



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

14101 Luray Road Advertising and Marketing Program



COLDWELL BANKER
REALTY

Table of Contents

4 DIGITAL

- 5 Impressions Campaign
- 10 Geofencing - Event and Location
- 11 Comprehensive Digital
- 12 Google AdWords
- 15 EQ Living
- 16 Nob Hill Gazette
- 17 Land.com
- 18 The Plaid Horse
- 19 WSJ.com

21 PRINT

- 22 The Wall Street Journal
- 24 The New York Times
- 25 Equestrian Living
- 26 Financial Times

27 SCHEDULE, PRICING & REACH

- 28 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 14101 Luray Road

SKY Advertising is excited to present to Coldwell Banker CB -Weston a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 14101 Luray Road.

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 Southwest Ranches, 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

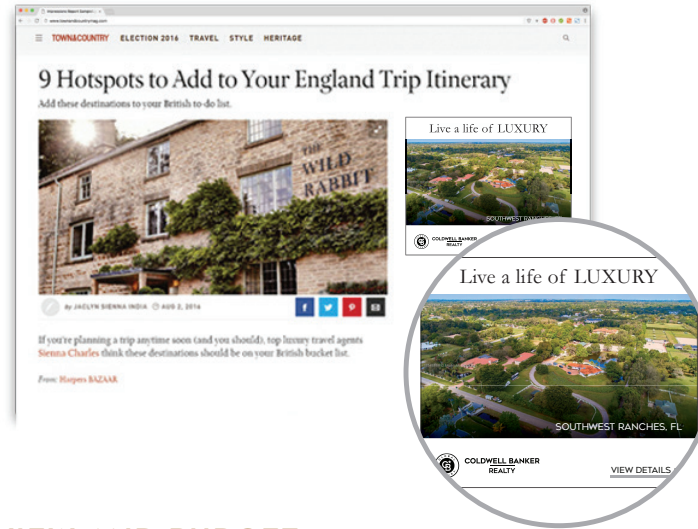
Impressions Campaign

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: **14101 Luray Road**
- 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

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



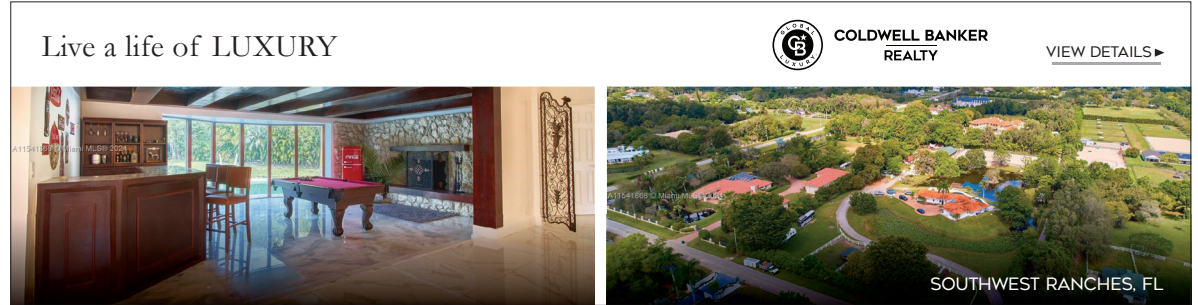
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

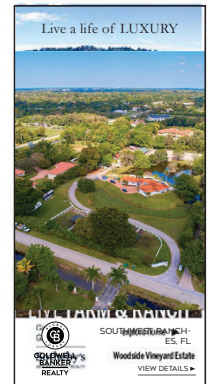
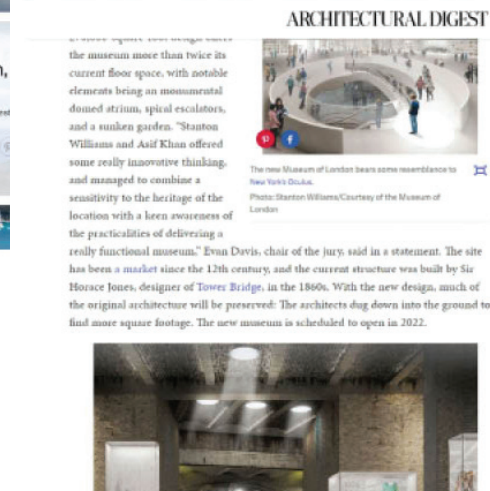
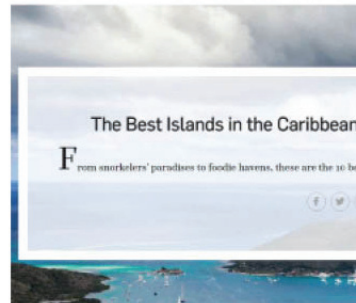
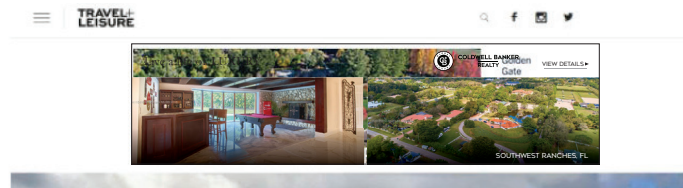
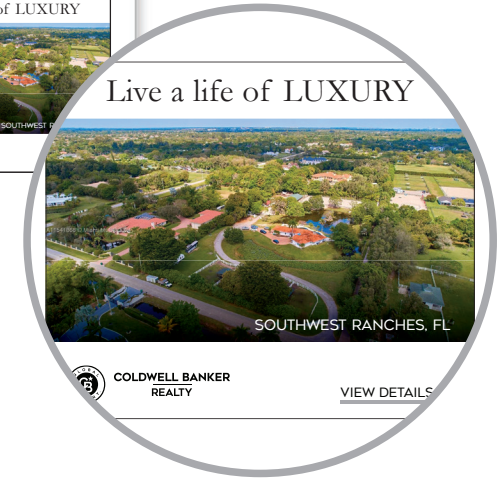
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

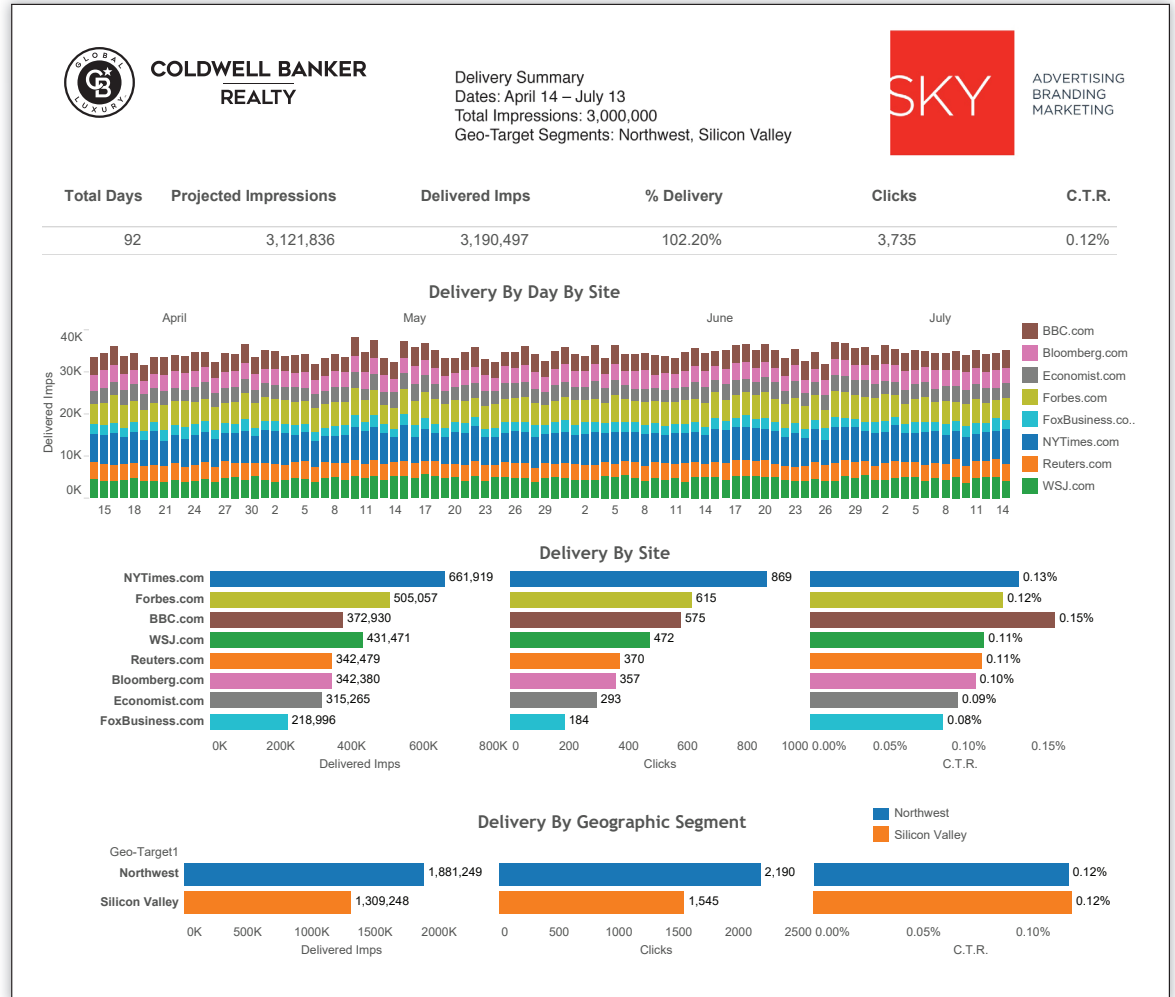


Comprehensive Reporting For Your Customized Campaign

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.

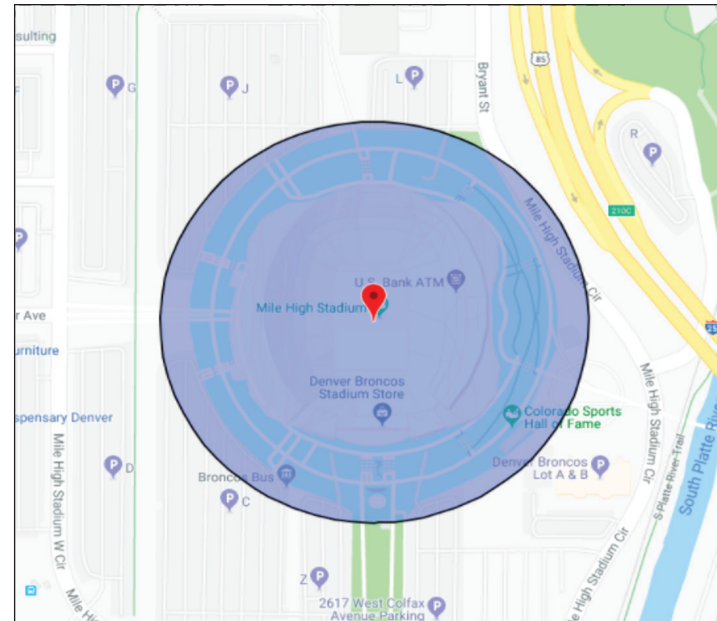
IMPRESSIONS PROGRAM SAMPLE REPORT



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: **\$1,500**
- Monthly Impressions: **60,000**

Comprehensive Digital

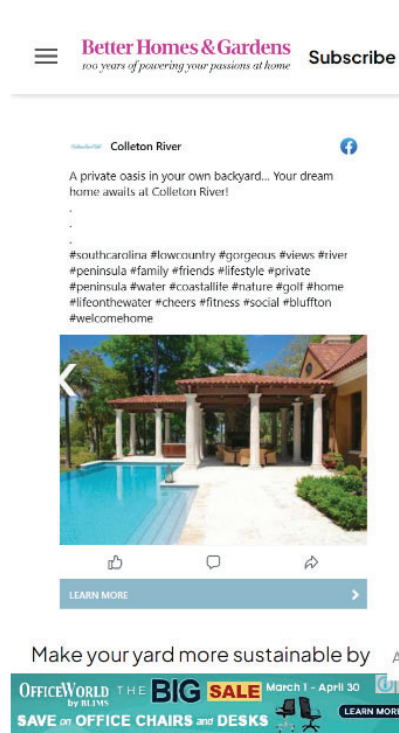
SOCIAL MIRROR ADS

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.

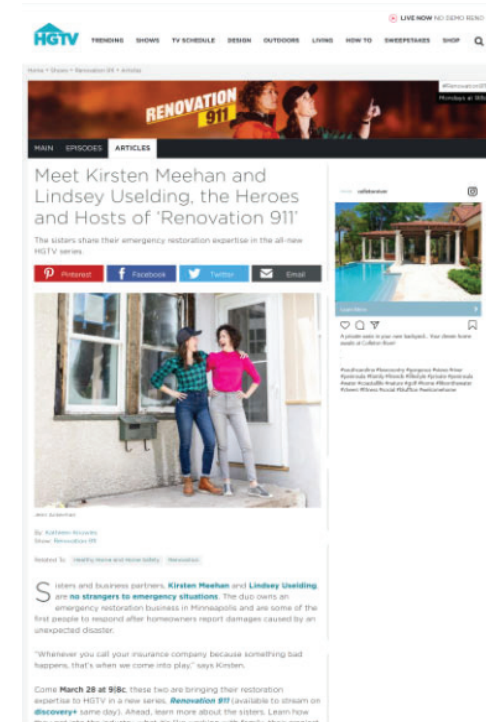
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

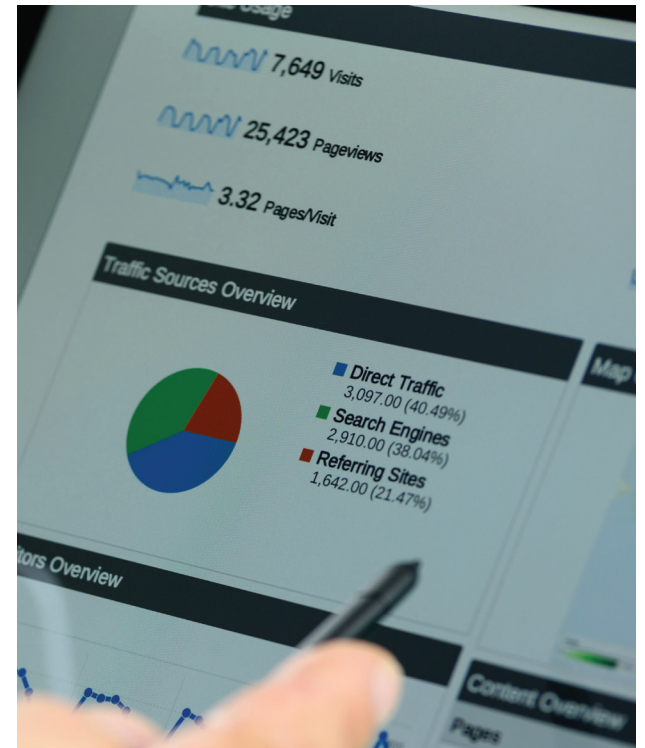


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 WAIVED
STARTING AT \$850/MONTH**





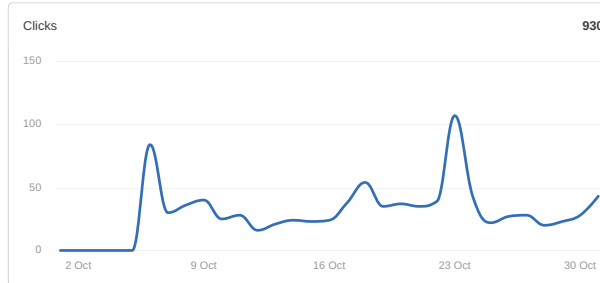
Google AdWords

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...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 9 of 9 Rows

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

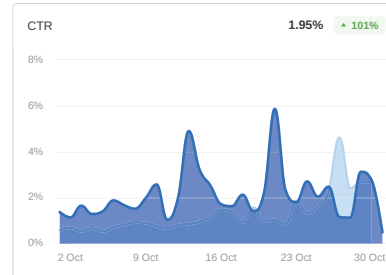
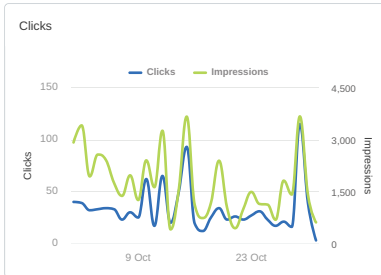
MONTHLY REPORTING

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

Sponsored e-Blasts

EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

Reach highly qualified Equestrians and Equestrian enthusiasts. Enables advertiser to tell their story, exclusively and can include videos, and slideshows. Advertiser provides the content.

- Reach: 33,000

\$1,500 OR \$1,175 WITH PRINT PURCHASE

FEATURED PROPERTY

Custom content article fleshing out the merits of your property which lives on the EQ Listing website.

PRICE: \$1,275 FOR THREE MONTHS



DIGITAL

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.

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

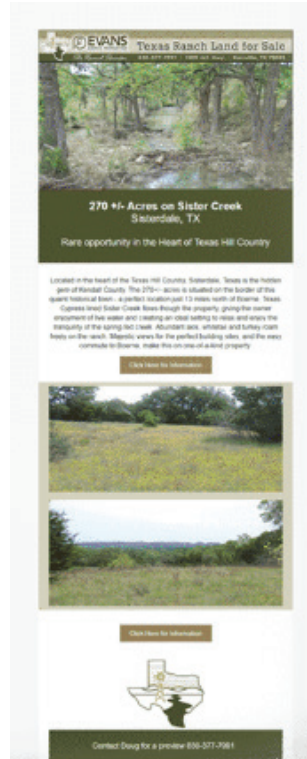
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



SIGNATURE LISTINGS

10Xs more Exposure

- \$125/ONE LISTING
- \$330/3 LISTINGS
- \$1200/12 LISTINGS

DIGITAL

The Plaid Horse

TPH Readers are well-educated, have a high disposable income and a passion for the luxurious lifestyle.

With a large audience across multiple channels, digital advertising with the Plaid Horse will get you in front of high numbers in various demographics.

- Averaging 425K page views a month
- 590K new users this year –a 147% increase
- 155% year over year growth in page views

BLOG POST WITH EMAIL

Receive custom content which is posted on TPH Blog as well as deployed in an email to the subscriber community.

\$700, CLIENT PROVIDED CONTENT

\$1500, CONTENT WRITTEN BY TBH

(THE)
PLAID HORSE

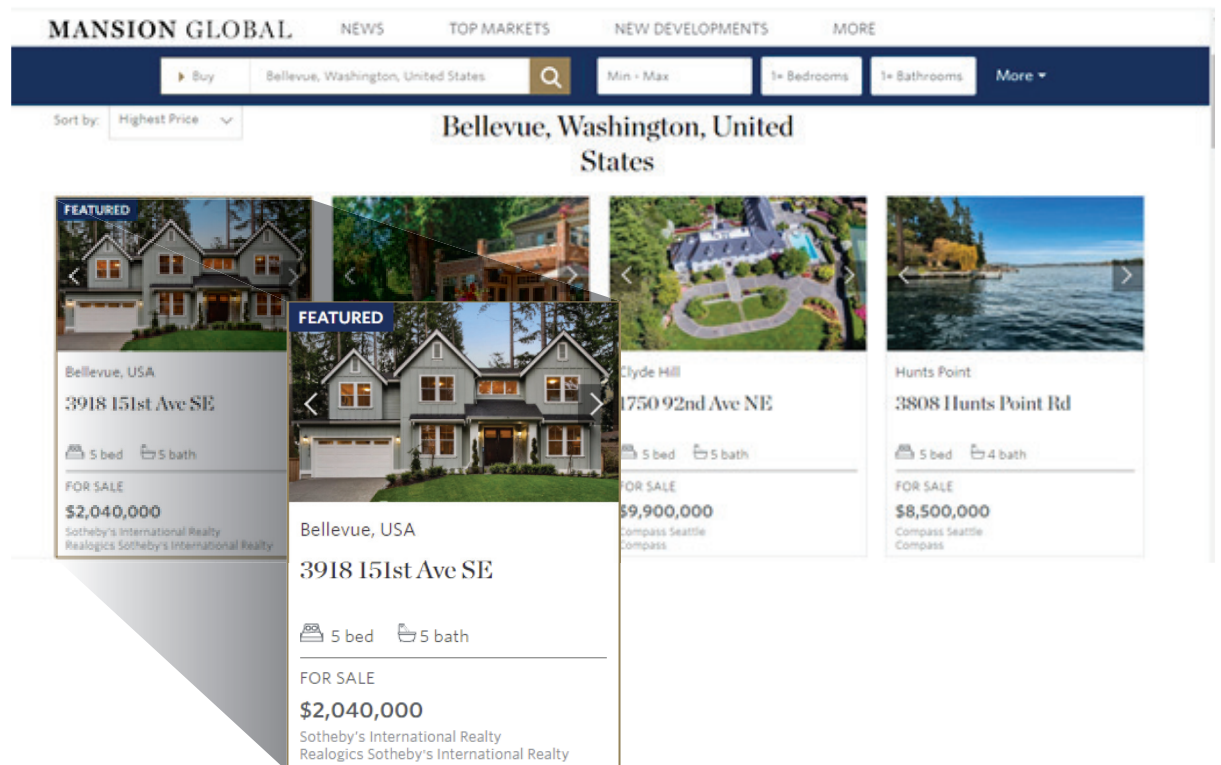
The Wall Street Journal Online (WSJ.com)

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

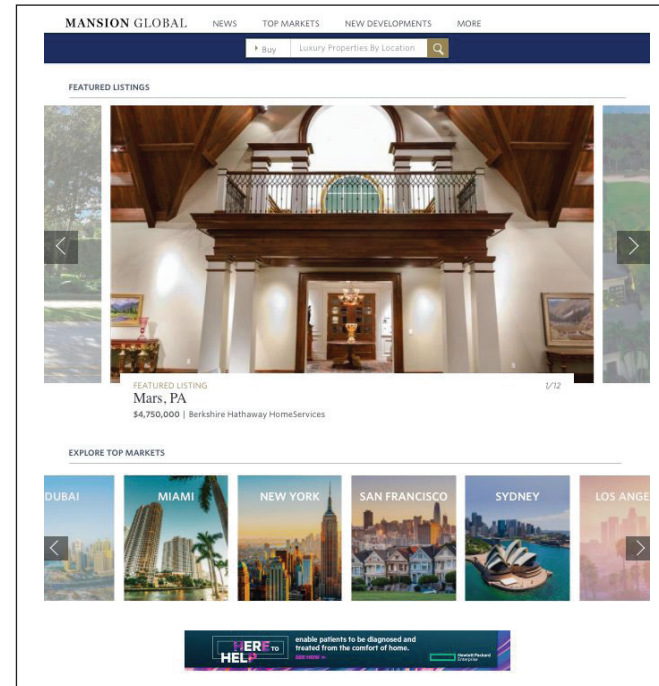


The Wall Street Journal Online (WSJ.com)

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
2x7 Buy 6 get 3 free

NATIONAL PROPERTY PORTFOLIO: \$2,355

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • MSJ.com • \$4.00

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 to fix the bond market

Tennessee Twisters Kill at Least 25

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

World-Wide
Biden reached a string of major Tuesday primary victories and Sanders won a decisive win in California

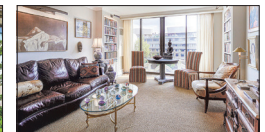


LUXURY IS MASTERFUL

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 DDC4499050 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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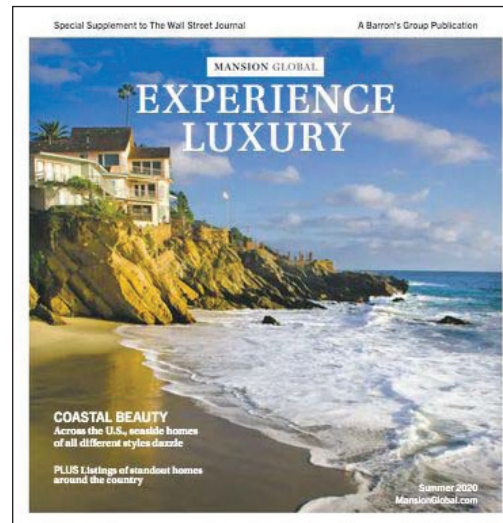
The Wall Street Journal

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



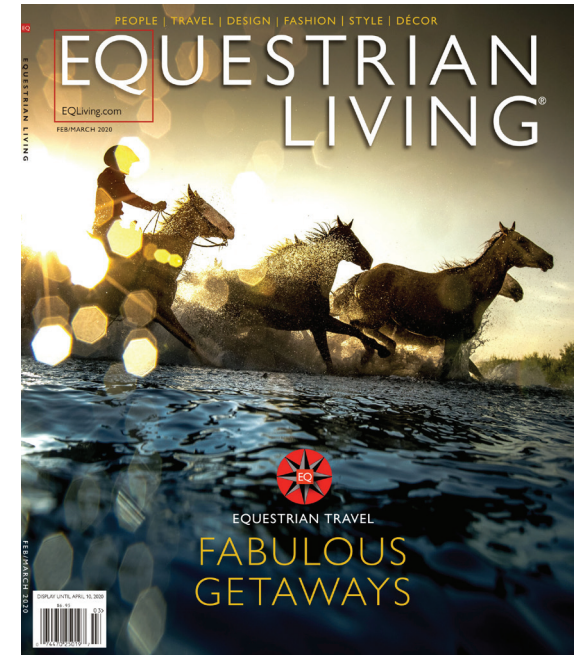
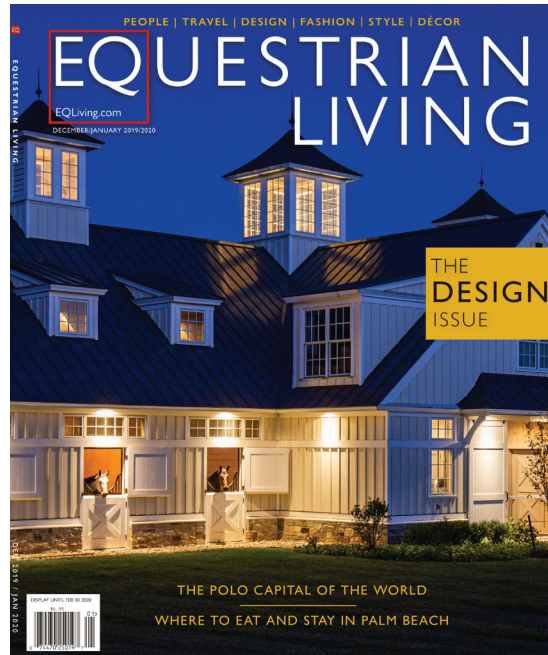
Equestrian Living

Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these timeless traditions. Our readers are an affluent group of very diverse people who have one thing in common — their love of the majestic horse. EQ Living delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.

- Circulation: **35,000**
- **98%** look to EQ for Ranch/Farm/Home architectural design
- **95%** look to EQ for Real Estate
- Average net worth of over **\$6 million**
- Average HHI: **\$335K**

FULL PAGE: \$2,050

HALF PAGE: \$1,300



Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PROPERTY GALLERY BOX: \$1,250

Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend



No rest for the Wiki
Wikimedia director dispenses free knowledge
AT HOME PAGE 2

Sign of the Thames
South Bank feels sharp end of London price falls
UK PROPERTY PAGES 4 & 5

Study in style
Homework is no chore
HOT PROPERTY PAGE 10

The home of prime property: propertylistings.ft.com

Follow us on Twitter @FTProperty

Could you see it? Frank Sinatra asked Barbra Streisand as their 1964 recording of George and Ira Gershwin's "I've Got a Crush on You". "I could see it," she replied. "Could you possibly care...? The constant, sweetest with 'uh, I could care' and then he posed the big question... for a lovely cottage?" ... only that cottage's reputation increased enthusiastically, before they hurried... that we could have... Despite the mythology that Sinatra and Streisand were in love, the two-ops were done back in the woods, the melody of living simply and peacefully in the country is a timeless lure to city dwellers. And it's especially so at Christmas when we head south by the million showing cottages clad in snow. Sinatra did his best to bring warmth in the fall of winter... Christmas is, after all, not just a holiday from hell but a living home of our nation: the far more through the chimney pot and flying under the eye of crows, kids have had their cracker jokes funny in a stretch. And through of urban cottage was...

A cottage from the Eden season



by the Henry Cole as a shilling a year. The image conjured by his friend John Ruskin was a crowd of adults, schoolboys and children living in a row of stone cottages, the roofs of which were of stone in the yards of a cottage row. Many early critics looked at the promise of spring flowers, admitted that gradually, lulled by newspaper and photographic artistic scenes, and Christmas stories, we were prepared for every Christmas function... America was in tandem. The earliest known card from the 1840s shows a church pews in a row, from a rustic interior with a bench, table and chairs. The only parties made by water standards in the days before a city at all. The scene was projected on to American cottages under various guises. In the north and mountains states, many decorated by German immigrants. "After the Revolution, Americans didn't care for the grand classical houses of Europe," says White. "Many

FT Weekend

US edition

USA \$5.00 Canada \$5.50

Food and drink festive special

Tips from top global chefs

Lunch with the FT FI chief Bernie Ecclestone: 'I break the rules'

Schulz reversal raises Merkel's survival hopes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kilanick problem

Around the world in 78 days

Sarah Jessica Parker

Schulz reversal raises Merkel's survival hopes

• SPD chief ready to join coalition talks
• Rare bout of German unease recedes

FRANKFURT Angela Merkel's chances of avoiding an election and extending her fourth term as Germany's chancellor were threatened yesterday after her coalition left rival agreed to merge into a new party, a move that would give her a "grand coalition" with the opposition.

Angela Merkel, the leader of the Social Democratic party, who as recently as last week had said she was not ready to step down, has announced that a decision on whether to merge with the opposition would be made by party members.

The SPD's move was seen as an attempt to bring the party back into the coalition with the ruling Christian Democrats.

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

ALZHEIMER'S Afflicted Monty Python star helps launch FT Seasonal Appeal

ALZHEIMER'S Afflicted Monty Python star helps launch FT Seasonal Appeal

Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	July	August	September	October	Media Total	Reach
Media							
Digital							
Million Impressions*							
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, Ocala, Wellington, Miami, Kentucky						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
EQ Living							
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts	\$ 1,500.00				\$ 1,500.00	39,000
EQ Living Real Estate Online	Featured Property		\$1,275			\$ 1,275.00	
The Plaid Horse							
Article/Press Release	Blog Post + Email (Content Written by TBH)		\$ 1,500.00			\$ 1,500.00	85,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
Land.com							
Signature Listings			\$330			\$ 330.00	
WSJ.com							
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	164,000
Print							
Equestrian Living							
Equestrian Living	Full Page or Half Page			\$ 2,050.00		\$ 2,050.00	35,000
Financial Times							
Financial Times	Property Gallery Box	\$ 1,250.00				\$ 1,250.00	210,457
The New York Times							
The New York Times	Featured Listing	\$ 1,180.00	\$ 1,180.00			\$ 2,360.00	762,536
The Wall Street Journal							
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
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
TOTAL						\$ 30,970.00	3,304,917

*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	Ad Description	July	August	September	October	Media Total	Reach
Media							
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression		\$ 900.00			\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
EQ Living							
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts	\$ 1,175.00				\$ 1,175.00	39,000
EQ Living Real Estate Online	Featured Property		\$1,275			\$ 1,275.00	
The Plaid Horse							
Article/Press Release	Blog Post + Email (Client provided content)		\$ 750.00			\$ 750.00	
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
Land.com							
Signature Listings			\$330			\$ 330.00	
WSJ.com							
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	164,000
Print							
Equestrian Living							
Equestrian Living	Half Page			\$ 1,300.00		\$ 1,300.00	35,000
Financial Times							
Financial Times	Property Gallery Box	\$ 1,250.00				\$ 1,250.00	210,457
The New York Times							
The New York Times	Featured Listing		\$ 1,475.00			\$ 1,475.00	381,268
The Wall Street Journal							
The Wall Street Journal - National	Property Portfolio		\$ 2,355.00			\$ 2,355.00	644,424
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
TOTAL						\$ 22,565.00	1,940,649
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							