



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 2534 Poinciana Drive Advertising and Marketing Program



COLDWELL BANKER  
REALTY

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- 30 2024



**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 2534 Poinciana Drive

SKY Advertising is excited to present to Coldwell Banker Weston a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 2534 Poinciana Drive.

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

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

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
paula@skyad.com

SARA HELENI  
*Account Executive*  
**212-674-2402**  
sara@skyad.com

JIMMY CINTRÓN  
*Account Executive*  
**212-677-0083**  
jimmy@skyad.com

# Digital Offerings



**COLDWELL BANKER**  
**REALTY**



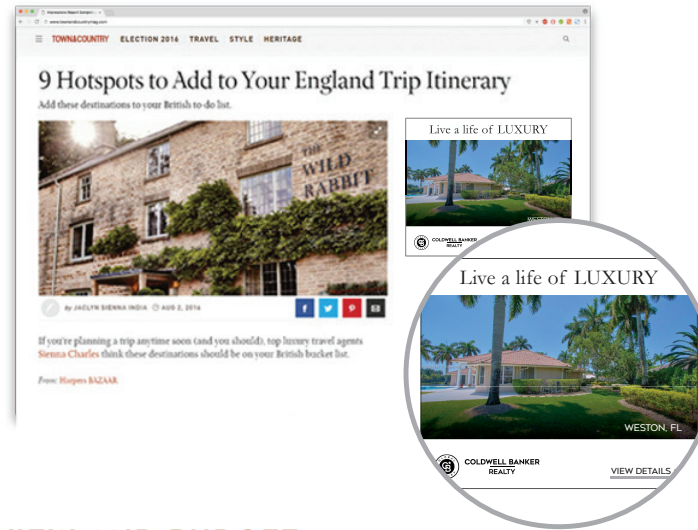
# Impressions Campaign

**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: **2534 Poinciana Drive**
- Flight Dates: **August 2024 - October 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
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

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# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL

**Bloomberg  
Markets**

**Forbes**

The  
Economist



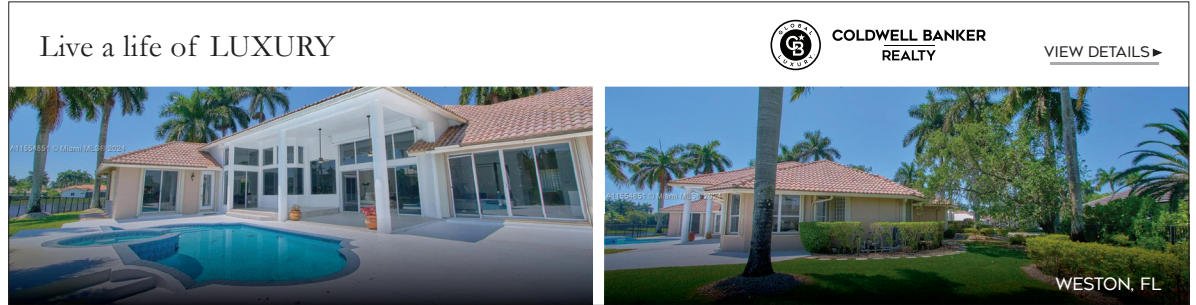
# Creative

## 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**



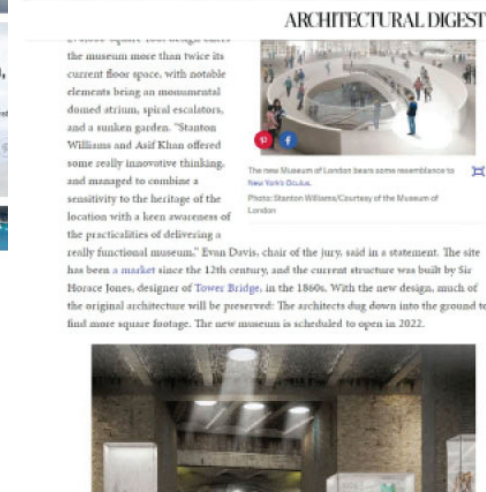
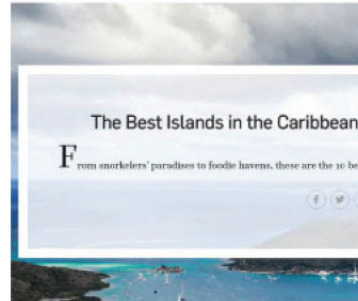
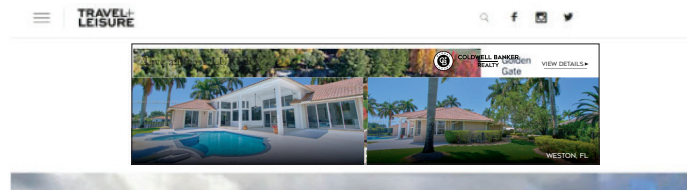
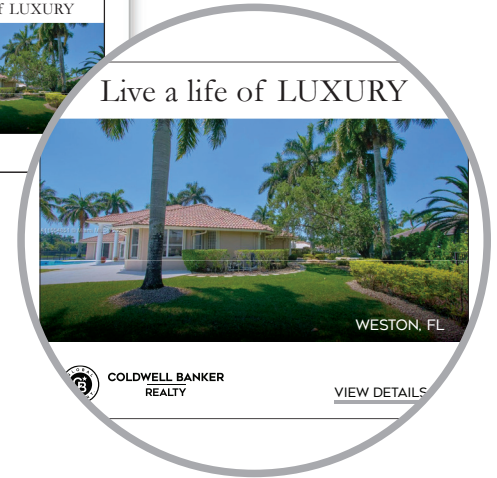
Live a life of LUXURY



[VIEW DETAILS](#)



# Sample Banners For Impressions Programs As They Appear On Sites



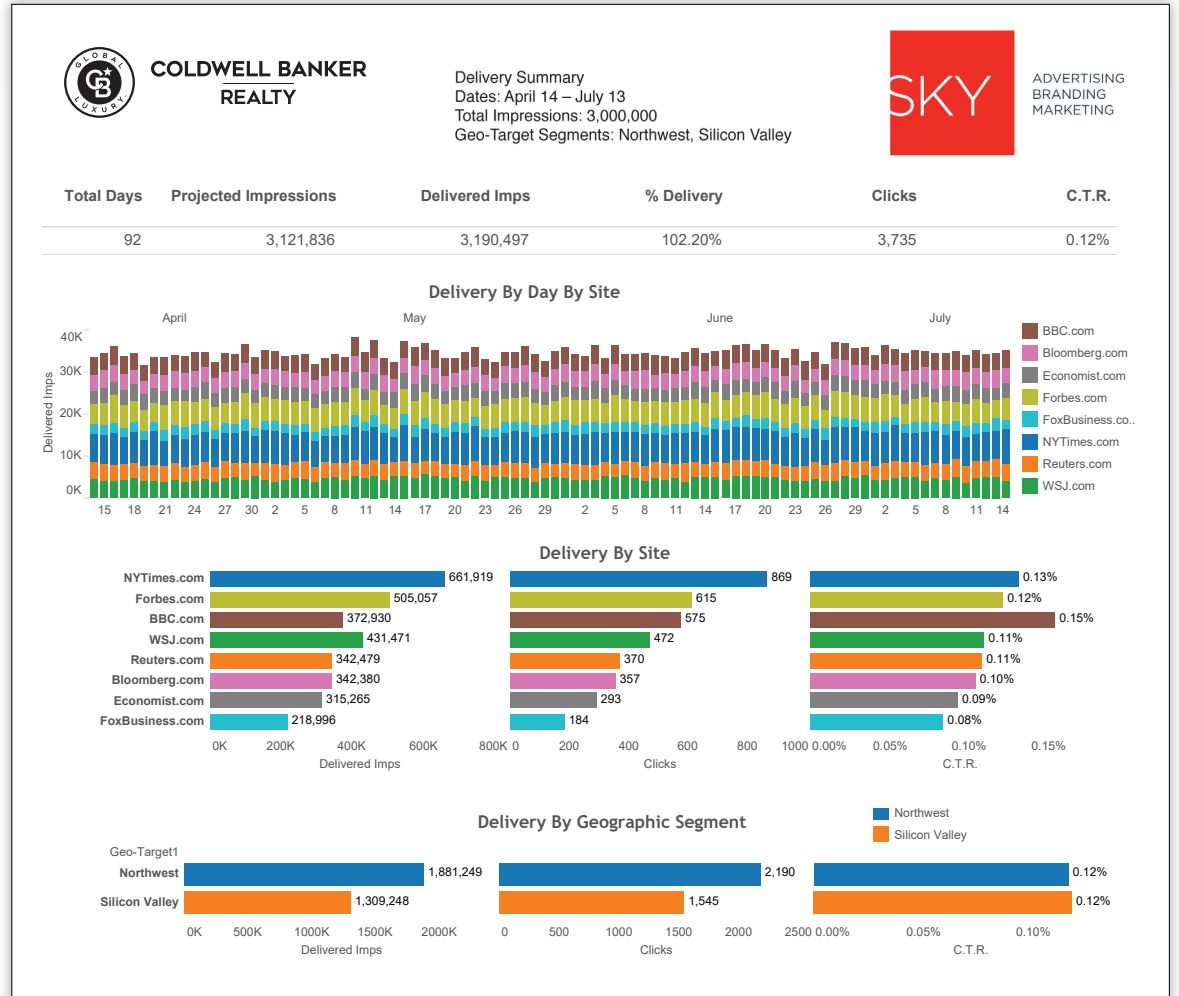


# Comprehensive Reporting For Your Customized Campaign

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.

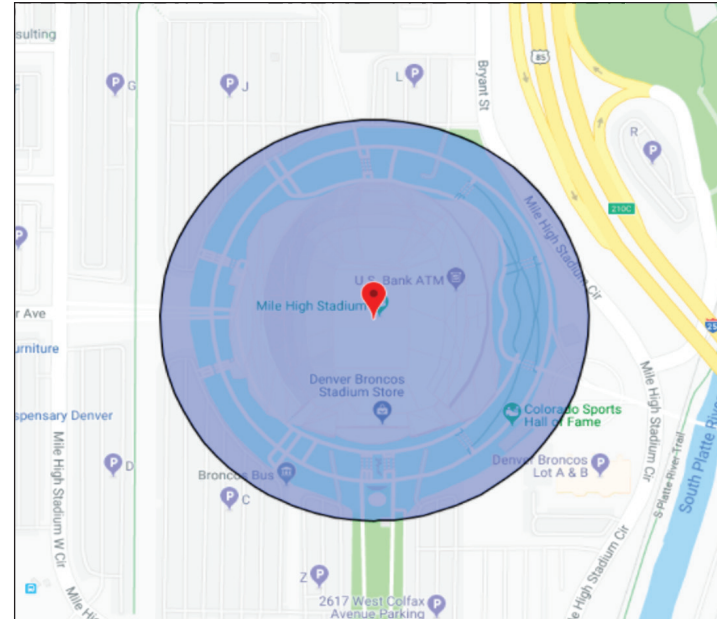
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

- Investment: **From \$1,500/month Up to 3 Geo-fences**
- Impressions: **60,000/month**

# Comprehensive Digital

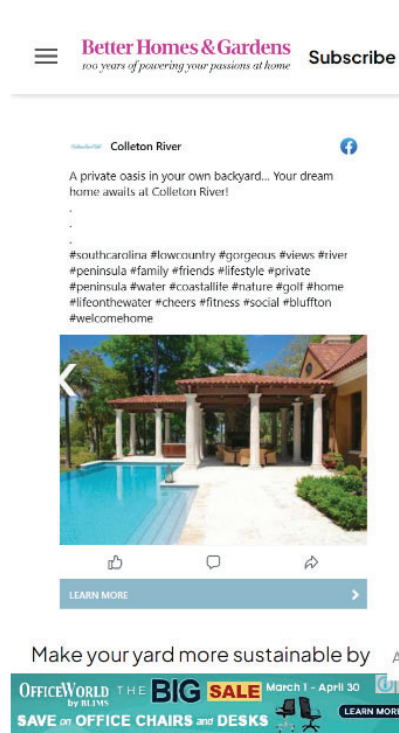
## SOCIAL MIRROR ADS

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.

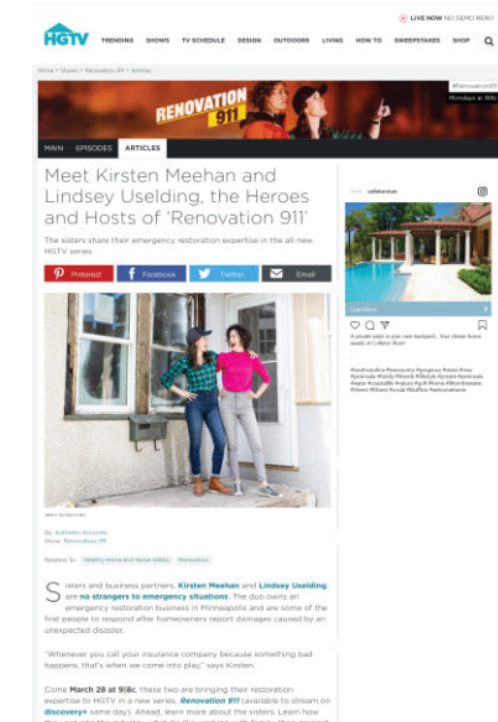
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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**  
**100,000 Impressions**

# Google AdWords

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

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

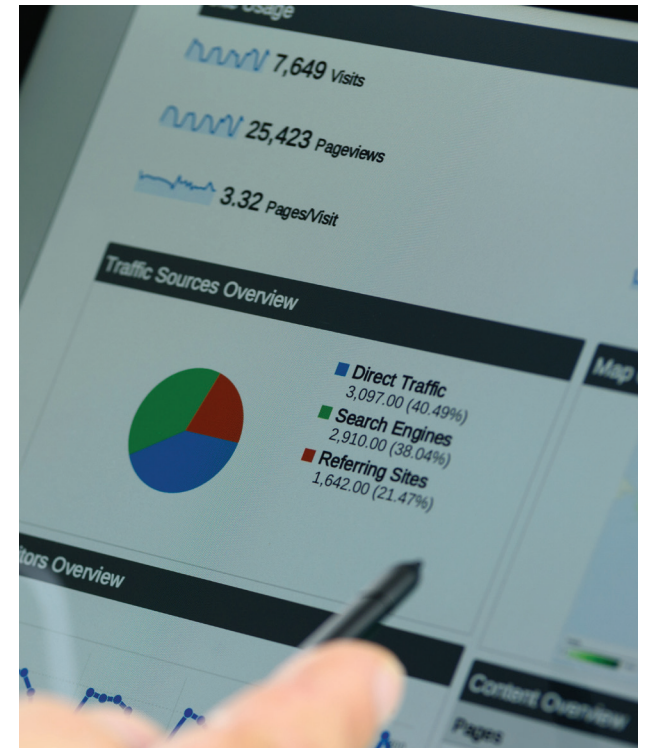


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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





# Google AdWords

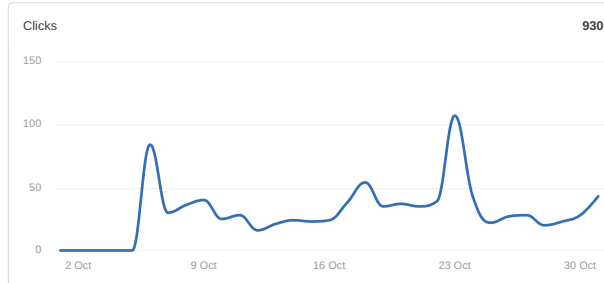
## CLIENT DASHBOARD

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



## CB Weston

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

# Google AdWords

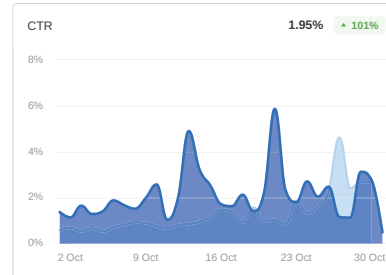
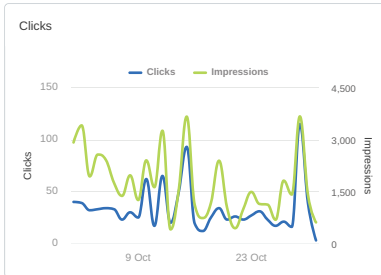
## MONTHLY REPORTING

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



## CB Weston

### October KPI's



Total Impressions ▼ 46%

**53,704**

Total Clicks ▲ 9%

**1,049**

Phone Calls ▲ 71%

**12**

Interaction Rate ▲ 218%

**4.17%**

CTR ▲ 101%

**1.95%**

Average CPC ▲ 7%

**\$0.94**

### Cities and Regions

Showing 50 of 540 Rows

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

### Keywords

Showing 23 of 23 Rows

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

## DIGITAL

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

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**PRICE: \$500 PER LISTING**

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



# jamesedition.com

## 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.

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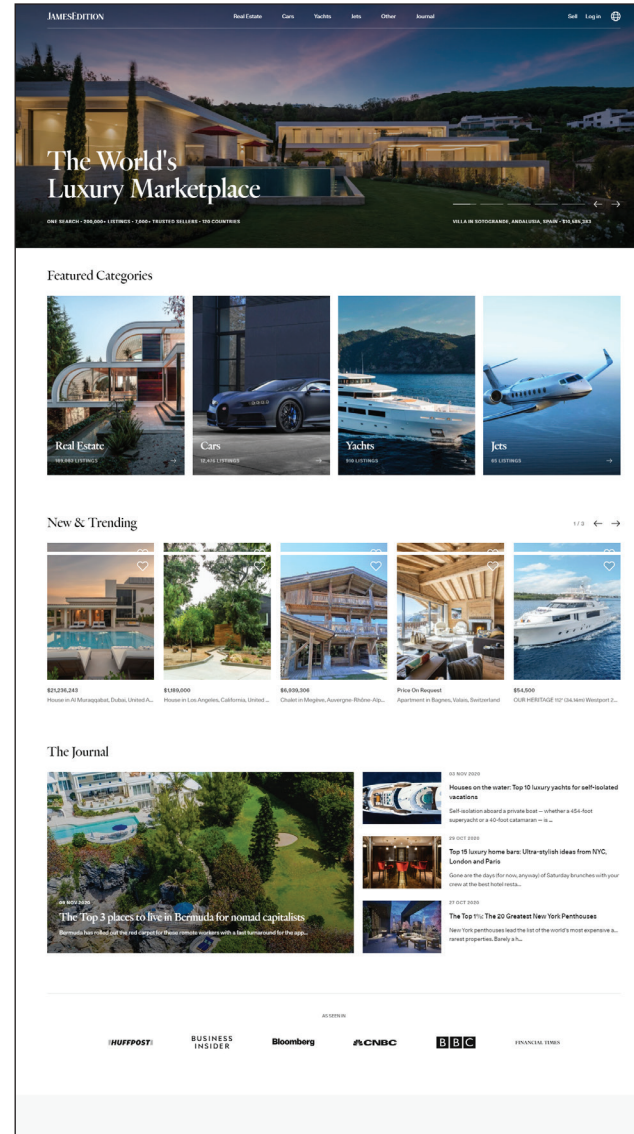
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

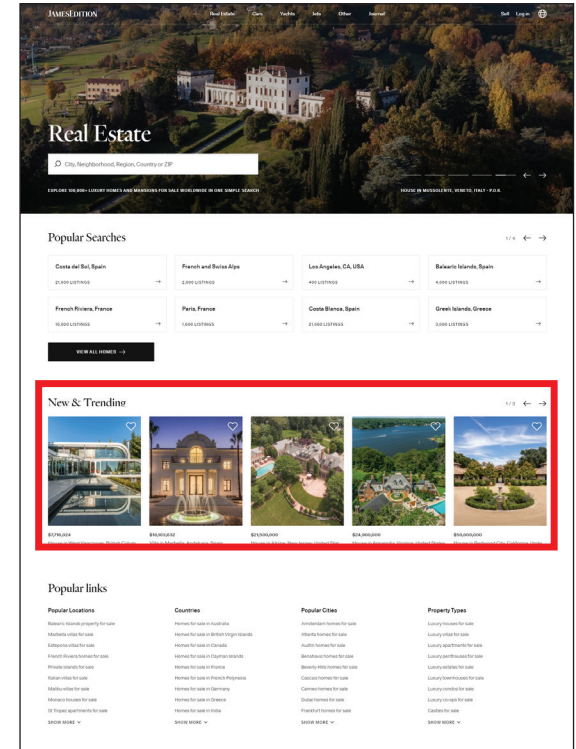
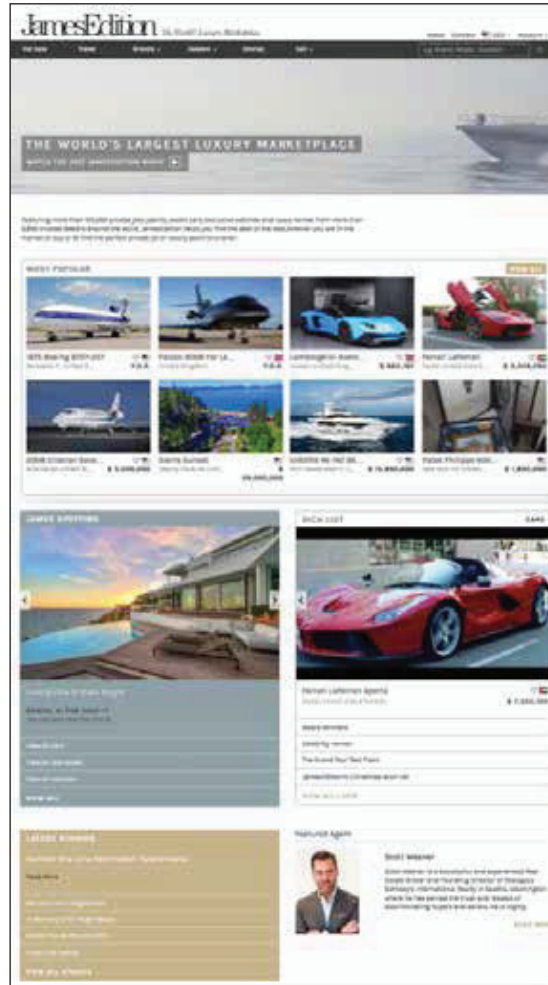
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

**HOME PAGE POSITION**  
**FEATURED SPOT: \$1,200**

**REAL ESTATE POSITION**  
**FEATURED SPOT: \$1,000**



# jamesedition.com

## SOCIAL MEDIA POST

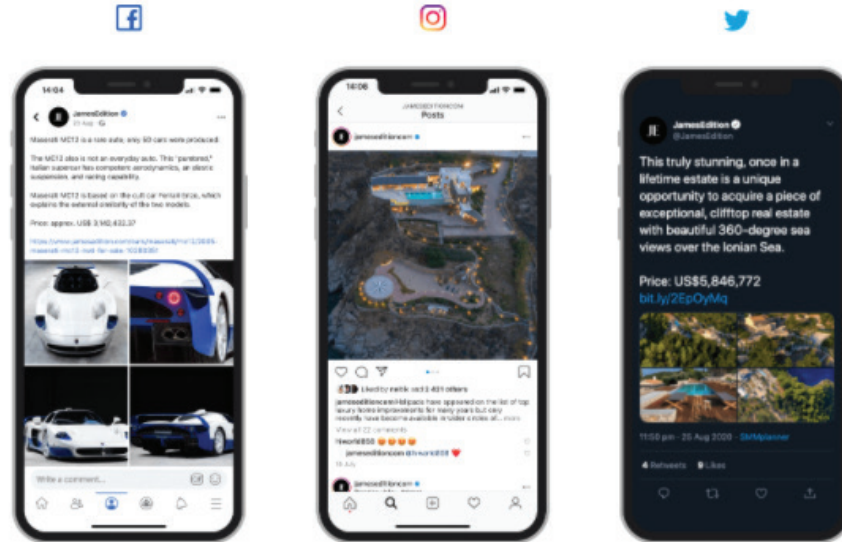
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only 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: \$800**

## 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**

## 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**

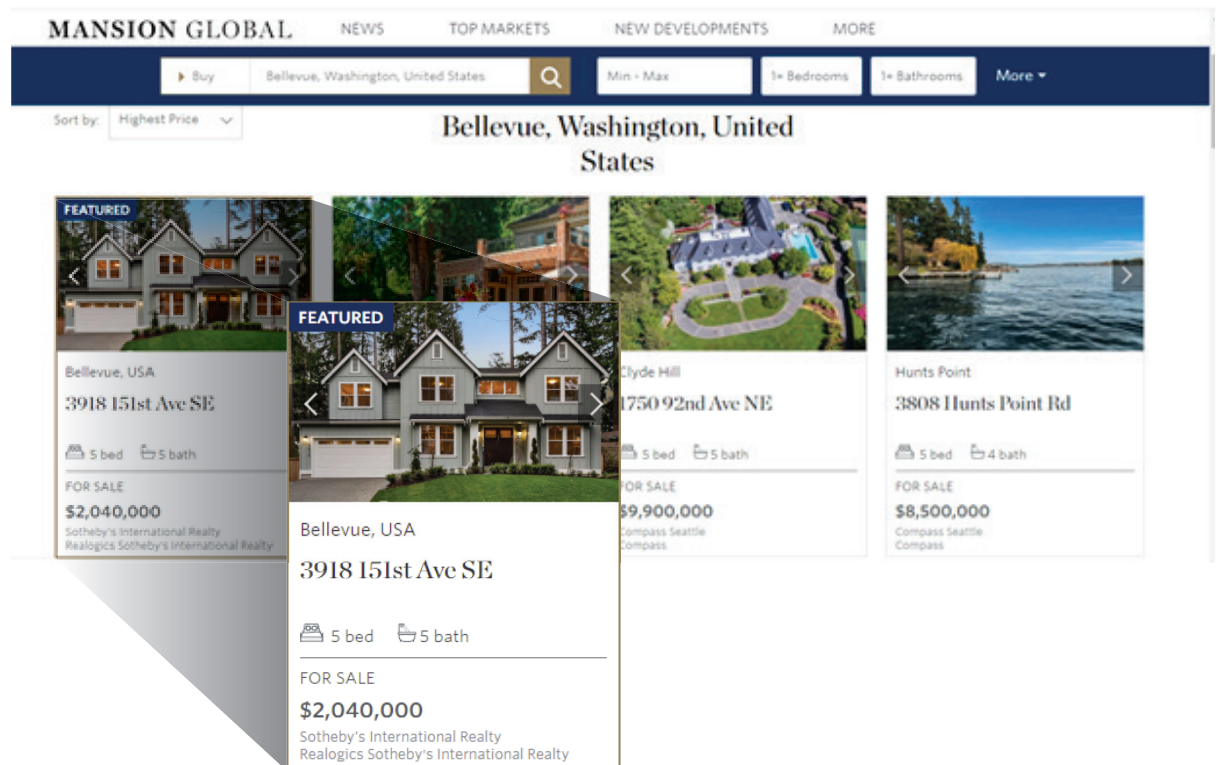
# The Wall Street Journal Online (WSJ.com)

## 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**



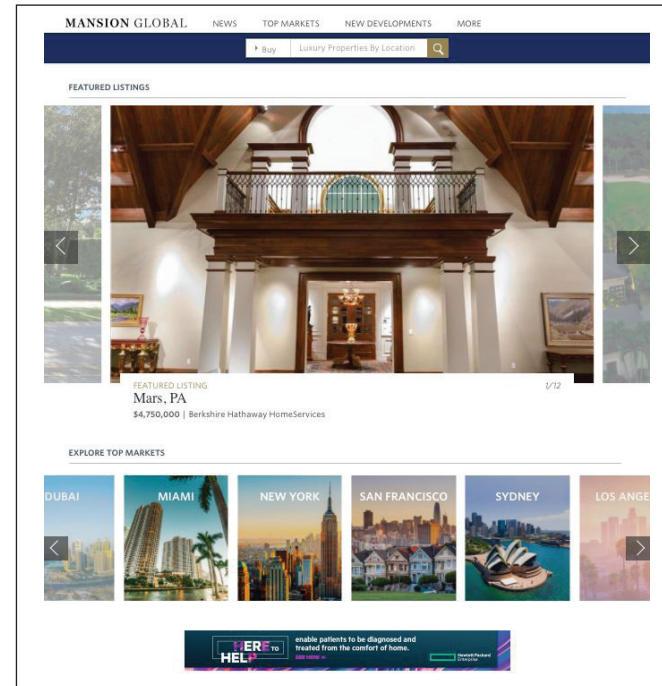


# The Wall Street Journal Online (WSJ.com)

## 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



# The Wall Street Journal

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

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

**2 X 7 NORTHEAST REGION: \$1,510**

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

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • WSJ.com  
 DAX 29212.4 • FTSE 100 7519.29 • NASDAQ 100 10.9 • SPX 2920.99 • NYSE TICKET 1.16 • 10-YR TREAS. 2.2512 • 30-YR 3.0443 • GOLD 1214.32 • 5000 1212.72 • VIX 30.12

**What's News**  
 Business & Finance

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

**Shaky Ground**  
 More opens theory of how virus spreads

**Tennessee Twisters Kill at Least 25**

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**

**World-Wide**



**LUXURY IS MASTERFUL**  
 When a Luxury Property Specialist offers local expertise along with extensive knowledge, skill and responsiveness, you receive the exceptional representation you truly deserve.



Washington, DC | \$4,500,000  
 7 bedrooms, 4 full and 1 half bath  
 Represented by Gary Jankowski  
 D. 202.439.6009 O. 205.547.3525  
 Search DDC4499050 on coldwellbankerluxury.com



Washington, DC | \$500,000  
 Watergate 1 bedroom, 1 full bath  
 Represented by Gary Jankowski  
 D. 202.439.6009 O. 205.547.3525  
 Search DDC4483500 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,850,000  
 5 bedrooms, 4 full and 1 half bath  
 Represented by Day Weitzman  
 D. 410.353.0721 O. 410.263.8686  
 Search MDA4431760 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,390,000  
 5 bedrooms, 5 full and 1 half bath  
 Represented by Day Weitzman  
 D. 410.353.0721 O. 410.263.8686  
 Search MDA4423534 on coldwellbankerluxury.com

**COLDWELLBANKERLUXURY.COM**  
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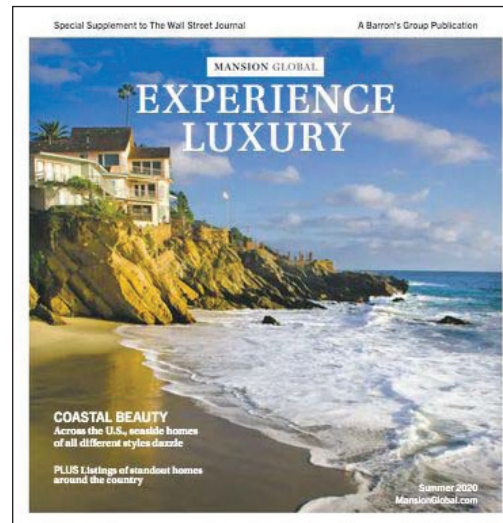
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

**FULL PAGE:**  
**\$980/TEMPLATE**  
**\$1985/CUSTOM**







# Golf Digest

## INSPIRE AFFLUENT BUYERS

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

- Full page, color

**SOUTH FLORIDA, FULL PAGE: \$3,380**

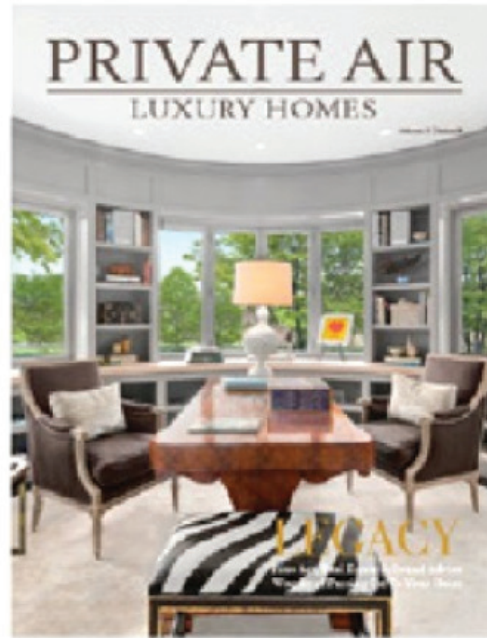




# Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



## DISTRIBUTION

**65,000 private jet owners and guests**

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

**FULL PAGE: \$1,925**

**includes social media & E-Newsletter**

**FULL PAGE IN 3 ISSUES: \$1,550**

**includes social media, E-Newsletter  
& Exclusive Estate Showcase Editorials**

**FULL PAGE IN 6 ISSUES: \$1,450**

**includes social media & E-Newsletter  
& Exclusive Estate Showcase Editorials**





# Schedule, Pricing & Reach



COLDWELL BANKER  
REALTY

# Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	July	August	September	October	Media Total	Reach
<b>Media</b>							
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program		\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - NY, NJ, CA, Miami						
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00	148,000
Upgrade Listing Package						\$ -	
<b>WSJ.com</b>							
Property Upgrades	10 Featured Property Upgrades			\$1,200		\$ 1,200.00	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00				\$ 1,275.00	160,000
<b>Print</b>							
<b>Conde Nast Magazines Regional Pages</b>							
Golf Digest - South Florida	Full Page				\$ 3,380.00	\$ 3,380.00	11,000
<b>Financial Times</b>							
Financial Times	Property Gallery Box		\$ 1,250.00			\$ 1,250.00	210,457
<b>The New York Times</b>							
The New York Times	Featured Listing	\$ 1,180.00	\$ 1,180.00			\$ 2,360.00	762,536
<b>Private Air Luxury Homes</b>							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00	65,000
<b>The Wall Street Journal</b>							
The Wall Street Journal - Northeast Region	2 x 7	\$ 1,510.00				\$ 1,510.00	148,000
The Wall Street Journal - National	Property Portfolio		\$ 2,355.00			\$ 2,355.00	644,424
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
<b>TOTAL</b>						\$ 33,120.00	4,307,917

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



# Proposed Schedule, Pricing & Reach 2024

Plan 2	Media	Ad Description	July	August	September	October	Media Total	Reach
	<b>Digital</b>							
	<b>Million Impressions*</b>							
	Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression		\$ 900.00			\$ 900.00	100,000
	<b>Google Adwords</b>							
	Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
	<b>Comprehensive Digital</b>							
	Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
	<b>Nob Hill Gazette</b>							
	Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
	<b>JamesEdition</b>							
	New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000
	E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
	<b>WSJ.com</b>							
	Property Upgrades	10 Featured Property Upgrades			\$1,200		\$ 1,200.00	
	Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00				\$ 1,275.00	160,000
	<b>Print</b>							
	<b>Conde Nast Magazines Regional Pages</b>							
	Golf Digest - South Florida	Full Page				\$ 3,380.00	\$ 3,380.00	11,000
	<b>Financial Times</b>							
	Financial Times	Property Gallery Box		\$ 1,250.00			\$ 1,250.00	210,457
	<b>The New York Times</b>							
	The New York Times	Featured Listing	\$ 1,475.00				\$ 1,475.00	381,268
	<b>Private Air Luxury Homes</b>							
	Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00	65,000
	<b>The Wall Street Journal</b>							
	The Wall Street Journal - National	Property Portfolio		\$ 2,355.00			\$ 2,355.00	644,424
	<b>The Wall Street Journal</b>							
	Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
	<b>TOTAL</b>						\$ 24,040.00	2,820,649
	*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							