



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 3207 RAWHIDE DRIVE ADVERTISING AND MARKETING PROGRAM



**COLDWELL BANKER**  
**REALTY**

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## NATIONAL & GLOBAL EXPOSURE 3207 RAWHIDE DRIVE

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SKY Advertising is excited to present to Coldwell Banker Global Luxury a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 3207 Rawhide Drive.

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

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

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**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



**COLDWELL BANKER**  
**REALTY**

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# Digital Offerings

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# 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.

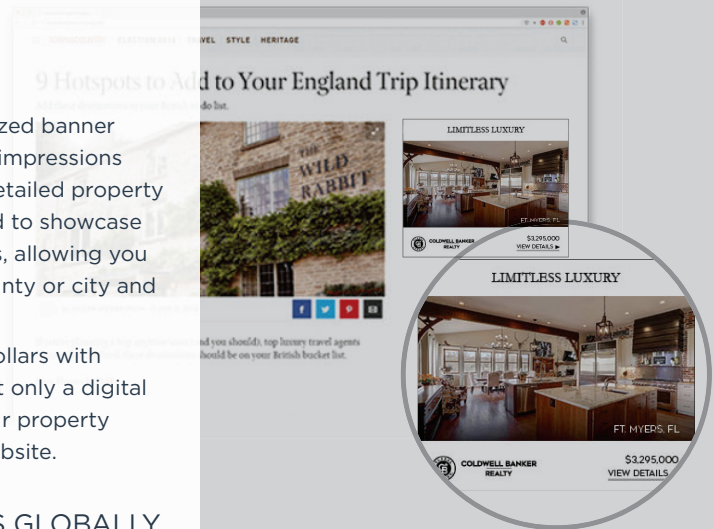
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** 3207 Rawhide Drive  
**Flight Dates:** August 2022 - October 2022  
**Impressions:** 3,000,000  
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



## 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.

**THE WALL STREET JOURNAL.**

ARCHITECTURAL DIGEST  
**AD**

**ARCHITECT**



**FT**  
FINANCIAL TIMES  
*Business*

**Forbes**

**The Economist**

**Bloomberg Markets**



**REUTERS**

**ELLE DECOR**

Many more websites available for local to global targeting.

### » 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.

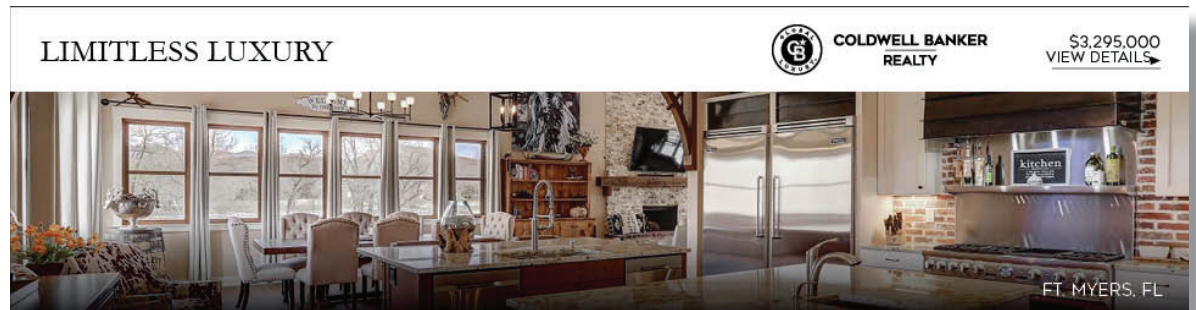


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

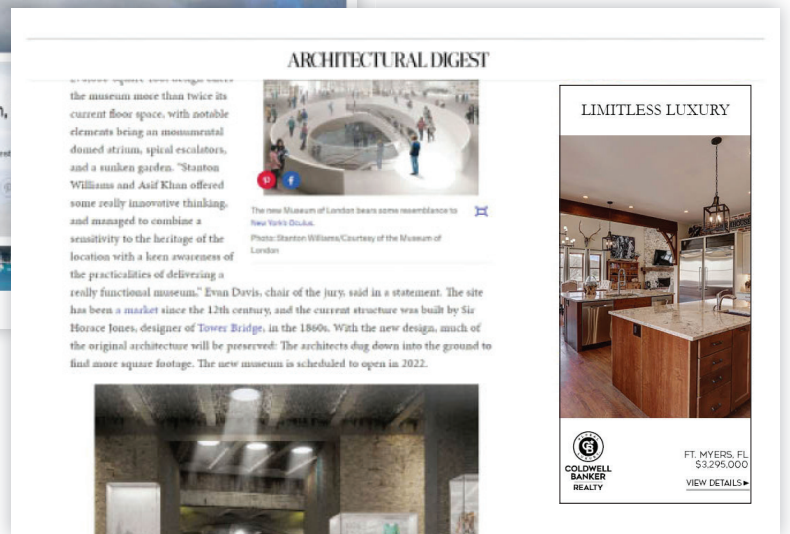
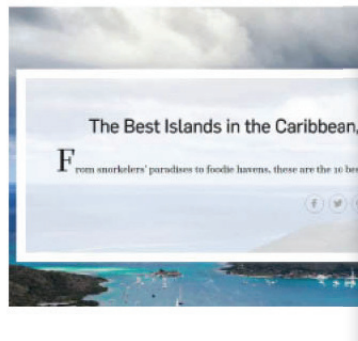
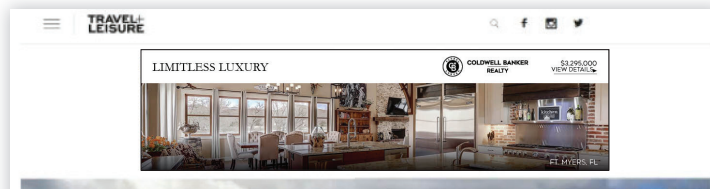
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

**Ad Units: 920x250, 728x90, 300x600, 300x250, or custom sizes.**

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

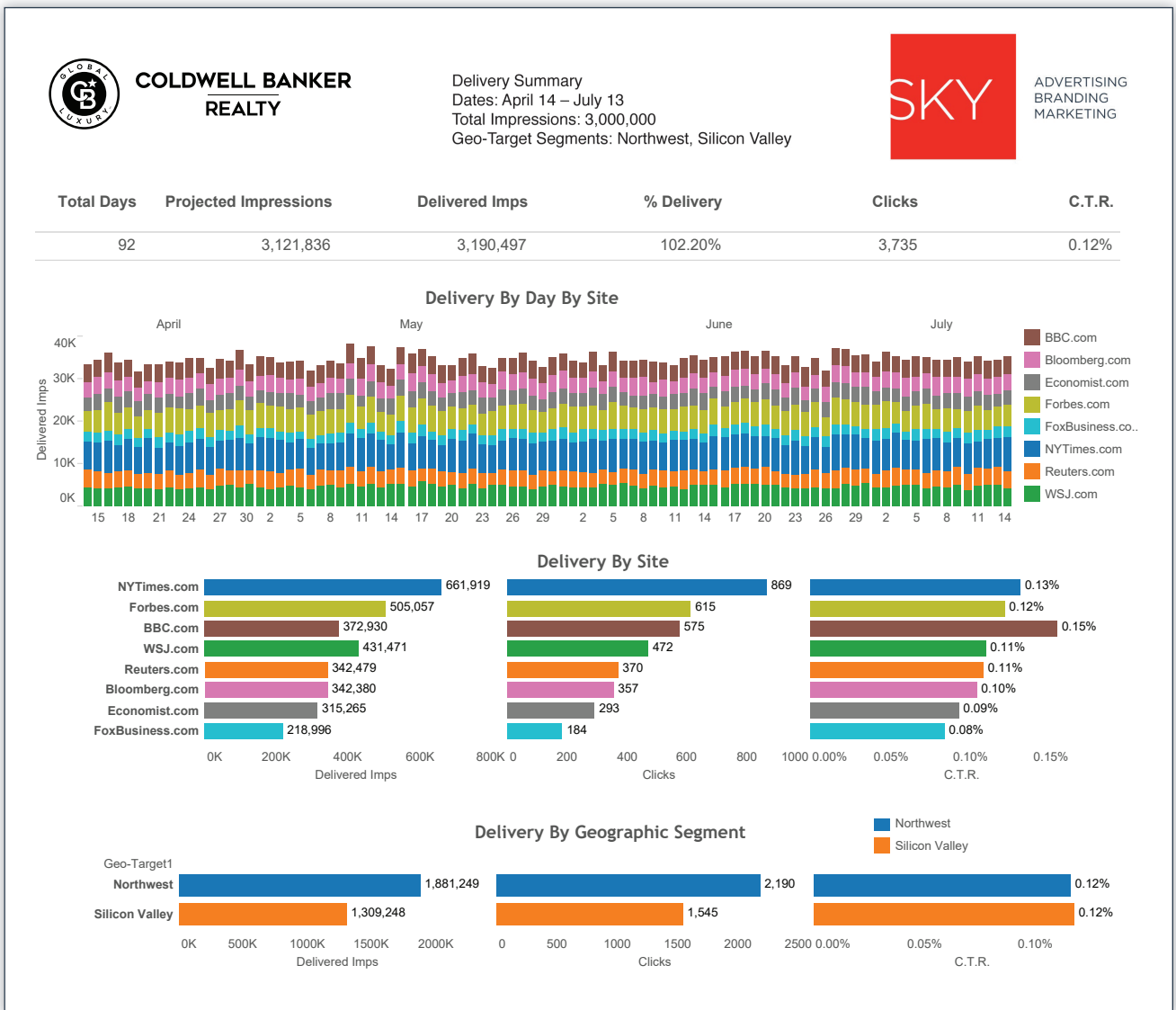


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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





# SMART SOLUTIONS EBLAST

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.

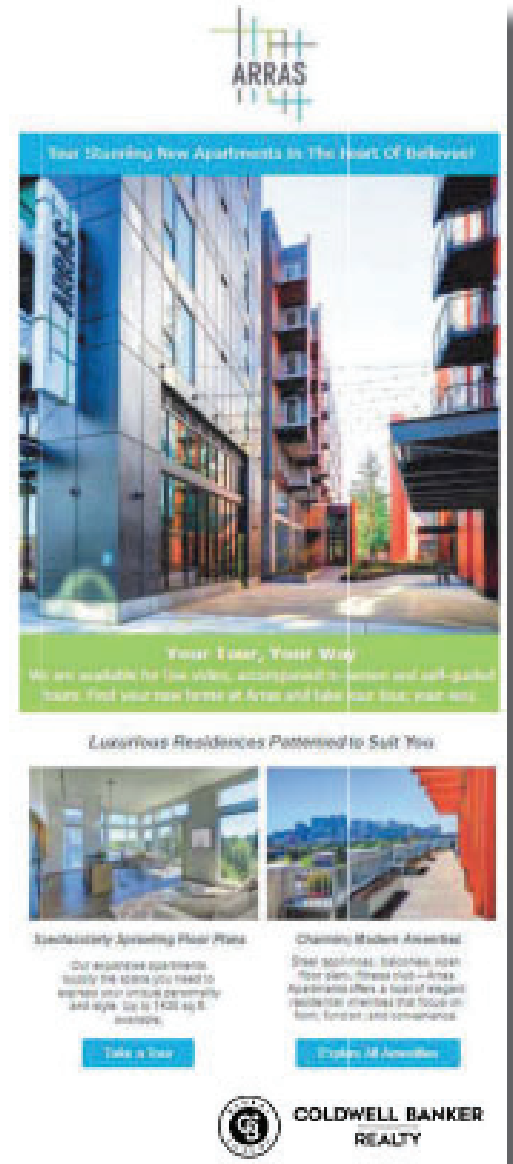
### Audience

High Income Zip Codes

Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND FOLLOW UP: \$2,275



## JUWAI.COM

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.

### » HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

**PRICING SPECIAL: \$425 FOR 30 DAYS.**

**Usually \$725**

**Global**



### » FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel

Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

**PRICING: \$425 FOR 6 MONTHS.**

**For properties \$2M+**

**Global**



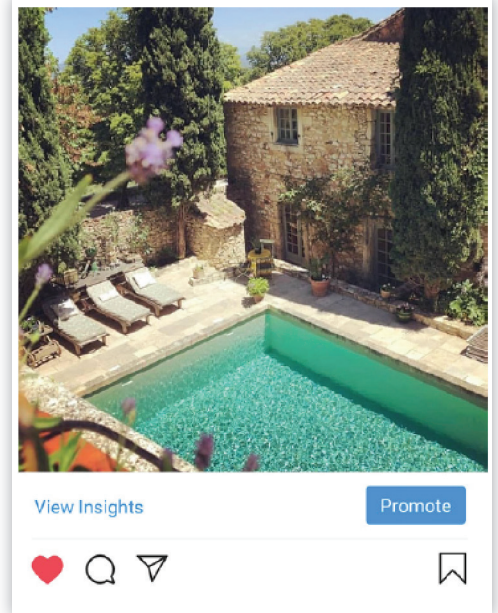
## CONDE NAST UK

### » INSTAGRAM @ CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

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INSTAGRAM POST: \$ 2,375





# DWELL REAL ESTATE

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

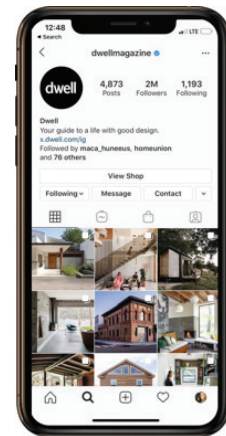
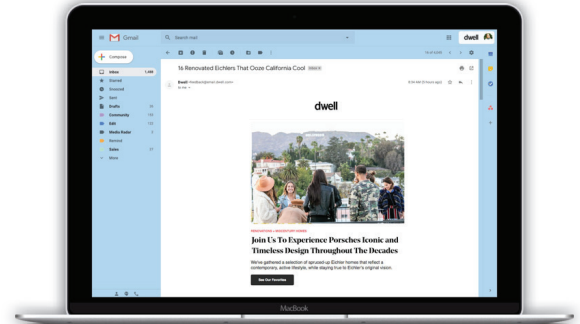
## Dwell Audience Real Estate Metrics

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

### PACKAGE 1: \$5,000

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

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



# NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

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

## » 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



# JAMES EDITION.COM

## » ROTATING GALLERY

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

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

**REAL ESTATE PAGE**  
**\$1,300/MONTH**



# JAMES EDITION.COM

## » FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

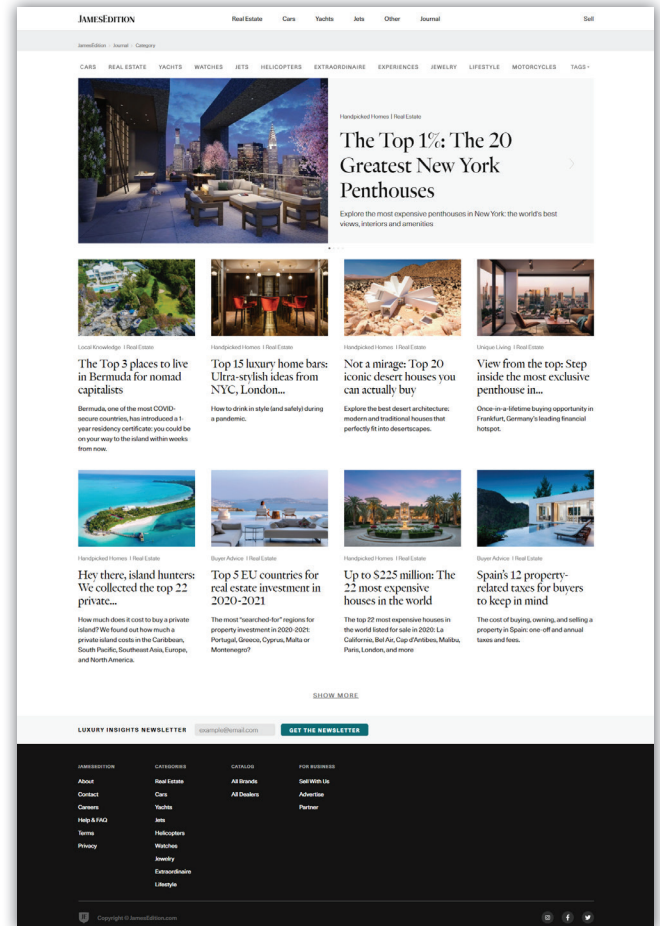
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

**FEATURED STORY IN THE JOURNAL  
CUSTOM CONTENT ARTICLE +  
NEWSLETTER PROMOTION \$4,500**



## LUXE MAGAZINE

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### » DESIGN WHERE YOU LIVE.

Luxe champions the art of elevated living and inspires you to connect with those who create it.

Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

Social media accounts will

### » THE LUXE AUDIENCE

**94%** Own a Home Valued at \$1 Million or Greater

**72%** Have a Net Worth of \$5 Million or More

**35%** Have a Net Worth of \$10 Million or More

**1.5** Million Audience

**3.3** Million Global Digital Audience

@LuxeMagazine on Instagram

**12M+** monthly reach

**1.7M+** followers

@LuxeMagazine on Facebook

**2M+** monthly reach

**970K** followers

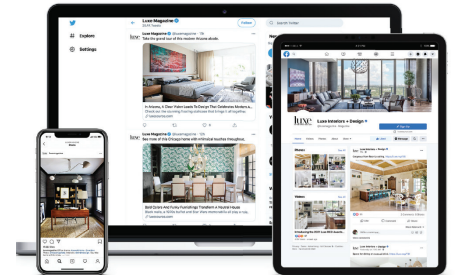
### » SPONSORED POST

25,000+ Impressions Guaranteed

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**FACEBOOK POST: \$1,500**

**luxe**  
INTERIORS+DESIGN®



# NYTIMES.COM

## » FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between **0.36-0.55%**

**\$3,000/WEEK**

FEATURED PROPERTIES

ADVERTISEMENT



**Una**  
Residences  
BRICKELL WATERFRONT  
**From \$2 million**  
175 SE 25th Rd. Miami, FL  
2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences  
info@uneresidences.com



# ROBBREPORT.COM

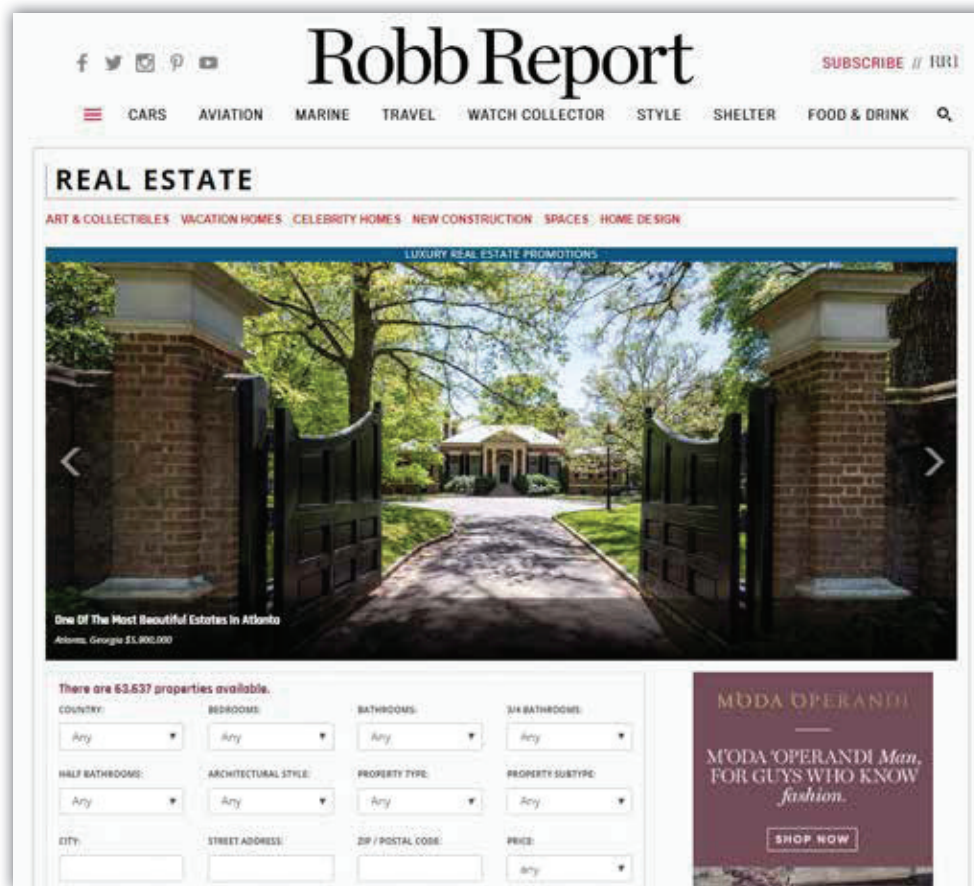
## » REAL ESTATE MEDIA BAR

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

Limited Space available: only 10 properties per month are permitted

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

PRICE: \$950 PER 30 DAYS  
(\$1,895 OPEN RATE)



# 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



**\$2,150/MONTH OR \$2.650/W VIDEO**





## THE WALL STREET JOURNAL ONLINE (WSJ.COM)

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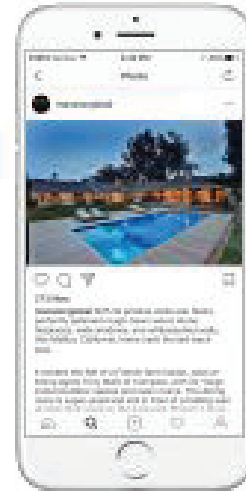
### » @MANSIONGLOBAL INSTAGRAM

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**

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\$1,775





**COLDWELL BANKER**  
**REALTY**

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# Print Offerings

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# 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:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2X7, WESTERN REGION, COLOR: \$2,000

## THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52

### Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes action since '08 crisis

The Fed's move to cut rates to a range between 0.25% and 0.50% is the first change in the rate since 2015. The move is seen as a response to the economic challenges posed by the outbreak of the novel coronavirus, which has spread to more than 100 countries and caused more than 100,000 deaths. The Fed's move is seen as a response to the economic challenges posed by the outbreak of the novel coronavirus, which has spread to more than 100 countries and caused more than 100,000 deaths.

### Shaky Ground

U.S. stocks and bond yields fall after Fed cuts rates

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### Tennessee Twisters Kill at Least 25

Twisters, a rare and deadly storm, tore through the state, killing at least 25 people and causing \$1.5 billion in damage.

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

Former Vice President Joe Biden took the steps in Los Angeles after wins in a string of Super Tuesday primary contests.

### Bernie

Bernie Sanders won a decisive victory in California, his home state, on Tuesday night.

### Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places hit by shrinking industries.

### Salesforce #1 CRM

Salesforce is the #1 CRM provider in the U.S. market, according to a new report from analyst firm Gartner.



# THE NEW YORK TIMES

## » FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

**\$1,000/EACH 3X COMMITMENT**

6
THE NEW YORK TIMES, SUNDAY, MARCH 21, 2010

**WHAT I LOVE**  
SARAH STILES

### Restrained Palettes Are for Other People

The address is like a slightly goofy sitcom neighbor who has an otherworldly home.

**By HELEN MACKEY**

Sarah Stiles's first address in New York was the Strand Annex, an Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. About 10 years ago, she moved to the Strand Annex. "I was looking for a place to live, and I found this place," she says. "I was looking for a place to live, and I found this place."

The year was 1999. Ms. Stiles, 41, was a single mom with two young children. She had just moved to New York City. "I was looking for a place to live, and I found this place," she says. "I was looking for a place to live, and I found this place."

Ms. Stiles, who has a dog named "The Great Dane" (a Great Dane), says she and her husband, Mr. Stiles, who is a writer, moved into the Strand Annex in 1999. "I was looking for a place to live, and I found this place," she says. "I was looking for a place to live, and I found this place."

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**Home** South St. 10, 4E

**Owner** Actor

**Home comforts** This is the kind of person who makes a house a home. It's not just about the house, it's about the people who live in it. Ms. Stiles, who has a dog named "The Great Dane" (a Great Dane), says she and her husband, Mr. Stiles, who is a writer, moved into the Strand Annex in 1999. "I was looking for a place to live, and I found this place," she says. "I was looking for a place to live, and I found this place."

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**PARK Slope, BROOKLYN** \$2,750,000  
This is a rare opportunity to own one of the most beautiful homes in the city. The house is a masterpiece of architecture and design. It features a grand entrance, a large living room, and a gourmet kitchen. The house is surrounded by lush landscaping and a private driveway. Call Jane Johnson at (212) 555-0990.

**MIRAGE, MANHATTAN** \$2,340,000  
This is a rare opportunity to own one of the most beautiful homes in the city. The house is a masterpiece of architecture and design. It features a grand entrance, a large living room, and a gourmet kitchen. The house is surrounded by lush landscaping and a private driveway. Call Jane Johnson at (212) 555-0990.

**CHINATOWN, MANHATTAN** \$4,800,000  
This is a rare opportunity to own one of the most beautiful homes in the city. The house is a masterpiece of architecture and design. It features a grand entrance, a large living room, and a gourmet kitchen. The house is surrounded by lush landscaping and a private driveway. Call Jane Johnson at (212) 555-0990.

**LONG ISLAND CITY, QUEENS** \$1,100,000  
This is a rare opportunity to own one of the most beautiful homes in the city. The house is a masterpiece of architecture and design. It features a grand entrance, a large living room, and a gourmet kitchen. The house is surrounded by lush landscaping and a private driveway. Call Jane Johnson at (212) 555-0990.

**FINANCIAL DISTRICT, MANHATTAN** \$2,100,000  
This is a rare opportunity to own one of the most beautiful homes in the city. The house is a masterpiece of architecture and design. It features a grand entrance, a large living room, and a gourmet kitchen. The house is surrounded by lush landscaping and a private driveway. Call Jane Johnson at (212) 555-0990.

**MIDTOWN, MANHATTAN** \$1,100,000  
This is a rare opportunity to own one of the most beautiful homes in the city. The house is a masterpiece of architecture and design. It features a grand entrance, a large living room, and a gourmet kitchen. The house is surrounded by lush landscaping and a private driveway. Call Jane Johnson at (212) 555-0990.

## ARCHITECTURAL DIGEST REGIONAL PAGES

### 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**  
**STATE OF COLORADO: \$3,830**

- **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%





## COUNTRY LIFE

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Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- **Circulation:** 41,000
- **Male/Female:** 50/50
- **Average Age:** 55
- **HNW Audience:** 85%

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FULL PAGE \$3,750  
INTERNATIONAL PROPERTIES EDITION



# ROBB REPORT

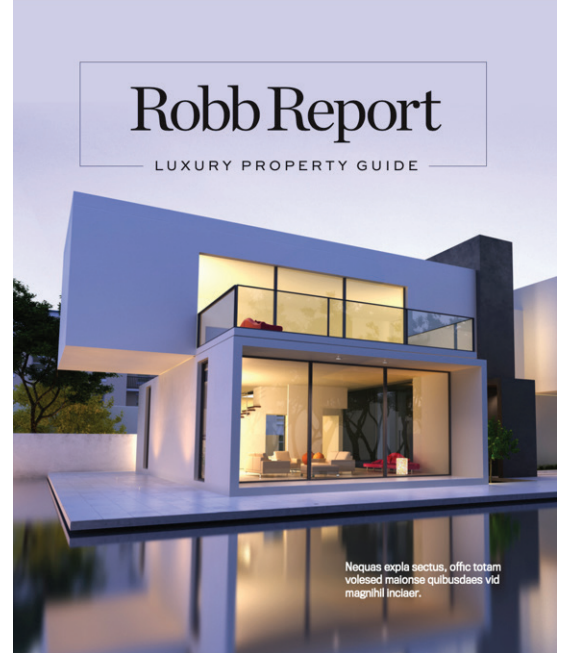
## » LUXURY PROPERTY GUIDE

As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the “best-of-the-best”. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they’re exploring the newest trends and properties around the world.

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

**FULL PAGE - PROPERTY PORTFOLIO: \$3,500**  
**Global**





**COLDWELL BANKER**  
**REALTY**

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Circulation/Distribution/Reach

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## CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	3,000,000
Smart Solutions Eblast	20,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing	2,300,000
Conde Nast UK	200,000
Dwell.com	
Real Estate Package 1	110,000
Nob Hill Gazette Peninsula and Silicon Valley	6,500
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	294,000
Luxe Interiors + Design	
Facebook Post	25,000
NYTimes.com Property Module	55,603
Robbreport.com	6,000
Mansion Global Homepage	328,000
Mansion Global Instagram	76,200
<b>PRINT</b>	
The Wall Street Journal - Western Region Region	394,000
The New York Times	1,269,333
Architectural Digest - Colorado	12,000
Country Life	40,000
Robb Report	93,142
<b>GRAND TOTAL</b>	<b>11,279,778</b>



**COLDWELL BANKER**  
**REALTY**

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# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	August	September	October	November	December	Media Total
<b>DIGITAL</b>							
Million Impressions*	Digital Banner Program Custom Targeting	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00			\$ 7,350.00
Smart Solutions Eblast	Custom Email	\$	\$ 2,275.00				\$ 2,275.00
Juwai.com							
Hot property upgrade	Hot property upgrade	\$ 425.00					\$ 425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months	\$ 425.00					\$ 425.00
Conde Nast UK	Instagram	\$	\$ 2,375.00				\$ 2,375.00
Dwell.com							
Real Estate Package 1	Custom Article with promo on Homepage	\$ 5,000.00					\$ 5,000.00
Nob Hill Gazette Peninsula and Silicon Valley	OTM Ont the Market eNewsletter	\$ 500.00					\$ 500.00
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,300.00					\$ 1,300.00
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 4,500.00				\$ 4,500.00
Luxe Interiors + Design Facebook Post			\$ 1,500.00				\$ 1,500.00
NYTimes.com Property Module		\$ 3,000.00					\$ 3,000.00
Robbreport.com	Real Estate media bar		\$ 950.00				\$ 950.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00	\$ 1,775.00	\$ 2,150.00			\$ 4,300.00
Mansion Global Instagram		\$					\$ 1,775.00
<b>PRINT</b>							
The Wall Street Journal - Western Region Region	2 x 7	\$ 2,000.00	\$ 2,000.00				\$ 4,000.00
The New York Times	Featured Listing - Sunday	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00			\$ 3,000.00
Architectural Digest - Colorado	Full Page			\$ 3,830.00			\$ 3,830.00
Country Life	Full page		\$ 3,750.00				\$ 3,750.00
Robb Report	Property Portfolio Magazine				\$ 3,500.00		\$ 3,500.00
<b>TOTAL</b>							\$ 53,755.00

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