



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Center Park Place Advertising and Marketing Program



COLDWELL BANKER
REALTY

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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 Center Park Place

SKY Advertising is excited to present to Coldwell Banker Center Park Place a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Center Park Place.

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 West Hartford, CT.

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

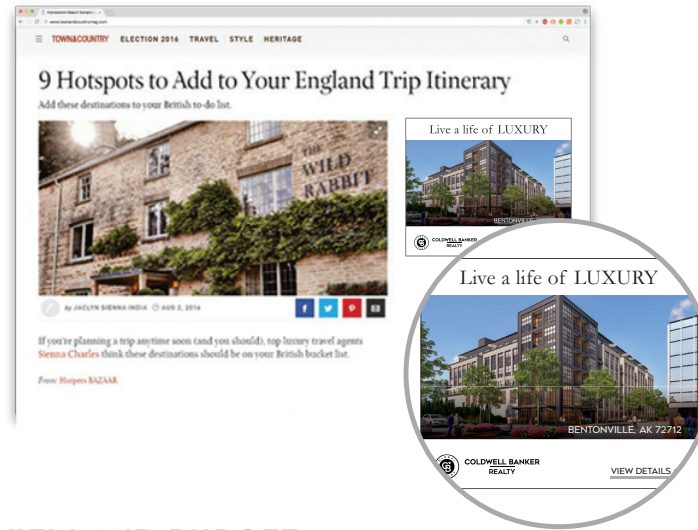
Impressions Campaign

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: **Center Park Place**
- Flight Dates: **August 2024 - October 2024**
- Impressions: **1,500,000**
- 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



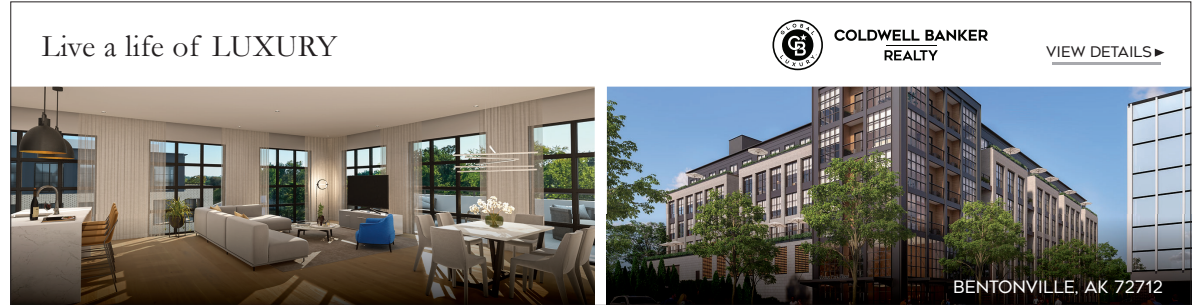
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

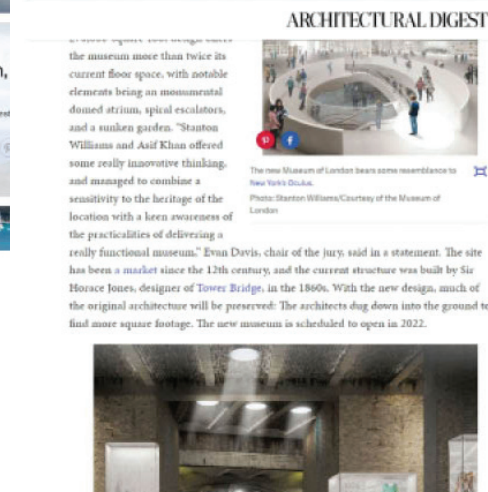
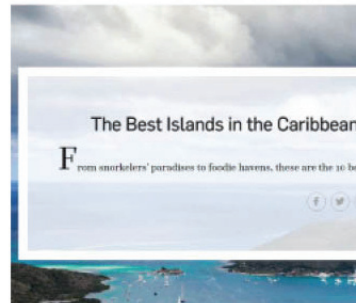
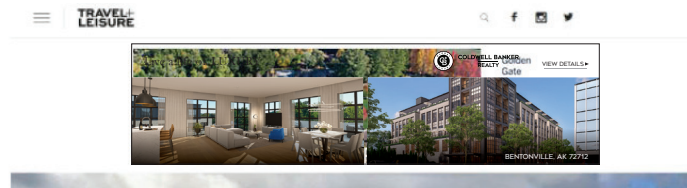
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

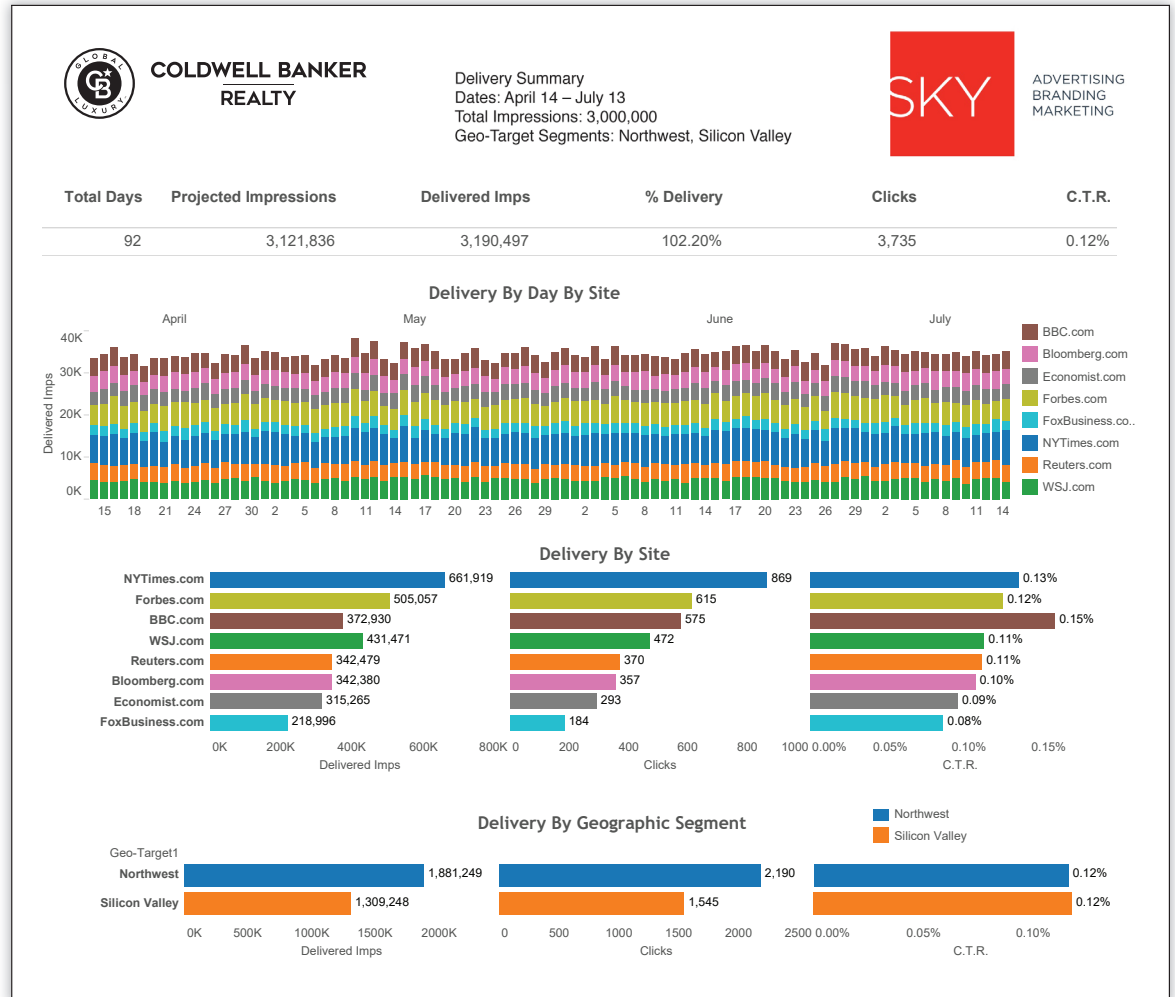


Comprehensive Reporting For Your Customized Campaign

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.

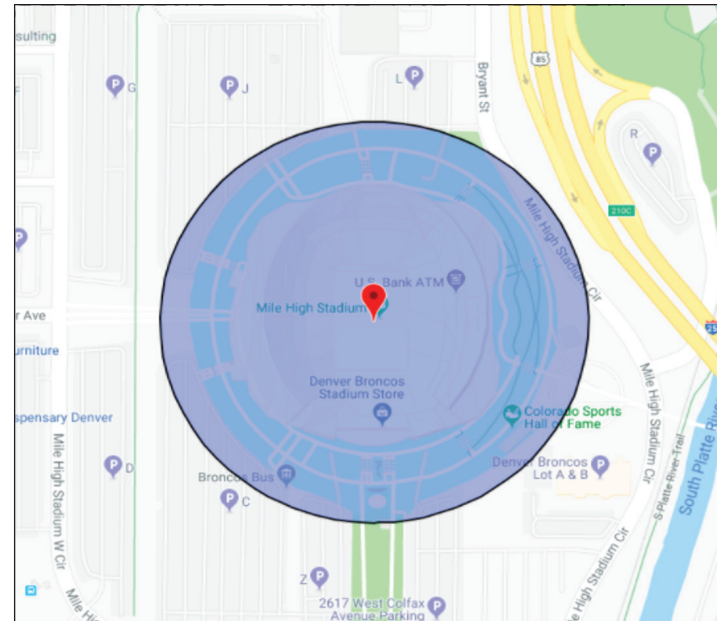
IMPRESSIONS PROGRAM SAMPLE REPORT



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/month up to 3 Geo-fences**
- Impressions: **60,000/month**

MOBILE CONQUESTING

- Investment: **From \$1,500/month**
- Impressions: **100,000/month**

Comprehensive Digital

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

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

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



BENEFITS OF OTT AND CTV ADVERTISING

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

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

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

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

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

PRICE: FROM \$1,500/MONTH
37,500 Impressions

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.

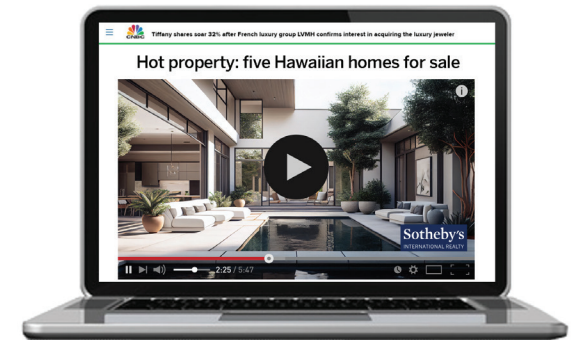


YouTube Video Pre-Roll Ads

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
50,000 Impressions

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.

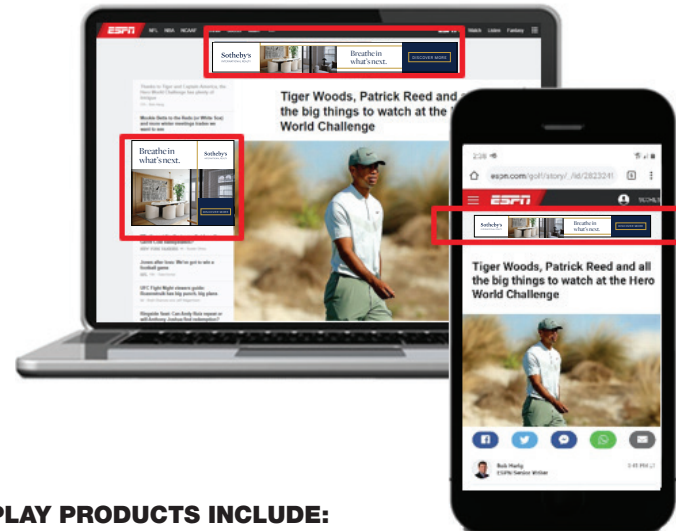
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

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. We provide you with 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
150,000 Impressions

Comprehensive Digital

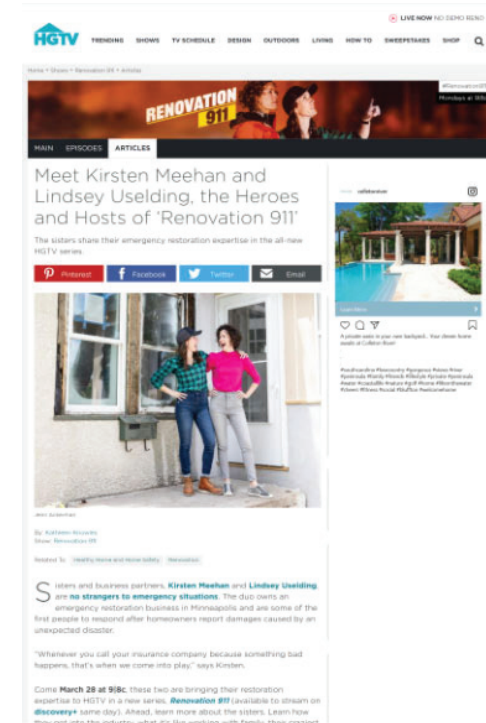
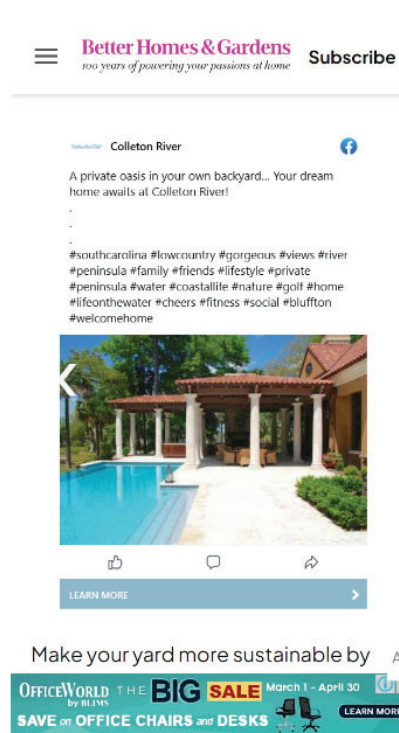
SOCIAL MIRROR ADS

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

Comprehensive Digital

ONLINE AUDIO ADS

Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

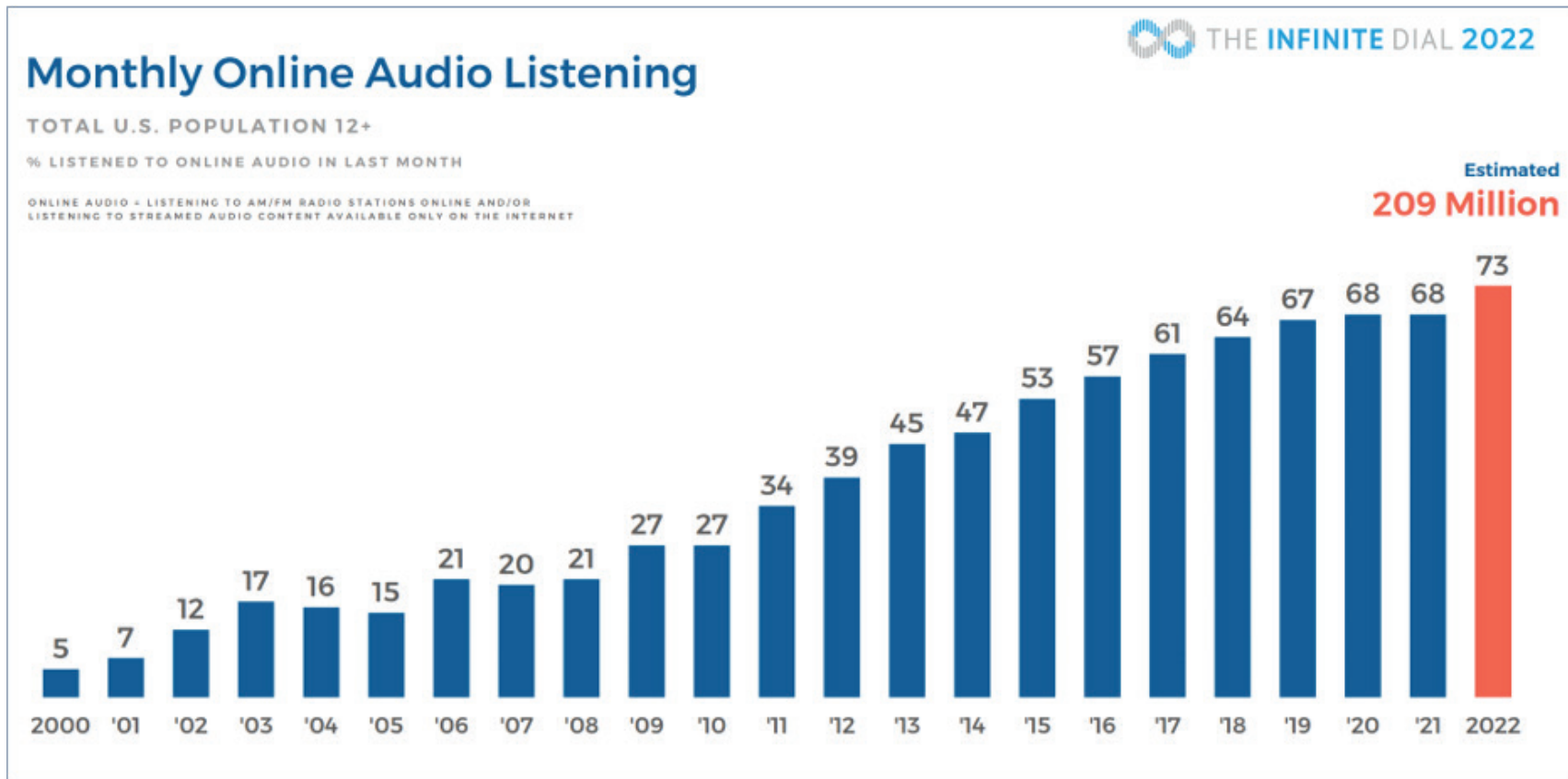
- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

PRICE: FROM \$1,500/MONTH

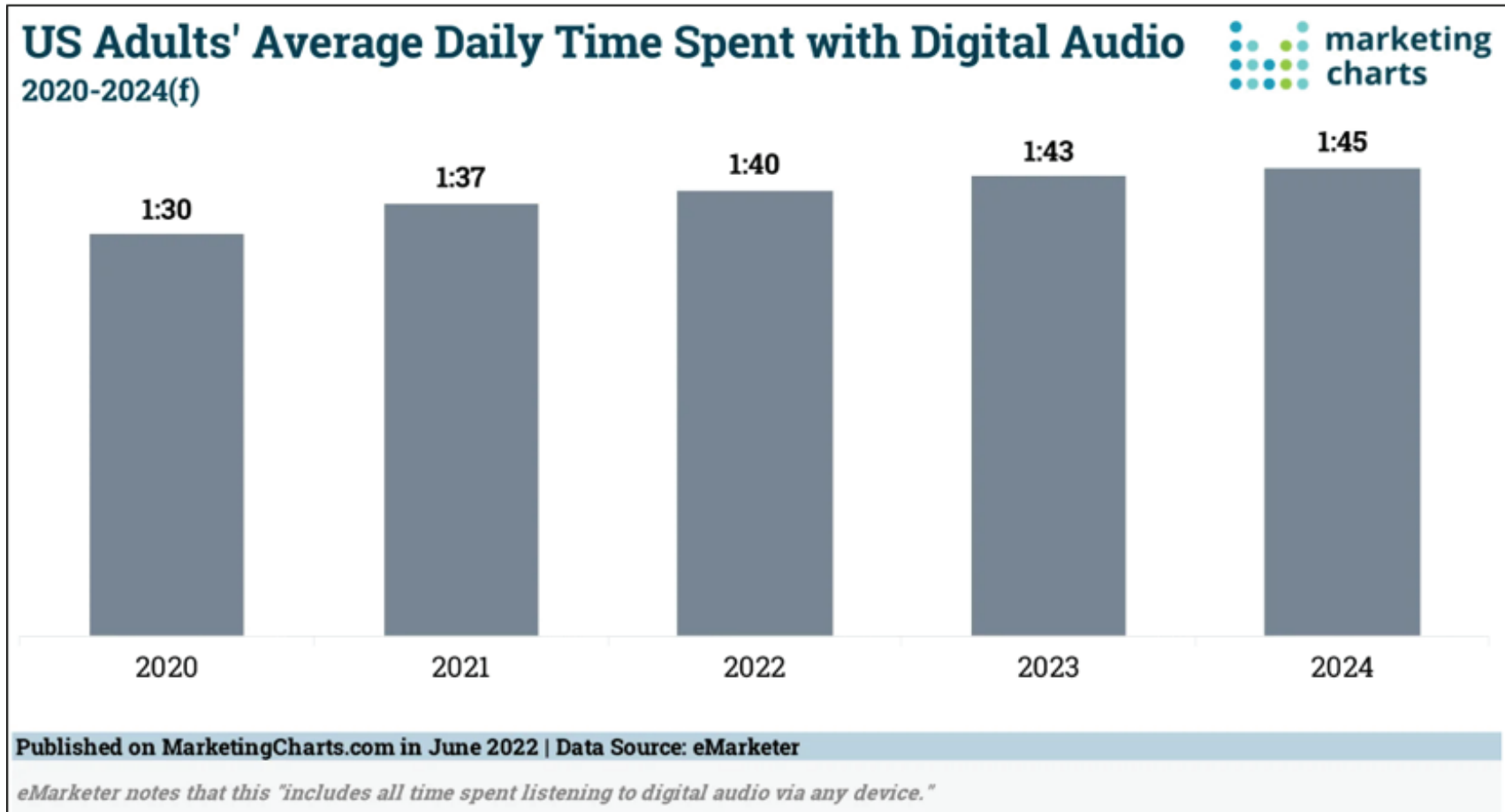
30,000 impressions



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

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.

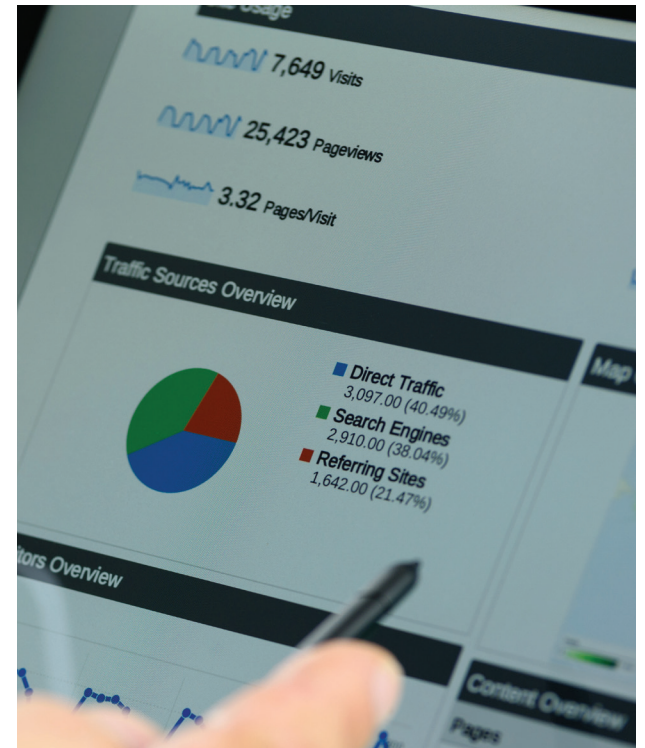


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

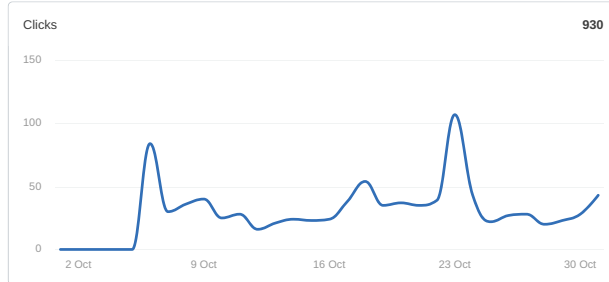
CLIENT DASHBOARD

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 Center Park Place

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

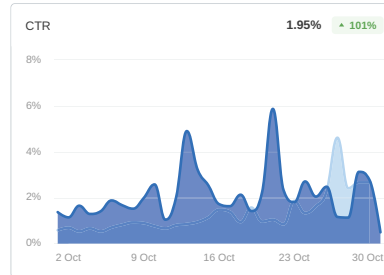
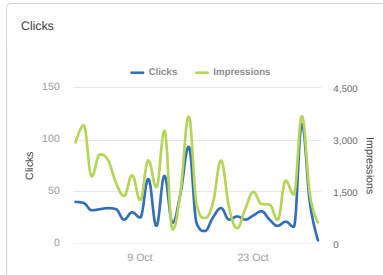
MONTHLY REPORTING

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



CB Center Park Place

October KPI's



Total Impressions ▼ 46%	Total Clicks ▲ 9%	Phone Calls ▲ 71%	Interaction Rate ▲ 218%	CTR ▲ 101%	Average CPC ▲ 7%
53,704	1,049	12	4.17%	1.95%	\$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

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

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a main banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A featured section titled 'MOST POPULAR' displays various luxury items like a Ferrari 488 GTB, Chevrolet Corvette, and a Ram 2500. There are also sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing a McLaren sports car). The bottom of the page features a 'Luxury garages' article and a 'Most exclusive neighborhoods of Hong Kong' article.

The screenshot shows the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there are several property listings with images and prices, such as '5 Bedrooms - Pent...' for \$2,734,418 and 'Elegant French Styl...' for \$8,800,000. A 'Featured luxury properties' section highlights various high-end homes. At the bottom, there are news articles about exclusive neighborhoods in Hong Kong and the Bahamas, as well as trending golf property in Portugal.

jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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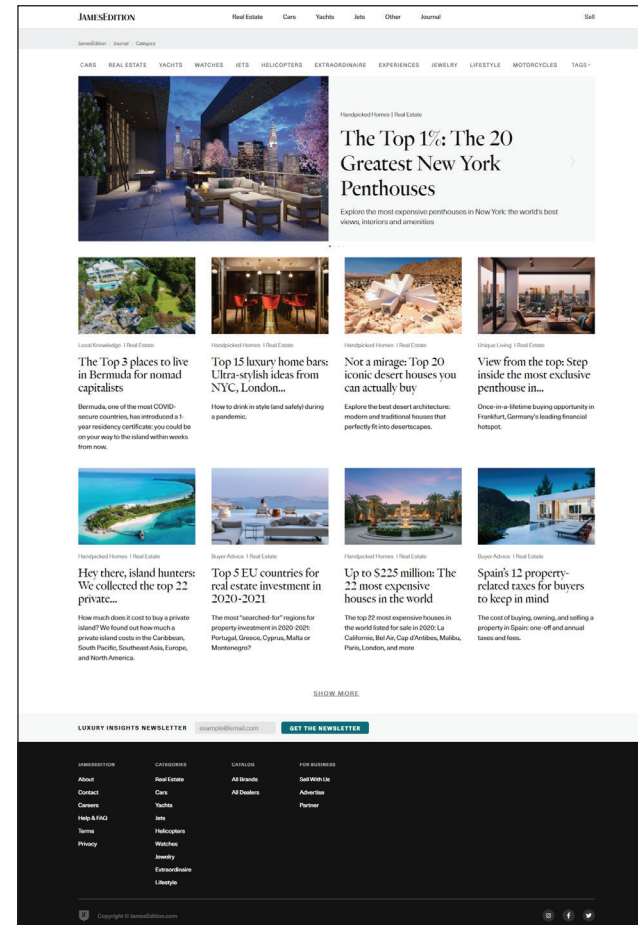
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

\$5,500 NEWSLETTER TOP & ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

SOCIAL MEDIA POST

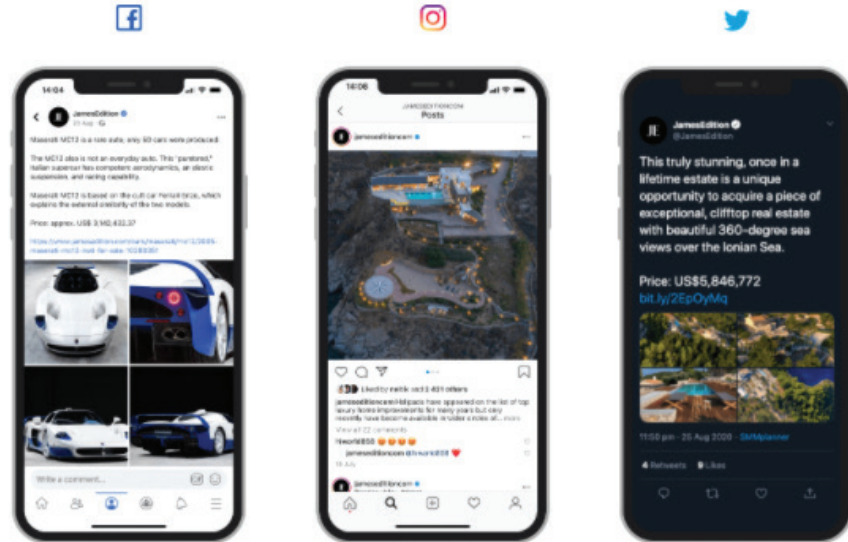
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

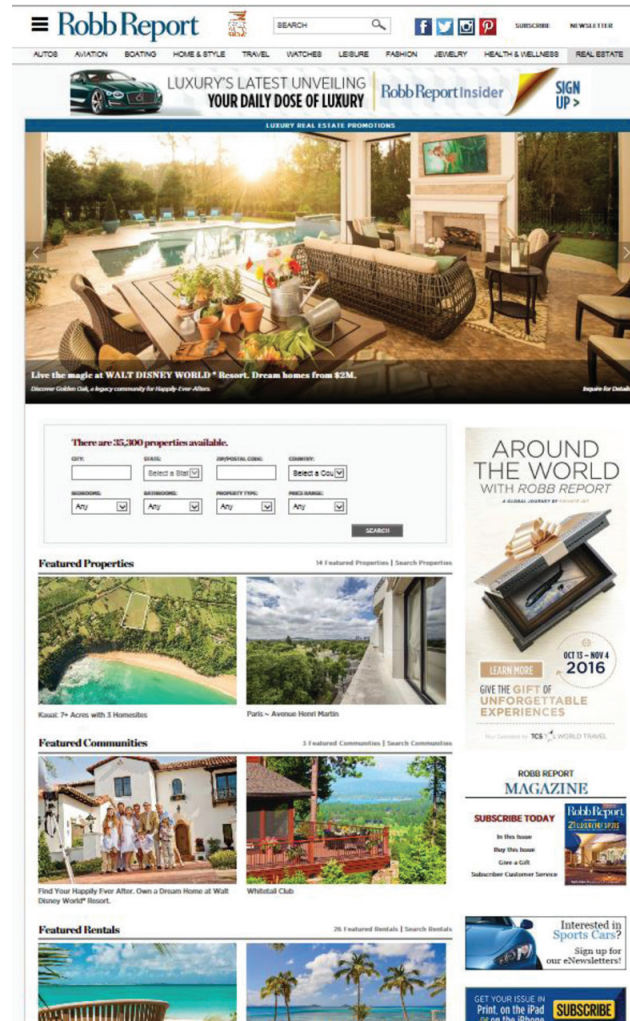
RobbReport.com

FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. 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.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH.



RobbReport.com

LUXURY PROPERTY LISTING

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. 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.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

MANUAL 1 LISTING: \$450/MONTH
MANUAL UP TO 10 LISTINGS: \$1,135/MONTH

RR1
Robb Report
SUBSCRIBE

☰ CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS 🔍

40737 properties available.

More ▾

Sort By: Recent ▾

59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land

Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

Bed: N/A SQFT: N/A
Bath: N/A

Homes & Land

1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land

2965 Outlook Way, Naramata, BC V0H 1N0, CAN

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land

1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land

419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land

2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land

10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land

6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land

33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land

1000 Curisha Point S, St Helena Island, South Carolina 29920

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land

20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

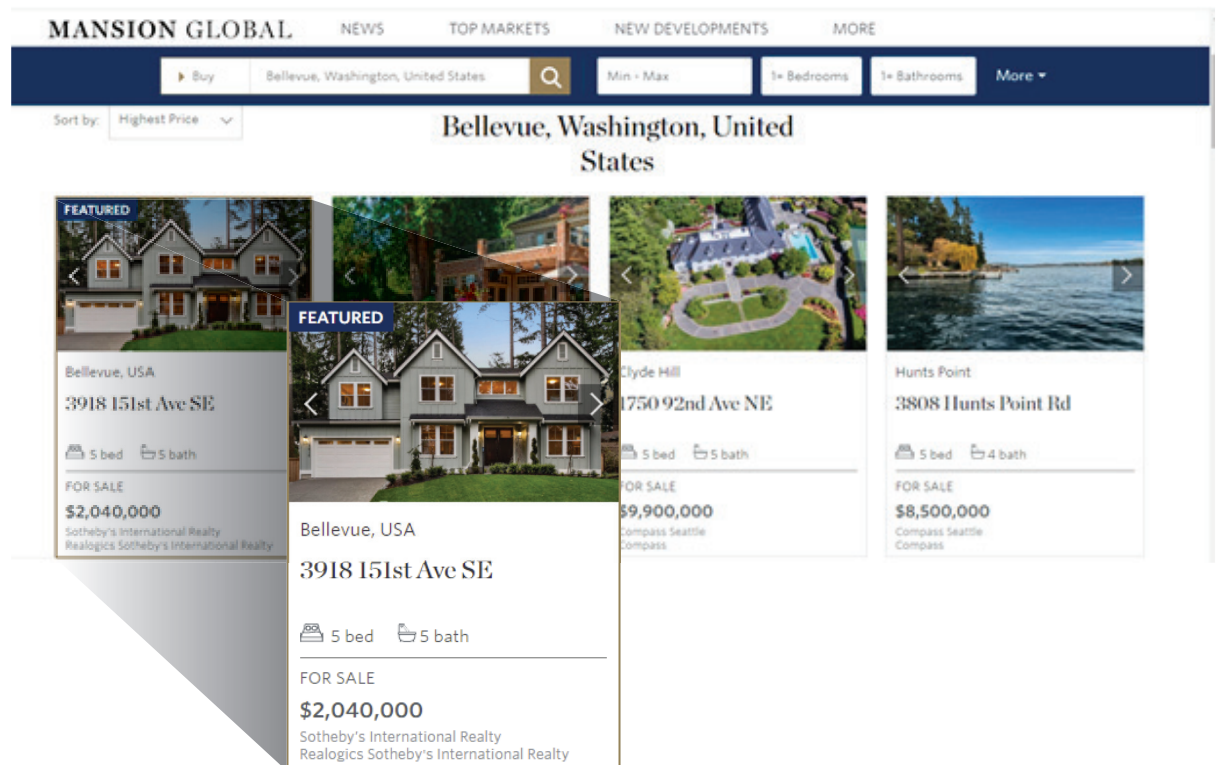
The Wall Street Journal Online (WSJ.com)

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



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/MONTH OR \$2,650 W/VIDEO

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000
3 Month Minimum

The screenshot shows a real estate listing for '706 Mission' in San Francisco. At the top, there is a search bar with 'Buy' and 'Luxury properties by location' options. The main image is a night view of the building with the text 'San Francisco 706 Mission' and 'FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE'. A 'VIEW MEDIA' button is visible. Below the image, there are social sharing icons (SHARE) and a 'SAVE' button. The 'DESCRIPTION' section starts with 'With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and' followed by a 'Read More' link. The 'AMENITIES' section lists: 'Intimate bar and lounge', 'Grand outdoor terrace', 'Bespoke fitness and wellness', and 'Fully equipped game room', with a 'Show More' link. The 'NEIGHBORHOOD' section features an image of the building and the text 'YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT'. On the right side, there is a 'SHOP NOW' button and a badge that says '100,000+ ★★★★★ reviews'.

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	\$3,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$23,500,000
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
9. 8010 McLean, Virginia, VA	\$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	3,120	\$26,000,000
Vancouver	\$1,487,048	870	\$28,000,000
Surrey	\$867,400	122	\$23,000,000
Whisper	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
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



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

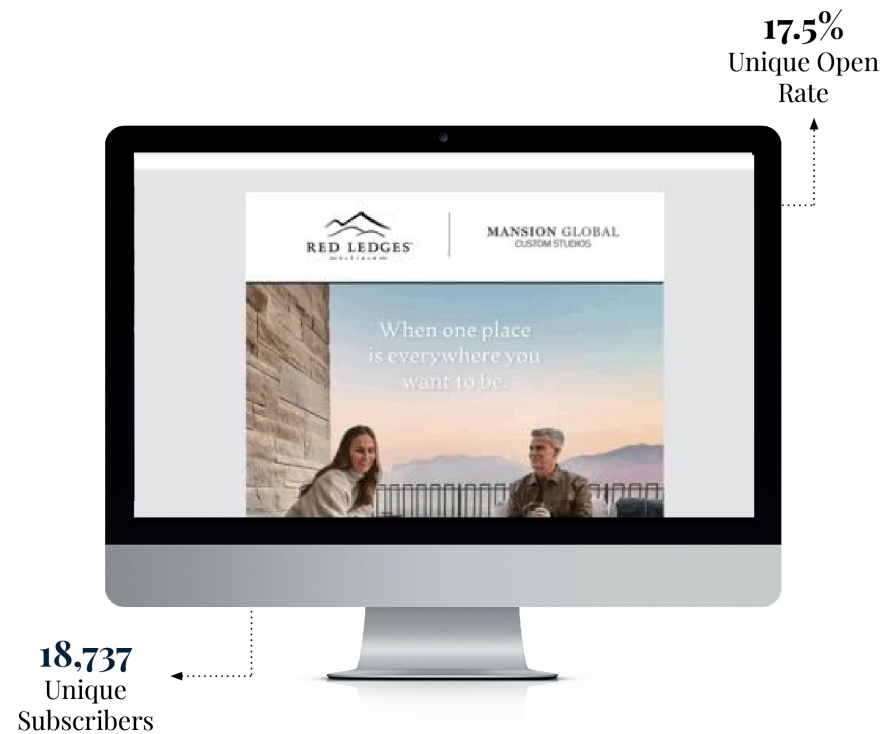
Powered by iStockphoto AllChives

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL CUSTOM E-NEWSLETTER

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: \$6,000 EXCLUSIVE EMAIL



The Wall Street Journal Online (WSJ.com)

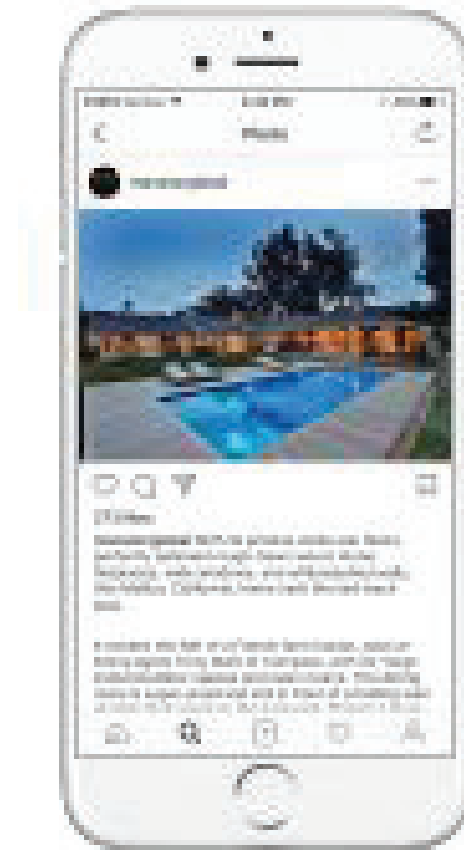
@MANSIONGLOBAL INSTAGRAM

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**

POST: \$1,775

POST + BOOST: \$7,000



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**

2X7, NY METRO: \$1,025
2X7, FLORIDA: \$780

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • WSJ.com

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 crushed a string of major Tuesday primary victories and Sanders won big 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 DDC4483550 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
The property information herein is for informational purposes only and may not be verified. County records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. Affiliated real estate agents are independent contractor sales associates, not employees. ©2020 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. (B6) 20489P_JAN_10/20

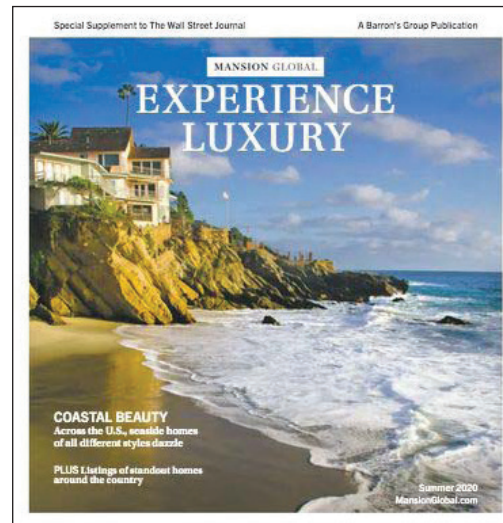
The Wall Street Journal

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
\$1,985/CUSTOM



Architectural Digest

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR

NEW HAVEN HARTFORD: \$2,340



The New Yorker

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 The New Yorker.

- Full page, color

NEW HAVEN / HARTFORD

FULL PAGE: \$2,340



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, COLOR: \$1,250

Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

No rest for the Wik!
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 cope? Frank Sinatra asked Sinatra "Sin-ners" in their 1955 recording of "Fly Me to the Moon". "I could cope," she replied. "Could you possibly cope...?" he continued, interrupting "with I could cope?" for a barely contained "with such courage" (apparently somewhat enthusiastically, before they harmonized)... that several decades...

Despite the well-known fact that Sinatra and Sinatra famously entertained a two-up, two-down club in the 1950s, the mythology of living simply and peacefully in the country in a constant low-tech discipline, and especially so at Christmas when we send cards by the million, always entices a certain...

Christina is, after all, not like a holiday tree but a living being of our species that has been through the changes of our world, and living with us of course, with children, but finding cracker phone fanny in a stretch. And through it all...

A Costa from the Eder scenes.

by Sir Henry Cole as a chilling page. The image composed by his friend John Ruskin was a crowd of adults, schoolboys and children living pieces of time in a rustic attire that could pass for the trendiest of a cottage world. Many early cards broadcast the promise of spring flowers, although the gardeners, lashed by engravers and photographers of artistic vision, and Christmas cards, we were present for every 19th-century landscape.

America was in London. The earliest known card from the 1840s shows a church spire in a snowfall, from a cradle of mist with a bench, holly and plum pie. The only jarring note by today's standards is the absence of a tray of goodies. This scene was projected on an American cottage under virtually guaranteed kilowatts in the territory and metropolitan states, many decorated by German immigrants. After the Revolution, American children were in the grand classical houses of Europe," says White. "Many

FTWeekend

US edition

SATURDAY 26 NOVEMBER / SUNDAY 28 NOVEMBER 2016

Food and drink festive special

Tips from top global chefs

LIFE & ARTS

Lunch with the FT

FT chief Bernie Ecclestone: 'I break the rules'

LIFE & ARTS

Schulz reversal raises Merkel's survival hopes

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

TOUR DE FORCE AND HOT SPOT

Angela Merkel's chance of staying in office as Germany's chancellor here on Friday after her latest talks with the opposition SPD and CDU...

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

Uber and the cost of the Kalanick problem

Around the world in 96 days
Adventures on two wheels

Sarah Jessica Parker

The Real Deal

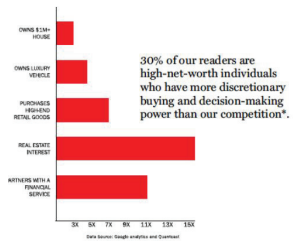
For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

PRINT	DIGITAL	SOCIAL	NEWSLETTERS	EVENTS
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Saiithru)	10K+ Attendees (Source: Bizzabo)

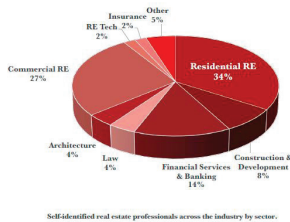
A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges



30% of our readers are high-net-worth individuals who have more discretionary buying and decision-making power than our competition*.



Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- National – Monthly

FULL PAGE: \$5,000
2 PAGE SPREAD: \$9,500

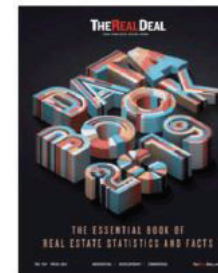
STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

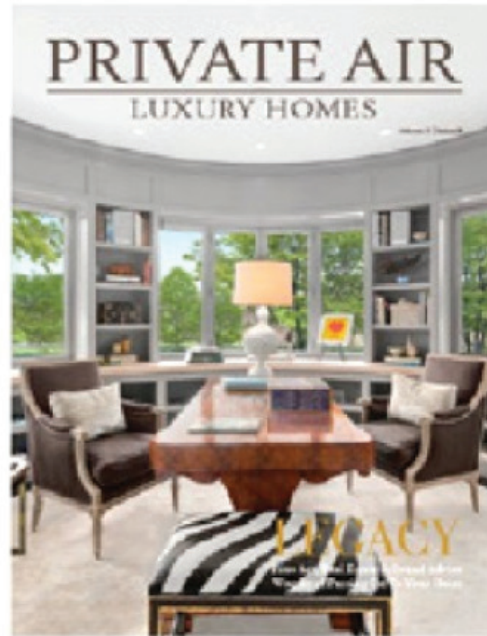
Circulation:

- 50,000 annual

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 Media	Ad Description	August	September	October	November	Media Total	Reach
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Local, NY Metro, Florida						
Google Adwords							
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 5,750.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	150,000
Online Audio Ads	15-30 seconds audio content	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	90,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
JamesEdition							
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
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00	\$ 450.00		\$ 900.00	
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$ 1,000			\$ 1,000.00	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades			\$ 1,200.00		\$ 1,200.00	
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00	76,200

Proposed Schedule, Pricing & Reach 2024

Print								
Conde Nast Magazines								
Architectural Digest - New Haven Hartford	Full Page					\$ 2,340.00	\$ 2,340.00	4,000
The New Yorker - New Haven/Hartford	Full Page					\$ 2,340.00	\$ 2,340.00	11,000
Financial Times								
Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00		\$ 3,750.00		631,371
The New York Times								
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00		1,143,804
Private Air Luxury Homes								
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00			\$ 1,925.00		65,000
The Real Deal								
The Real Deal	Full Page		\$ 5,000.00			\$ 5,000.00		324,000
The Wall Street Journal								
The Wall Street Journal - NY Metro	2 x 7	\$ 1,025.00	\$ 2,050.00	\$ 1,025.00	Bonus	\$ 4,100.00		230,895
The Wall Street Journal - Florida	2x7	\$ 780.00	\$ 780.00	\$ 1,560.00	Bonus	\$ 3,120.00		160,011
The Wall Street Journal								
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00			\$ 1,985.00		100,000
TOTAL						\$ 73,740.00		5,883,281

*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	August	September	October	November	Media Total	Reach
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 - Local, NY Metro, Florida						
Google Adwords							
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 5,750.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
JamesEdition							
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00	\$ 450.00		\$ 900.00	
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades			\$1,200.00		\$ 1,200.00	

Proposed Schedule, Pricing & Reach 2024

Print

Conde Nast Magazines								
The New Yorker - New Haven/Hartford	Full Page					\$ 2,340.00	\$ 2,340.00	11,000
Financial Times								
Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00			\$ 3,750.00	631,371
The New York Times								
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00			\$ 3,000.00	1,143,804
The Real Deal								
The Real Deal	Full Page		\$ 5,000.00				\$ 5,000.00	324,000
The Wall Street Journal								
The Wall Street Journal - NY Metro	2 x 7	\$ 1,025.00	\$ 2,050.00	\$ 1,025.00	Bonus		\$ 4,100.00	230,895
The Wall Street Journal - Florida	2x7	\$ 780.00	\$ 780.00	\$ 1,560.00	Bonus		\$ 3,120.00	160,011
The Wall Street Journal								
Mansion Global Experience Luxury	Weekend Property insert			\$ 1,985.00			\$ 1,985.00	100,000
TOTAL							\$ 56,410.00	4,600,081

*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 3 Media	Ad Description	August	September	October	November	Media Total	Reach
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Robbreport.com							
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00			\$ 900.00	
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000

Proposed Schedule, Pricing & Reach 2024

Print								
Conde Nast Magazines								
The New Yorker - New Haven/Hartford	Full Page					\$ 2,340.00	\$ 2,340.00	11,000
Financial Times								
Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00			\$ 3,750.00	631,371
The New York Times								
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00			\$ 3,000.00	1,143,804
The Wall Street Journal								
The Wall Street Journal - NY Metro	2 x 7	\$ 1,025.00	\$ 2,050.00	\$ 1,025.00	Bonus		\$ 4,100.00	230,895
The Wall Street Journal - Florida	2x7		\$ 780.00	\$ 780.00			\$ 1,560.00	106,674
The Wall Street Journal								
Mansion Global Experience Luxury	Weekend Property insert			\$ 1,985.00			\$ 1,985.00	100,000
TOTAL							\$ 40,515.00	3,414,744

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