



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2023 PLAN
EXCLUSIVE
ADVERTISING AND
MARKETING PROGRAM

CENTURY 21[®]
JUDGE FITE

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NEW YORK 477 Madison Ave., 6th Floor, New York, NY 10022, 212.677.2500 & 215.365.4040
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

NATIONAL & GLOBAL EXPOSURE FIT FOR 2023 PLAN

SKY Advertising® is excited to present exclusively to Century 21 Judge Fite, a curated, multi-media marketing selection of offerings to bring awareness of Century 21 Judge Fite to the high net worth population.

This strategic blueprint is composed of print media, and digital products that are highly targeted and measurable reaching the hard to find luxury property buyer looking for high-end living in Dallas/Fort Worth.

This plan when combined with the Century 21 brand's syndication and marketing puts your property front and center.

Approaching the marketing strategy from these different directions will help you to saturate your market in the most effective way, bringing deserved recognition to Century 21 Judge Fite's brand and property listings.

LET'S DO GREAT THINGS TOGETHER

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Digital Offerings

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, city or high income zip code, 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.

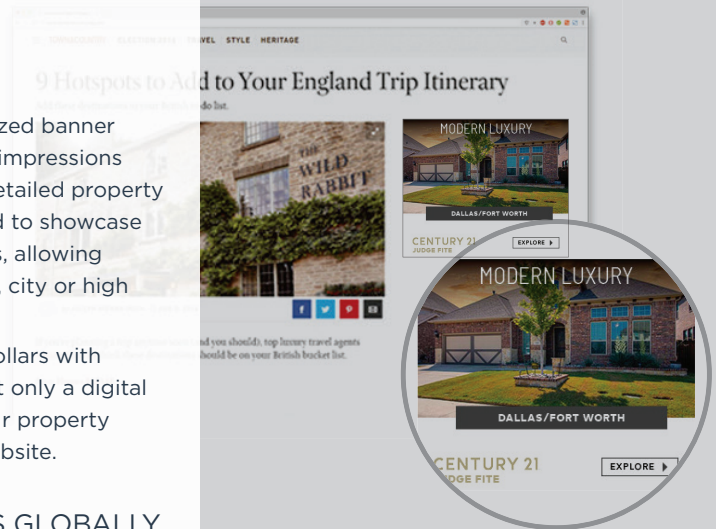
CAMPAIGN OVERVIEW AND BUDGET

Campaign: 2023 Plan
Flight Dates: March 2023 - August 2023
Impressions: 6,000,000
 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.



Many more websites available for local to global targeting.

» GEO TARGETING

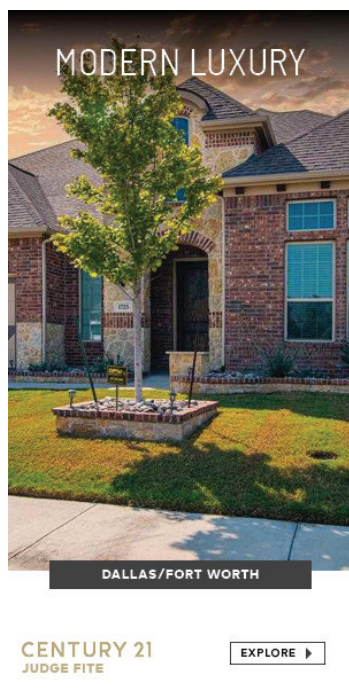
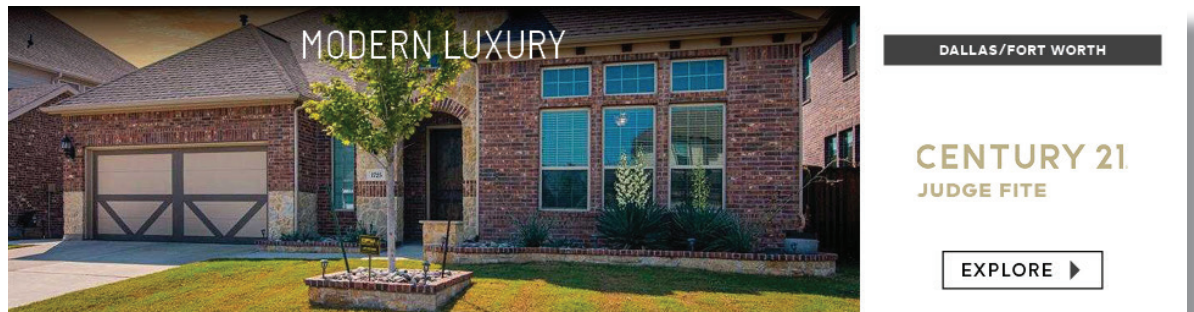
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



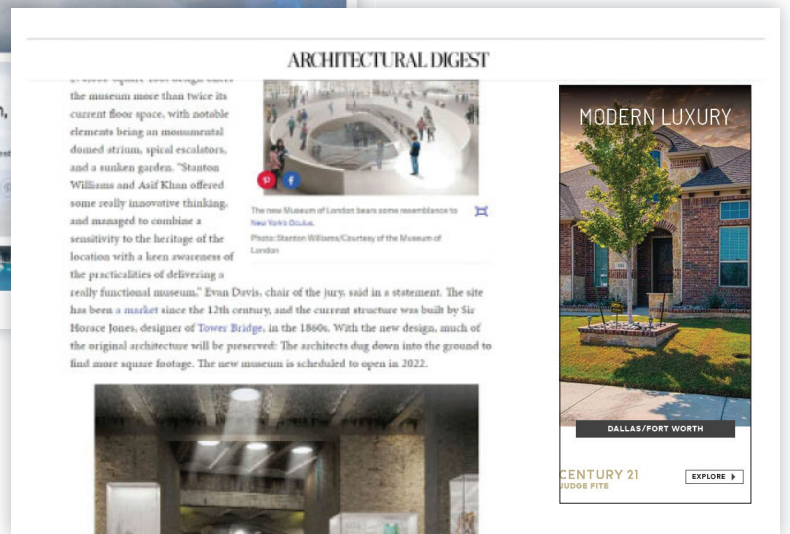
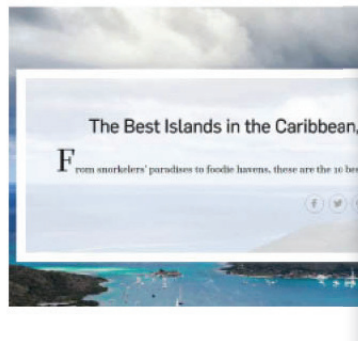
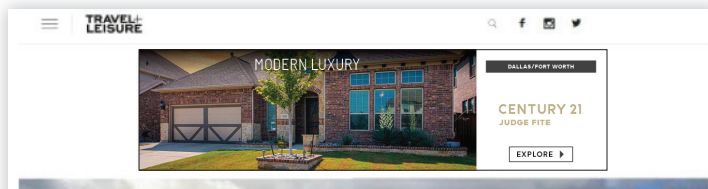
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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: 920x250, 728x90, 300x600, 300x250, or custom sizes.



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

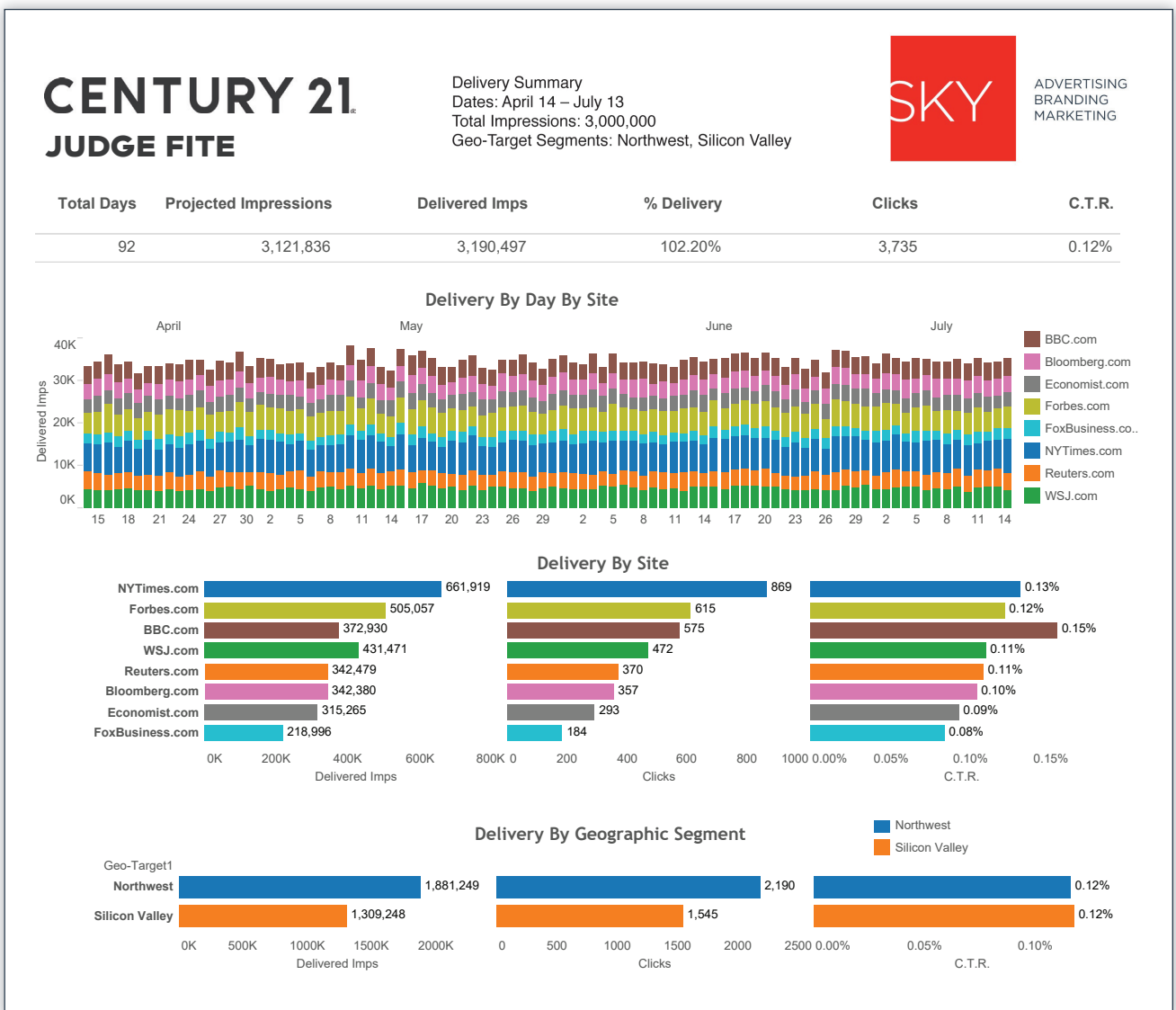


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 & PRICING

After researching, we have put together an integrated program that targets a high-net-worth audience across key towns in the Dallas-Ft Worth Metro and top major metro feeder markets (Boston Chicago, NY Metro, Houston, Austin, Atlanta, Denver, Los Angeles, and San Francisco).

The program is scheduled to start on March 1st and run for six months and deliver an estimated 6,000,000 impression.

This will include:

- A site-specific segment of Global leading business/finance and local news websites.
- An in-market segment that will allow us to show banners to people living in the Dallas-Fort Worth Metro and actively in-market for residential real estate.
- A custom intent segment, that will allow us to show banners to adults who are living in the top feeder metro markets and actively searching for Dallas real estate.

» SITE SPECIFIC

This segment consists of premium global business, finance architecture and design websites such as WSJ.com, Star-Telegram.com, Bloomberg.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.

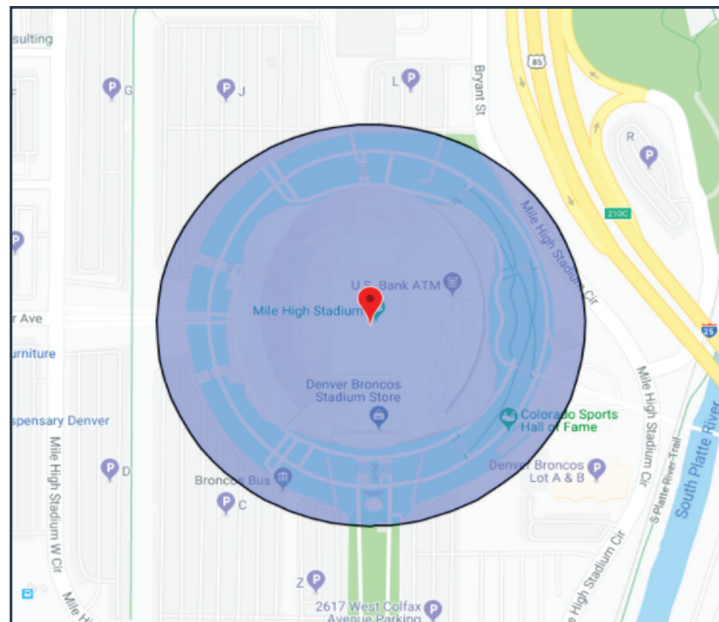
IMPRESSIONS SCHEDULE

Media	Century 21 - Judge Fite																												Impressions													
	March				April				May				June				July				August																					
Geo-Target	27	06	13	20	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	30	06	13	20	27	03	10	17	24	31	07	14	21	28						
Bloomberg.com																																										
WSJ.com																																										
Barrons.com																																										
Investors.com																																										
Reuters.com																																										
Forbes.com																																										
Bigjournals.com																																										
FoxBusiness.com																																										
CNBC.com																																										
DallasNews.com																																										
Star-Telegram.com																																										
TexasMonthly.com																																										
In-Market Real Estate																																										
Dallas-Ft Worth Metro																																										
Custom Intent - Dallas Forth Worth Area Real Estate																																										
Boston Chicago, NY Metro, Houston, Austin, Atlanta, Denver, Los Angeles, San Francisco																																										
Total Digital																																										6,000,000

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.

» TIER 3

- Investment: \$1,325
- Monthly Impressions: 66,890

» TIER 2

- Investment: \$2,575
- Monthly Impressions 133,780

» TIER 1

- Investment: \$3,750
- Monthly Impressions 200,670

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.

Connected TV and over-the-top (OTT) advertising benefits

- 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: \$3,000/MONTH

YOUTUBE

WORLD'S 2ND LARGEST SEARCH ENGINE

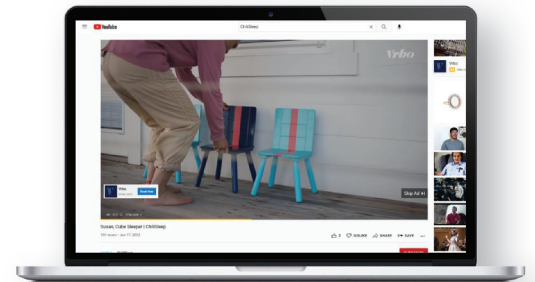
INSPIRE POTENTIAL LUXURY HOME BUYERS TO TAKE ACTION

Cross device in stream ads play like a TV style ad before or during another video from a YouTube partner. Viewers see 5 seconds of your video and then can keep watching or skip it.

Targeting Layers

- Geographic | Dallas/Fort Worth
- Topics | luxury homes, living in Dallas/Ft Worth, new home builds
- 1:1 | customer match from email
- Persona

PRICE: \$3,000/MONTH



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

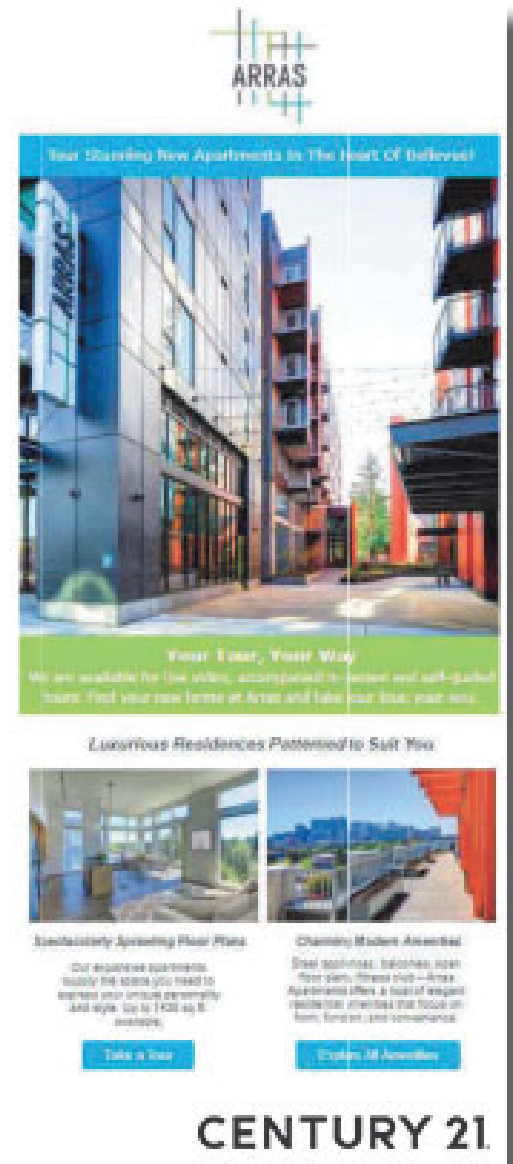
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM 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

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

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

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**

We will re-target the audiences who visit the site but do not convert.

We will revise and optimize campaign based on performance.

PROGRAM COST:
PROGRAM SETUP: \$750
MONTHLY MANAGEMENT:
\$350/MONTH (3 MONTH MINIMUM)
MEDIA: SPEND BASED ON PROGRAM



FACEBOOK ADVERTISING

» MINI-LEAD CAMPAIGN

Real Estate Leads Made Simple

Not just a promoted post! These campaigns use Likely Mover Profile to display your ads to qualified people in the area.

Leads You Own in Real Time

Using new 'Lead Capture' technology, these ads simplify the process for a user to become a lead and you get immediate notifications.

3 DAY SOCIAL CAMPAIGN , GUARANTEED 4-8 LEADS: \$275/LISTING

7 DAY SOCIAL CAMPAIGN , GUARANTEED 8-12 LEADS: \$475/LISTING

7 DAY SOCIAL CAMPAIGN , GUARANTEED 16-32 LEADS: \$500/LISTING

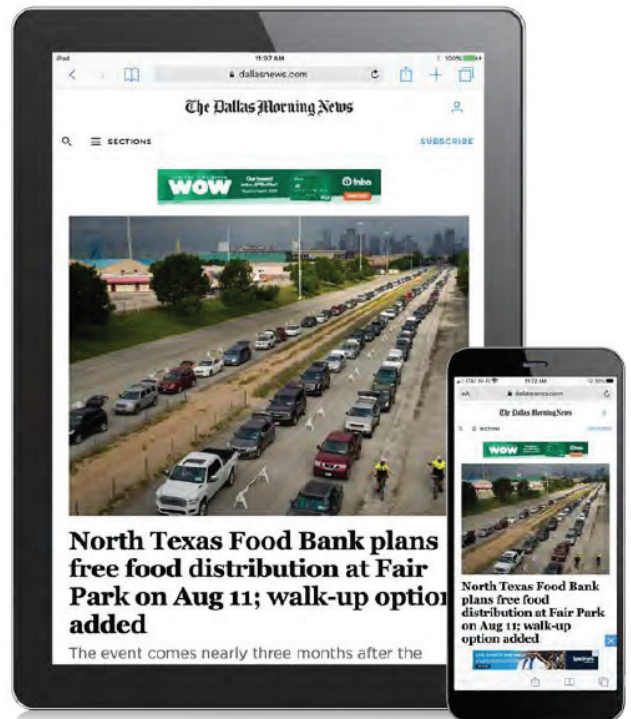


DALLAS MORNING NEWS

The Dallas Morning News has been delivering credible, trustworthy local news coverage for nearly two centuries. As the No. 1 news source in North Texas, they reach 1.6 million people every week through their print and digital products.

- Audience: **108,702**
- **38** Average age
- **59%** 25-49 Years old
- **48% / 52%** Female/male
- **\$214k** average net worth (39% have hhi of \$100k+)
- **34%** More likely to earn \$250k+ annually
- **79%** College graduates or some college
- **58%** Homeowners
- **45%** Management, business, finance or professional occupation

TARGETED EBLAST: \$4,250



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

SAN FRANCISCO, PENINSULA AND SILICON VALLEY
PRICE: \$500 PER LISTING



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

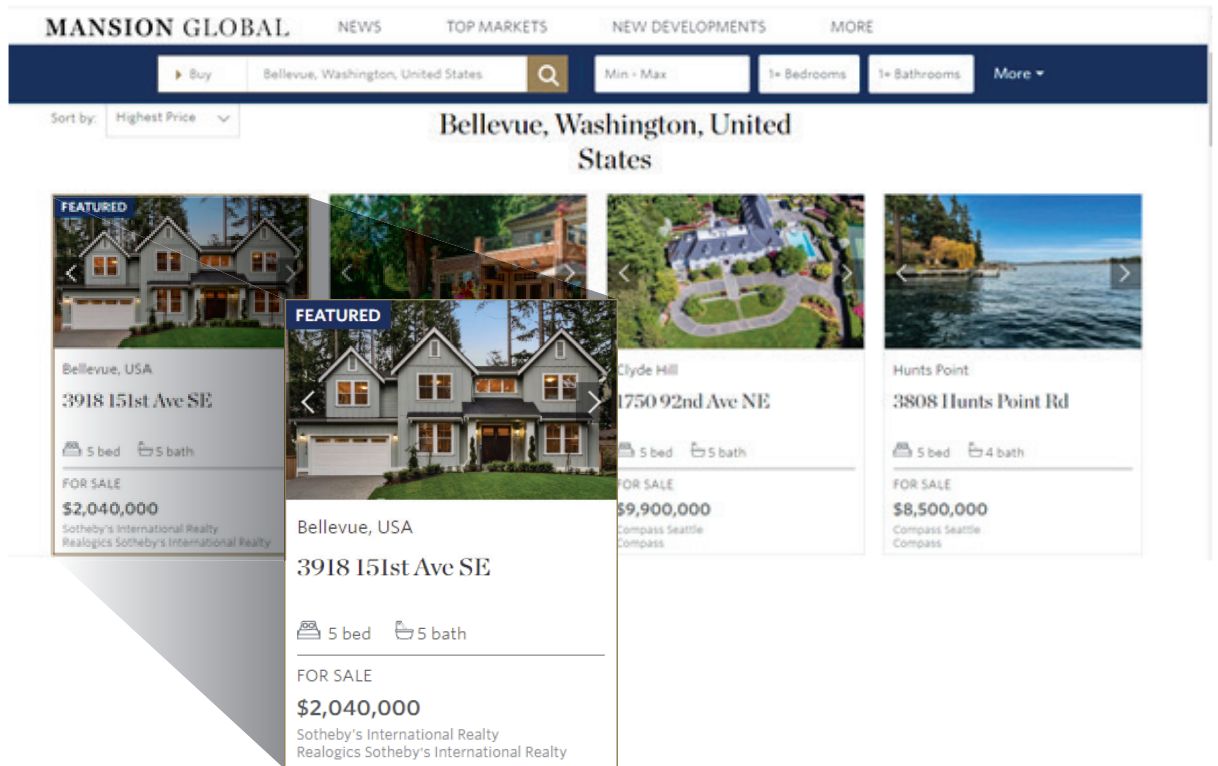
» FEATURED PROPERTY UPGRADES

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
- BONUS WITH PRINT PLACEMENT



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



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



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL DAILY (M-F) ENEWSLETTER

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

COST: \$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](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1902 2111 W Cordova Street, Vancouver, BC	\$38,000,000
2. 68 Brimley Park, Toronto, ON	\$35,000,000
3. 1228 Birch Avenue, Vancouver, BC	\$34,500,000
4. 1400 - 205 Cumberland Street Toronto, ON	\$31,500,000
5. 3460 Pine Crescent, Vancouver, BC	\$28,900,000
6. 1 Fernhill Court, Bute Inlet, BC	\$28,800,000
7. 4502 142 Street, Surrey, BC	\$28,800,000
8. 142 Ave. Fenwick, Westmont, QC	\$25,500,000
9. 7516-7518 Av. Royale, Chateau-Richer, QC	\$26,000,000
10. 2024 Hilda Lane, Ottawa, BC	\$23,900,000
10. 489 Spadina Road, Toronto, ON	\$23,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
British Columbia	\$730,333	2,119	\$38,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,800,000
Whistler	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Ontario	\$578,072	1,051	\$35,000,000
Toronto	\$865,817	322	\$35,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,500,000
Chateau-Richer	\$159,333	1	\$26,000,000

TRENDING TODAY


Architectural Digest
Following

We found the most iconic building in every state in America: archdgd.co/8hz6SkY



3:28 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by  AdChoices 

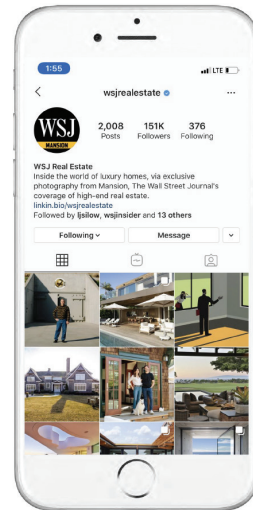
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @WSJREALESTATE INSTAGRAM

Spotlight your brand to our mobile-first audience with a social Instagram post directly on @WSJRealEstate editorial handle.

- Followers: **154K**

\$3,600 POST

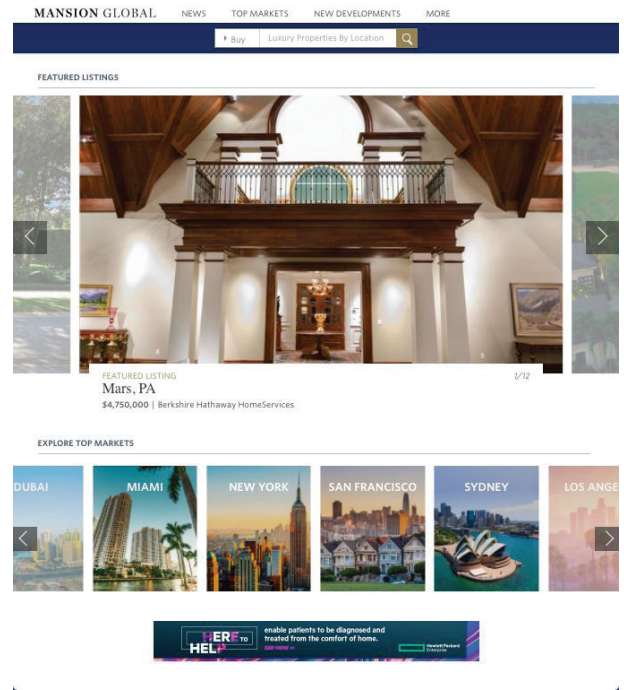


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» THE HOMEPAGE FEATURED LISTING

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

\$1,275/MONTH



CENTURY 21

Print Offerings

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:** 786,294
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2 X 7, SOUTHERN CENTRAL REGION, COLOR: \$1,510
BUY 5 GET 2 FREE

PROPERTY GALLERY, NATIONAL, COLOR: \$2,355

THE WALL STREET JOURNAL
WEDNESDAY, MARCH 1, 2020 • VOL. CXXIX, NO. 52 • WSJ.COM

Fed Cuts Rates Amid Virus Fears
The Fed cut the overnight rate to 0% to help ease the economic impact of the coronavirus outbreak. The move is the most aggressive since the 2008 financial crisis.

What's News
• **Stocks, bond yields fall after central bank takes action since '08 crisis**
• **Shaky Grand Jury**
• **U.S. economy half-grown**
• **U.S. Treasury issues \$100 billion in new Treasury bills**
• **U.S. Treasury issues \$100 billion in new Treasury bills**

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.

Many U.S. Cities See Downturn at Hand
Booming regions mask fiscal weakness in places tethered to thriving industries.

Salesforce #1 CRM
Salesforce is the #1 CRM for the second year in a row.

ARCHITECTURAL DIGEST REGIONAL PAGES

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
DALLAS FORT WORTH: \$2,530

- **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%



Sotheby's
REAL ESTATE SERVICES

550+ acres in Litchfield County

Villa Catalina - A grand Tuscan-style estate spectacularly situated on 550+ acres in the heart of Litchfield County offers unparalleled privacy and security as well as magnificent views of MA, CT and NY. Inviting terraces and formal gardens complete this enchanting property with dramatic views of the surrounding wooded hillsides.

<p>3416 1/2 Miles Road 930.000.000 WJ@Carnegie.com</p>	<p>Joseph Barbieri Senior Advisor Real Estate Advisor 202.942.2025 joseph.barbieri@sothebyrealty.com</p>	<p>Diana Imperatore Bisicic Senior Advisor Real Estate Advisor 975.519.5031 dibisicic@sotheby.com</p>
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SOTHEBY'S INTERNATIONAL REALTY - GREYNICH BROKERAGE | WILLIAM FITZ SOTHEBY'S INTERNATIONAL REALTY



DALLAS MORNING NEWS

The Dallas Morning News has been delivering credible, trustworthy local news coverage for nearly two centuries. As the No. 1 news source in North Texas, they reach 1.6 million people every week through their print and digital products.

- The Dallas Morning News Insert
- HHI: **\$350K+**
- NW: **\$5M+**
- Age **35-65**
- Target Counties: **Dallas, Tarrant, Collin, Denton and Rockwall**
- **115,627** distribution
- Print & deliver - 10" X 11", 8.5" X 11"

INSERT: \$10,750



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% Male / 14% Female
- **Average household income:** \$338,000
- **Median age:** 51

PROPERTY GALLERY: \$1,250
Global



LUXE MAGAZINE

» LUXE INTERIORS + DESIGN

Luxe Interiors + Design is the largest architecture and design brand in the United States. We have a direct line to local businesses and design professionals, and target highly affluent consumers, 6 times a year, in the top 14 major markets.

4% Delivered to luxury homeowners in the wealthiest zip codes in each LUXE region

8% Distributed to a proprietary list of trade professionals, showrooms and design centers

8% Distributed to private air travelers via exclusive MediaJet newsstands in 250+ FBOs and on newsstands in Barnes & Noble, Hudson News, Whole Foods and Central Market

Audience:

93% Net Worth of \$1 Million or more

72% Net Worth of \$5 Million or more

35% Net Worth of \$10 Million or more

94% Own a Home Valued and \$1 Million or greater

**FULL PAGE: \$3,625
DALLAS**



CENTURY 21

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	6,000,000
Targeting - Dallas/Fort Worth, Major feeder metros	
Google Adwords	
Digital PPC program	
Facebook Advertising	
Digital Banner program	
Facebook Mini-Lead Campaign	
7 Day Social Campaign - guaranteed 8-12 leads	
Comprehensive Digital	
Behavioral Custom program	
Geofencing - Event and Location	
Target specific events and locations	133,780
Smart Solutions Eblast	
Custom Email	116,000
Dallas Morning News	
Targeted Eblast	326,106
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
WSJ.com	
Mansion Global Homepage	492,000
Daily Monday-Friday	17,000
Property upgrades	8,539,860
WSJ.com Instagram	154,000
Mansion Global Homepage Featured Listing Module	492,000
Print	
The Wall Street Journal	
4 x 7	101,320
Property Portfolio	1,933,272
Dallas Morning News	
Insert	115,627
Conde Nast Magazines	
Full Page	32,000
Financial Times	
Property Gallery	580,011
Luxe Interiors + Design	
Full page	60,000
GRAND TOTAL	19,112,476

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	March	April	May	June	July	August	Media Total
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 14,700.00
Million Impressions	Targeting - Dallas/Fort Worth, Major feeder metros							
Google Adwords								
Google Adwords	Digital PPC program	\$ 2,100.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 8,850.00
Facebook Advertising								
Facebook Advertising	Digital Banner program	\$ 2,100.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 8,850.00
Facebook Mini-Lead Campaign								
Facebook Mini-Lead Campaign	7 Day Social Campaign - gu	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 2,550.00
Comprehensive Digital								
Connected TV and YouTube	Behavioral Custom program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 18,000.00
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and l	\$ 1,325.00		\$ 1,325.00				\$ 2,650.00
Smart Solutions Eblast								
Smart Solutions Eblast	Custom Email		\$ 2,295.00		\$ 2,295.00			\$ 4,590.00
Dallas Morning News								
Dallas Morning News	Targeted Eblast	\$ 4,250.00		\$ 4,250.00		\$ 4,250.00		\$ 12,750.00
Nob Hill Gazette								
Nob Hill Gazette	OTM On the Market eNew	\$ 500.00		\$ 500.00		\$ 500.00		\$ 1,500.00
WSJ.com								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00		\$ 2,150.00		\$ 6,450.00
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00						\$ 3,680.00
Property upgrades	Property upgrades			\$1,200				\$ 1,200.00
WSJ.com Instagram	WSJ.com Instagram					\$ 3,600.00		\$ 3,600.00
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing	\$ 1,275.00			\$ 1,275.00		\$ 1,275.00	\$ 3,825.00
Print								
The Wall Street Journal								
The Wall Street Journal - Southern Central Region	4 x 7	\$ 3,020.00	\$ 1,510.00	\$ 1,510.00	\$ 1,510.00	Bonus	Bonus	\$ 7,550.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00		\$ 2,355.00		\$ 2,355.00		\$ 7,065.00
Dallas Morning News								
Dallas Morning News	Insert		\$ 10,750.00					\$ 10,750.00
Conde Nast Magazines								
Architectural Digest - Dallas fort Worth	Full Page		\$ 2,530.00		\$ 2,530.00			\$ 5,060.00
Financial Times								
Financial Times	Property Gallery	\$ 1,250.00			\$ 1,250.00		\$ 1,250.00	\$ 3,750.00
Luxe Interiors + Design								
Luxe Interiors + Design - Dallas	Full page		\$ 3,625.00			\$ 3,625.00		\$ 7,250.00
TOTAL								\$ 134,620.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change