



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Mariposa Group 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 The Mariposa Group Luxury Listing

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

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 Frisco, TX.

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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Digital Offerings



COLDWELL BANKER
REALTY

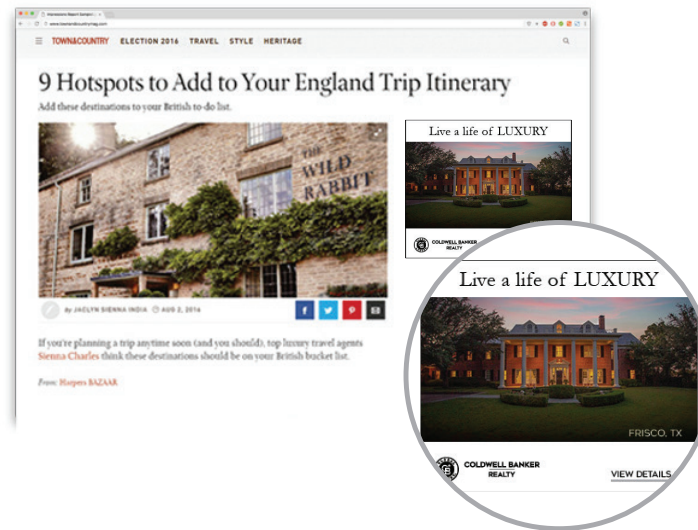
Impressions Campaign

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: **The Mariposa Group Luxury Listing**
- Flight Dates: **September 2021 - November 2021**
- 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.

INVESTOR'S BUSINESS DAILY®

FORTUNE

FOX BUSINESS

THE WALL STREET JOURNAL.

BARRON'S

Forbes



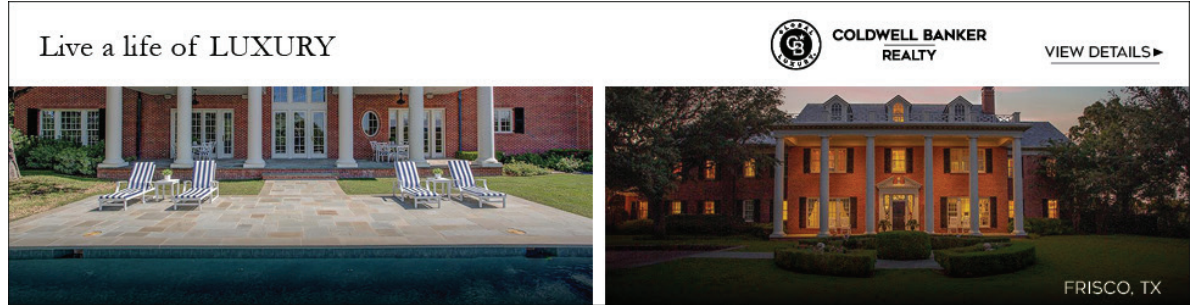
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

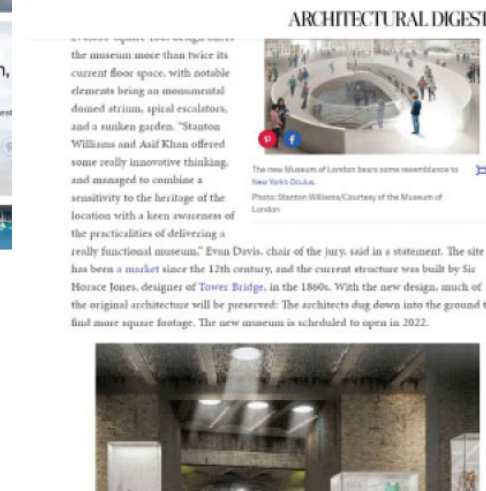
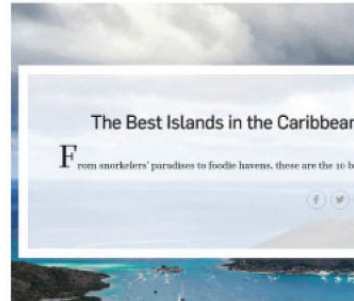
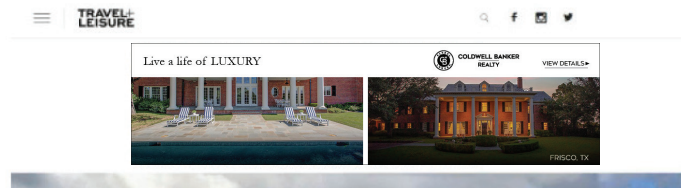
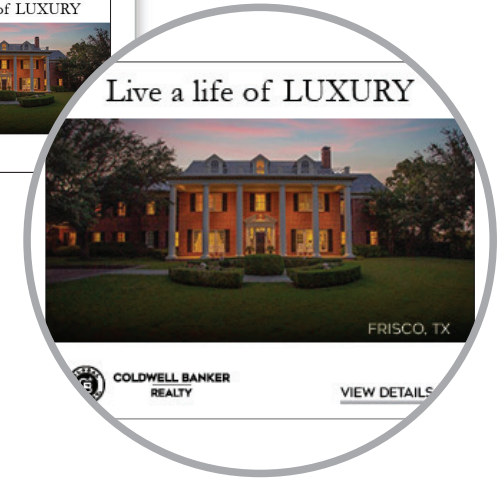
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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 California, New York, and Florida.

The program, with a projected start date of September 1st and will run for three months delivering 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 California, New York, and Florida on top global business and finance websites.
- A custom intent segment that will allow us to show banners to adults searching Dallas area residential real estate and living in California, New York, and Florida.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Foxbusiness.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.

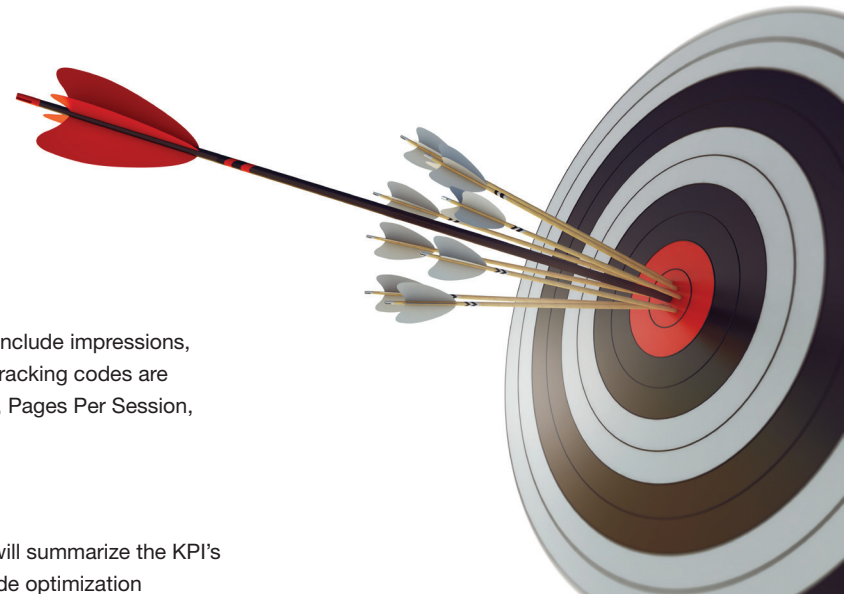
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

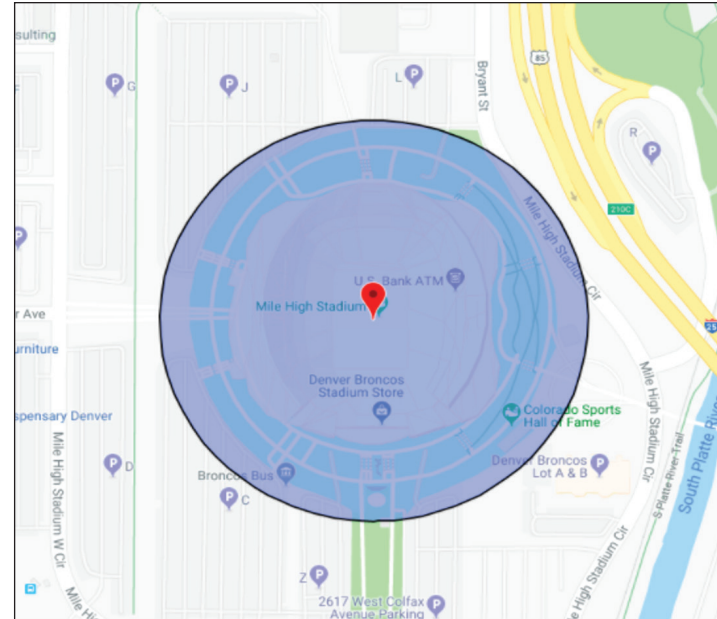
CB Apex Mariposa Group Frisco TX Property

Media	Geo-Target	September					October					November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24		
WSJ.com	California, New York, and Florida														525,000	
Barrons.com																
Invectors.com																
CNBC.com																
Fortune.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
Custom Intent - Dallas Area Real Estate		California, New York, and Florida														225,000
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

TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/month

Comprehensive Digital

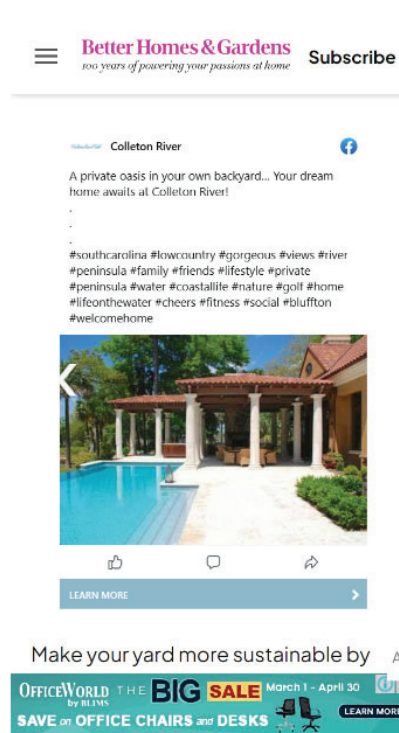
SOCIAL MIRROR ADS

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.

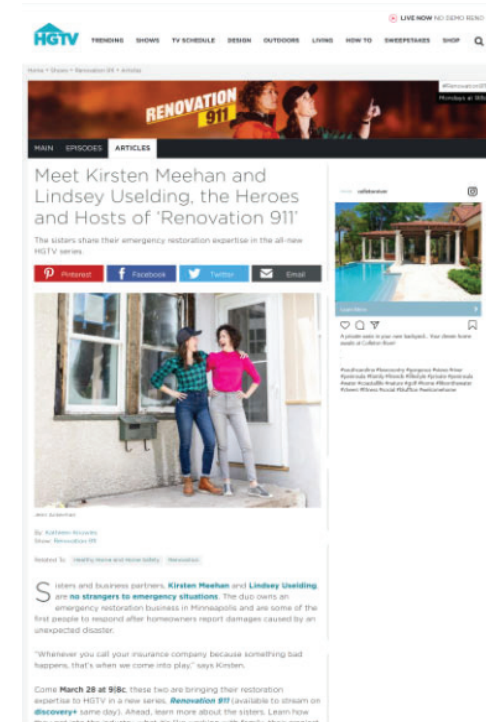
Ads can be display, video, OTT across connected TVs or carousel.



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



DIGITAL

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 EBLAST AND REMINDER EMAIL: \$2,295

ARRAS

Your Stunning New Apartments In The Heart Of Bellevue

Your Tour, Your Way
We are available for live video, accompanied in-person and self-guided tours. Find your new home at Arras and take your tour, your way.

Luxurious Residences Patterned to Suit You

Spectacularly Spacious Floor Plans
Our exclusive apartments supply the space you need to impress your urban sensibility and style. Up to 1,600 sq. ft. available.

Charming Modern Amenities
Feel good, relax and enjoy your plans, stress-free. Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Take a Tour](#) [Explore All Amenities](#)

GOLDWELL BANKER REALTY

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

PROGRAM COST:

PROGRAM SETUP: \$750

MONTHLY MANAGEMENT:

\$350/MONTH (6 MONTH MINIMUM)

MEDIA: SPEND BASED ON PROGRAM

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)

650 FIFTH WORKING UNDER YOUR TERMS. LEARN MORE
NEW HIGH-END PRE-BUILT SUITES AVAILABLE
RANGING FROM 2,833 - 6,475 SF. CONTACT & REQUEST

CRAIN'S NEW YORK BUSINESS
Real Estate Daily
Tuesday, November 02, 2021

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
[READ MORE >](#)

Manhattan office market sees best month for leasing since 2020
Leasing volume for the year has already exceeded 2020 levels
[READ MORE >](#)

SPONSORED BY CRAIN'S EDUCATOR'S
WestPark: Where Innovation Thrives
WestPark offers two exceptional Class A, trophy headquarters buildings, ideally situated on a 25-acre campus in Metro New York
[View More](#)

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
[READ MORE >](#)

CRAIN'S
CORPORATE SUBSCRIPTIONS
INFORM. INSPIRE. INFLUENCE.
JOIN THE ASSOCIATION.
[LEARN MORE](#)

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
[READ MORE >](#)

Deals of the Day: Nov. 2, 2021
The Henry Luce Foundation moves its headquarters, and a College Point warehouse hits the market
[READ MORE >](#)

Hochul set to scale back Cuomo's ambitious Penn Station plan
The closely-watched project could reshape Midtown Manhattan
[READ MORE >](#)

CRAIN'S NEW YORK BUSINESS

Deal reached on \$750M New York Blood Center rezoning project

Most New York's 2021 Strongest Whole Health Markets

THE 100

CRAIN'S

EDITORIAL: BACK-AND-FORTH APPROACH TO SALT CAP CAUSES CONFUSION, HURTS NY TAXPAYERS

DEALS OF THE DAY: NOV. 2, 2021

HOCHUL SET TO SCALE BACK CUOMO'S AMBITIOUS PENN STATION PLAN

DIGITAL

Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



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

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Car 7,350 Real Estate 76,216 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Extravagance 6 Jewelry 2,099

The Global Luxury Marketplace:
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

MOST POPULAR

Ferrari 488 GTB Ipsland, CA, United States \$71,999	Chevrolet Corvette Ipsland, CA, United States \$4,785,907	Shannon Villa Over... Ipsland, CA, United States \$45,999	Ram 2500 Ipsland, CA, United States \$45,999
Rio 109 - Luxury pe... Rio De Janeiro, Brazil \$4,463,559	Audi S7 Ipsland, CA, United States \$34,999	McLaren 550C Ipsland, CA, United States \$199,999	Ferrari California Ipsland, CA, United States \$114,999

JAMES SPOTTING
Two Level Duplex On Private Ponds
View all cars
View all real estate
View all watches
VIEW ALL

RICH LIST
DOUBLE DOWN 214 Codecasa 2010/20...
West Palm Beach, FL, United States
\$38,000,000
Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future
Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Bankrupt network.
The 10 Most Sought-After Properties and Attractive Locations
308 lovers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number
VIEW ALL LISTS

LATEST STORIES
Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z CEOs
JamesEdition is revealing the car-buying habits of wealthy petroheads. From the classic 911 to the latest Bugatti and Pagani models, you can find...
Most exclusive neighborhoods of Hong Kong
The Bahamas: Inside the most exclusive gated communities
Perfectly turned Lamborghini Murcielago: "I wanted to transform it into more aggressive and forceful version"
Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal
VIEW ALL STORIES

Featured Agent
Nick Swinburne
As an established licensed REALTOR® with over a decade of real estate experience serving the Sea to Sky corridor and the Vancouver North Shore, I have a proven track record of providing home sellers and buyers unparalleled service and...
READ MORE

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Home Real Estate

Find luxury Real Estate and Homes for sale
VIEW ALL HOMES
SPAIN | NEW YORK | PARIS
Type location Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

Nothing compares.
ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent... Ipsland, CA, United States \$2,734,418	Stunning Sherwoo... Lake Sherwood, CA, United States \$3,250,000	Enviably Estate By ... New Canaan, CT, United States \$2,995,900	Modern Apartment... New York, NY, United States \$2,274,332
Elegant French Styl... Boulogne-Billancourt, France \$8,800,000	Playa Nix Playa Nix, Mexico \$12,000,000	Koninghof Koninghof, Netherlands \$8,759,573	Magnificent Seclu... Horseshoe Bend, Arizona, United States \$3,950,000
Extraordinary Ocea... Seawallport, MA, United States \$5,990,000	Maimok Paradise ... Maimok, Arabia \$2,750,000	Kiltreagh House Nangah, Ireland \$2,953,291	7+/- Acres for pote... Matthews, NC, United States \$995,000

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong
Posted 2019-07-17
The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the rankings for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's).
Read more

The Bahamas: Inside the most exclusive gated communities
Posted 2019-07-10
If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol...
Read more

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal
Posted 2019-06-28
Where can one find the Algarve's most prestigious properties? Most a prime area often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of...
Read more

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring
Posted 2019-06-21
Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination...
Read more

Site Links
Home
Cars

Tools
Stores
Rich List

About JamesEdition
JamesEdition is a global
Success stories

Top Brands
Ferrari
Aston Martin
Audi
Bentley

jamesedition.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.

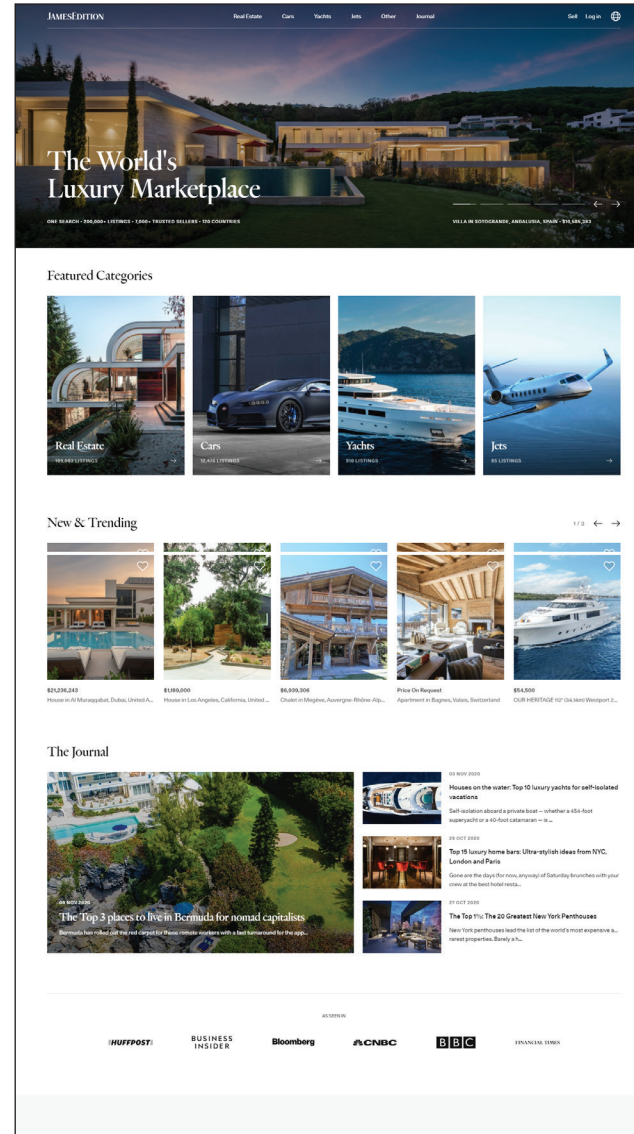
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

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

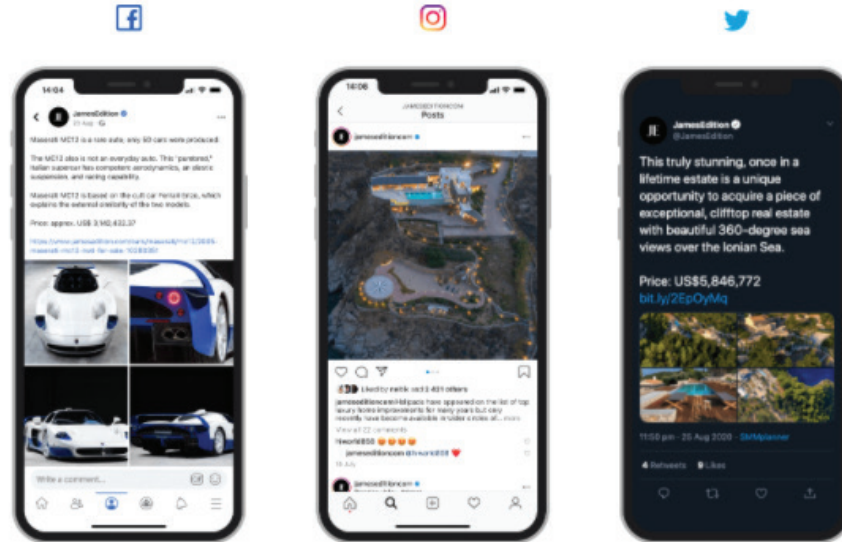
- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

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



DIGITAL

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**

PRICE: \$1,350/DEPLOYMENT

Los Angeles Times

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%

PRICE: \$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@unaresidences.com

The Wall Street Journal Online (WSJ.Com)

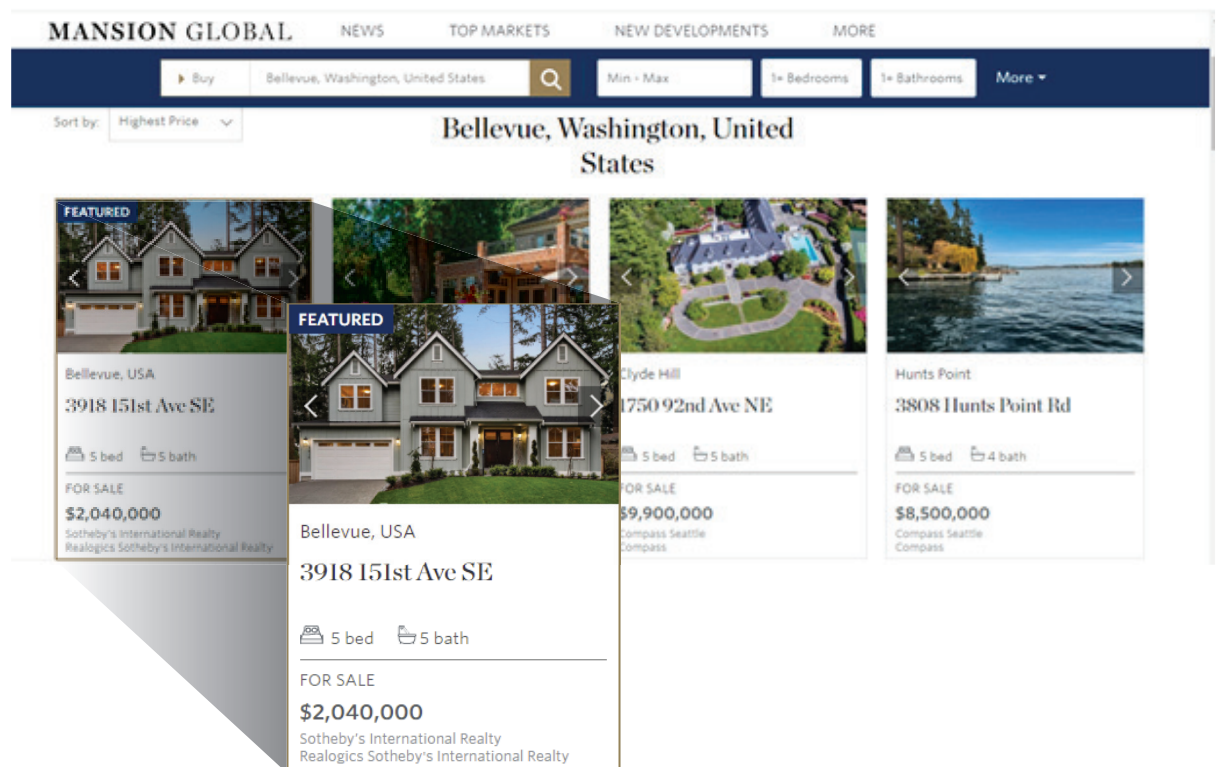
FEATURED PROPERTY UPGRADES

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**

Included with print placment



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

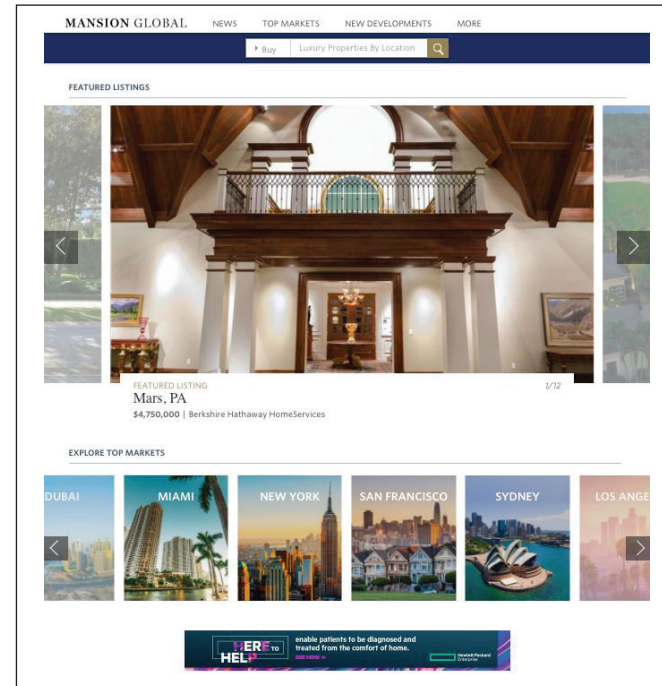


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



COLDWELL BANKER
REALTY

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

EXPERIENCE LUXURY INSERT

FULL PAGE: \$980

NATIONAL SELECT ZIP CODES

PROPERTY PORTFOLIO: \$2,355

NATIONAL

THE WALL STREET JOURNAL
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52
 DOW JONES 25742.41 NASDAQ 8548.19 3.01 \$TICKER 4.2571 10-FUTURE 4.2571 100 1.0201 OIL 147.12 4.50-01 GOLD 1342.16 4.50-01 EURO 111.172 2018.12

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes biggest emergency action since '09 crisis

What's News
 Fed lowered its benchmark rate to 0% and cut its reserve rate to 0% to help ease the economic impact of the coronavirus outbreak. The Fed also announced a \$750 billion asset purchase program.

Shaky Ground
 Fed officials moved to provide a lifeline to credit markets as they sought to prevent a sharp drop in credit flows and avert a potential recession.

Tennessee Twisters Kill at Least 25
 Twisters ripped through Tennessee on Tuesday, killing at least 25 people as the weather turned violent.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

World-Wide
 Biden announced a string of Super Tuesday primary victories and took the lead in the race for the Democratic nomination.

The first deaths linked to coronavirus
 The first deaths linked to the coronavirus were reported in the U.S. on Tuesday.

Chad Daye
 Chad Daye, a Republican congressman, was elected to the House of Representatives.

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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

DALLAS/FT. WORTH: \$2,530



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: **\$1,250**

Global



Schedule, Pricing
& Reach



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2023

Plan 1 - All

Media	Ad Description	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 - add targeted areas here					
Google Adwords						
Google Adwords	Digital PPC program	\$ 2,050.00	\$ 1,300.00	\$ 1,300.00	\$ 4,650.00	
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	60,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00	40,000
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00		\$ 1,000.00	13,000
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00			\$ 1,600.00	750,000
e-Newsletter	e-Newsletter		\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature			\$ 500.00	\$ 500.00	148,000
LA Times						
Custom Email	Custom Email	\$ 1,350.00			\$ 1,350.00	30,000
NYTimes.com						
NYTimes.com Property Module	NYTimes.com Property Module		\$ 3,000.00		\$ 3,000.00	55,603
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
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	164,000
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00		\$ 4,710.00	1,288,848
The Wall Street Journal - National	Experience Luxury Insert		\$ 980.00		\$ 980.00	100,000
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
Conde Nast Magazines Regional Pages						
Architectural Digest - Dallas/Ft. Wortl	Full Page			\$ 2,530.00	\$ 2,530.00	16,000
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00	631,371
TOTAL					\$ 48,225.00	5,963,626

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

Pricing Subject to Change

Proposed Media Schedule & Pricing 2023

Plan 2 Media	Ad Description	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 - add targeted areas here					
Google Adwords						
Google Adwords	Digital PPC program	\$ 2,050.00	\$ 1,300.00	\$ 1,300.00	\$ 4,650.00	
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00	40,000
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penir OTM On the Market eNewsletter		\$ 500.00	\$ 500.00		\$ 1,000.00	13,000
JamesEdition						
e-Newsletter	e-Newsletter		\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature			\$ 500.00	\$ 500.00	148,000
LA Times						
Custom Email	Custom Email	\$ 1,350.00			\$ 1,350.00	30,000
NYTimes.com						
NYTimes.com Property Module	NYTimes.com Property Module		\$ 3,000.00		\$ 3,000.00	55,603
WSJ.com						
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	164,000
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00	644,424
The Wall Street Journal - National	Experience Luxury Insert		\$ 980.00		\$ 980.00	100,000
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
Conde Nast Magazines Regional Pages						
Architectural Digest - Dallas/Ft. Wort Full Page				\$ 2,530.00	\$ 2,530.00	16,000
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00		\$ 1,250.00	\$ 2,500.00	420,914
TOTAL					\$ 36,220.00	4,119,745

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

Proposed Media Schedule & Pricing 2023

Plan 3 Media	Ad Description	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 - add targeted areas here					
Google Adwords						
Google Adwords	Digital PPC program	\$ 2,050.00	\$ 1,300.00	\$ 1,300.00	\$ 4,650.00	
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00	40,000
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin: OTM On the Market eNewsletter		\$ 500.00	\$ 500.00		\$ 1,000.00	13,000
JamesEdition						
Social Media	Listing Feature			\$ 500.00	\$ 500.00	148,000
NYTimes.com						
NYTimes.com Property Module	NYTimes.com Property Module		\$ 3,000.00		\$ 3,000.00	55,603
WSJ.com						
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module			\$ 1,275.00	\$ 1,275.00	164,000
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00	644,424
The Wall Street Journal - National	Experience Luxury Insert		\$ 980.00		\$ 980.00	100,000
The New York Times						
The New York Times	Featured Listing	\$ 1,180.00	\$ 1,180.00		\$ 2,360.00	762,536
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00		\$ 1,250.00	\$ 2,500.00	420,914
TOTAL					\$ 27,500.00	3,298,477

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