



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

CLUBHOUSE #703 ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

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NATIONAL & GLOBAL EXPOSURE CLUBHOUSE #703

SKY Advertising is excited to present to Coldwell Banker DeMarzo Group a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Clubhouse #703.

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 Boca Raton, FL.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

LET'S DO GREAT THINGS TOGETHER

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Executive Vice President
212-677-2714
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212-677-2671
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SARA HELENI
Account Executive
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Account Executive
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jimmy@skyad.com



COLDWELL BANKER
REALTY

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.

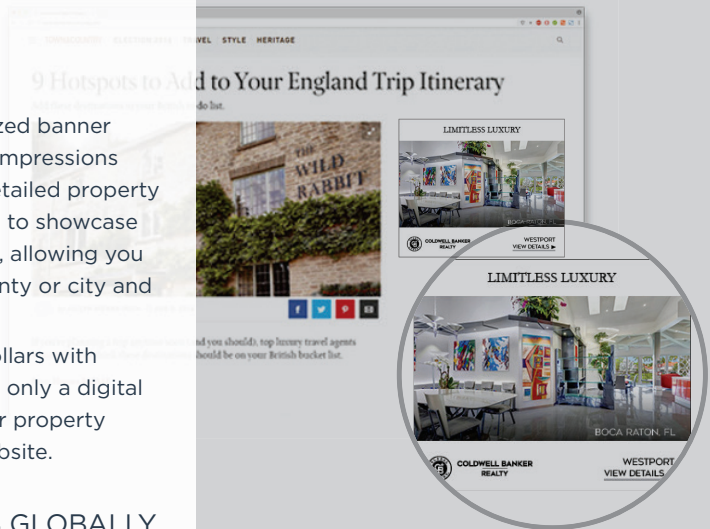
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Clubhouse #703
Flight Dates: June 2023 - September 2023
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



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.

INVESTOR'S BUSINESS DAILY®

THE WALL STREET JOURNAL.

BARRON'S



REUTERS

FOX BUSINESS

Forbes

**Bloomberg
Markets**



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.

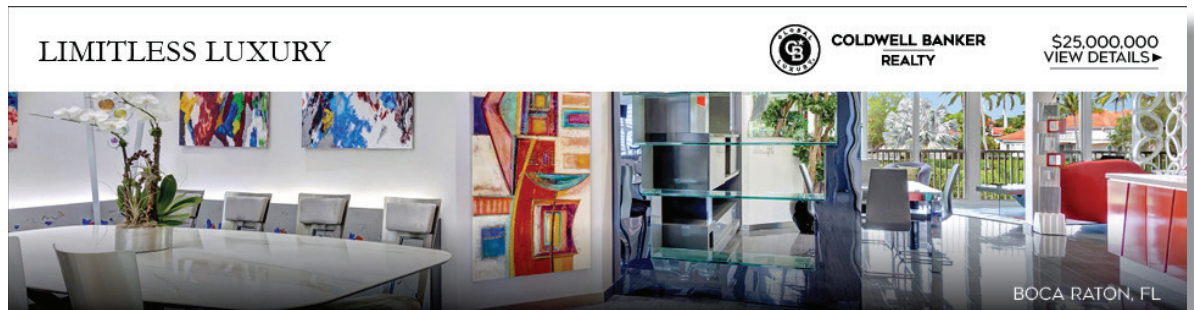


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

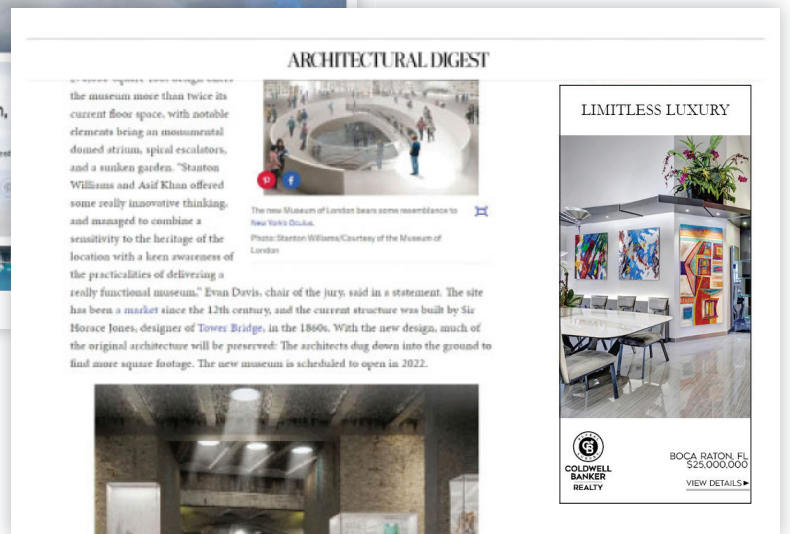
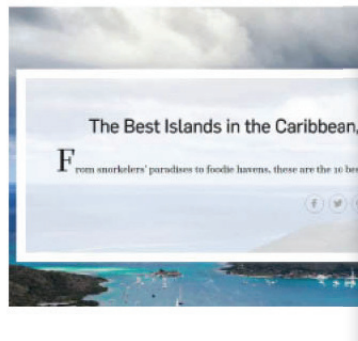
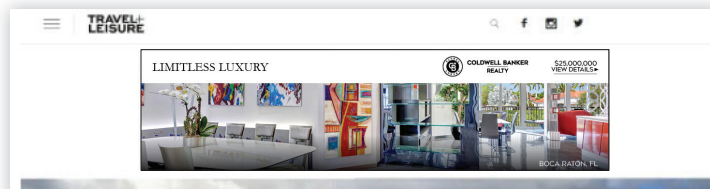
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

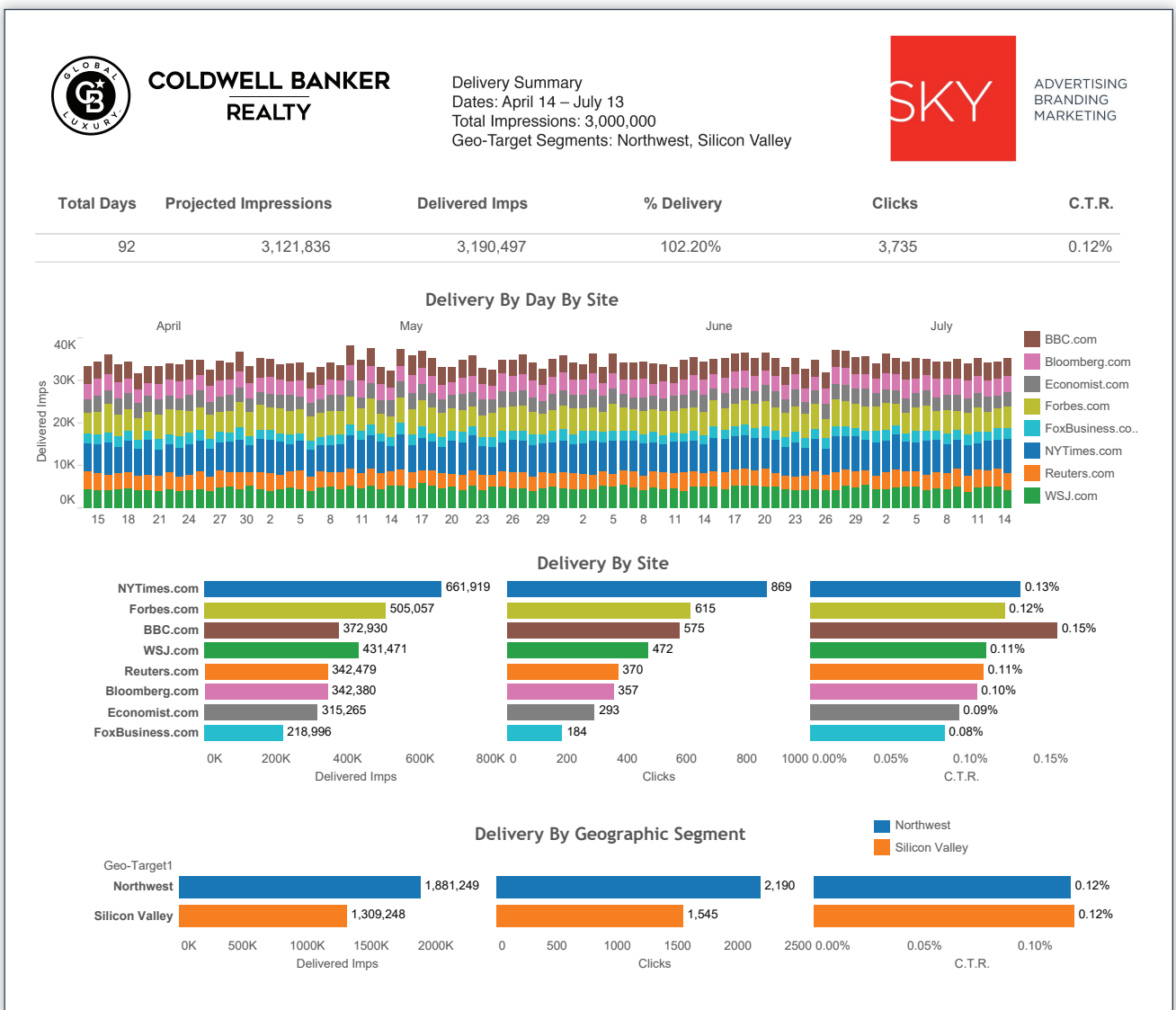


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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



IMPRESSIONS SCHEDULING

After researching, we have put together an integrated program that targets a high-net-worth audience across New York, Boston, Washington DC, Canada, Los Angeles, San Francisco, and Florida.

The program, with a projected start date of June 15th and will run for three months and deliver an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in New York, Boston, Washington DC, Canada, Los Angeles, San Francisco, and Florida in a premium editorial environment on top news and business/finance and news websites.
- A behavioral targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are In-Market for Residential Real Estate and living in Boca Raton.
- A custom intent targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are actively searching for Boca Raton-West Palm Beach area real estate and living in New York, Boston, Washington DC, Canada, Los Angeles, and San Francisco.

» SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Barrons.com, Reuters.com and more to extend the overall reach of the program.

» BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

» MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

» REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.

IMPRESSIONS SCHEDULE

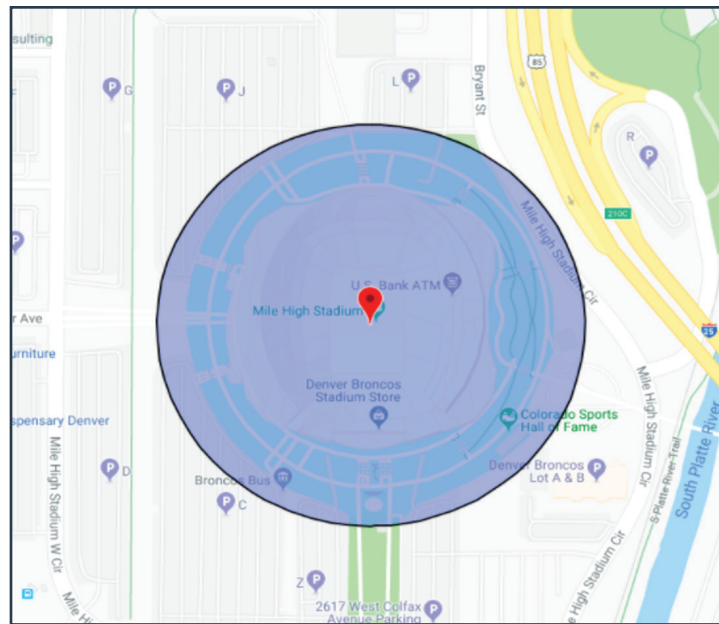
CB Annex de Marzo - 2461 NW 58th St Apt 703

Media	June					July					August					September					Impressions
	20	05	12	19	26	03	10	17	24	31	07	14	21	28	04	11	18	25			
FoxBusiness.com																					
Forbes.com																					
Bloomberg.com																					
Investors.com																					
Barrons.com																					
Reuters.com																					
CNBC.com																					
WSJ.com																					
In-Market - Homes For Sale																					
Boca Raton																					
Custom Intent - Boca Raton West Palm Beach Residential Real Estate																					
New York, Boston, Washington DC, Canada, Los Angeles, San Francisco																					
Total Digital																					750,000

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.

- From: \$1,500/month

COMPREHENSIVE DIGITAL

» SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

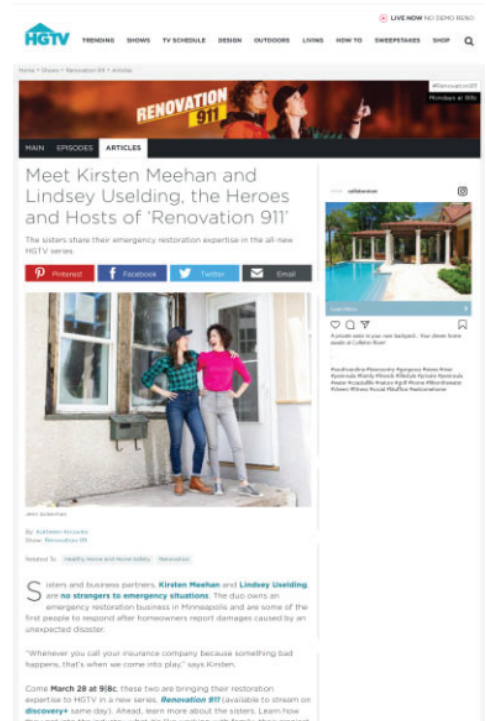
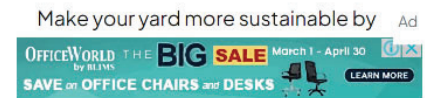
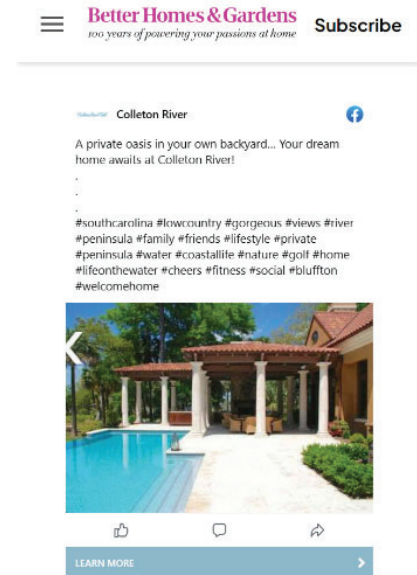
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.

Targeting abilities:

- Behavioral – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- Keywords – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- A.I. Targeting – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- Retargeting – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- Custom Audience Matching – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: STARTING AT \$1,500 PER MONTH.



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

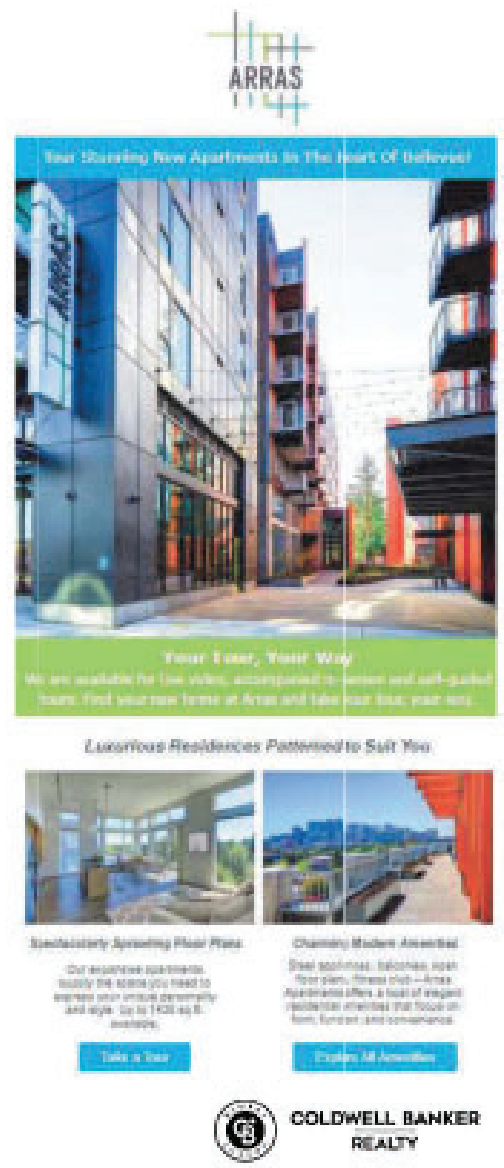
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EMAIL: \$2,295



GOOGLE ADWORDS

Target consumers who are “inmarket”, active in the 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/site.



Campaign Setup & Optimization

Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/ phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

Monthly Management

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

**\$750 SET UP \$350/MONTH MANAGMENT -
MEDIA COST ADDITIONAL**

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)

The screenshot shows the top portion of the e-newsletter. At the top, there is a banner for '650 FIFTH' with the text 'WORKING UNDER YOUR TERMS. NEW HIGH-END PRE-BUILT SUITES AVAILABLE. RANGING FROM 2,032 - 6,475 SQ. FT.' and a 'LEARN MORE' button. Below this is the main header: 'CRAIN'S NEW YORK BUSINESS Real Estate Daily' dated 'Tuesday, November 02, 2021'. The content includes several article teasers with 'READ MORE' links:

- Vornado's Roth expresses frustration over return-to-office pace on earnings call**: The firm remains hopeful about the sector, noting its occupancy rate has grown steadily since the summer.
- Manhattan office market sees best month for leasing since 2020**: Leasing volume for the year has already exceeded 2020 levels.
- WestPark: Where Innovation Thrives**: WestPark offers two exceptional Class A, trophy headquarters buildings, ideally situated on a 25-acre campus in Metro New York.
- Hotel mogul Sam Chang explains his slew of recent sales**: The developer says they are because he's retiring, although he has made that claim before.
- Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers**: Lawmakers should return to the drawing board rather than set up a seesaw approach.
- Deals of the Day: Nov. 2, 2021**: The Henry Luce Foundation moves its headquarters, and a College Point warehouse hits the market.
- Hochul set to scale back Cuomo's ambitious Penn Station plan**: The closely-watched project could reshape Midtown Manhattan.

 A 'SPONSORED BY OWEN EQUITIES' section is also visible. At the bottom of the newsletter preview, there is a 'CRAIN'S CORPORATE SUBSCRIPTIONS' box with the tagline 'INFORM. INSPIRE. INFLUENCE.' and a 'LEARN MORE' button.

The screenshot shows the website homepage for Crain's New York Business. The main headline is 'Deal reached on \$750M New York Blood Center reopening project'. Other featured articles include 'Most New York's 2021 Empire-Wide Health Hopes' and 'The 100 Best of American Business'. The page layout includes a navigation bar at the top, a search bar, and various article cards with images and headlines. The footer contains the Crain's logo and contact information.

NOB HILL GAZETTE

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

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

» E-NEWSLETTER

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

SAN FRANCISCO, PENINSULA AND SILICON VALLEY
PRICE: \$500 PER LISTING



JAMES EDITION.COM

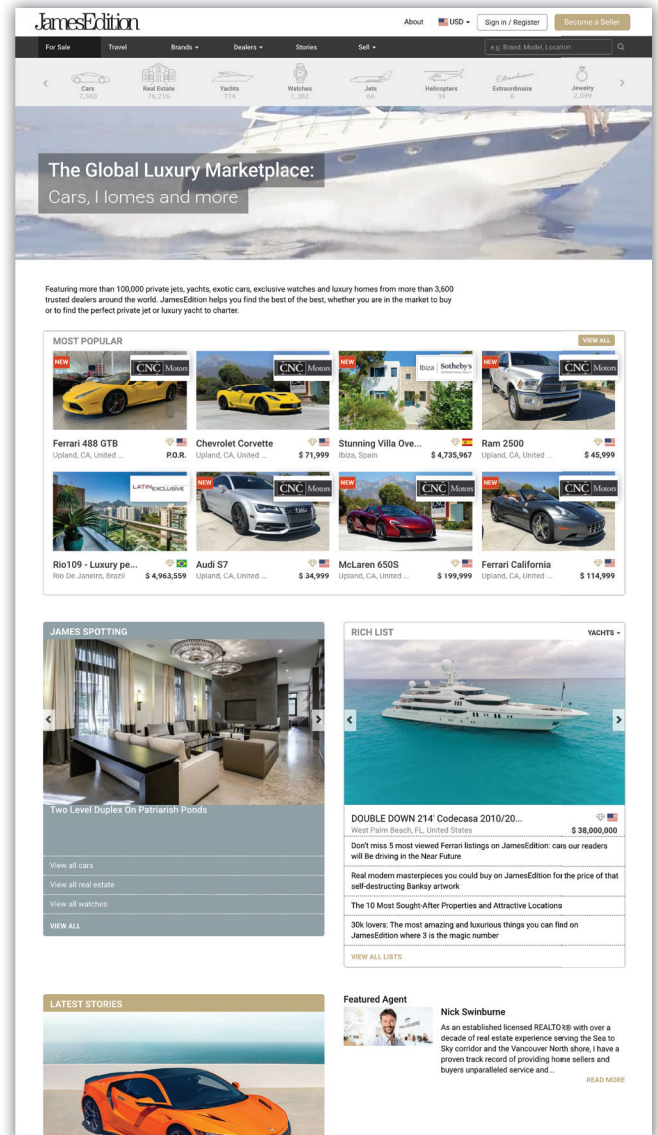
» E-NEWSLETTER

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



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

**HOME PAGE
FEATURED BANNER: \$2,000**

**REAL ESTATE PAGE
FEATURED BANNER: \$1,600**



JAMESEDITION.COM

» SOCIAL MEDIA POST

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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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: \$500

» 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 PHOTO PLUS



» 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

LA TIMES

» CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

Los Angeles Times

CUSTOM EMAIL: \$1,350/DEPLOYMENT

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

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

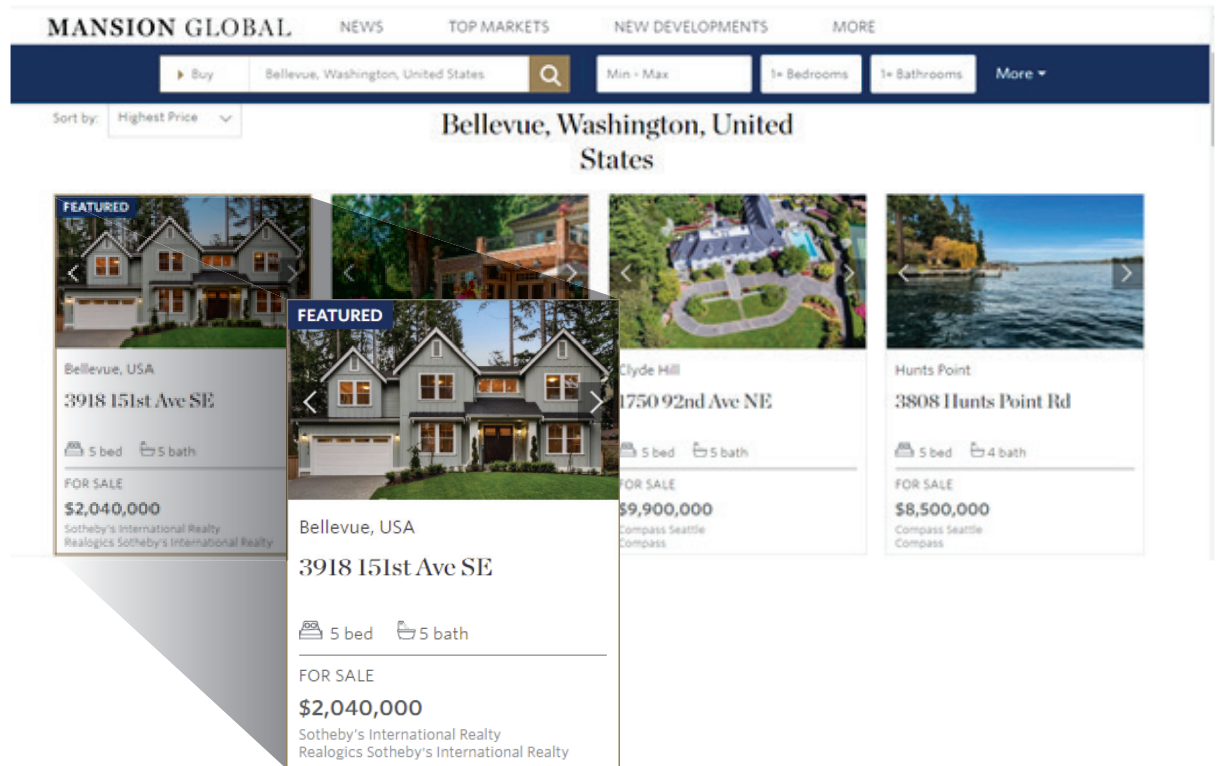
» FEATURED PROPERTY UPGRADES

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
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500



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

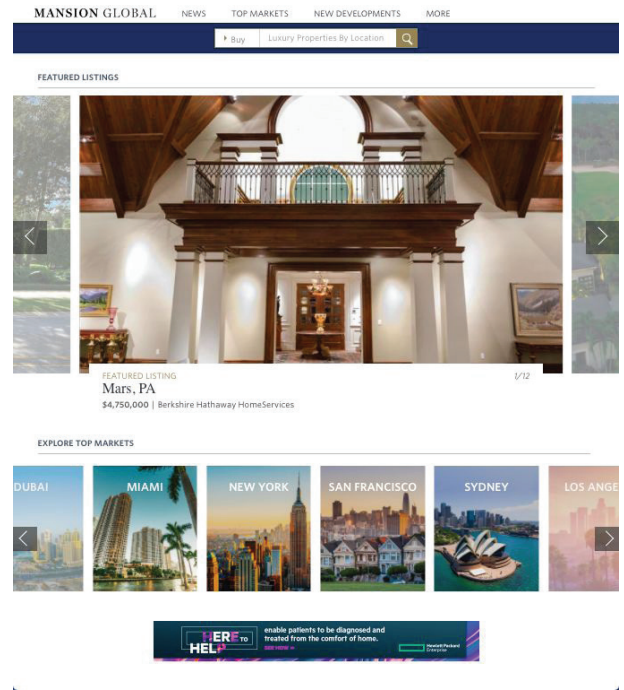


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

\$1,275/MONTH





COLDWELL BANKER
REALTY

Print Offerings

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

2X7, NEW YORK METRO REGION, COLOR: \$1,050
BUY 4 GET 1 FREE

PROPERTY PORTFOLIO, NATIONAL: \$2,355

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 11, 2020 • VOL. CXXIX, NO. 82 \$6.00

What's News

Business & Finance

- The Fed increased an emergency half-point rate cut after central bank takes action since '08 crisis
- The SEC is investigating what is affecting prices of stocks
- Fidelity posted record asset growth in 2019
- Biden picked a record record of 237 votes in the House

Shaky Ground

- How sports teams are coping with the virus
- How the Fed is trying to help the economy
- How the Fed is trying to help the economy

Tennessee Kill at Least 25

By Susan Coates-Pruitt

Fed Cuts Rates Amid Virus Fears

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

The world's most aggressive monetary policy since the 2008 financial crisis, the Fed cut its benchmark rate to 0% to 0.25% on Wednesday. The central bank also bought \$500 billion of Treasury bills and \$200 billion of corporate bonds to help the economy. The move was widely expected and led to a sharp rise in stock prices and a fall in bond yields. The Fed's action was seen as a sign of its commitment to supporting the economy during the crisis.

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.

Former Vice President Joe Biden picked up a string of victories in Super Tuesday primary contests, including a record-breaking win in California. Biden's victory in California was particularly significant as it was the largest state in the country. Biden's wins in California, Colorado, and Nevada were seen as a major boost to his campaign. Sanders also had a strong performance in California, winning the state's primary by a wide margin.

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries.

A number of cities in the U.S. are facing a downturn in economic activity due to the impact of the coronavirus pandemic. Many cities that were previously booming are now seeing a sharp decline in economic activity. This is particularly true for cities that are heavily dependent on a single industry, such as manufacturing or tourism. The downturn is expected to last for some time, as it takes time for the economy to recover from the shock of the pandemic.

Salesforce #1 CRM.

Ranked #1 for CRM Applications by Gartner in 2019

Year	Market Share (%)
2015	15
2016	18
2017	20
2018	22
2019	25

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:
MANHATTAN: \$2,350



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% Male / 14% Female
- **Average household income:** \$338,000
- **Median age:** 51

PROPERTY GALLERY: \$1,250 Global





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - Miami, NYC, The Hamptons, LA, SF	
Google Adwords	
Digital PPC program	
Comprehensive Digital	
Behavioral Custom program	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	40,000
Nob Hill Gazette	
OTM On the Market eNewsletter	6,500
JamesEdition	
Featured Banner	750,000
e-Newsletter	294,000
Listing Feature	148,000
LA Times	
Custom Email	30,000
NYTimes.com	
NYTimes.com Property Module	55,603
WSJ.com	
Mansion Global Homepage	164,000
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Crain's New York Business	
Daily E-Newsletter M-F	75,000
Print	
The Wall Street Journal	
2 x 7	150,000
Property Portfolio	644,424
The New York Times	
Featured Listing	1,143,804
Conde Nast Magazines Regional Pages	
Full Page	13,000
Financial Times	
Property Gallery	210,457
GRAND TOTAL	4,998,788



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	June	July	August	September	Media Total
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$	\$ 3,585.00
Million Impressions	Targeting - Miami, NYC, The Hamptons, LA, SF					
Google Adwords						
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$	\$ 4,500.00
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$	\$ 4,500.00
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$	\$ 1,500.00
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email		\$ 2,295.00		\$	\$ 2,295.00
Nob Hill Gazette						
Nob Hill Gazette	Penin OTM On the Market eNewsletter	\$ 500.00			\$	\$ 500.00
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00	\$	\$ 1,600.00
e-Newsletter	e-Newsletter		\$ 1,500.00		\$	\$ 1,500.00
Social Media	Listing Feature	\$ 500.00			\$	\$ 500.00
LA Times						
Custom Email	Custom Email	\$ 1,350.00			\$	\$ 1,350.00
NYTimes.com						
NYTimes.com	Property Module	\$ 3,000.00			\$	\$ 3,000.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$	\$ 2,150.00
Property upgrades	Property upgrades		\$1,200		\$	\$ 1,200.00
Mansion Global Homepage	Featured Mansion Global Homepage Featured Listing Module			\$ 1,275.00	\$	\$ 1,275.00
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00		\$	\$ 3,150.00
Print						
The Wall Street Journal						
The Wall Street Journal - New York M 2 x 7		\$ 2,100.00	\$ 1,050.00	\$ 1,050.00	Bonus	\$ 4,200.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00				\$ 2,355.00
The New York Times						
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00
Conde Nast Magazines Regional Pages						
Architectural Digest - Manhattan	Full Page			\$ 2,350.00	\$	\$ 2,350.00
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00			\$	\$ 1,250.00
TOTAL						\$ 45,760.00

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