**
- Illuminated Y: **18 hrs**

- Availability: **8/28/2023-11/19/2023**

- A18+ Weekly Impressions: **51,155**

- 4-Week Media Cost: **\$1,850**
- Production: **\$1,150**
- Initial Install Fee: **Initial Install Included**

- Target Address:  
**5227 Bluewater Highway**  
**Freeport, TX 77541**

- Distance To Target (in miles): **9.11**



# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **Hwy 36 SS 600ft E/O Hwy 288 F/W - 2**
- Unit #: **003782**

- Media Type: **Poster**

- Facing: **W**
- Unit Size (H x W): **10'5" x 22'8"**
- Illuminated N: **0**

- Availability: **8/28/2023-11/19/2023**

- A18+ Weekly Impressions: **23,681**

- 4-Week Media Cost: **\$935**
- Production: **\$275**
- Initial Install Fee: **Initial Install Included**

- Target Address:  
**5227 Bluewater Highway  
Freeport, TX 77541**

- Distance To Target (in miles): **9.37**



# Out of Home Posters and Bulletins

- City: **Freeport, TX**
- Location: **Old Hwy 36 SS 600ft E/O Hwy 288 F/E - 1**
- Unit #: **003783**

- Media Type: **Poster**

- Facing: **E**
- Unit Size (H x W): **10'5" x 22'8"**
- Illuminated N: **0**

- Availability: **8/28/2023-11/19/2023**

- A18+ Weekly Impressions: **28,076**

- 4-Week Media Cost: **\$935**
- Production: **\$275**
- Initial Install Fee: **Initial Install Included**

- Target Address:  
**5227 Bluewater Highway  
Freeport, TX 77541**

- Distance To Target (in miles): **9.37**



# Programmattic Out of Home

Programmatic combines the best audience data sources, planning tools and experienced traders to increase DOOH ROI

## PROGRAMMATIC DOOH TECH & DATA SOLUTIONS

- Planning Platform combining DOOH and 1st - 2nd - 3rd Party data layers
- 450,000+ DOOH Screens, 235,000+ Locations (Venues)
- 160 Programmatic DOOH Partners
- 35+ Data Partners
  
- Flight Dates/Duration: **9/1/23-11/30/23 3 months**
- Cities: **Houston, Freeport, Surfside, Galveston**
- Audience: **HHI \$200K+**

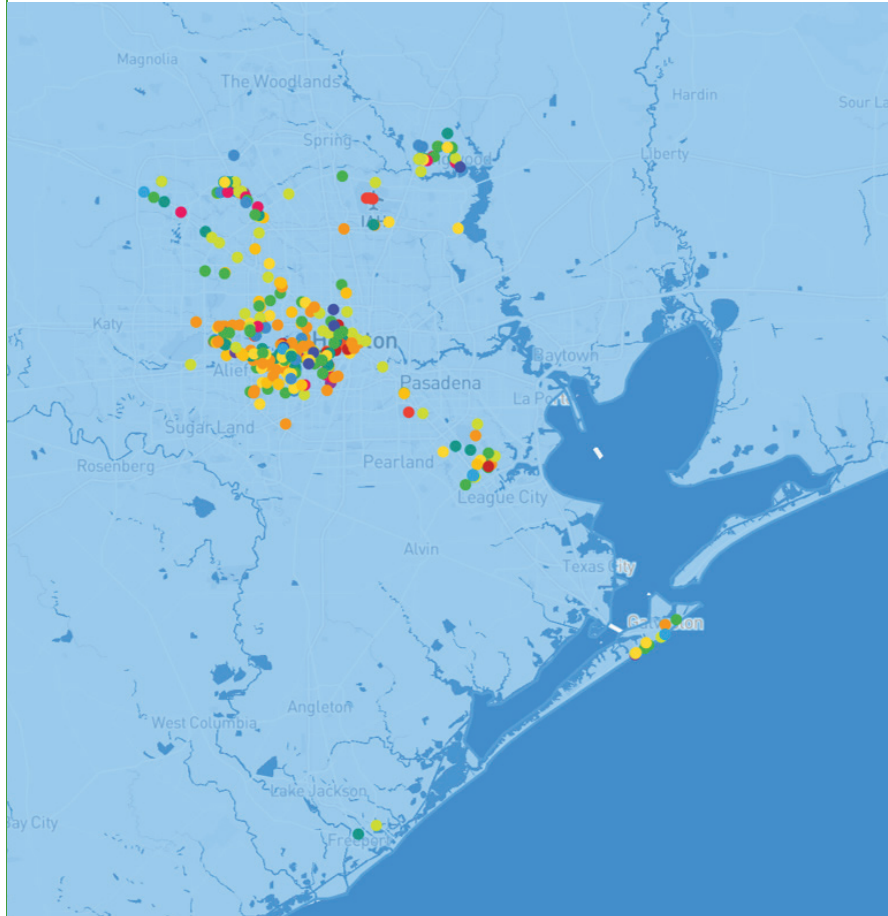
## CAMPAIGN DELIVERY & PRICE:

### OPTION 1

**IMPRESSIONS: 2,500,000**  
**PRICE: \$15 CPM**  
**BUDGET: \$37,500**

### OPTION 2

**IMPRESSIONS: 3,750,000**  
**PRICE: \$15 CPM**  
**BUDGET: \$56,250**



### INCLUDED:

DAYPARTING & DAY TARGETING (INCLUDED):  
OPTIMIZED BY MEDIA TYPE AND AUDIENCE DATA



# Schedule, Pricing & Reach



# Proposed Media Schedule & Pricing 2023

Media	Ad Description	September	October	November	December	Media Total	Circulation
<b>Digital</b>							<b>Reach</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 - add targeted areas here						
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 2,100.00	\$ 1,350.00	\$ 1,350.00		\$ 4,800.00	
<b>Facebook &amp; Instagram Advertising</b>							
Facebook & Instagram Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	180,000
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Campaign	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
OTT and Connected TV	Behavioral Video Preroll	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	180,000
Native Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Smart Solutions Eblast</b>							
Smart Solutions Eblast	Custom Email	\$ 2,295.00				\$ 2,295.00	20,000
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global New Development P	Profile page - 3 months		\$1,250			\$ 1,250.00	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property upgrades	Property upgrades			\$1,200		\$ 1,200.00	
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module				\$ 1,275.00	\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00	76,200
<b>Ocean Home</b>							
Custom E-Mail	Custom E-Mail				\$ 2,500.00	\$ 2,500.00	22,000
Facebook Post	Facebook Post	\$ 575.00				\$ 575.00	21,600
Instagram Post	Instagram Post	\$ 700.00				\$ 700.00	21,800
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,300.00		\$ 1,300.00	43,400
Sponsored Content	Sponsored Content		\$ 2,500.00			\$ 2,500.00	38,199
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - Southern Ce	2 x 7	\$ 3,300.00	\$ 3,300.00	Bonus	Bonus	\$ 6,600.00	1,332,000
The Wall Street Journal	Experience Luxury Insert		\$ 980.00			\$ 980.00	100,000
<b>Conde Nast Magazines</b>							
Architectural Digest	Full Page			\$ 2,190.00		\$ 2,190.00	
Conde Nast Traveler - Texas	Full Page					\$ -	0
Conde Nast Traveler - Houston	Full Page			\$ 2,240.00		\$ 2,240.00	10,000
<b>Financial Times</b>							
Financial Times	Property Gallery	\$ 1,250.00	\$ 1,250.00	\$ 125.00	\$ 1,250.00	\$ 3,875.00	841,828
<b>Ocean Home</b>							
Ocean Home	Full page + Digital Banners		\$ 2,500.00			\$ 2,500.00	70,000
<b>Out of Home</b>							
Posters and Bulletins	Freeport, TX	\$ 14,672.50	\$ 14,672.50	\$ 14,672.50		\$ 44,017.50	3,396,744
Programmatic	Houston, Freeport, Surfside, Galves			\$37,500		\$ 37,500.00	2,500,000
<b>TOTAL</b>						\$ 150,277.50	5,462,027

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