



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Dominical Project Advertising and Marketing Program



COLDWELL BANKER
REALTY

Table of Contents

3 INTRO

4 DIGITAL

- 5 Impressions Campaign
- 10 Comprehensive Digital
- 11 LinkedIn
- 12 Crain's New York Business
- 13 James Edition
- 16 Land.com
- 17 Land Report
- 18 Ocean Home
- 19 Real Deal
- 21 WSJ.com

22 PRINT

- 23 The Wall Street Journal
- 24 Financial Times
- 25 Land Report
- 26 The Real Deal

27 SCHEDULE, PRICING & REACH

- 28 2025



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 The Dominical Project

SKY Advertising is excited to present to Coldwell Banker Vesta Group a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to The Dominical Project.

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 investment property in Costa Rica.

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

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

Digital Offerings



Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, 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: **The Dominical Project**
- Flight Dates: **January 2025 - March 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

DIGITAL

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL

**Bloomberg
Markets**

Forbes

The
Economist



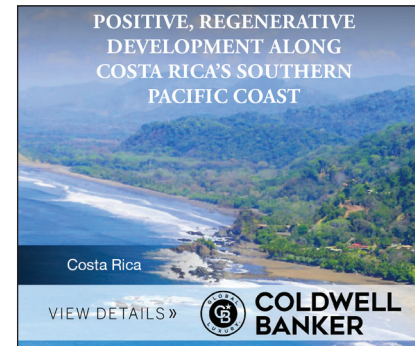
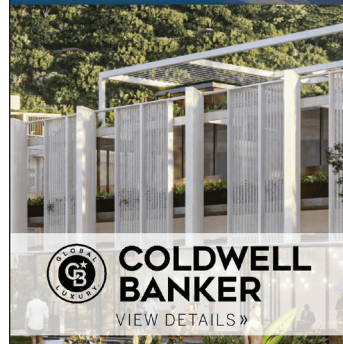
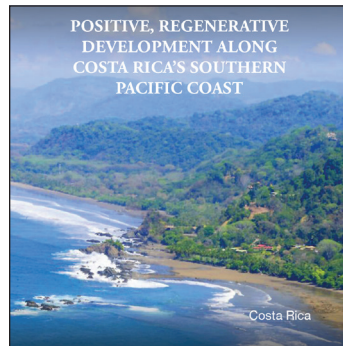
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

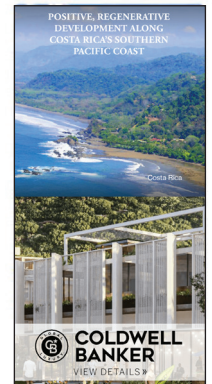
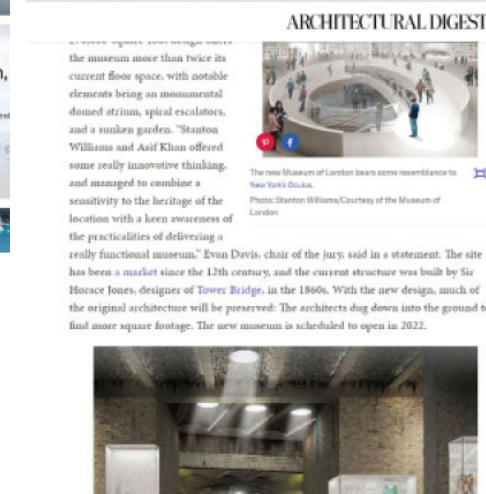
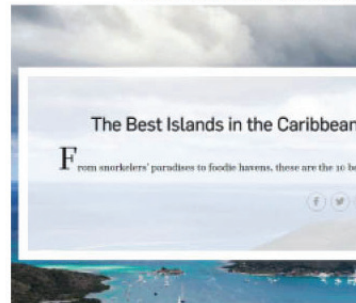
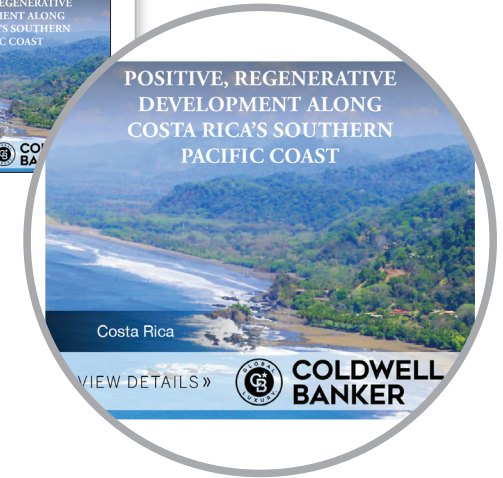
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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.

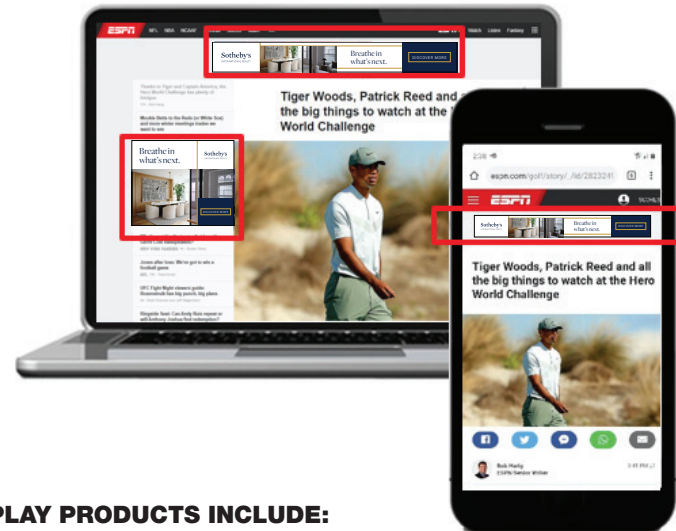
IMPRESSIONS PROGRAM SAMPLE REPORT



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

LinkedIn.com

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

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

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

PRICE: STARTING FROM \$2,000



Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

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

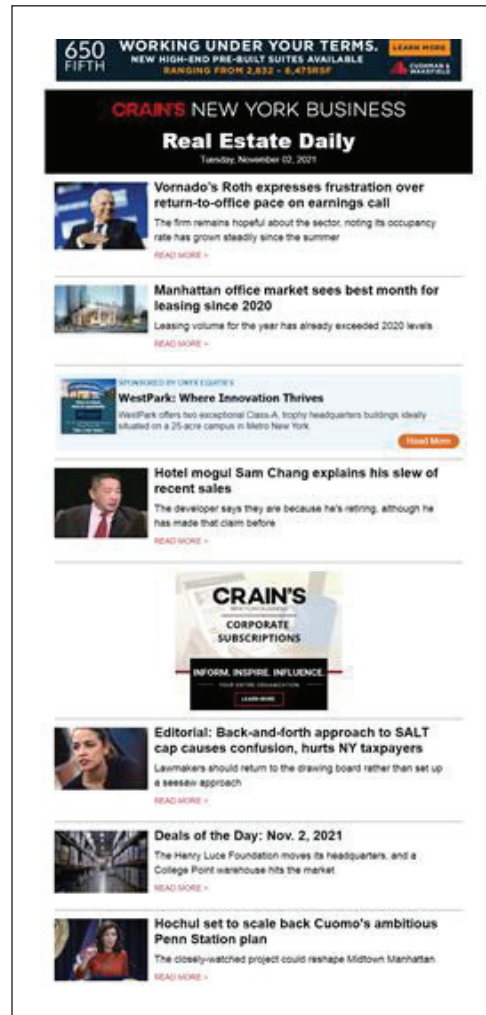
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

REAL ESTATE DAILY E-NEWSLETTER

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

PRICE: \$3,150/WEEK (MON-FRI, 5 SENDS)



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 search bar and 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. Below that is a 'JAMES SPOTTING' section with a duplex listing and a 'RICH LIST' section featuring a yacht. A 'Featured Agent' section highlights Nick Swinburne, a real estate professional. The bottom of the page includes a 'LATEST STORIES' section with articles about luxury garages, exclusive neighborhoods in Hong Kong, and real estate in Whistler.

This screenshot displays 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 is a grid of featured luxury properties, including a penthouse in Spain, a 5-bedroom penthouse, a stunning Sherwood estate, and an enviable estate in Lexington, MA. Each listing includes a thumbnail image, a brief description, and the price. A 'Featured luxury properties' section follows, showing more diverse listings like an elegant French style property, a Playa Nix in Mexico, a Kingshof in Copenhagen, and a magnificent secluded estate. The page also includes a 'News about luxury real estate' section with articles on Hong Kong neighborhoods, the Bahamas, and real estate in Whistler. The footer contains site links, tools, and information about JamesEdition.com.

jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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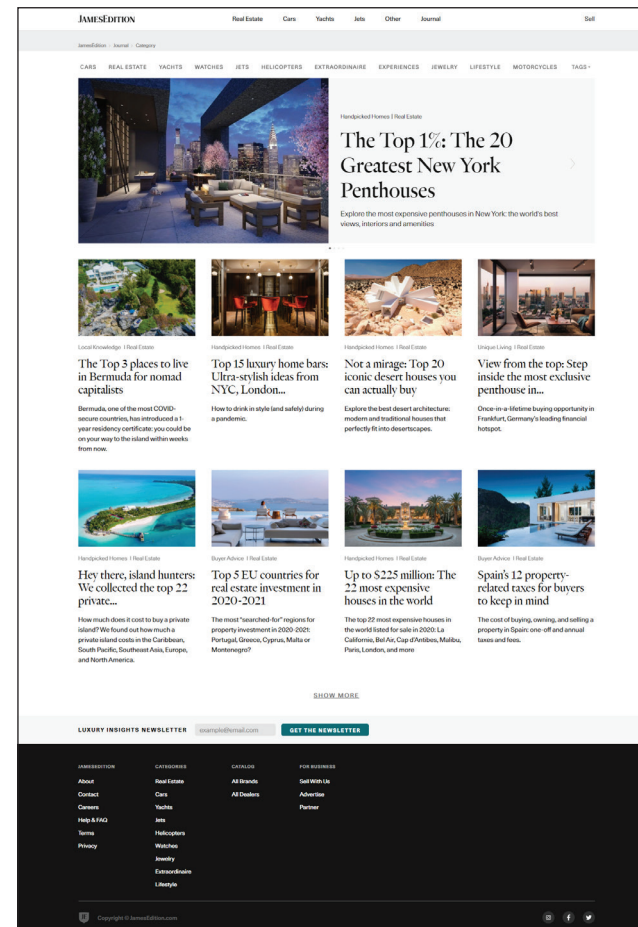
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

NEW & TRENDING

FEATURED LUXURY POSITION

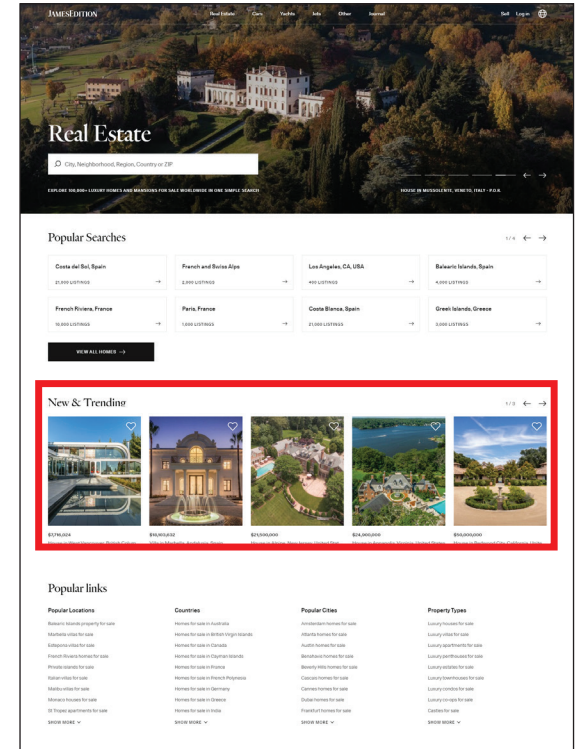
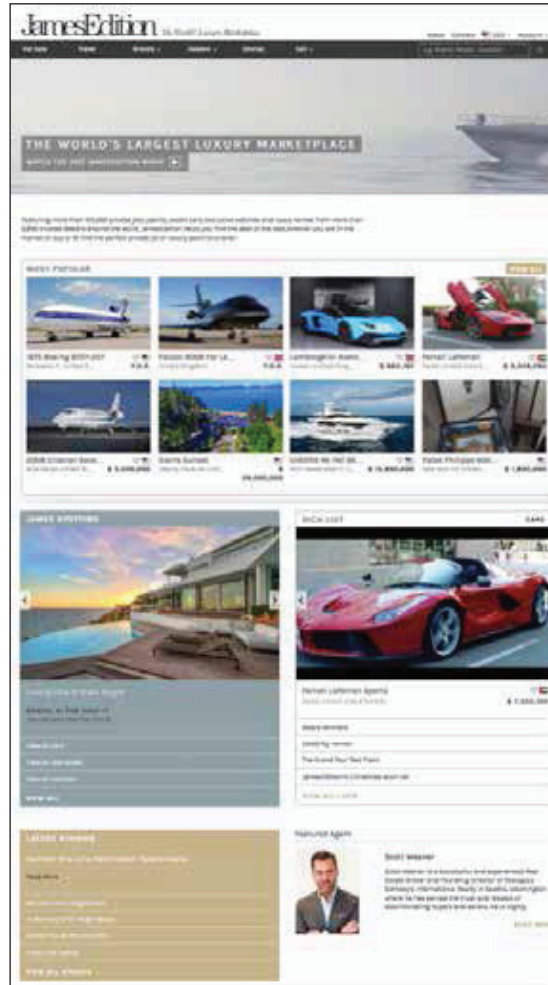
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HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



Land.com

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

LANDS OF AMERICA

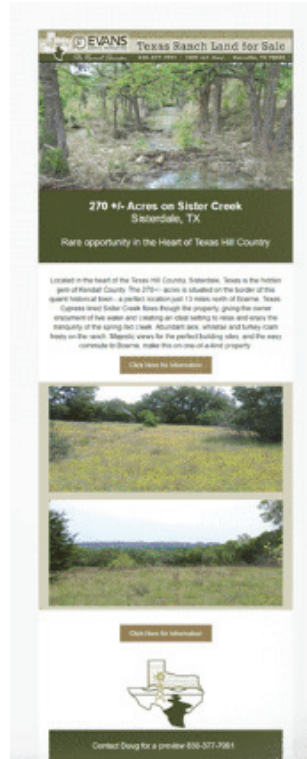
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

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.



EMAIL MARKETING

Get in front of land buyers with high-performing newsletters and email campaigns. You'll be able to promote your listings and services to our engaged pool of 750K+ active subscribers directly.

DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500 FOR 5,000 RECIPIENTS

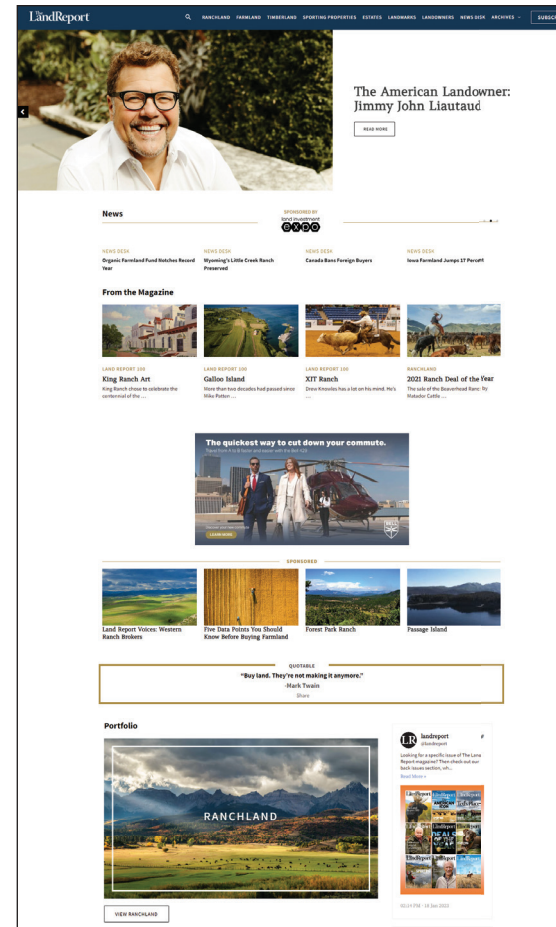
Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **89.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina



E-NEWSLETTER

**MONTHLY E-NEWSLETTER:
\$3,000/PER**

CUSTOM CONTENT

ONLINE ARTICLE: \$8000/ 2 MONTHS

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750 PER WEEK



SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$3,000

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

FACEBOOK POST: \$675 PER POST
INSTAGRAM POST: \$800 PER POST
FACEBOOK/INSTAGRAM AD: \$1,400 PER MONTH

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

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: Sailthru)	10K+ Attendees (Source: Bizzabo)

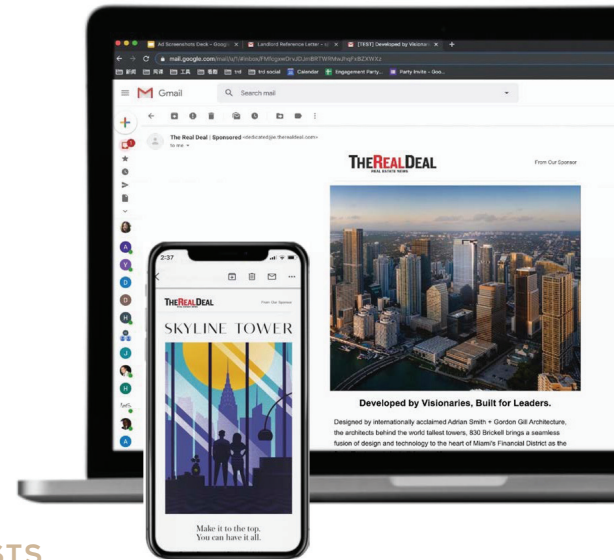
A Targeted Digital Reach Source

Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**
- Earn over \$150K per year: **10M+**



DEDICATED EBLASTS

The Real Deal provides cutting-edge news on the real estate industry in New York City and beyond. According to a recent Quantcast ranking, the Real Deal has the #1 wealthiest audience in the U.S. and falls in the top 25 on their list of websites with the most educated readers

OPPORTUNITY DETAILS:

- Choice of regions as follows:

EMAIL CAMPAIGN	SENDS	OPENS	OPEN RATE	CLICKS	CTR
National Dedicated Benchmarks	140,000	21,253	15.18%	323	1.52%
NY Dedicated Benchmarks	40,000	6,212	15.53%	215	3.46%
SF Dedicated Benchmarks	34,000	5,645	16.60%	178	3.15%
LA Dedicated Benchmarks	26,000	3,814	14.67%	101	2.65%
CH Dedicated Benchmarks	23,000	1,907	8.29%	70	3.67%

NATIONAL: \$12,000

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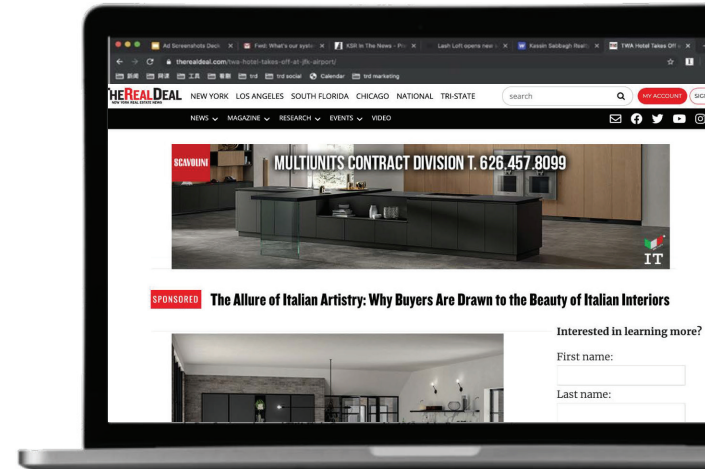
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SPONSORED & CUSTOM CONTENT

Coldwell Banker can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

SPONSORED CONTENT DETAILS:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x)
- and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

COST: \$15,000 PER POST

The Wall Street Journal Online (WSJ.com)

WEEKLY ENEWSLETTER

- Out on Fridays
- 100% SOV
- 50,000 Opt in subscribers

PRICE: \$2,500

[Trouble viewing this email? View in web browser.](#)

THE WALL STREET JOURNAL.



REAL ESTATE

Coronavirus is baring its teeth to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

Do air purifiers and filters kill viruses?

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.

Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. 📧

Happy reading!

-Kerry Berger, digital editor of Mansion

Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM BARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/CONTRAST NEWS

As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.

Print Offerings



COLDWELL BANKER
VESTA GROUP
DOMINICAL

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 SPOT, COLOR: \$1,250

Global

The collage consists of three magazine covers. The top cover is 'House & Home FTWeekend' with a woman sitting in a chair and a stack of books. The middle cover is 'FT Weekend US edition' with a winter landscape. The bottom cover is 'Schulz reversal raises Merkel's survival hopes' with a portrait of Helmut Kohl.

COLDWELL BANKER

Luxurious "off the grid" Retreat on 110 acres in Scenic West Virginia
5 bedrooms, 7 full and 3 half baths
\$19,500,000

Represented by Marin Hagen and Sylvia Bergstrom
D. 202.257.2339 O. 202.387.6180

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.

The Land Report

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: **40,000+ Print & Digital**
- Average HHI: **\$9.2M**
- Average NW: **\$89.3M**
- Gender Skew: **82% Male, 18% Female**

FULL PAGE: \$4,900



SOTHEBYSREALTY.COM

Open the door to what's next.



Harald Grant
Associate Broker
914.627.7272
Harald.Grant@SothebysRealty
HaraldGrant@SothebysRealty.com

Bruce Grant
Licensed Salesperson
914.640.7838
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM



Sotheby's
INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Take a peek at what's next.



Beate V. Moore
Associate Broker
914.627.7838
Beate.Moore@SothebysRealty
BeateMoore.com

Vanessa Moore
Licensed Salesperson
917.775.6078
Vanessa.Moore@SothebysRealty

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT. | \$11,000,000
542MECOVROAD.COM



Sotheby's
INTERNATIONAL REALTY

The Real Deal

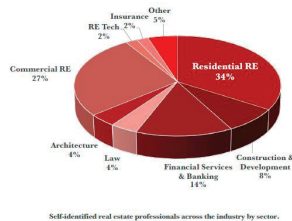
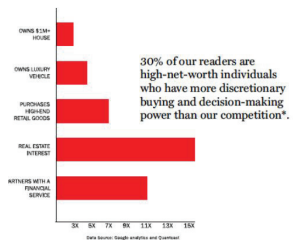
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A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

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



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

Based on 8 Insertions

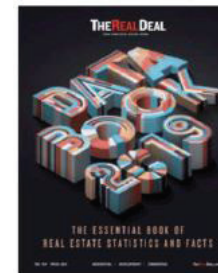
STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

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



DATA BOOK

Circulation:

- 50,000 annual

Schedule, Pricing & Reach



COLDWELL BANKER
VESTA GROUP
DOMINICAL

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Media	Ad Description	January	February	March	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 -US, Canada, Europe, China, Costa Rica					
LinkedIn						
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000
Comprehensive Digital						
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00	\$ 3,150.00		\$ 6,300.00	30,000
JamesEdition						
New & Trending Home Page Position	Featured Spot		\$ 1,200.00		\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00			\$ 5,500.00	292,000
Land.com						
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00			\$ 1,500.00	5,000
Land Report						
E-Newsletter	Monthly E-Newsletter	\$ 3,000.00	\$ 3,000.00		\$ 6,000.00	60,000
Custom Content	Online Article		\$8,000		\$ 8,000.00	60,000
Ocean Home						
Custom E-Mail	Custom E-Mail		\$ 2,750.00		\$ 2,750.00	22,000
Sponsored Content	Sponsored Content	\$ 3,000.00			\$ 3,000.00	38,199
Real Deal						
Real Deal	E-blast - National		\$ 12,000.00		\$ 12,000.00	110,000
Real Deal	Sponsored Content	\$ 15,000.00			\$ 15,000.00	3,000
WSJ.com						
WSJ.com E-Newsletter	Weekly E-Newsletter (Wed or Fri)	\$ 2,500.00	\$ 2,500.00		\$ 5,000.00	34,000

Proposed Schedule, Pricing & Reach 2024

PLAN 1 CONTINUED

Print

Financial Times

Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00	210,457
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Land Report

Land Report	Full Page	\$ 4,900.00	\$ 4,900.00	40,000
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The Real Deal

The Real Deal	Full Page	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00	648,000
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The Wall Street Journal

The Wall Street Journal - National	4x7	\$ 11,585.00	\$ 11,585.00	555,182
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The Wall Street Journal - Eastern	4x7	\$ 6,580.00	\$ 6,580.00	249,177
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TOTAL			\$ 114,650.00	4,607,015
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*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	January	February	March	Media Total	Reach
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00			\$ 900.00	100,000
LinkedIn						
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
JamesEdition						
New & Trending Home Page Position	Featured Spot		\$ 1,200.00		\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article	\$ 3,300.00			\$ 3,300.00	292,000
Land.com						
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00			\$ 1,500.00	5,000
Land Report						
E-Newsletter	Monthly E-Newsletter	\$ 3,000.00	\$ 3,000.00		\$ 6,000.00	60,000
Ocean Home						
Custom E-Mail	Custom E-Mail		\$ 2,750.00		\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00			\$ 1,400.00	43,400
Real Deal						
Real Deal	Sponsored Content	\$ 15,000.00			\$ 15,000.00	3,000
WSJ.com						
WSJ.com E-Newsletter	Weekly E-Newsletter (Wed or Fri)	\$ 2,500.00	\$ 2,500.00		\$ 5,000.00	34,000

Proposed Schedule, Pricing & Reach 2024

PLAN 2 CONTINUED

Print

Financial Times

Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00	210,457
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Land Report

Land Report	Full Page	\$ 4,900.00	\$ 4,900.00	40,000
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The Real Deal

The Real Deal	Full Page	\$ 5,000.00	\$ 5,000.00	324,000
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The Wall Street Journal

The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00	\$ 4,710.00	1,110,364
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TOTAL

\$ 62,060.00	3,309,221
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*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	January	February	March	Media Total	Reach
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00			\$ 900.00	100,000
LinkedIn						
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
JamesEdition						
New & Trending Home Page Position	Featured Spot		\$ 1,200.00		\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00			\$ 1,500.00	192,000
Land.com						
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00			\$ 1,500.00	5,000
Land Report						
E-Newsletter	Monthly E-Newsletter		\$ 3,000.00		\$ 3,000.00	30,000
Ocean Home						
Custom E-Mail	Custom E-Mail		\$ 2,750.00		\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00			\$ 1,400.00	43,400
WSJ.com						
WSJ.com E-Newsletter	Weekly E-Newsletter (Wed or Fri)	\$ 2,500.00	\$ 2,500.00		\$ 5,000.00	34,000
Print						
Financial Times						
Financial Times	Property Gallery Box	\$ 1,250.00			\$ 1,250.00	210,457
The Wall Street Journal						
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00		\$ 4,710.00	1,110,364
TOTAL					\$ 32,360.00	2,812,221

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