



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

BLACK OAKS RANCH ADVERTISING AND MARKETING PROGRAM



**COLDWELL
BANKER**

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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 COLDWELL BANKER DIAMOND

SKY Advertising is excited to present to Coldwell Banker a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Black Oaks Ranch.

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 a one of a kind property in Southern California.

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

LET'S DO GREAT THINGS TOGETHER

JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

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

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



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.

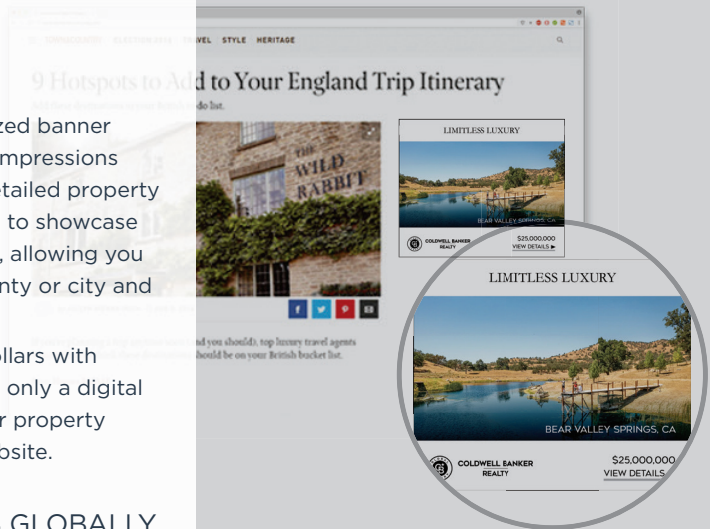
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Black Oaks Ranch
Flight Dates: January 15th - June 15th
Impressions: 2,500,000
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.

Forbes



REUTERS



FOX BUSINESS

**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

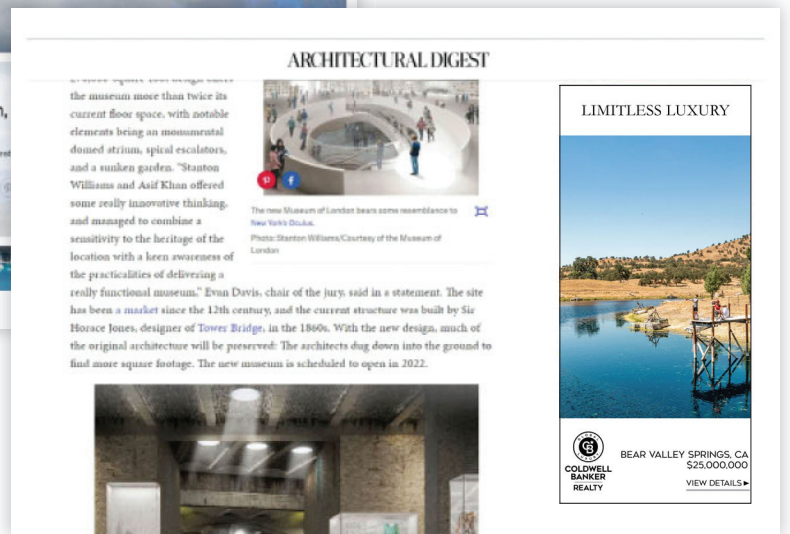
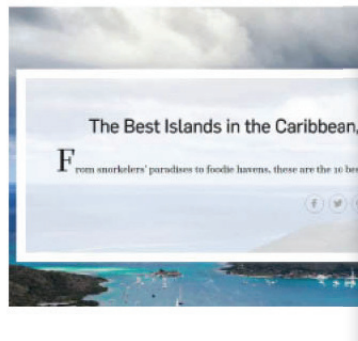
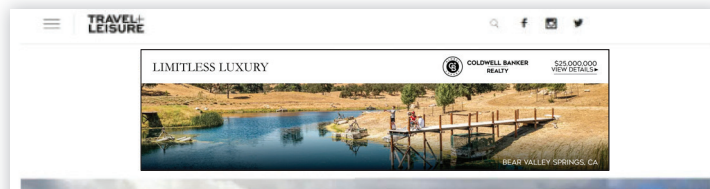
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

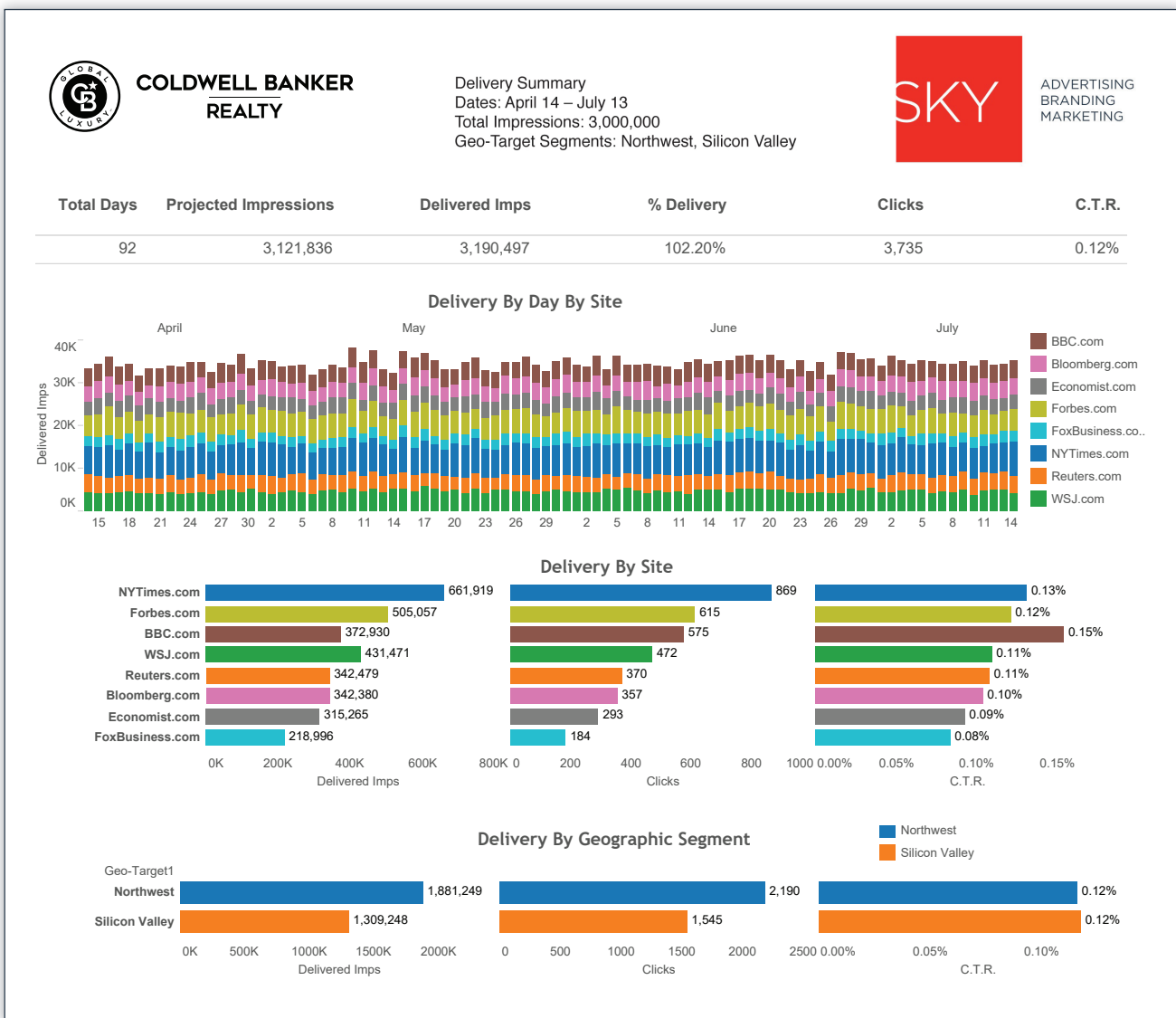


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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



IMPRESSIONS SCHEDULING

After researching, we have put together an integrated program that targets a high-net-worth audience in the Los Angeles Metro and San Francisco Metro.

The program, with a projected start date of January 15th will run through June 13th and deliver an estimated 2.5 million impressions.

This recommendation includes:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the geo-targeted areas in a premium editorial environment on top business/finance websites.
- A behavioral targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are actively looking for hunting equipment, trips and information.

» SITE SPECIFIC

This segment consists of premium websites (WSJ.com, Bloomberg.com, FoxBusiness.com, etc) with the same income and geo-targeting layers as the Behavioral Targeting segment to extend the overall reach of the program.

» BEHAVIORAL TARGETING

We are able to target people on behavior first (people actively searching for hunting equipment, trips and information) based on their online behavior (sites visited, content consumed and search activity).

In addition, we overlay an income layer (top 10%) and geo-targeting. 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 (i.e. NewYorker.com, CNN.com, ArchitecturalDigest.com, investors.com, ESPN.com, Slate.com, Barrons.com) and the top news and business sites in the targeted international markets.

» 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) 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 Diamond - Black Oaks Ranch

Media	January			February			March			April			May			June			Impressions								
	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2		9	16	23	30	6	13	20	27
	Geo-Target																										
Bloomberg.com	Los Angeles Metro, San Francisco Metro																										
Forbes.com																											
WSJ.com																											
Reuters.com																											
FoxBusiness.com																											
CNBC.com																											
In-Market: Hunting Equipment, Trips and Information	Los Angeles Metro, San Francisco Metro																										
Total Impressions																											

2,500,000

MULTI CHANNEL & PLATFORM DIGITAL

» OVERALL STRATEGY

The plan includes display targeting to reach ultra wealthy, high net worth individuals spread throughout the designated geos. Using Display will raise awareness for the property which will, in turn, drive interest among the target audience, especially those who love hunting, or are potential investors, to ultimately drive qualified traffic the site.

A comprehensive pixel strategy will be set up on the site to inform optimization efforts. A reporting dashboard will offer 24/7 campaign data access. Every month, we'll provide end-of-month reporting that not only details performance metrics, but optimization recommendations as well.

» TARGET AUDIENCE AND GEOGRAPHY

Ultra-Wealthy, High Net Worth, Investors, C-Level Job Titles, Tech Entrepreneurs, Wealth Advisors, Developers, Celebrities, Sports Stars
Interests: Equestrian Enthusiasts, Ranches, Eco Tourism, Outdoor Lifestyle, High-End Travel Interested in hunting.

Primary: California, Secondary: Texas

» DIGITAL MEDIA TACTICS

Display

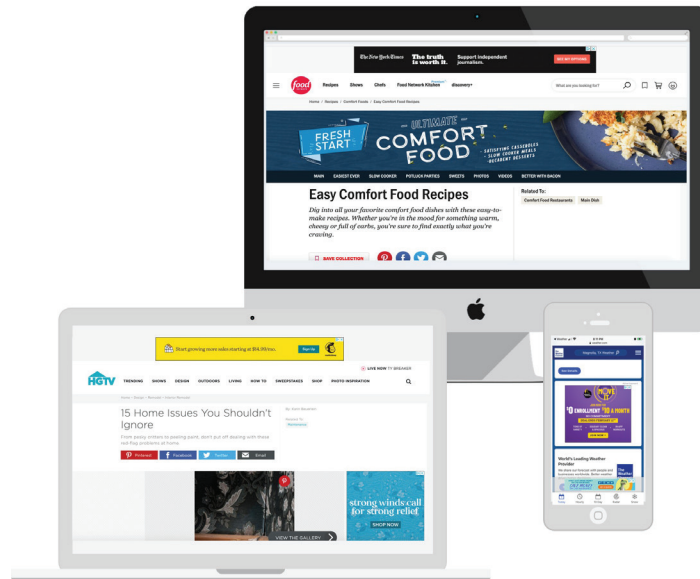
MULTI CHANNEL & PLATFORM DIGITAL

DISPLAY

- Promotes customer engagement by increasing brand familiarity.
- Geo targeted banner ads will be delivered to your audience when they are online, searching and viewing relevant content across all devices.

» TARGETING INCLUDES

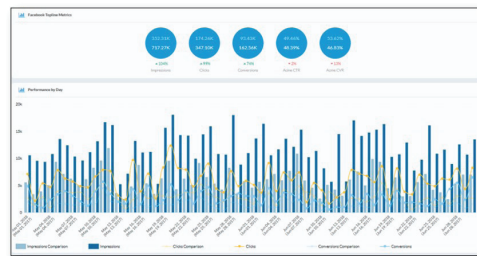
- Behavioral Targeting – targeting consumers using third party data segments
- Site Targeting – targeting consumers on relevant websites
- Keyword Contextual – targeting consumers while engaging with content mentioning relevant terms
- Search Retargeting – targeting consumers who are searching for relevant terms online
- Domain Retargeting – retargeting consumers after they visit your site



MULTI CHANNEL & PLATFORM DIGITAL

» COMPREHENSIVE REPORTS AND LIVE DASHBOARD ACCESS

- Our team conducts ongoing daily campaign tracking, analysis and optimization, and end-of-campaign reporting.
- We can set up automated email reports in PPT, Excel or PDF.
- We offer the ability to connect all media campaign data sources into a custom campaign dashboard.
- Offline conversion data reporting can be linked to show attribution for campaigns for a complete Marketing Dashboard.
- Client can be setup to have 24/7 access to this custom dashboard.



DIGITAL MEDIA PLAN

Flight Dates	Geo	Audience	Tactics	Description	Ad Sizes	Unit Price Type	Estimated Units
2022							
1/21/22 - 4/22/22	Primary: California, Secondary: Texas	Ultra-Wealthy, High Net Worth, Investors, C-Level Job Titles, Tech Entrepreneurs, Wealth Advisors, Developers, Celebrities, Sports Stars Interests: Equestrian Enthusiasts, Ranches, Eco Tourism, Outdoor Lifestyle, High-End Travel Interested in hunting	Display	Behavioral, Site & Contextual Targeting Search & Domain Retargeting	160x600; 300x250; 300x600; 728x90; 300x50; 320x50	CPM	1,512,605
Total							

CUSTOM TARGETED IP MOBILE

» LOCATION TARGETED CAMPAIGN

Capture the cellphone device IDs of users who have frequented upscale areas such as Rodeo Drive, Brentwood, Hillcrest, Bel Air, Craig's, Nobu Malibu and the Geffen Playhouse.

We'll match the IDs to home wifi networks, then serve your ad to all devices connected to those networks.

PRICE: \$750/MONTH
3 MONTH MINIMUM

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.

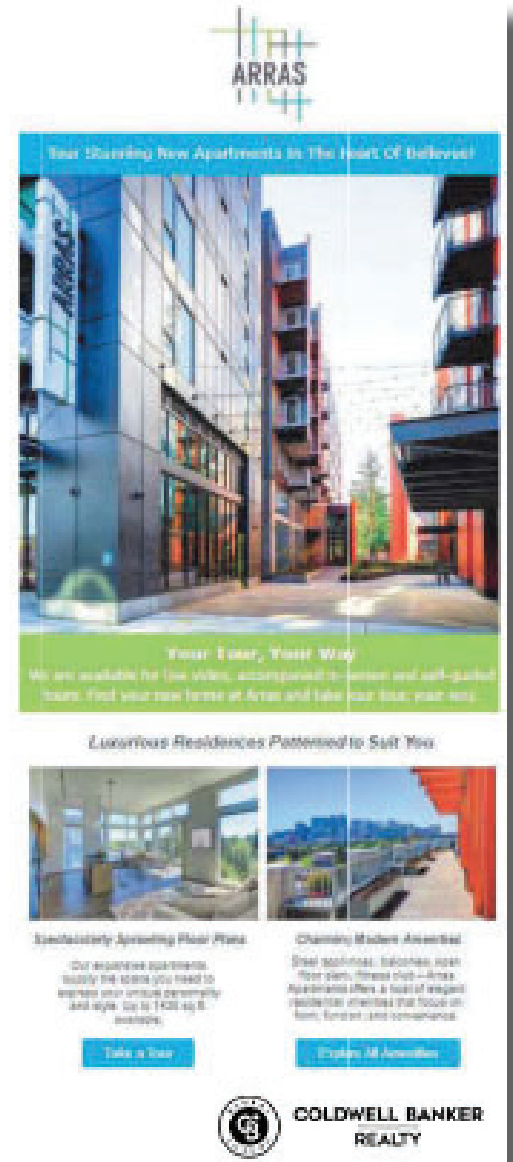
Audience

Los Angeles Metro & San Francisco Metro

Net Worth 13 Million+

29,000+ Total Emails

CUSTOM EBLAST: \$2,975



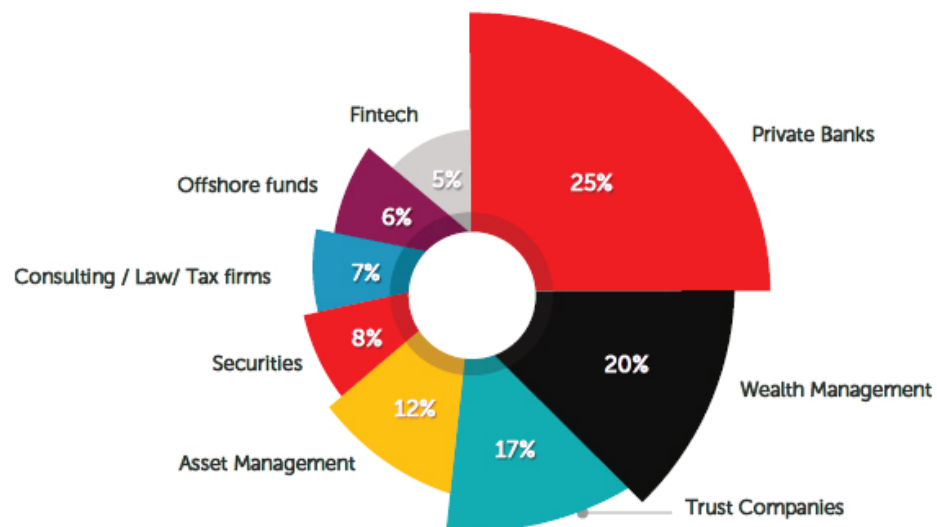
JUWAI COMMERCIAL CHANNEL

» ASIAN MARKETING MADE EASY – REACH, ENGAGE, SELL

Target an exclusive audience of institutional and individual buyers with this dual channel media buy. Listings appear in English on Juwai.Asia and in Chinese on Juwai.com to reach leads in their preferred language. Inquiries on your property will be translated and forwarded to you after being vetted by Juwai to prevent solicitation.



» JUWAI INSTITUTIONAL AUDIENCE



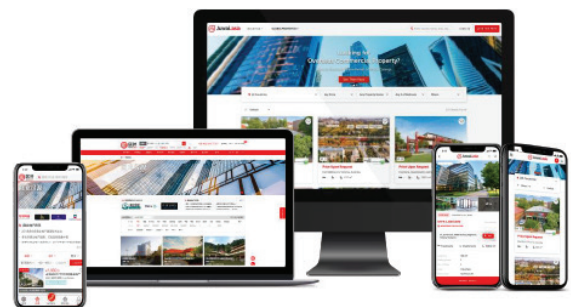
» FEATURES INCLUDE:

Juwai.com.Asia

- Property Listing for one year
- Company Profile Page for one year

Juwai.com

- Featured Property for one year
- Premium Property (on Commercial Channel) for 1 week
- Company Profile Translation for one year
- Advertorial
- Social Media Sharing (Weibo or WeChat)



TOTAL COST: \$1,750

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



JUWAI.COM

» CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

\$2,355 PER ARTICLE



BLOOMBERG MARKETS E-NEWSLETTERS

» OPEN/CLOSE -E NEWSLETTER

A recap of important topics at the start and finish of the trading day.

- **Subscribers:** 377,000

PRICE:
\$6,500 ONE WEEK 10 SENDS

COWBOYS & INDIANS

Cowboys & Indians is the voice and vision of the American west, old and new, connecting readers with Western and Native American culture through award-winning articles and stunning photography. Readers pore over the content, spending an amount of time far greater than the industry average. No other magazine or media product in the Western lifestyle market has the same authority or reach.

- 3.1 Million Annual Pageviews
- 178K+ Monthly Unique Visitors

115,000 IMPRESSIONS
DIGITAL BONUS WITH PRINT



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

HOME PAGE
\$1,500/MONTH

REAL ESTATE PAGE
\$1,300/MONTH



JAMES EDITION.COM

» FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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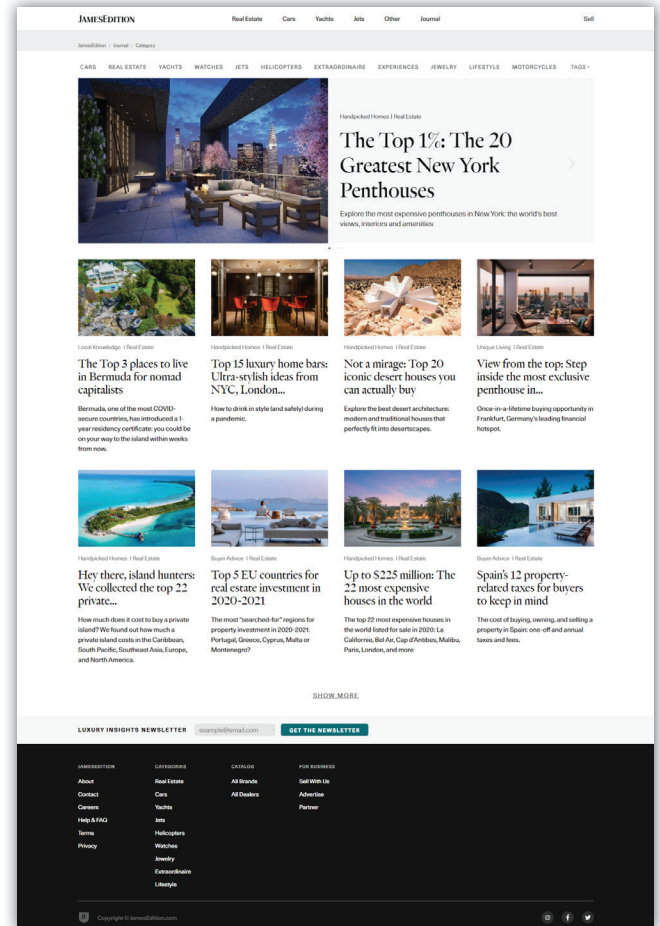
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

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



JAMESEDITION.COM

» SOCIAL MEDIA POST

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

- **Instagram 74.8K**
- **Facebook 31.3K**

SOCIAL MEDIA POST
\$650 PER POST



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.

» UNIVERSAL FEATURED PROPERTY

PRICE: \$300/MONTH

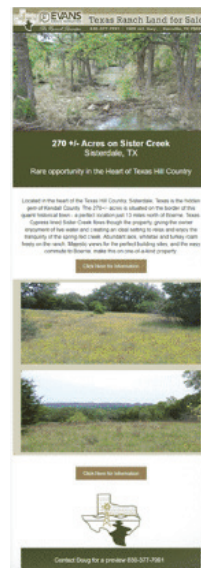
» EMAIL MARKETING

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.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.

» SIGNATURE LISTINGS

10Xs more Exposure

- Sorted on top in search results above Premium and Standard listings
- Largest ad size in search results
- Business name and logo (or portrait) in search results
- Link to your website and property URL
- 3D virtual tour and video display
- Enhanced photo gallery
- Branding on listing detail page
- Dedicated seller profile page
- Ads on Google, Bing, Facebook, and Instagram
- Competition-free property pages
- Priority placements on all search results, landing pages, and social media ads

PRICE:

ONE LISTING: \$125

3 LISTINGS: \$330

12 LISTINGS: \$1200

» UNIVERSAL FEATURED PROPERTY

Banner across all three Land.com Sites

PRICE:

\$475/MONTH



Land And Farm

LandWatch™



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**

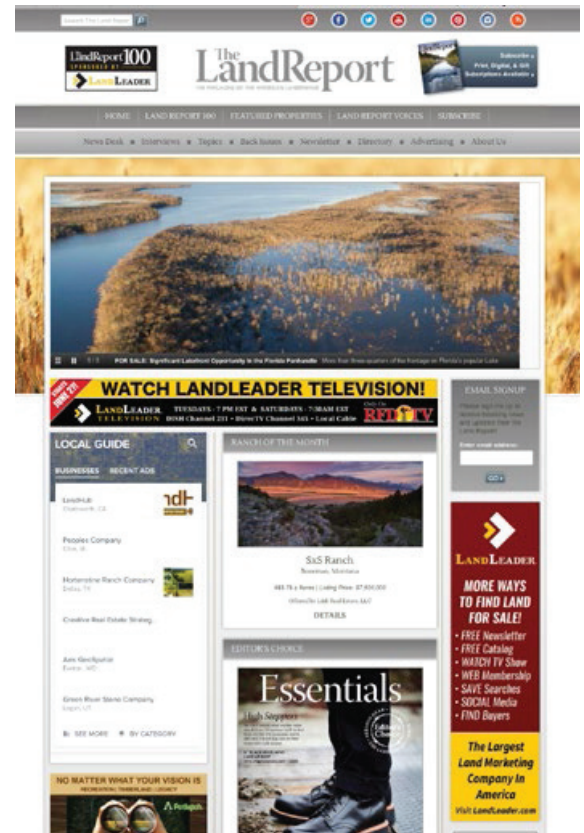
» **Top In-Bound Markets:**

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

» **NEWSLETTER**

MONTHLY NEWSLETTER
PRICE: \$ 1,800

The LandReport



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+

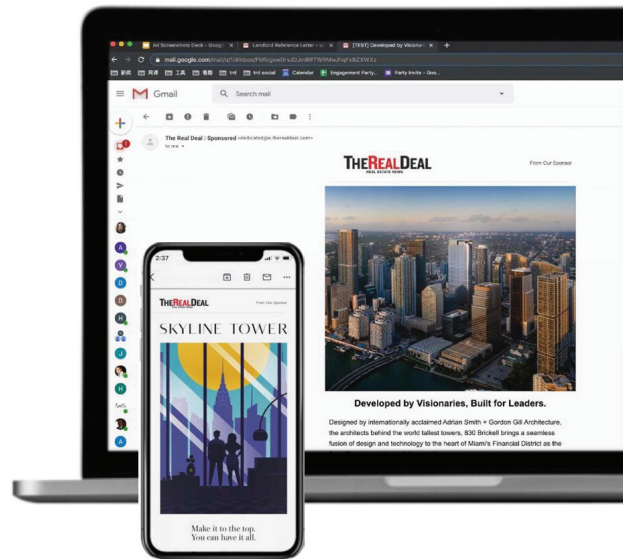
Mobile visits: 60%

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:

LOS ANGELES: \$4,000

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%

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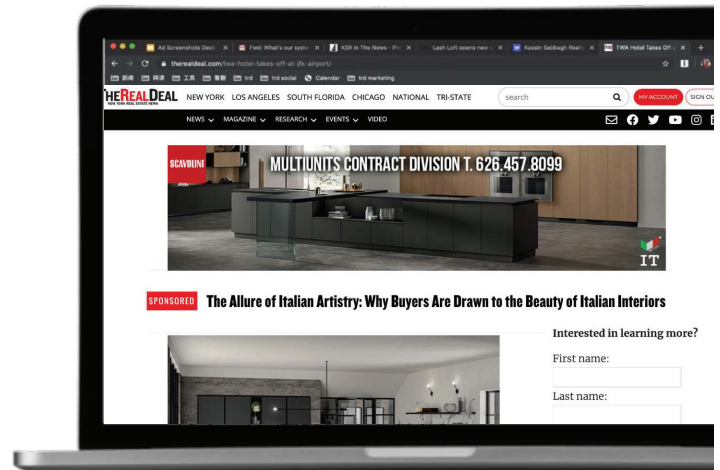
Mobile visits: 60%

Demographics:

Male/Female Ratio: 60% / 40%

Ages 25-54: 70%

Earn over \$150K per year: 10M+



» SPONSORED & CUSTOM CONTENT

Solidify your position and brand story, TRD reposts existing content inclusive of articles, videos and more on TheRealDeal.com

COST PER POST: \$7,500

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 apply.

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Mobile visits: 60%

Demographics:

Male/Female Ratio: 60% / 40%

Ages 25-54: 70%

Earn over \$150K per year: 10M+

» SOCIAL PROMOTION

Opportunities include:

- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby’s International Realty desired audience

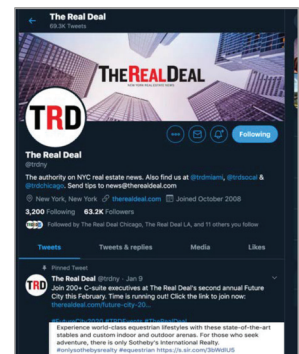
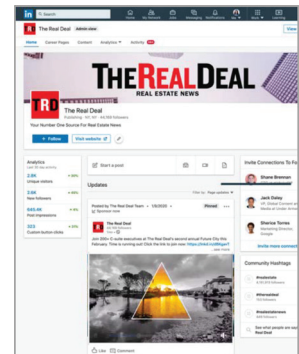
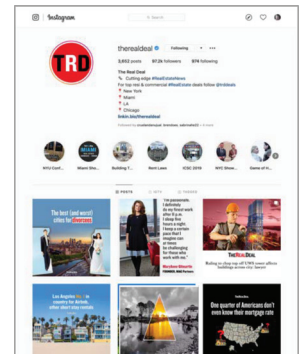
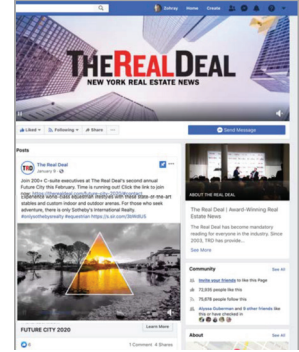
Facebook: 110K+

Instagram: 120K+

LinkedIn: 45K+

Twitter: 65K+

COST PER POST: \$1,000



ROBBREPORT.COM

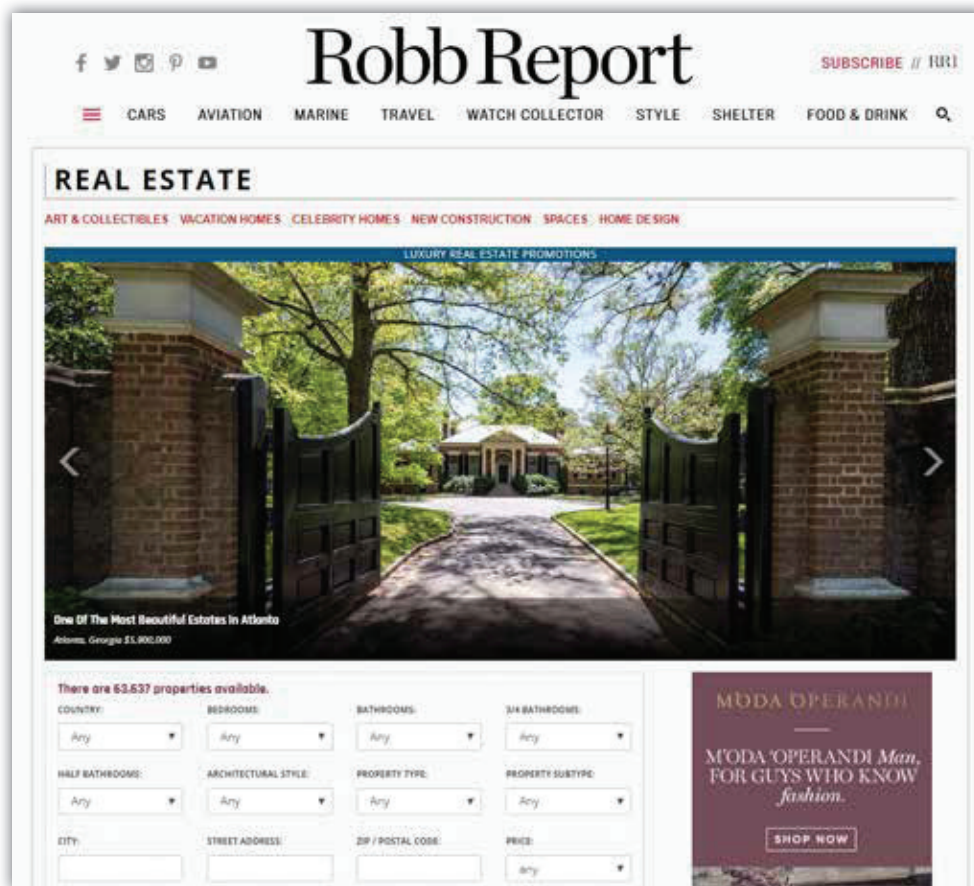
» REAL ESTATE MEDIA BAR

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/WITH VIDEO



THE WALL STREET JOURNAL ONLINE (WSJ.COM)


» WEEKLY ENEWSLETTER

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

COST: \$1,750

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

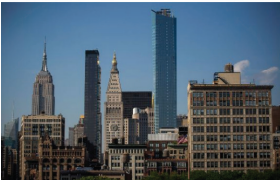
Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM MARTISCH

[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 HAGLER/COURTESY NEWS

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

A High-Stakes Divorce Illustrates How the Rich Play Real-Estate Tug of War



ROB MURR

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday - Friday
- 100% SOV
- 17,000 Opt in subscribers

COST: \$2,150

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3902 2011 W Cordova Street, Vancouver, BC	\$38,000,000
2. 68 Brimley Park, Toronto, ON	\$33,000,000
3. 1228 Birch Avenue, Vancouver, BC	\$24,500,000
4. 1400 - 205 Cumberland Street Toronto, ON	\$21,500,000
5. 3403 Pine Crescent, Vancouver, BC	\$18,900,000
6. 1 Fernhill Court, Bute Inlet, BC	\$20,800,000
7. 4502 142 Street, Surrey, BC	\$20,800,000
8. 42 Ave. Fenwick, Westmont, QC	\$15,500,000
9. 7516-7518 Av. Royale, Chateau-Richer, QC	\$20,000,000
10. 2024 Hilda Lane, Ottawa, BC	\$13,900,000
10. 489 Spadina Road, Toronto, ON	\$13,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
British Columbia	\$730,333	2,119	\$38,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,800,000
Whistler	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Ontario	\$578,072	1,051	\$35,000,000
Toronto	\$865,817	322	\$35,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,500,000
Chateau-Richer	\$159,333	1	\$26,000,000

TRENDING TODAY

Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: archdgd.co/8hz6SkY



3:28 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by LiveIntent AdChoices

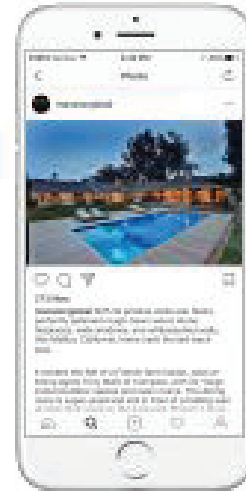
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

\$1,775





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
- **Average age:** 50

**WESTERN REGION:
\$2125 2X7 BUY 4 GET 1 FREE**

THE WALL STREET JOURNAL

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

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 coronavirus outbreak. The Fed's decision to cut rates is seen as a sign of its concern for the economy. The move is expected to lead to a rise in stock prices and a fall in bond yields. The Fed's decision is also seen as a sign of its commitment to maintaining financial stability.

Shaky Ground

The world's most advanced economies are showing signs of weakness. The U.S. economy is slowing down, and Europe is struggling to recover from the recession. The Fed's move to cut rates is seen as a sign of its concern for the economy. The move is expected to lead to a rise in stock prices and a fall in bond yields. The Fed's decision is also seen as a sign of its commitment to maintaining financial stability.

Tennessee Kill at Least 25

A shooting in Nashville, Tennessee, has killed at least 25 people and injured dozens more. The shooting took place at a bar in the city. The police are still investigating the case. The shooting is the deadliest in the city's history. The police are still investigating the case. The shooting is the deadliest in the city's history.

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 Sanders won a big victory in California, his home state. Biden's wins in several states are seen as a sign of his momentum in the Democratic primary. Sanders' win in California is seen as a sign of his continued support among voters.

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places hit by job losses. Many cities are facing budget deficits and are looking for ways to cut costs. The cities are facing a downturn in the economy. The cities are looking for ways to cut costs. The cities are facing a downturn in the economy.

Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots. The state is looking for ways to improve fishing. The state is looking for ways to improve fishing. The state is looking for ways to improve fishing.

Salesforce #1 CRM

Salesforce is the leading CRM provider. The company is growing rapidly. The company is growing rapidly. The company is growing rapidly.

COWBOYS & INDIANS

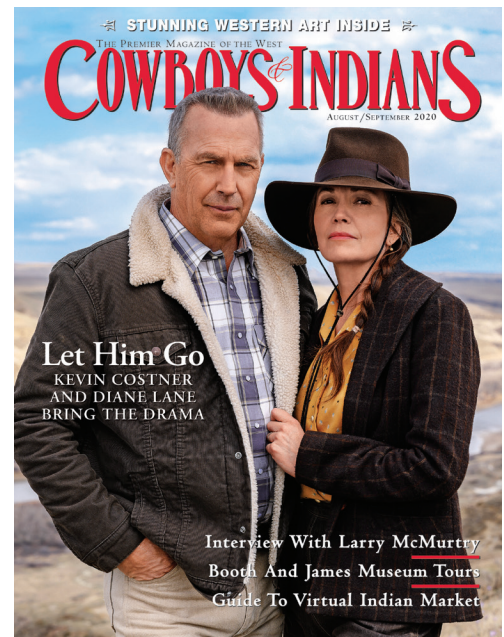
The Voice and Vision of The American West, old and new. Cowboys & Indians connect our readers with Western and Native American culture through award-winning articles and stunning photography. Readers pore over print issues and online content, spending an amount of time far greater than the industry average. Cowboys & Indians offer a powerful mix of print and digital platforms that gives advertising partners effective ways to showcase their products and services to a robust and ever-growing audience. Advertisers will extend their reach beyond current geographic limitations and connect with their target audience — the C&I audience.

- Circulation: **160,000**
- Readership: **471,000**
- Male/Female Readership: **48% / 52%**
- Average Age: **51**
- Average Income: **\$127,000**

SPREAD:
\$ 13,000

THE PREMIER MAGAZINE OF THE WEST

COWBOYS & INDIANS



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 PORTFOLIO LISTING \$1,250 Global



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

SPREAD: \$ 8,900



ROBB REPORT

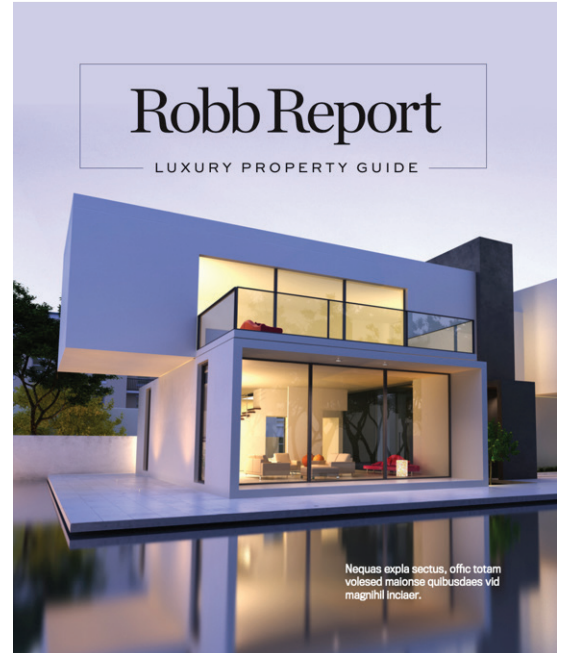
» LUXURY PROPERTY GUIDE

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



SIMPLY ABU DHABI

» LUXURY PROPERTY GUIDE

Simply Abu Dhabi, published four times a year, is distributed strictly by invitation only and is hand delivered to the royal families and ultra-high net worth individuals across the Middle East/G.C.C.

delivery to the royal families, at their palaces and Ultra HNW audience is carried out under an exclusive distribution agreement, between Government owned Abu Dhabi Media Company & Simply Abu Dhabi.

Hand delivered to all the Private Offices and Palaces of every member of the Al Nahyan family, who are the Royal and Ruling family of both Abu Dhabi and the UAE.

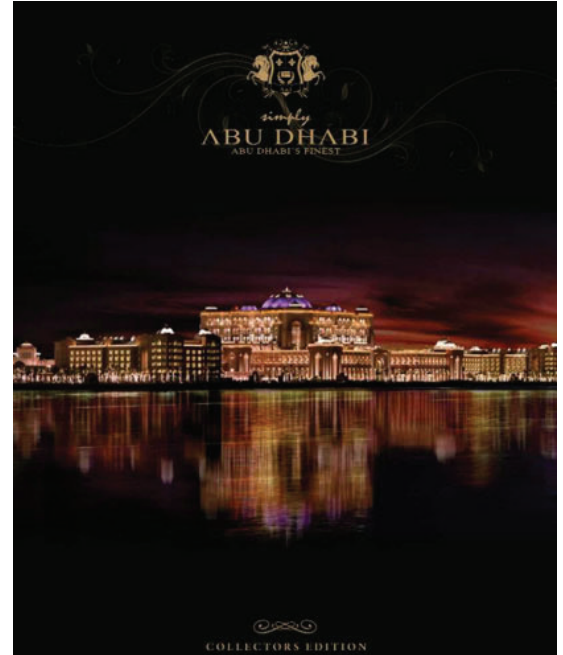
Global Distribution: **Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.**

- Published **4** times a Year
- Printed Copies per issue: **7,800**
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

Prestigious Distribution Includes:

Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.

Private Residence Distribution Includes: Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.



SPREAD & FOUR PAGE ADVERTORIAL: \$ 6,250



COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Plan 1	
Media	Circulation
DIGITAL	
Million Impressions*	2,500,000
Comprehensive Digital	1,512,605
Custom Targeted IP Mobile	
Smart Solutions Eblast	29,000
Juwai.com	
Commercial Pro Package	15,400,000
Hot property upgrade	4,600,000
Luxe Channel Property Listing	2,300,000
Creative Editorial & Social Media Posting	2,300,000
Bloomberg Markets e-Newsletter	
Open/Close America	377,000
Cowboys & Indians	
Nob Hill Gazette Peninsula and Silicon Valley	13,000
JamesEdition	
Rotating Gallery Home Page	750,000
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	294,000
Social Media Post - Instagram & Facebook	107,100
Land.com	
Universal Featured Property	
Dedicated Emails - targeted*	5,000
Signature Listings	
Land Report	
Enewsletter	180,000
Real Deal	
E-blast - Los Angeles	26,000
Sponsored Content	3,000
Social Post Instagram	120,000
Social Post LinkedIn	45,000
Robbreport.com	12,000
WSJ.com/Mansion Global	
Mansion Global Homepage	328,000
WSJ.com e-Newsletter	50,000
Mansion Global e-Newsletter	85,000
Mansion Global Instagram	76,200
PRINT	
The Wall Street Journal - Western Region	985,000
Cowboys & Indians	160,000
Financial Times	1,070,655
Land Report	40,000
Robb Report	93,142
Simply Abu Dhabi	7,800
GRAND TOTAL	34,219,502

CIRCULATION/DISTRIBUTION/REACH 2022

Plan 2	
Media	Circulation
DIGITAL	
Million Impressions*	2,000,000
Comprehensive Digital	1,512,605
Custom Targeted IP Mobile	
Smart Solutions Eblast	29,000
Juwai.com	
Commercial Pro Package	15,400,000
Hot property upgrade	4,600,000
Luxe Channel Property Listing	2,300,000
Bloomberg Markets e-Newsletter	
Open/Close America	377,000
Cowboys & Indians	
Nob Hill Gazette Peninsula and Silicon Valley	13,000
JamesEdition	
Rotating Gallery Home Page	750,000
Featured Article and e-Newsletter promotion	294,000
Social Media Post - Instagram & Facebook	107,100
Land.com	
Universal Featured Property	
Dedicated Emails - targeted*	5,000
Signature Listings	
Land Report	
Enewsletter	120,000
Real Deal	
E-blast - Los Angeles	26,000
Sponsored Content	3,000
Social Post Instagram	120,000
Social Post LinkedIn	45,000
Robbreport.com	12,000
WSJ.com	
Mansion Global Homepage	164,000
WSJ.com e-Newsletter	50,000
Mansion Global e-Newsletter	85,000
PRINT	
The Wall Street Journal - Western Region	985,000
Cowboys & Indians	160,000
Financial Times	642,393
Land Report	40,000
Robb Report	93,142
Simply Abu Dhabi	7,800
GRAND TOTAL	29,941,040

CIRCULATION/DISTRIBUTION/REACH 2022

Plan 3

Media	Circulation
DIGITAL	
Million Impressions*	1,500,000
Comprehensive Digital	1,512,605
Smart Solutions Eblast	29,000
Juwai.com	
Commercial Pro Package	15,400,000
Hot property upgrade	2,300,000
Luxe Channel Property Listing	2,300,000
Nob Hill Gazette Peninsula and Silicon Valley	6,500
JamesEdition	
Rotating Gallery Home Page	750,000
Featured Article and e-Newsletter promotion	294,000
Social Media Post - Instagram & Facebook	107,100
Land.com	
Universal Featured Property	
Dedicated Emails - targeted*	5,000
Signature Listings	
Land Report	
Enewsletter	60,000
Real Deal	
E-blast - Los Angeles	26,000
Social Post LinkedIn	45,000
Robbreport.com	6,000
WSJ.com	
Mansion Global Homepage	164,000
WSJ.com e-Newsletter	50,000
PRINT	
The Wall Street Journal - Western Region	985,000
Financial Times	642,393
Land Report	40,000
Robb Report	93,142
Simply Abu Dhabi	7,800
GRAND TOTAL	26,323,540



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

Plan 1	Ad Description	January	February	March	April	May	June	Media Total
DIGITAL								
Million Impressions*	Digital Banner Program Targeting - add targeted areas here	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 8,125.00
Comprehensive Digital	Digital Behavioral Custom Program	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00				\$ 11,250.00
Custom Targeted IP Mobile	Location Targeted Campaign	\$ 750.00	\$ 750.00	\$ 750.00				\$ 2,250.00
Smart Solutions Eblast	Custom Email	\$ 2,975.00						\$ 2,975.00
Juwai.com								
Commercial Pro Package	Multi Channel campaign			\$1,750				\$ 1,750.00
Hot property upgrade	Hot property upgrade	\$ 425.00	\$ 425.00					\$ 850.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425				\$ 425.00
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00						\$ 2,355.00
Bloomberg Markets e-Newsletter	Subscriber eNewsletter	\$ 6,500.00						\$ 6,500.00
Open/Close America								
Cowboys & Indians	Digital Bonus with Print							
Nob Hill Gazette Peninsula and Silicon Valley	OTM Ont the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00				\$ 1,000.00
JamesEdition								
Rotating Gallery Home Page	Featured Banner	\$ 1,500.00						\$ 1,500.00
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					\$ 4,500.00
Social Media Post - Instagram & Facebook	Post		\$ 650.00					\$ 650.00
Land.com								
Universal Featured Property		\$ 475.00	\$ 475.00	\$ 1,500.00	\$ 475.00		\$ 475.00	\$ 1,425.00
Dedicated Emails - targeted*			\$330			\$330		\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings \$1200/12							\$ 660.00
Land Report								
Enewsletter	Monthly eNewsletter	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00		\$ 1,800.00	\$ 5,400.00
Real Deal								
Real Deal	E-blast - Los Angeles		\$4,000					\$ 4,000.00
Real Deal	Sponsored Content	\$ 7,500.00						\$ 7,500.00
Real Deal	Social Post Instagram		\$ 1,000.00					\$ 1,000.00
Real Deal	Social Post LinkedIn	\$ 1,000.00						\$ 1,000.00
Robbreport.com	Real Estate media bar	\$ 950.00	\$ 950.00					\$ 1,900.00
WSJ.com/Mansion Global								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,650.00	\$ 2,150.00					\$ 4,800.00
WSJ.com e-Newsletter	Friday e-Newsletter		\$ 1,750.00					\$ 1,750.00
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 2,150.00						\$ 2,150.00
Mansion Global Instagram			\$ 1,775.00					\$ 1,775.00
PRINT								
The Wall Street Journal - Western Region	2 x 7	\$ 2,125.00	\$ 2,125.00	\$ 2,125.00	\$ 2,125.00	BONUS		\$ 8,500.00
Cowboys & Indians	Spread		\$ 13,000.00					\$ 13,000.00
Financial Times	Property Portfolio Listing	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00		\$ 6,250.00
Land Report	Spread					\$ 8,900.00		\$ 8,900.00
Robb Report	Property Portfolio Magazine					\$ 3,500.00		\$ 3,500.00
Simply Abu Dhabi	Spread & Four page advertorial		\$ 6,250.00					\$ 6,250.00
TOTAL								\$ 126,690.00

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

PROPOSED MEDIA SCHEDULE & PRICING 2022

Plan 2	Ad Description	January	February	March	April	May	June	Media Total
DIGITAL								
Million Impressions*	Digital Banner Program Targeting - LA Metro & SF Metro	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 6,500.00
Comprehensive Digital	Digital Behavioral Custom Program	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00				\$ 11,250.00
Custom Targeted IP Mobile	Location Targeted Campaign	\$ 750.00	\$ 750.00	\$ 750.00				\$ 2,250.00
Smart Solutions Eblast	Custom Email	\$ 2,975.00						\$ 2,975.00
Juwai.com								
Commercial Pro Package	Multi Channel campaign		\$ 1,750					\$ 1,750.00
Hot property upgrade	Hot property upgrade	\$ 425.00	\$ 425.00					\$ 850.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$ 425					\$ 425.00
Bloomberg Markets e-Newsletter	Subscriber eNewsletter	\$ 6,500.00						\$ 6,500.00
Open/Close America	Digital Bonus with Print							
Cowboys & Indians	OTM Ont the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00				\$ 1,000.00
Nob Hill Gazette Peninsula and Silicon Valley								
JamesEdition	Featured Banner	\$ 1,500.00						\$ 1,500.00
Rotating Gallery Home Page	e-Newsletter	\$ 4,500.00	\$ 650.00					\$ 4,500.00
Featured Article and e-Newsletter promotion	Post							\$ 650.00
Social Media Post - Instagram & Facebook								
Land.com								
Universal Featured Property	\$125/one listing \$330/3 listings \$1200/12	\$ 475.00	\$ 1,500.00	\$ 475.00				\$ 950.00
Dedicated Emails - targeted*		\$ 330	\$ 330			\$ 330		\$ 1,500.00
Signature Listings								\$ 660.00
Land Report	Monthly eNewsletter	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00				\$ 3,600.00
Enewsletter								
Real Deal	E-blast - Los Angeles	\$ 4,000.00						\$ 4,000.00
Real Deal	Sponsored Content	\$ 7,500.00						\$ 7,500.00
Real Deal	Social Post Instagram	\$ 1,000.00						\$ 1,000.00
Real Deal	Social Post LinkedIn	\$ 1,000.00						\$ 1,000.00
Robbreport.com	Real Estate media bar	\$ 950.00	\$ 950.00	\$ 950.00				\$ 1,900.00
WSJ.com								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,650.00	\$ 2,650.00	\$ 2,650.00				\$ 2,650.00
WSJ.com e-Newsletter	Friday e-Newsletter	\$ 1,750.00	\$ 1,750.00					\$ 1,750.00
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 2,150.00						\$ 2,150.00
PRINT								
The Wall Street Journal - Western Region	2 x 7	\$ 2,125.00	\$ 2,125.00	\$ 2,125.00	\$ 2,125.00	BONUS		\$ 8,500.00
Cowboys & Indians	Third Page			\$ 6,200.00				\$ 6,200.00
Financial Times	Property Portfolio Listing	\$ 1,250.00	\$ 1,250.00			\$ 1,250.00		\$ 3,750.00
Land Report	Full Page					\$ 4,900.00		\$ 4,900.00
Robb Report	Property Portfolio Magazine					\$ 3,500.00		\$ 3,500.00
Simply Abu Dhabi	Spread & Four page advertorial		\$ 6,250.00					\$ 6,250.00
TOTAL								\$ 101,910.00

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

PROPOSED MEDIA SCHEDULE & PRICING 2022

Plan 3	Ad Description	January	February	March	April	May	June	Media Total
Media DIGITAL								
Million Impressions*	Digital Banner Program Targeting - add targeted areas here	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00
Comprehensive Digital	Digital Custom Behavioral Program	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00				\$ 11,250.00
Smart Solutions Eblast	Custom Email	\$ 2,975.00						\$ 2,975.00
Juwai.com								
Commercial Pro Package	Multi Channel campaign		\$1,750					\$ 1,750.00
Hot property upgrade	Hot property upgrade	\$ 425.00						\$ 425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425					\$ 425.00
Nob Hill Gazette Peninsula and Silicon Valley								
	OTM Ont the Market eNewsletter	\$ 500.00						\$ 500.00
JamesEdition								
Rotating Gallery Home Page	Featured Banner	\$ 1,500.00						\$ 1,500.00
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 4,500.00						\$ 4,500.00
Social Media Post - Instagram & Facebook	Post	\$ 650.00						\$ 650.00
Land.com								
Universal Featured Property		\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00			\$ 950.00
Dedicated Emails - targeted*		\$ 330	\$ 330	\$ 330	\$ 330			\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings \$1200/12							\$ 660.00
Land Report Enewsletter	Monthly eNewsletter	\$ 1,800.00						\$ 1,800.00
Real Deal								
Real Deal	E-blast - Los Angeles	\$4,000						\$ 4,000.00
Real Deal	Social Post LinkedIn	\$ 1,000.00						\$ 1,000.00
Robbreport.com	Real Estate media bar	\$ 950.00						\$ 950.00
WSJ.com								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,650.00						\$ 2,650.00
WSJ.com e-Newsletter	Friday e-Newsletter	\$ 1,750.00						\$ 1,750.00
PRINT								
The Wall Street Journal - Western Region	2 x 7	\$ 2,125.00	\$ 2,125.00	\$ 2,125.00	\$ 2,125.00	BONUS		\$ 8,500.00
Financial Times	Property Portfolio Listing	\$ 1,250.00				\$ 1,250.00		\$ 3,750.00
Land Report	Full Page					\$ 4,900.00		\$ 4,900.00
Robb Report	Property Portfolio Magazine					\$ 3,500.00		\$ 3,500.00
Simply Abu Dhabi	Full Page Print & Digital			\$ 4,375.00				\$ 4,375.00
TOTAL								\$ 69,195.00

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