



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# 1200 Jackson Street Advertising and Marketing Program



**COLDWELL BANKER**  
**COMMERCIAL**

# Table of Contents

## 03 INTRO

## 04 DIGITAL

- 05 Impressions Campaign
- 12 Impressions Scheduling
- 13 Geofencing - Event and Location
- 14 Comprehensive Digital
- 18 LinkedIn
- 20 Crain's New York Business
- 21 Dwell.com
- 22 Elite Traveler
- 23 Nob Hill Gazette
- 24 JamesEdition
- 28 JetSet Magazine
- 29 Robbreport.com
- 30 Simply Abu Dhabi
- 31 WSJ.com

## 37 PRINT

- 38 The Wall Street Journal
- 39 Billionaire Magazine
- 40 Financial Times
- 41 Nob Hill Gazette
- 42 Robb Report

## 43 SCHEDULE & PRICING

- 44 Media 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 1200 Jackson Street

SKY Advertising is excited to present to Coldwell Banker Commercial a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1200 Jackson Street.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted to individuals looking for a trophy property in San Francisco.

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

JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

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

# Digital Offerings



**COLDWELL BANKER**  
**REALTY**



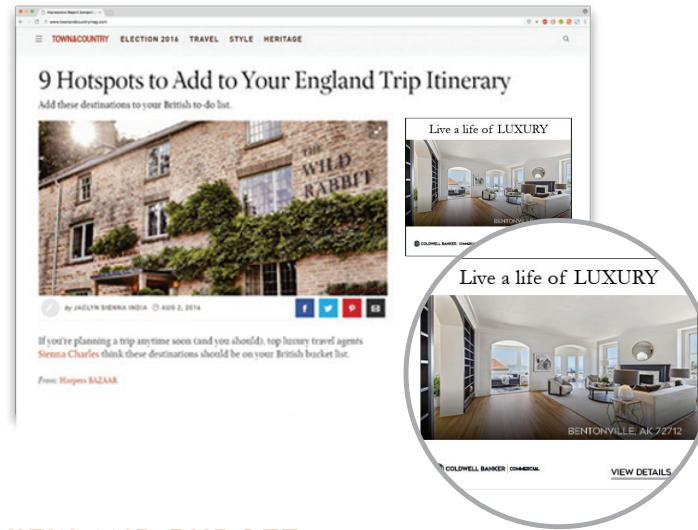
# Impressions Campaign

**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: 1200 Jackson Street
- Flight Dates: **October 2023 - December 2023**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

## DIGITAL

---

# 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.



**FORTUNE**

**BARRON'S**

THE WALL STREET JOURNAL.

INVESTOR'S BUSINESS DAILY

**Forbes**

**FOX BUSINESS**



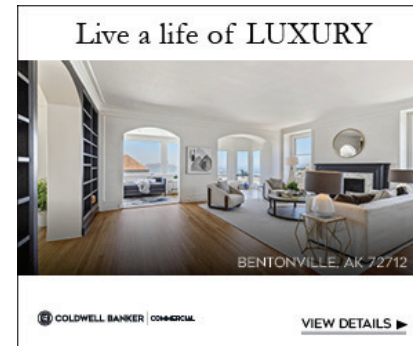
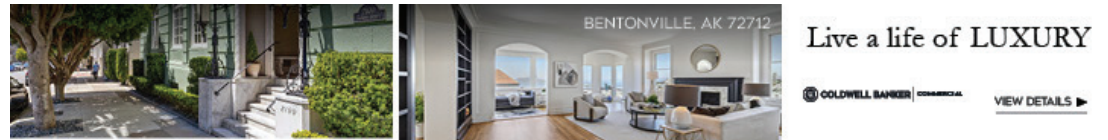
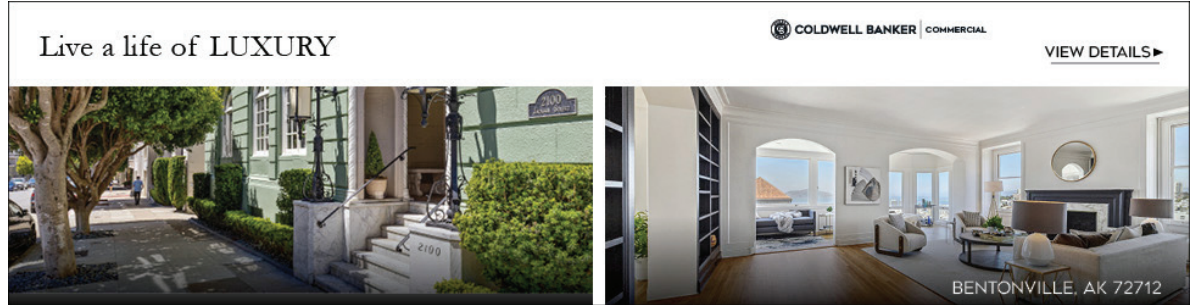
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

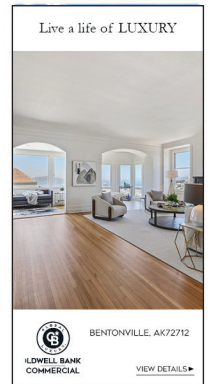
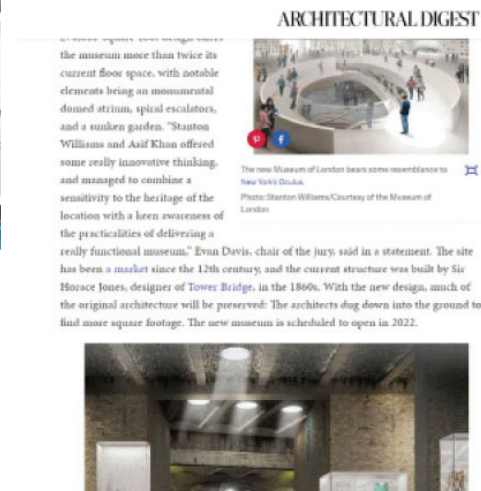
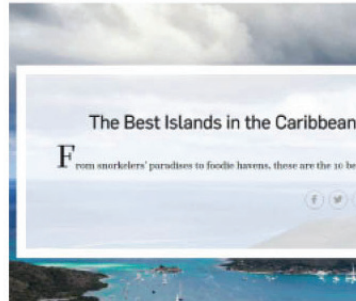
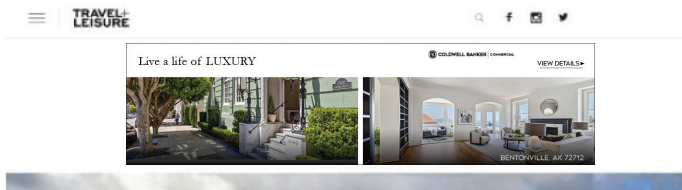
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites



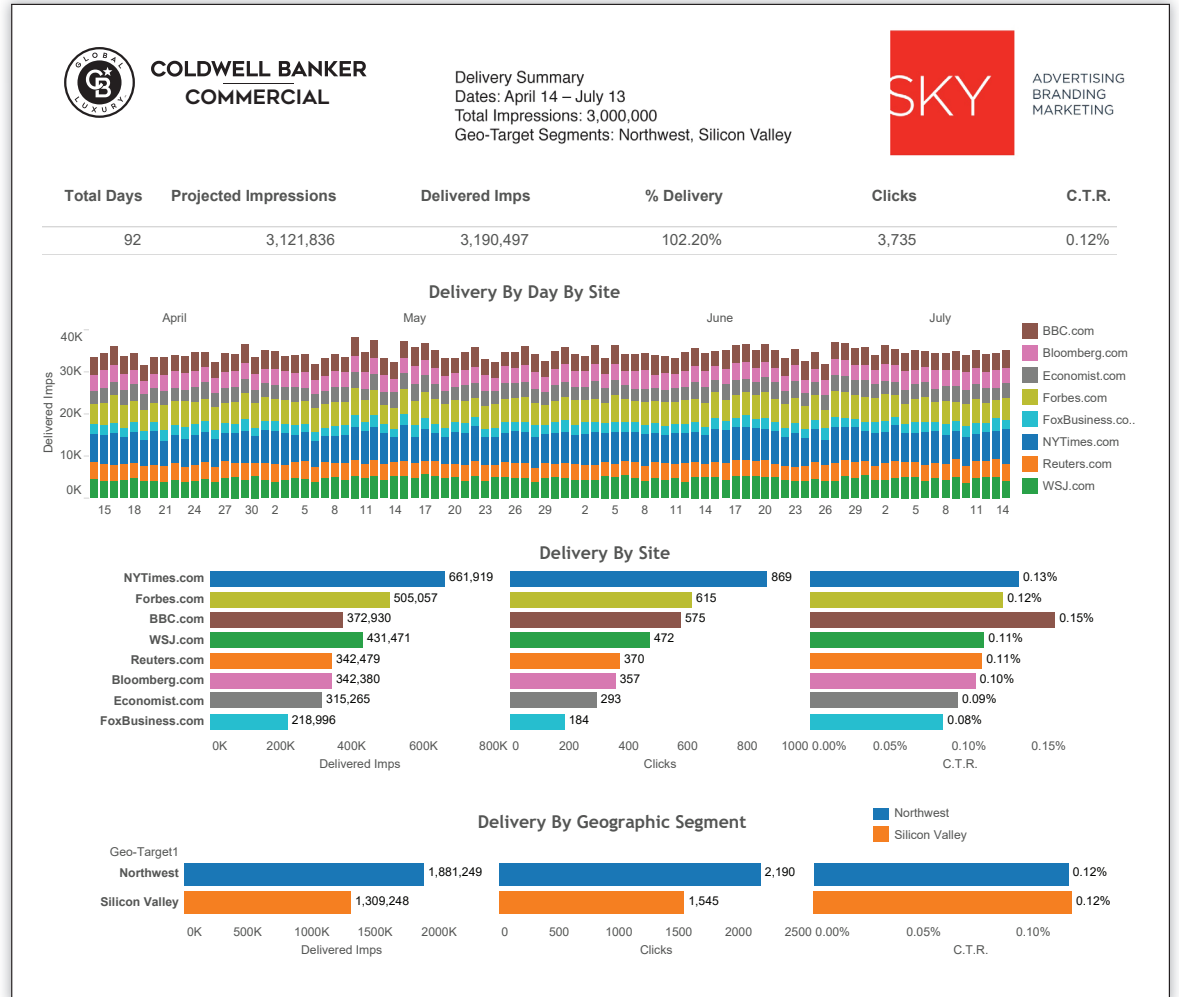


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across the key global tech and financial centers (New York City, London, Frankfurt, Singapore, Shanghai, Beijing, Shenzhen, Hong Kong, Dubai, Tokyo, Amsterdam, Luxembourg, Toronto, Zürich, Paris, Seoul, Chicago, Washington DC, Los Angeles Tel Aviv, Bangalore, Berlin, Seattle, Boston, Austin, Seoul, Sydney, Toronto, Stockholm).

The programs are scheduled to start on October 1st and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for San Francisco area real estate and living in New York City, London, Frankfurt, Singapore, Shanghai, Beijing, Shenzhen, Hong Kong, Dubai, Tokyo, Amsterdam, Luxembourg, Toronto, Zürich, Paris, Seoul, Chicago, Washington DC, Los Angeles Tel Aviv, Bangalore, Berlin, Seattle, Boston, Austin, Seoul, Sydney, Toronto, Stockholm.

## SITE SPECIFIC

This segment consists of premium global business websites such as WSJ.com, FoxBusiness.com, Forbes.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.

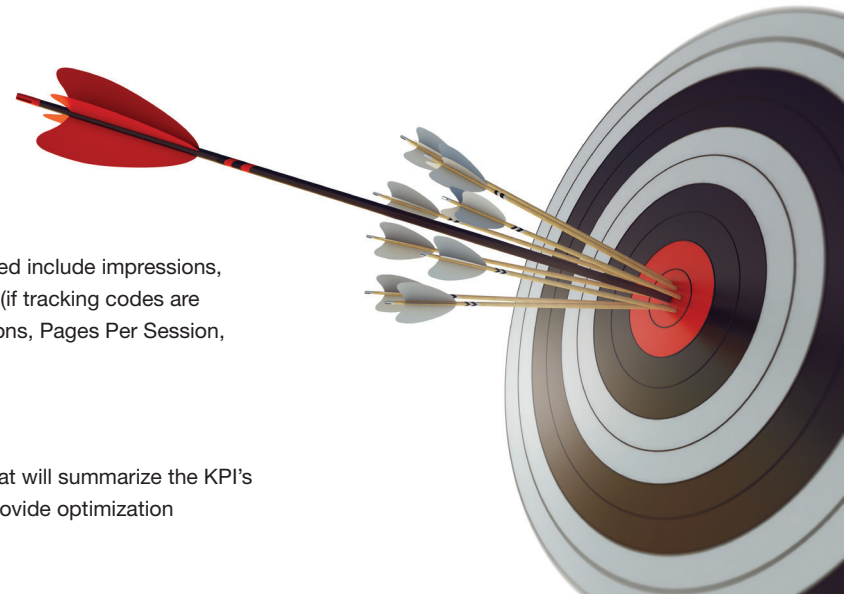
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

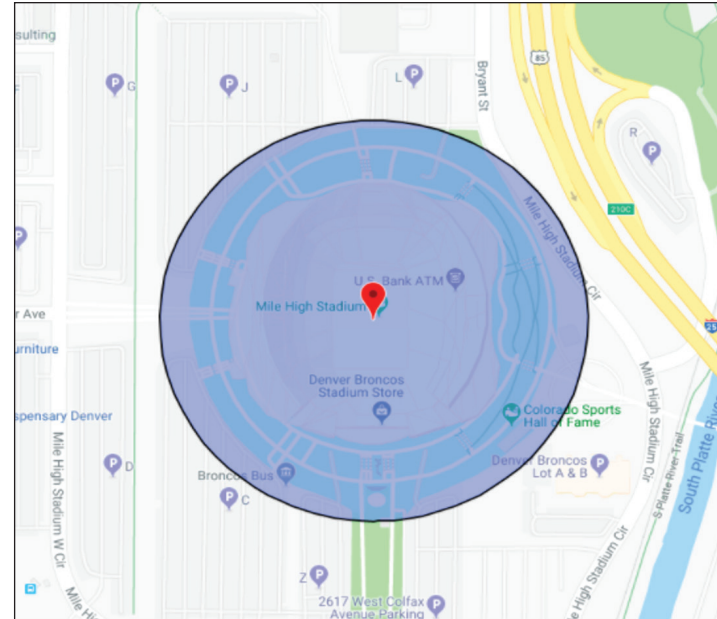
CB Commercial 1200 Jackson St

Media	Geo-Target	October					November				December					Impressions	
		01	08	15	22	29	05	12	19	26	03	10	17	24	31		
Forbes.com	New York City, London, Frankfurt, Singapore, Shanghai, Beijing, Shenzhen, Hong Kong, Dubai, Tokyo, Amsterdam, Luxembourg, Toronto, Zürich, Paris, Seoul, Chicago, Washington DC, Los Angeles Tel Aviv, Bangalore, Berlin, Seattle, Boston, Austin, Seoul, Sydney, Toronto, Stockholm															825,000	
CNBC.com																	
Reuters.com																	
Fortune.com																	
Barrons.com																	
Investors.com																	
FoxBusiness.com																	
WSJ.com																	
Custom Intent - San Francisco Area Real Estate	New York City, London, Frankfurt, Singapore, Shanghai, Beijing, Shenzhen, Hong Kong, Dubai, Tokyo, Amsterdam, Luxembourg, Toronto, Zürich, Paris, Seoul, Chicago, Washington DC, Los Angeles Tel Aviv, Bangalore, Berlin, Seattle, Boston, Austin, Seoul, Sydney, Toronto, Stockholm															675,000	
<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.
- **Location** - 1200 Jackson Street



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/month



# Comprehensive Digital

## OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

### HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

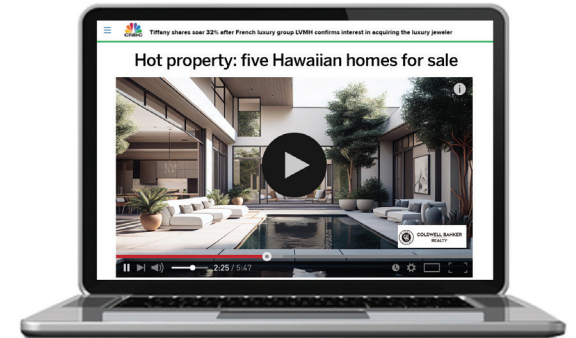


## YouTube Video Pre-Roll Ads

### WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

**PRICE: FROM \$1,500.MONTH**

# 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:

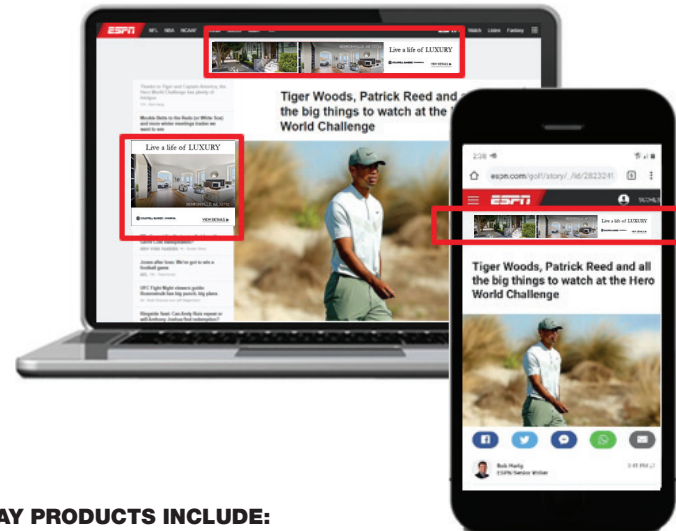
- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. **Keywords** – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or 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: FROM \$1,500.MONTH**

# 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. 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**

# Comprehensive Digital

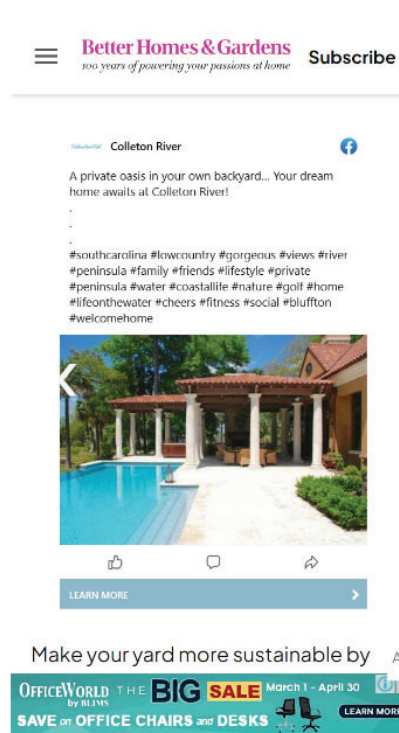
## SOCIAL MIRROR ADS

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.

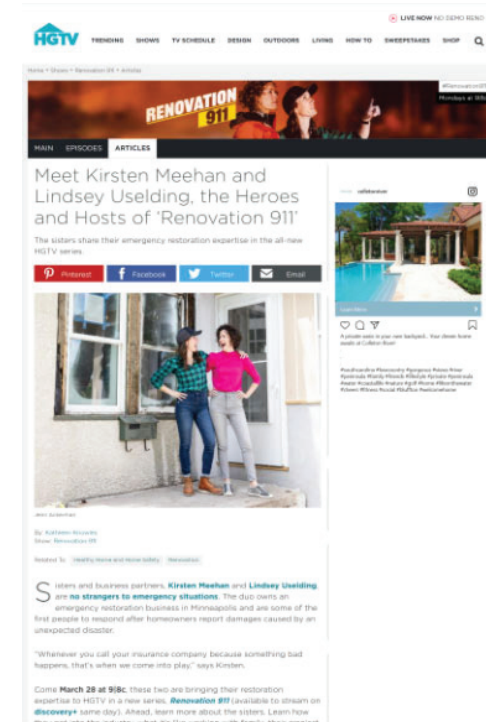
Ads can be display, video, OTT across connected TVs or carousel.



## 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





# Comprehensive Digital

Client: Coldwell Banker Southern California

Digital Campaign Planner



Date Created: 9/26/2023

GEOGRAPHIC TARGET:

Cities Listed

Campaign Duration: 10/1/2023 - 1/1/2024	Oct-23	Nov-23	Dec-23	Total
<b>NATIVE DISPLAY ADS</b>				
Retargeting				
Behavioral Targeting: High Net Worth AND Millionaires; Multi-Millionaires; Real Estate > Luxury and Family; Interior furnishing > Upscale/Luxury; High End Real Estate Researchers; Real Estate Investors; Interest - Commercial Real Estate				
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>OTT + VIDEO PRE-ROLL TARGETING</b>				
OTT/Video Pre-roll Retargeting				
Behavioral Targeting: High Net Worth AND Millionaires; Multi-Millionaires; Real Estate > Luxury and Family; Interior furnishing > Upscale/Luxury; High End Real Estate Researchers; Real Estate Investors; Interest - Commercial Real Estate				
OTT/Video Pre-roll AI Targeting				
Video Pre-roll Keyword Targeting				
<b>Total Potential Impressions</b>	50,000	50,000	50,000	150,000
<b>Cost Per Thousand</b>	\$30.00	\$30.00	\$30.00	\$30.00
<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 AND Millionaires; Multi-Millionaires; Real Estate > Luxury and Family; Interior furnishing > Upscale/Luxury; High End Real Estate Researchers; Real Estate Investors; Interest - Commercial Real Estate				
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>	300,000	300,000	300,000	900,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00

<b>Native Available Monthly Impressions Estimate:</b>	657,360
Percentage of Targeted Native inventory purchased with this campaign:	22.82%
<b>OTT + Pre-roll Available Monthly Impressions Estimate:</b>	648,648
Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	7.71%
<b>Social Mirror Ads Available Monthly Impressions Estimate:</b>	257,796
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	38.79%

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.

# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

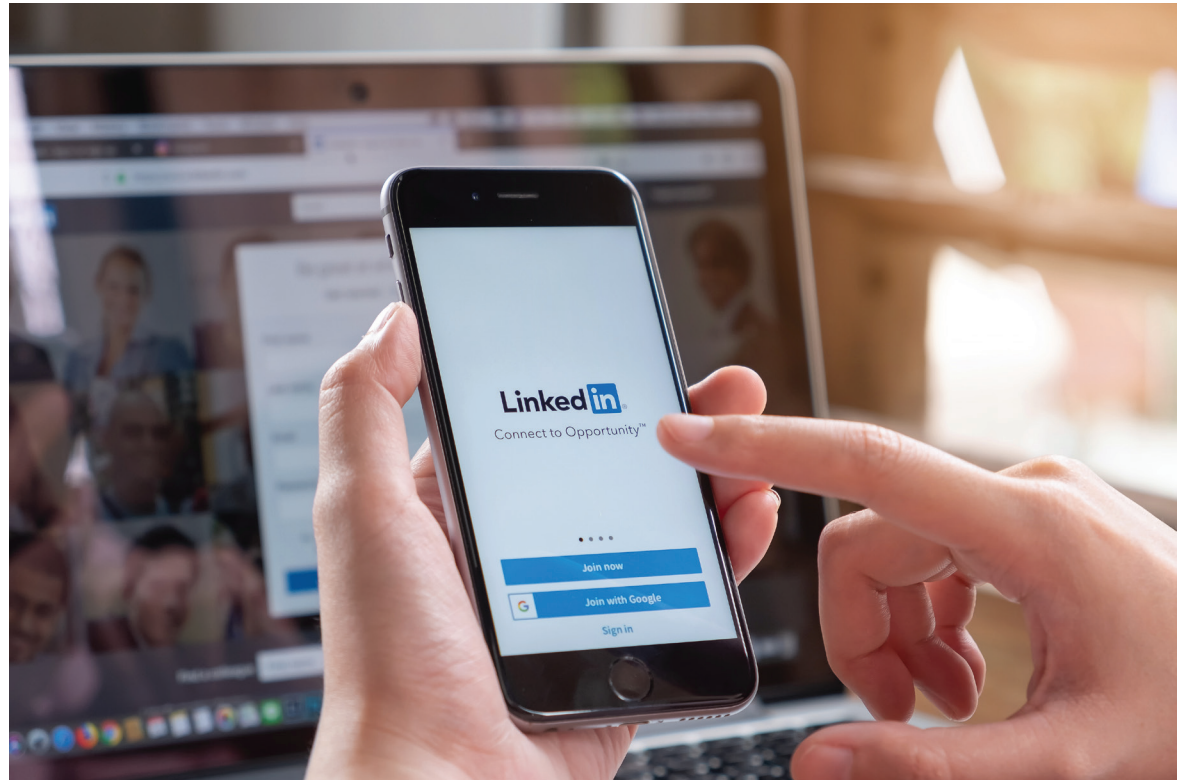
You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

After researching, we have put together an integrated program that targets:

## CAMPAIGN 1

### TECH CENTER PROGRAM:

- Job Titles: Owner, Partner, CXO
- Company Revenue: \$100M-\$1B+
- Company Industries: Software Development, Social Networking Platforms, Information Services, Data Infrastructure and Analytics, Internet Marketplace Platforms
- Geo-Targeting: Toronto, ON, Stockholm, London, Singapore, Shanghai, China, Seoul, South Korea, Tokyo, Japan, Tel Aviv District, Israel, Sydney, NSW, Dubai, United Arab Emirates, Frankfurt, Greater Boston, Austin, Texas Metropolitan Area, New York City Metropolitan Area, Greater Seattle Area, London Area, United Kingdom, Greater Toronto Area, Canada, Frankfurt Rhine-Main Metropolitan Area, Seoul Incheon Metropolitan Area



- Target audience size: 87,000+
- 30-day spend: \$2,053.00 - \$3,523
- 30-day impressions: 50,000 - 135,000
- Projected CTR: 0.66% - 1.0%
- Projected Clicks: 950 - 2,600

### 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.

# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

After researching, we have put together an integrated program that targets:

## CAMPAIGN 2

### FINANCE CENTER PROGRAM

- Job Titles: Owner, Partner, CXO
- Company Revenue: \$100M-\$1B+
- Company Industries: Investment Banking, Venture Capital and Private Equity Principals, Securities and Commodity Exchanges, Investment Management, International Trade and Development, Banking, Insurance and Employee Benefit Funds, Pension Funds, Trusts and Estates
- Geo-Targeting: Toronto, ON, Stockholm, London, Singapore, Shanghai, China, Seoul, South Korea, Tokyo, Japan, Tel Aviv District, Israel, Sydney, NSW, Dubai, United Arab Emirates, Frankfurt, New York City Metropolitan Area, London Area, United Kingdom, Greater Toronto Area, Canada, Frankfurt Rhine-Main Metropolitan Area, Seoul Incheon Metropolitan Area, Greater Chicago Area, Beijing, China, Shenzhen, Guangdong, China, Hong Kong, Hong Kong SAR, Hong Kong



SAR, Amsterdam Area, Luxembourg, Zurich, Zurich, Switzerland, Zurich, Switzerland, Paris, Île-de-France, France, Washington DC-Baltimore Area, Los Angeles Metropolitan Area

- Target audience size: 110,000+
- 30-day spend: \$2,053.00 - \$3,523
- 30-day impressions: 47,000 – 114,000
- Projected CTR: 0.48% - 1.1%
- Projected Clicks: 910 - 2,425

### 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.

# Crain's New York Business

## REAL ESTATE DAILY ENEWSLETTER

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

### CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

## REAL ESTATE DAILY E-NEWSLETTER

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

PRICE: \$3,150

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

**CRAIN'S NEW YORK BUSINESS**  
**Real Estate Daily**  
Tuesday, November 02, 2021

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

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

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

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

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

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

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

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

**CRAIN'S NEW YORK BUSINESS**

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

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

**WestPark: Where Innovation Thrives**

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

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

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

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



# Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

## Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

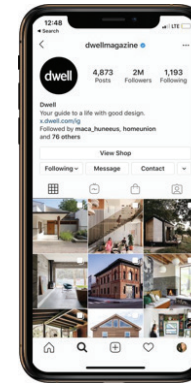
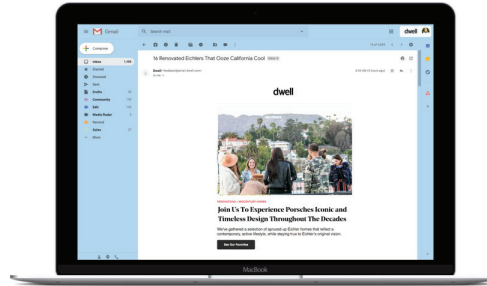
## PACKAGE 1

### **CUSTOM REAL ESTATE ARTICLE.**

This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.

**PRICE: \$6,000**



# Elite Traveler

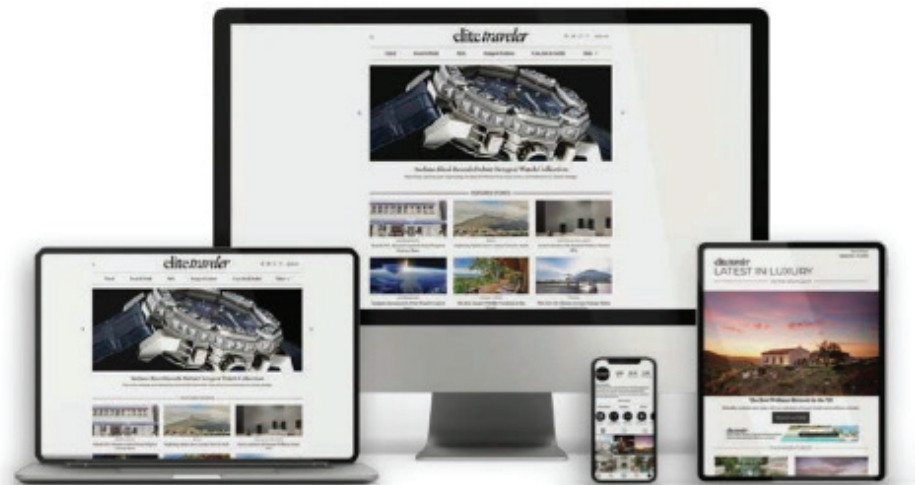
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

**ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR**

**Half price with full page print purchase**



PRINT

# Nob Hill Gazette - Peninsula & Silicon Valley

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- Frequency: **12 times**
- Average Readership: **155,000**
- Year Established: **1993**
- Mean Home Value: **\$4,100,500**
- Circulation per Issue: **31,600**

OTM ON THE MARKET NEWSLETTER: \$500



# 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



# jamesedition.com

## ROTATING GALLERY

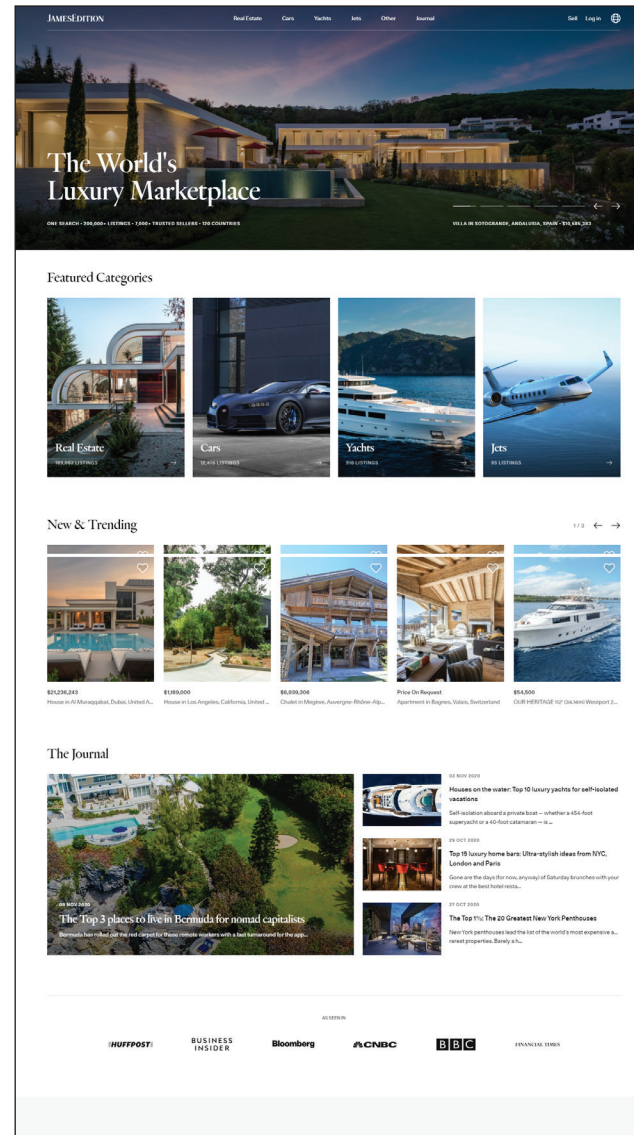
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

### HOME PAGE

FEATURED BANNER: \$2,000





# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

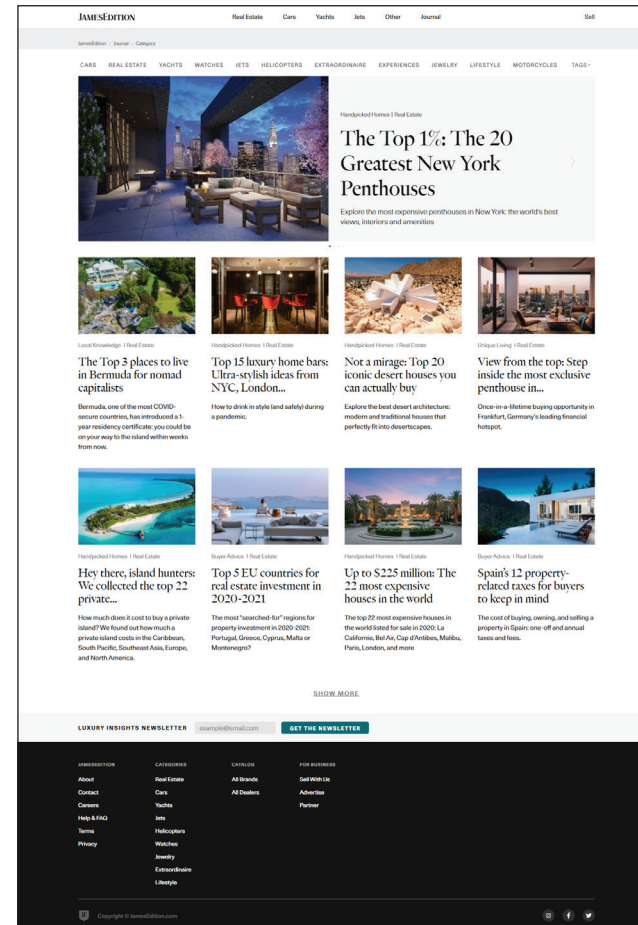
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**NEWSLETTER TOP & ARTICLE: \$5,500**

**NEWSLETTER TRENDING & ARTICLE: \$3,300**



# jamesedition.com

## SOCIAL MEDIA POST

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.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- Instagram **74.8K**
- Facebook **31.3K**

## PHOTO

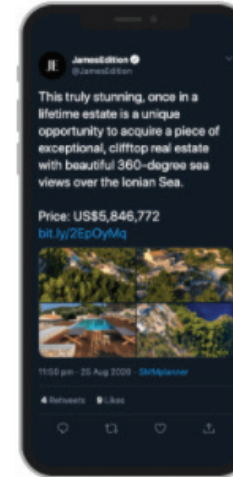
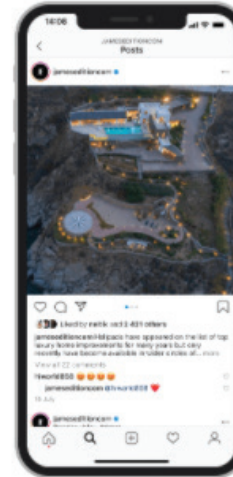
- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS



## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

# JetSet

## 12 MONTH GLOBAL DIGITAL CAMPAIGN

### EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

#### Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

#### 12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

#### PRICE \$2,500/YEAR

2 shared email blasts plus 12 month web feature (\$10,000 value)

The screenshot shows a web article on the Jetset Magazine website. The article is titled "Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun". It features a large aerial photograph of the Diamante resort complex. The article text discusses the resort's location in Cabo San Lucas, Mexico, and its partnership with Tiger Woods and his company, Tiger Woods Design (TWD). Key details include:
 

- The resort is a 1,500-acre private oceanfront community on the Pacific coast.
- The new 7,300-yard golf course is designed by Tiger Woods and TWD.
- Construction of the course began in September and is expected to take approximately 18 months to complete.
- The resort also features a 10-acre wellness center, a village with retail stores, restaurants, a 1800-room hotel, water park, and a water-based activity center.
- The resort is expected to be a world-class destination with over 200 residences.

 The article includes several paragraphs of text, interspersed with images and social media sharing options. At the bottom, there is a "SHARE ON" section with icons for Facebook, Twitter, and Email. Below the article, there is an "ABOUT THE AUTHOR" section for Jetset Magazine and a "RELATED POSTS" section with two additional article thumbnails.

# RobbReport.Com

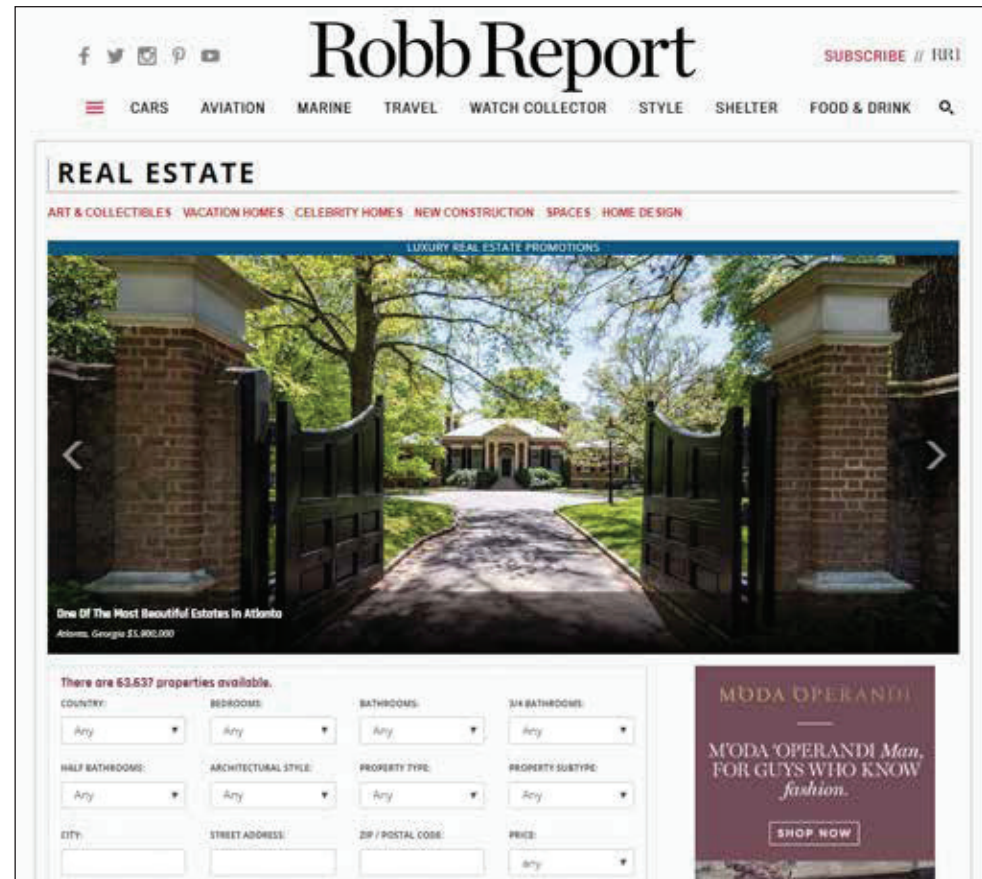
## REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$1,250





# Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

## INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally.

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST

2 Post Minimum





## DIGITAL

---

# 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**



# 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](#)

**BY THE NUMBERS**

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 205 Street, Surrey, BC	\$18,900,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7520 7520 Ave Royale, Châteaufortier, QC	\$24,000,000
8. 8010 McLean, Toronto, ON	\$12,900,000
10. 489 Sandrine 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	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,000,000
Châteaufortier	\$193,333	1	\$26,000,000

**TRENDING TODAY**

**Architectural Digest** @ArchDigest 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 iStockPhoto AllChances

DIGITAL

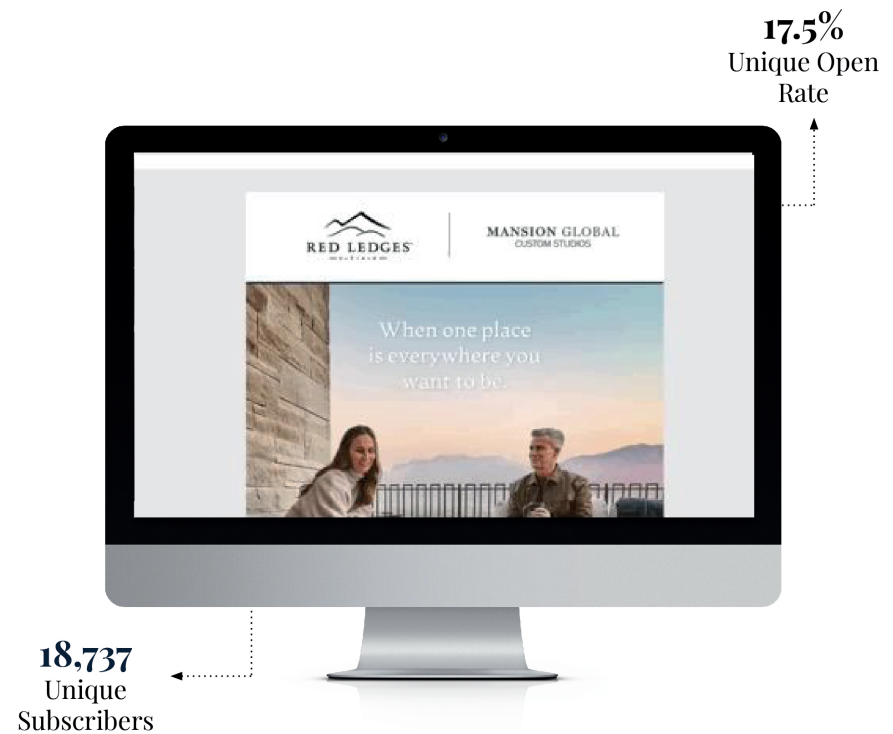
# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

### EXCLUSIVE EMAIL

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes-inspiring the luxury lifestyle & delivering results.

PRICE: \$5,000 EXCLUSIVE EMAIL



# The Wall Street Journal Online (WSJ.Com)

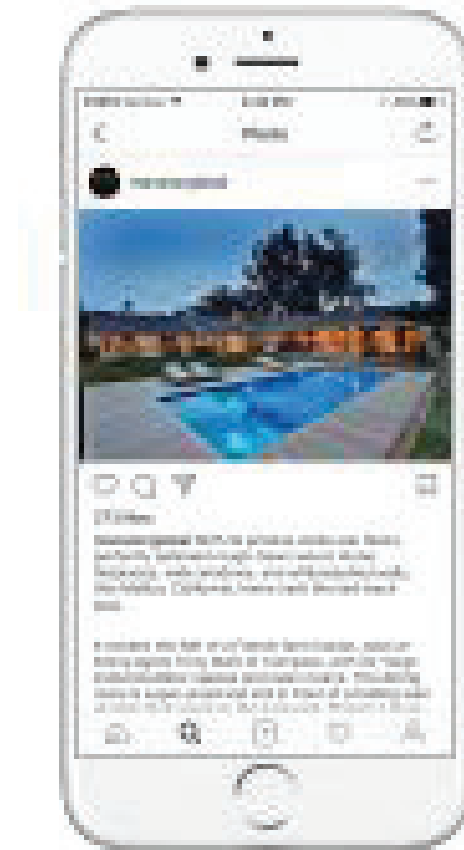
## @MANSIONGLOBAL INSTAGRAM

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

---

**PRICE: \$1,775**



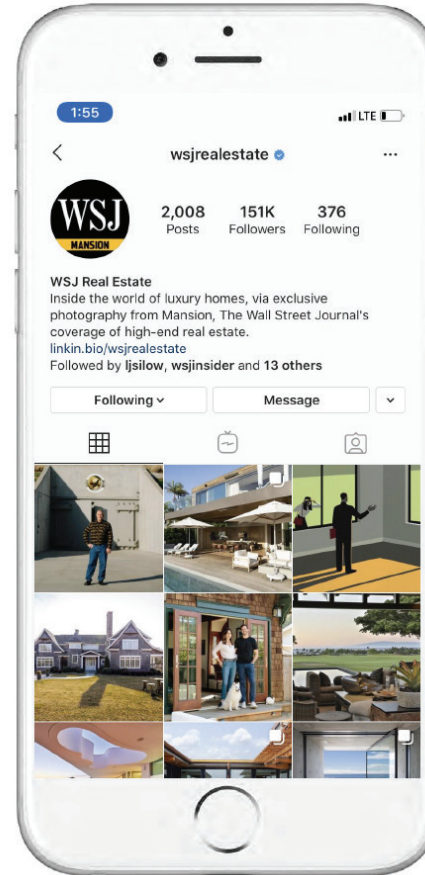
# The Wall Street Journal Online (WSJ.Com)

## @WSJREALESTATE INSTAGRAM

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

- Followers: 154K

PRICE: \$3,600 POST



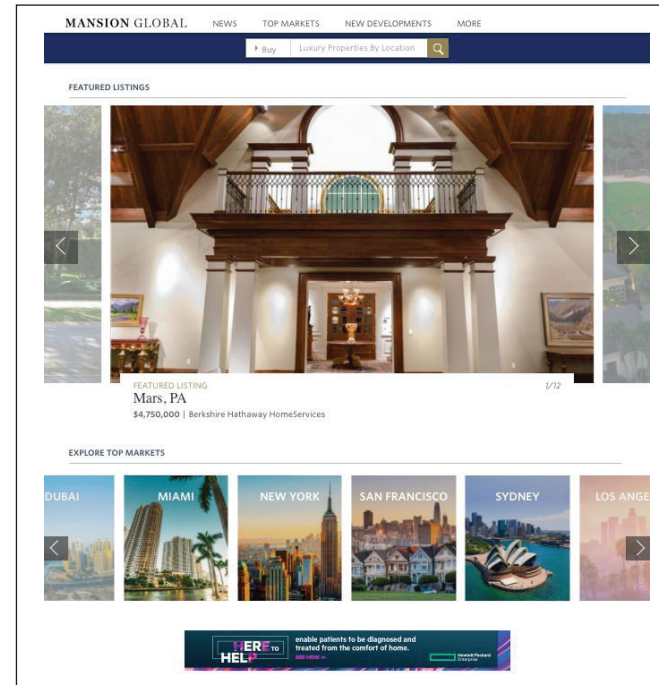


# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH





# Print Offerings



COLDWELL BANKER  
REALTY





# Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
  - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
  - **238** Royal Families receive the Magazine globally
  - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**

**FULL PAGE, COLOR: \$8,125**

Global



# 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**

QUATER PAGE, COLOR: \$4,100

Global





PRINT

# Nob Hill Gazette - Peninsula & Silicon Valley

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- Frequency: **12 times**
- Average Readership: **155,000**
- Year Established: **1993**
- Mean Home Value: **\$4,100,500**
- Circulation per Issue: **31,600**

**FULL PAGE, COLOR: \$9,500**



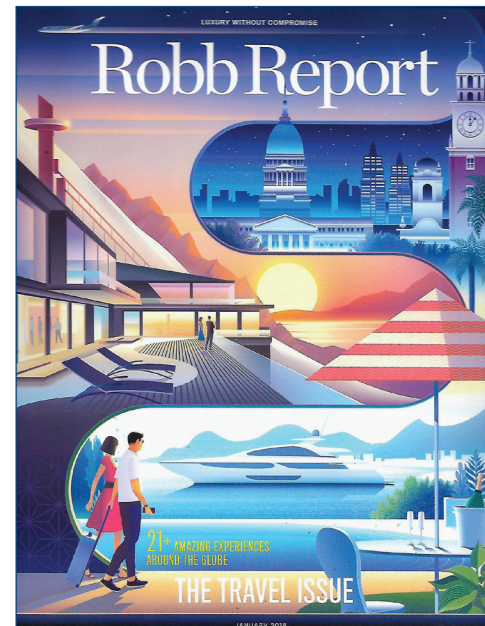
# Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

**FULL PAGE, COLOR: \$12,000**

**Global**





# Schedule, Pricing & Reach



COLDWELL BANKER  
REALTY

# Proposed Media Schedule & Pricing 2023

Plan 1 - All Media	Ad Description	October	November	December	January	Reach	Reach
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		500000	1,500,000
Million Impressions	Targeting - Key global tech and financial centers						
<b>LinkedIn</b>							
LinkedIn	Tech Center Campaign	\$ 2,750.00	\$ 2,750.00	\$ 2,750.00		92500	277,500
LinkedIn	Finccnce Center Campaign	\$ 2,750.00	\$ 2,750.00	\$ 2,750.00		80500	241,500
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		100000	300,000
Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		150000	450,000
Native Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		100000	300,000
OTT - Video Preroll	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		30000	90,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				60000	60,000
<b>Dwell.com</b>							
Real Estate Package 1	Custom Article with Homepage & eNewsletter promotion		\$ 6,000.00			110,000	110,000
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		100,000	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette SF, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		6,500	19,500
<b>JamesEdition</b>							
Rotating Gallery Home Page	Featured Banner			\$ 2,000.00		750,000	750,000
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 5,500.00			294,000	294,000
Social Media	Listing Feature	\$ 1,000.00				148,000	148,000
<b>JetSet Magazine</b>							
JetSet Magazine	Annual Global Campaign			\$2,500		2140000	2,140,000
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar	\$ 1,250.00				6,000	6,000
<b>Simply Abu Dhabi</b>							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			25,600	51,200
<b>WSJ.com</b>							
Mansion Global HomepageHeror	Homepage banner	\$ 2,150.00				164,000	164,000
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00				17,000	17,000
Mansion Global Custom Email	Custom Email			\$ 5,000.00		17,000	17,000
WSJ.com Instagram	WSJ.com Instagram		\$ 3,600.00			154,000	154,000
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		164,000	164,000
Mansion Global Instagram	Mansion Global Instagram				\$ 1,775.00	76,200	76,200
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00				15,000	15,000
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - Western	Quarter Page	\$ 5,100.00	\$ 5,100.00			200,575	401,150
<b>Billionaire Magazine</b>							
Billionaire Magazine	Full Page			\$ 8,125.00		14,791	14,791
<b>Financial Times</b>							
Financial Times	Quarter Page	\$ 4,100.00				210,457	210,457
<b>Nob Hill Gazette</b>							
Nob Hill Gazette	Full Page			\$ 9,500.00		32,000	32,000
<b>Robb Report</b>							
Robb Report	Full page			\$ 12,000.00		324,000	324,000
<b>TOTAL</b>							<b>8,427,298</b>

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

# Proposed Media Schedule & Pricing 2023

Plan 2 Media	Ad Description	October	November	December	Media Total	Reach
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Million Impressions	Targeting - Key global tech and financial centers					
<b>LinkedIn</b>						
LinkedIn	Tech Center Campaign	\$ 2,750.00	\$ 2,750.00	\$ 2,750.00	\$ 8,250.00	277,500
LinkedIn	Finance Center Campaign	\$ 2,750.00	\$ 2,750.00	\$ 2,750.00	\$ 8,250.00	241,500
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	60,000
<b>Elite Traveler</b>						
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>						
Nob Hill Gazette SF, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	19,500
<b>JamesEdition</b>						
Rotating Gallery Home Page	Featured Banner			\$ 2,000.00	\$ 2,000.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 3,300.00		\$ 3,300.00	294,000
e-Newsletter	e-Newsletter				\$ -	0
Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00	148,000
<b>JetSet Magazine</b>						
JetSet Magazine	Annual Global Campaign		\$2,500		\$ 2,500.00	2,140,000
<b>Robbreport.com</b>						
Robbreport.com	Real Estate media bar	\$ 1,250.00			\$ 1,250.00	6,000
<b>Simply Abu Dhabi</b>						
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00		\$ 2,750.00	51,200
<b>WSJ.com</b>						
Mansion Global Homepage Heror	Homepage banner	\$ 2,150.00			\$ 2,150.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00	17,000
Mansion Global Custom Email	Custom Email			\$ 5,000.00	\$ 5,000.00	17,000
<b>Crain's New York Business</b>						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
TOTAL					\$ 62,655.00	6,550,700

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



# Proposed Media Schedule & Pricing 2023

Plan 3 Media	Ad Description	October	November	December	January	Media Total	Reach
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	1,500,000
Million Impressions	Targeting - Key global tech and financial centers						
<b>LinkedIn</b>							
LinkedIn	Tech Center Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	150,000
LinkedIn	Finance Center Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	141,000
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette SF, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>							
Rotating Gallery Home Page	Featured Banner			\$ 2,000.00		\$ 2,000.00	750,000
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00	148,000
<b>Simply Abu Dhabi</b>							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00	51,200
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Homepage banner	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00				\$ 3,680.00	17,000
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00				\$ 3,150.00	15,000
<b>TOTAL</b>						\$ 46,315.00	4,159,700
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							