



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

BLOSSOM CREEK AND 2023 GENERAL 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 BLOSSOM CREEK AND 2023 GENERAL MARKETING PLAN

SKY Advertising is excited to present to Coldwell Banker a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Blossom Creek and Erin Lail's team.

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 Calistoga.

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 and Erin Lail's brand.

LET'S DO GREAT THINGS TOGETHER

JANINE JONES
Executive Vice President
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janine@skyad.com

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Senior Account Executive
212-677-2671
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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: Blossom Creek and 2023 General Marketing plan

Flight Dates: March 2023 - May 2023

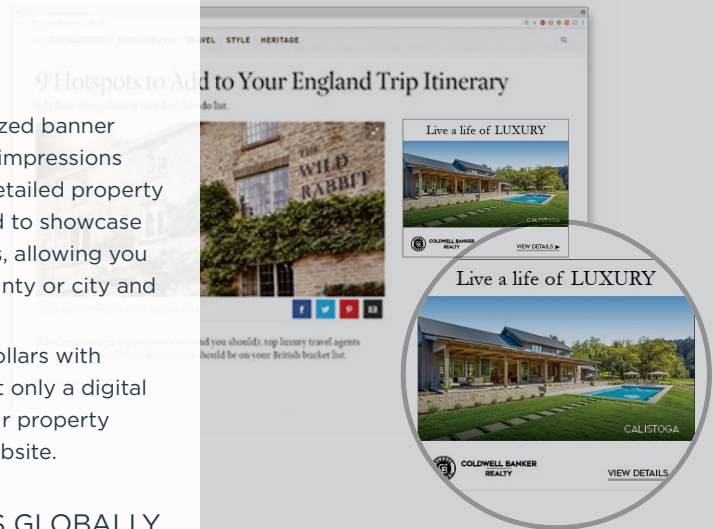
Impressions: 3,000,000

Clicks through to the website of your choice.

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



Minimum 3 month commitment



IMPRESSIONS PROGRAM TARGETING SITES

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



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.

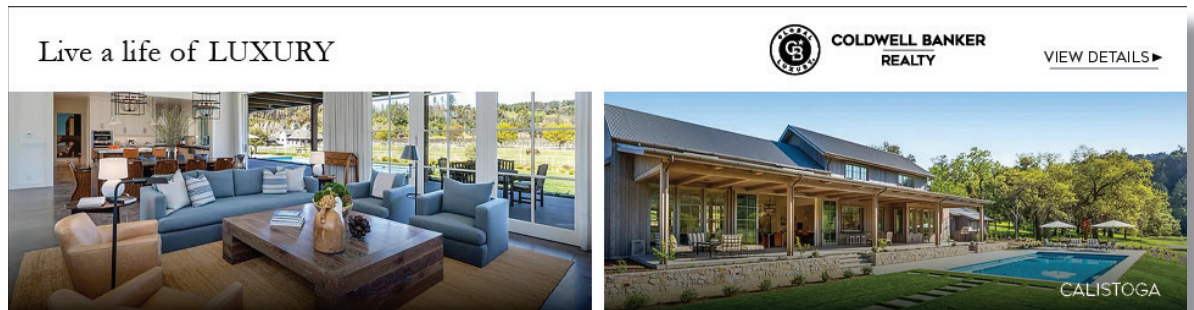


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

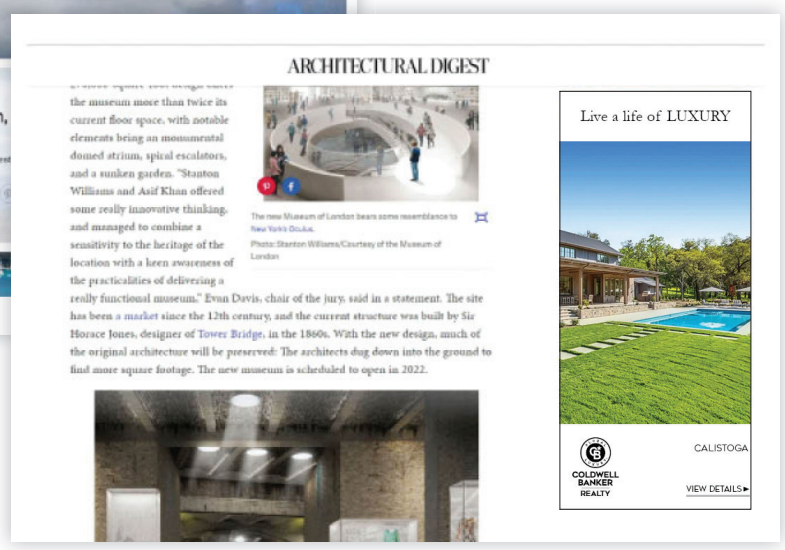
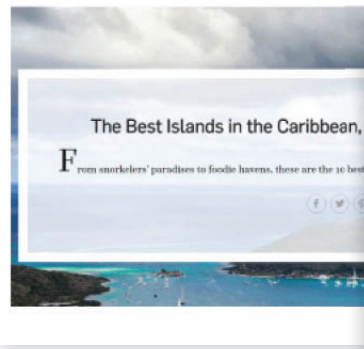
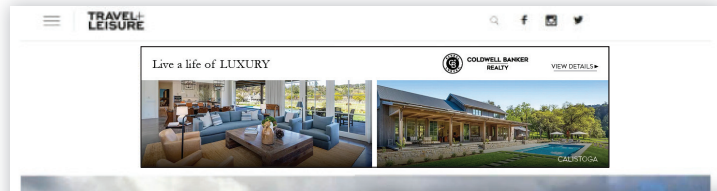
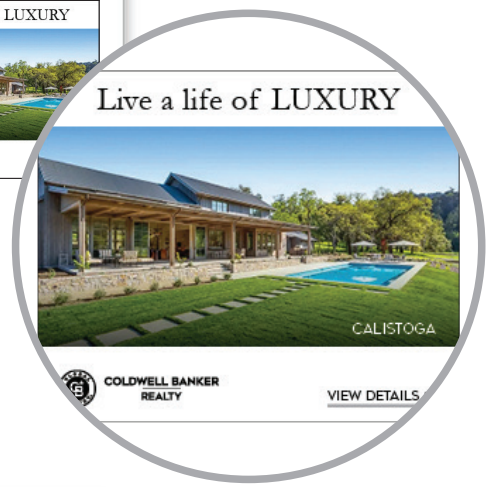
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

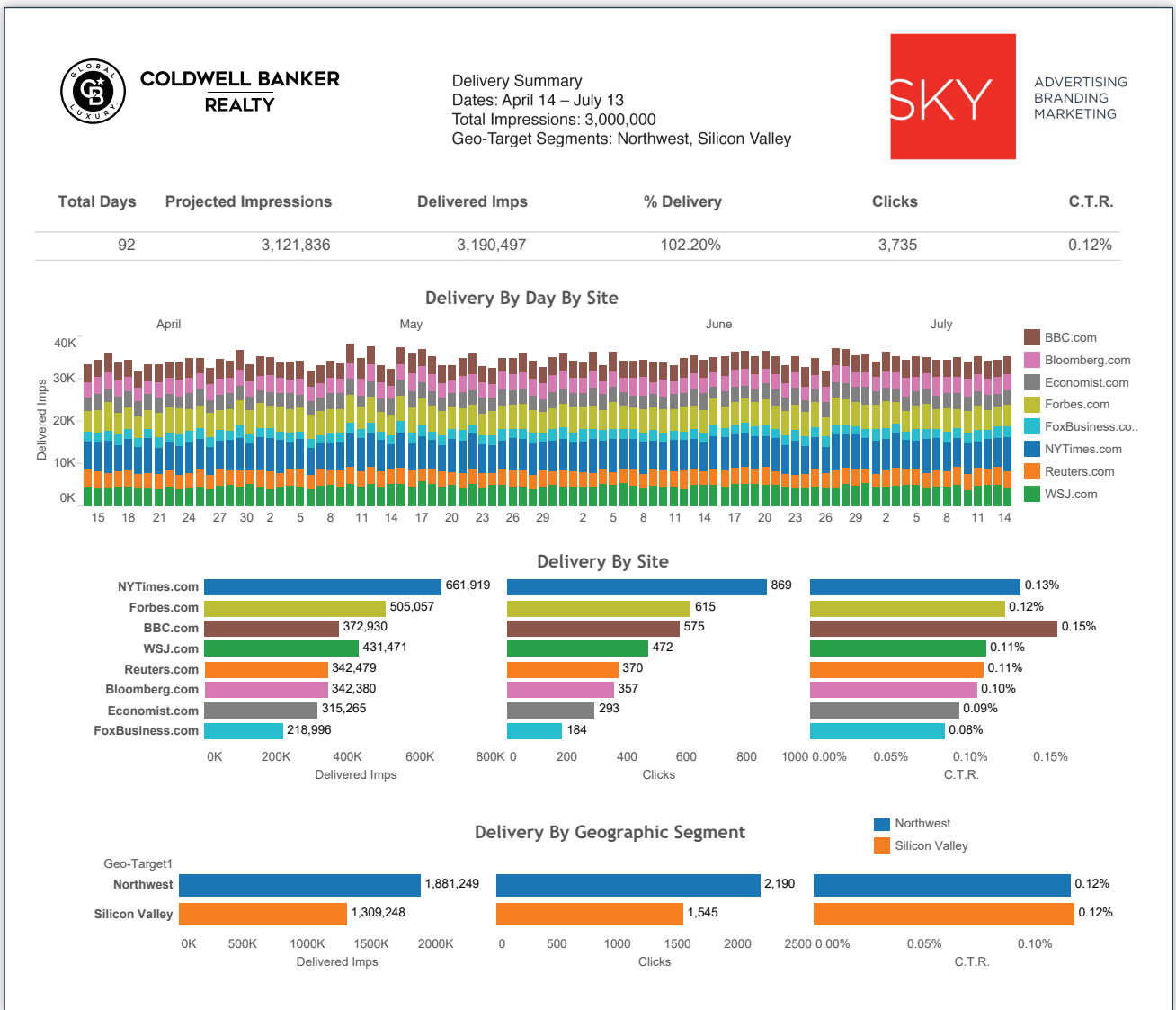


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 Beverly Hills, Malibu, Brentwood, Santa Barbara, Atherton CA, Palo Alto CA, Naples FL, Austin TX, Aspen, Dallas, Denver, Scottsdale/Camelback, Lake Forest IL, Lake Bluff IL, Chicago (Gold Coast), Kansas City KS, Seattle, Sun Valley ID, Charleston SC, Charlotte, Hamptons NY, Boston, Jackson WY, Bozeman MT, Oklahoma City, Tulsa, Miami, London, Seoul, Tokyo, Beijing and Hong Kong.

The programs are scheduled to start on March 1st, run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A site-specific segment of premium news sites in key international markets
- A custom intent segment, that will allow us to show banners to adults who are actively looking for Napa Valley real estate and living in our targeted markets.
- An in-market segment to target people living in Napa Valley and actively in-market for residential real estate.
- A segment to target homeowners living in Napa Valley.

» SITE SPECIFIC

This segment consists of premium global business, finance architecture and design websites such as WSJ.com, Forbes.com, Bloomberg.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

Media	Geo-Target	March					April				May			Impressions										
		26	05	12	19	26	28	05	12	19	26	02	09		16	23								
Bloomberg.com																								
WSJ.com	Beverly Hills, Malibu, Brentwood, Santa Barbara, Atherton CA, Palo Alto CA, Naples FL, Austin TX, Aspen, Dallas, Denver, Scottsdale/Camelback, Lake Forest IL, Lake Bluff IL, Chicago (Gold Coast), Kansas City KS, Seattle, Sun Valley ID, Charleston SC, Charlotte, Hampton VA, Boston, Jackson WV, Bozeman MT, Oklahoma City, Tulsa, Miami, London, Seoul, Tokyo, Beijing, Hong Kong																							
Barrons.com																								
Investors.com																								
Reuters.com																								
Forbes.com																								
Foxbusiness.com																								
CNBC.com																								
Telegraph.co.uk	London																							
mk.co.kr	Seoul																							
Asahi.com	Tokyo																							
SCMP.com	Beijing, Hong Kong																							
MKNET.com																								
Custom Intent - Napa Valley Area Real Estate	Beverly Hills, Malibu, Brentwood, Santa Barbara, Atherton CA, Palo Alto CA, Naples FL, Austin TX, Aspen, Dallas, Denver, Scottsdale/Camelback, Lake Forest IL, Lake Bluff IL, Chicago (Gold Coast), Kansas City KS, Seattle, Sun Valley ID, Charleston SC, Charlotte, Hampton VA, Boston, Jackson WV, Bozeman MT, Oklahoma City, Tulsa, Miami, London, Seoul, Tokyo, Beijing, Hong Kong																							
In - Market	Napa Valley																							
Homeowners	Napa Valley																							
Total Digital																								

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:
TIER 1 \$350/MONTH (6 MONTH MINIMUM)
MEDIA: \$650

FACEBOOK ADVERTISING

We recommend a campaign using Facebook as advertising channels.

Facebook

Geo-targeting to local and feeder markets.

We will drive the audiences to select landing pages.

» **Retargeting**

We will re-target the audiences who visit the site but do not convert.

We will revise and optimize campaign based on performance.

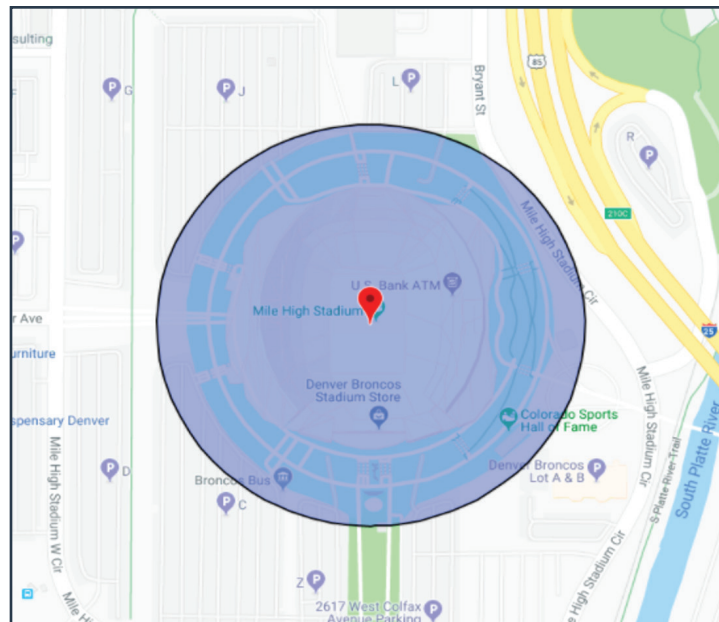
PROGRAM COST:
PROGRAM SETUP: \$750
MONTHLY MANAGEMENT:
TIER 1 \$350/MONTH (3 MONTH MINIMUM)
MEDIA: \$650



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.

» TIER 3

- Investment: \$1,325
- Monthly Impressions: 66,890

» TIER 2

- Investment: \$2,575
- Monthly Impressions 133,780

» TIER 1

- Investment: \$3,750
- Monthly Impressions 200,670

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

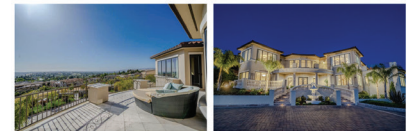
29,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,975



Explore the latest luxury properties in the Bay Area

Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.
Schedule a private tour today.



The Epitome of Luxury Bay Living

44529 Vista Grande Court, Fremont, CA

\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.

[View Property](#)




Tuscan Vineyard Oasis in Mission Hills

44989 Vista Dei Sol, Fremont, CA

\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



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[View Website](#)

Thank you for being part of our mailing list.
 You can use [this link](#) to stop receiving our emails.
 Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

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.

Usually \$725

Global



» FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel

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

For properties \$2M+

Global

COMBO BUY \$700

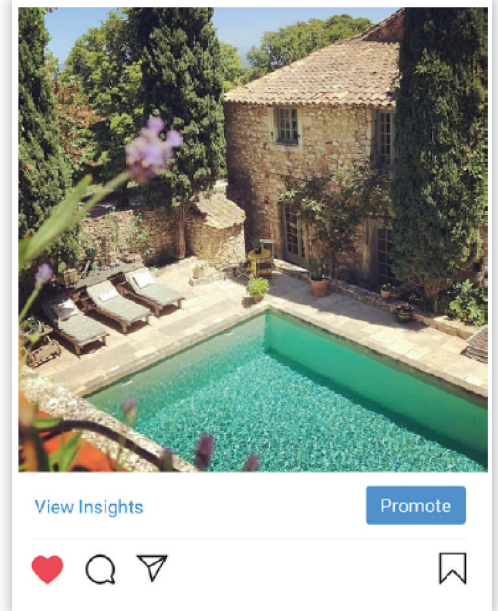


CONDE NAST UK

» INSTAGRAM @ CONDENASTPROPERTY

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

INSTAGRAM POST: \$ 2,750



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

» 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
\$2,000/MONTH

REAL ESTATE PAGE
\$1,600/MONTH



JAMES EDITION.COM

» FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

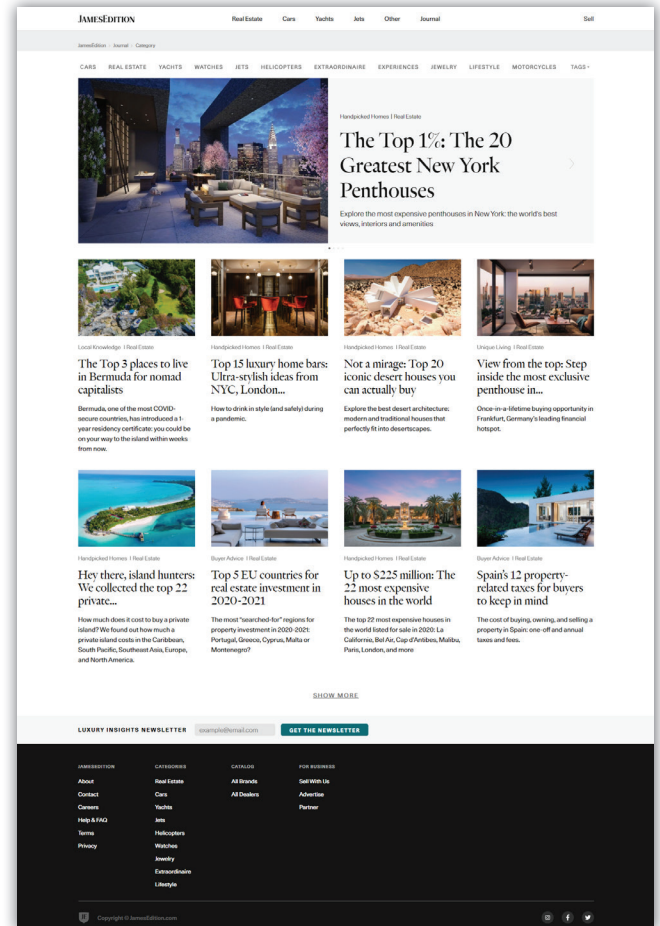
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

**\$5,500 NEWSLETTER TOP & ARTICLE;
\$3,300 NEWSLETTER TRENDING &
ARTICLE**



JAMESEDITION.COM

» SOCIAL MEDIA POST

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 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 PRICE: \$1,350/DEPLOYMENT

PROPGOLUXURY.COM

PropGOLuxury.com is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic. The banner display ad for your listing receives 125,000 impressions on the homepage or the search results page.

FEATURED LISTING & REGIONAL SHOWCASE: \$750

The screenshot displays the PropGOLuxury.com website interface. At the top, the logo 'PropGOLuxury.com' is accompanied by the tagline 'Luxury Properties Worldwide'. Navigation links include Home, Luxury Properties, News, Advertise, About Us, and Help. User options for Sign In and Register are also present. The main content area shows search results for California, with filters for 'For Sale' and 'For Rent'. A search bar contains 'California (United States)' and 'Price: USD'. Below the search bar, a 'Sort By' dropdown and a 'Total 6,279 record(s) found' message are visible. A 'Get new listing alerts for this search' button is also present. The page features two prominent banners for St. Kitts & Nevis, each with the text 'Nothing compares.' and a 'FIND OUT MORE' button. On the right side, there is a 'Receive Our Newsletter' section with a 'Subscribe' button and a 'California Property News' section listing several articles.

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

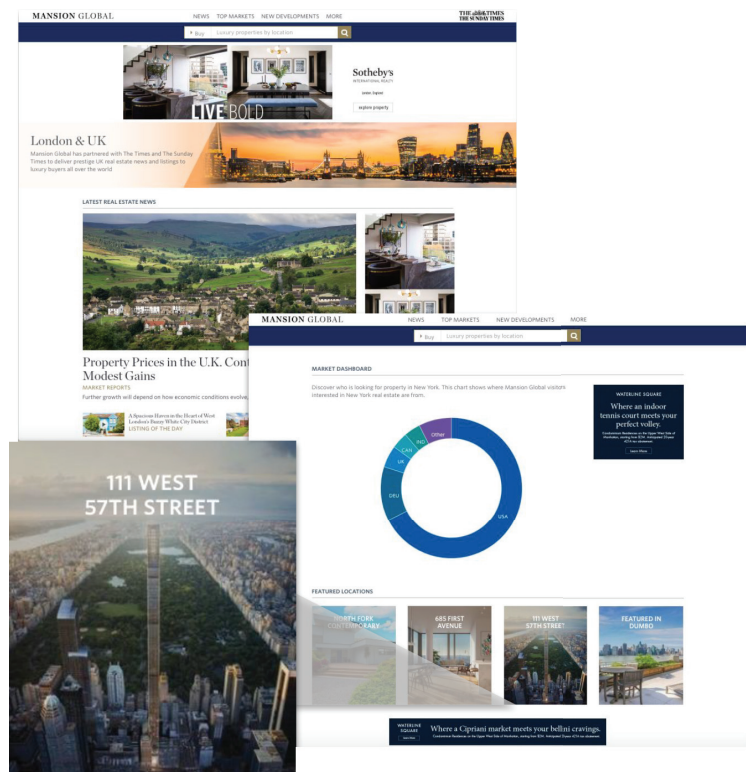
» MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

AVAILABLE MARKETS:

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

\$575/MONTH



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)

» MANSION GLOBAL DAILY (M-F) ENEWSLETTER

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

COST: \$3,680

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	\$35,000,000
3. 1228 Birch Avenue, Vancouver, BC	\$34,500,000
4. 1400 - 205 Cumberland Street Toronto, ON	\$31,500,000
5. 3460 Pine Crescent, Vancouver, BC	\$28,900,000
6. 1 Fernhill Court, Bute Inlet, BC	\$28,800,000
7. 4052 142 Street, Surrey, BC	\$28,800,000
8. 42 Ave. Fenwick, Westmont, QC	\$25,500,000
9. 7516-7518 Av. Royale, Chateau-Richer, QC	\$26,000,000
10. 2024 Hilda Lane, Ottawa, BC	\$23,900,000
10. 489 Spadina Road, Toronto, ON	\$23,000,000

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	\$25,900,000

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 AdChoices

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

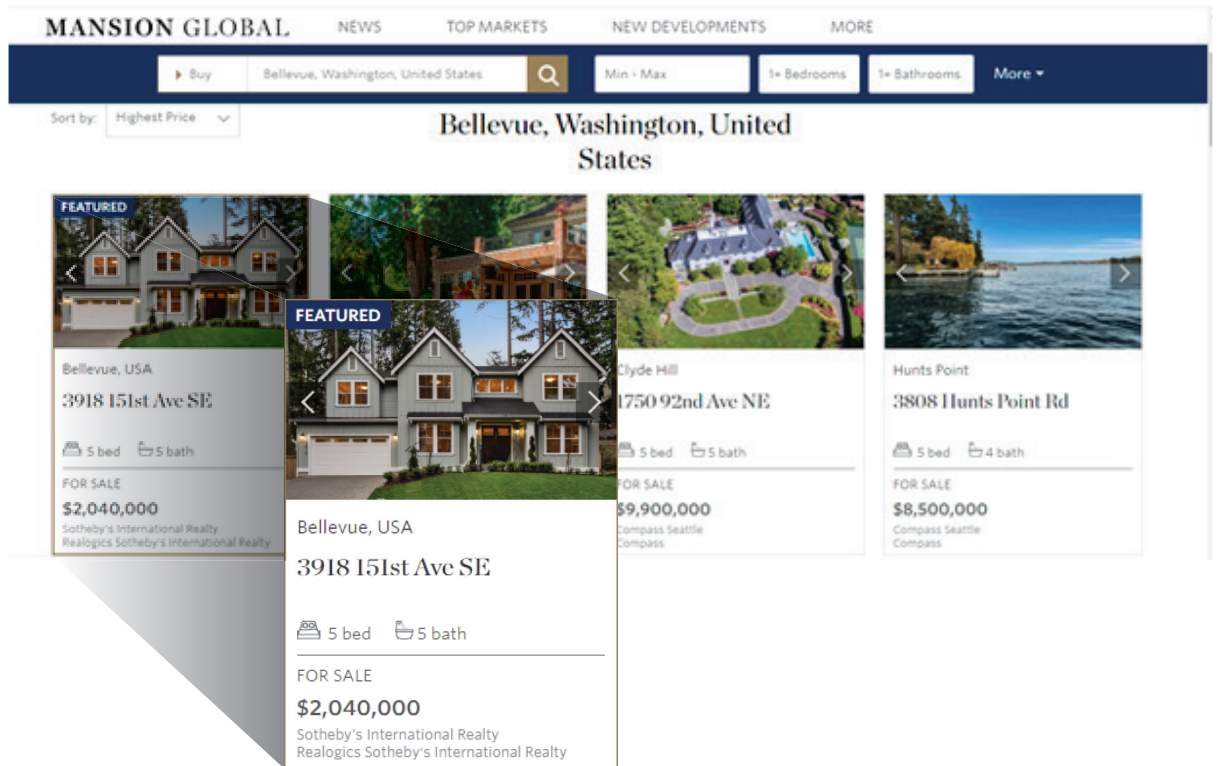
» FEATURED PROPERTY UPGRADES

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
- BONUS WITH PRINT PLACEMENT



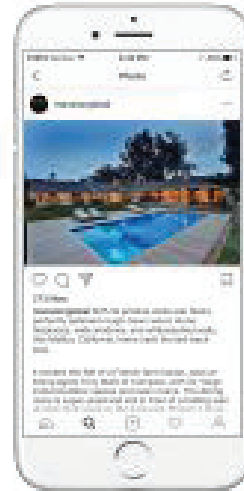
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @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



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL WE CHAT

WeChat is the largest standalone messaging app in Asia with more than 1 billion

users. Over 80% of active accounts are registered in China.

The Sponsored Listing Post Opportunity allows brands to post a listing and reach a

highly valued, Chinese audience. Each listing post features a stunning image and

powerful copy, driving users back to the listing page on the Mansion Global mirror

site on WeChat.

Sponsored Listing Post Opportunity

- \$2,500 per post, guaranteeing 2,000 Views (2x required)
- \$6,000/week (5x posts), guaranteeing 10,000 Views
- Average CTR from Post to Listing: 10%
- 2-Posts Per Month Minimum

COST: \$2,000 PER POST (3 POST MINIMUM)



+10%
Average CTR

LUXURY ESTATE

» LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

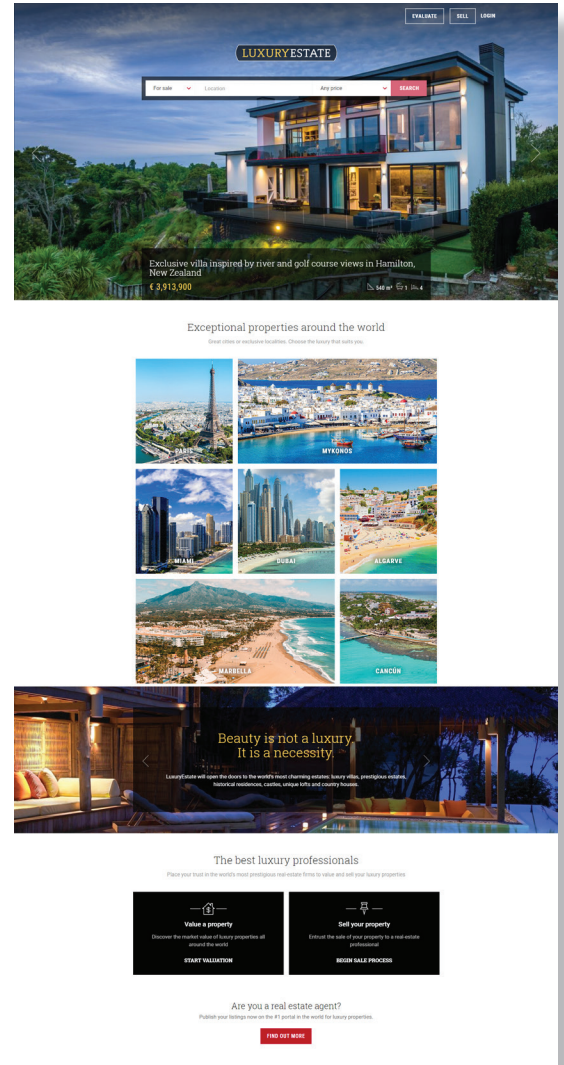
With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

- \$785 FOR 1 MONTH,
- \$2,355 FOR 3 MONTHS,
- \$3,999 FOR 6 MONTHS,
- \$6,585 FOR 12 MONTHS





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: 786,294
- Readership: 4,500,000
- Male / Female: 62% / 38%
- Average HHI: \$278,000
- Average age: 50

WESTERN NORTH \$ 1,225 2X7 BUY 4 GET 1 FREE
PROPERTY PORTFOLIO - NATIONAL: \$2,355

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXLVIII, NO. 52 • WWW.WSJ.COM • \$4.00

Fed Cuts Rates Amid Virus Fears

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

What's News
Business & Finance

The Fed moved on Tuesday to cut its benchmark interest rate by 25 basis points, the first move since the financial crisis. The move was widely expected, but the market's reaction was more muted than anticipated. The Fed's decision was seen as a response to concerns about the economic outlook, particularly in light of the Zika virus outbreak in Latin America and the Middle East.

The Fed's move comes as the economy shows signs of slowing. The unemployment rate remains high, and growth has been sluggish. The Fed's decision is expected to help stimulate the economy by lowering borrowing costs.

Tennessee Kill at Least 25

By Susan Coates-Powers
Ann Arundel, Md.

At least 25 people were killed and dozens more injured in a shooting at a church in Nashville, Tennessee, on Tuesday. The shooting occurred during a service at the First Baptist Church of Nashville. The gunman, a 30-year-old man, opened fire on the congregation. The police are still searching for the shooter. The incident has shocked the community and raised concerns about gun violence in churches.

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.

Biden's victory in California was a significant win for the Democratic Party. He defeated Bernie Sanders, who had been leading in the polls. Biden's win is seen as a sign of momentum for the Democratic Party in the upcoming presidential election.

Sanders, on the other hand, suffered a major defeat in California. This loss is seen as a setback for Sanders' campaign. However, Sanders still has a strong base of support in other parts of the country.

Minnesota Resorts Are On Thin Ice

Shak faces new ways to reach fishing spots

As the winter season winds down, Minnesota resorts are facing challenges. Many resorts are struggling to attract visitors, leading to a decline in revenue. The state government is looking for ways to support the industry and create jobs. One potential solution is to promote fishing as a year-round activity.

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places referred to as 'shock cities'

A report from the U.S. Census Bureau shows that many U.S. cities are experiencing a downturn in economic activity. This is particularly true in areas that were previously booming. The report highlights the need for cities to diversify their economies and improve their fiscal health.

Salesforce #1 CRM

Analyst for CRM Applications Research
2016-2017 Revenue Growth Rate: 17.1%

Salesforce has been recognized as the #1 CRM provider for several years. The company's revenue has grown significantly, and it continues to lead the market. This success is attributed to its innovative products and strong customer relationships.

Sotheby's INTERNATIONAL REALTY

Nothing compares.

ANNE ARUNDEL, MARYLAND 318 Babson Ave. #44375 \$1,200,000 Call: Susan Coates-Powers	LOS ANGELES, CALIFORNIA Highway 9 Acreage \$1,500,000 Call: Susan Coates-Powers	IRVINE, CALIFORNIA 362 Canby Substrate.com \$2,500,000 Call: Susan Coates-Powers	PERRIS, CALIFORNIA 3406 Stevens Mill Executive.com \$1,800,000 Call: Susan Coates-Powers	RANCHO SANTA FE, CALIFORNIA Sofley Realty.com/GRWVW \$2,500,000 Call: Susan Coates-Powers
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THE NEW YORK TIMES

» THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- **Circulation:** 403,748
- **Sunday:** 972,774
- **Male / Female:** 51% / 49%
- **Median HHI:** \$193,586
- **Average HHI:** \$359,826
- **Median Age:** 50

PROPERTY PORTFOLIO - SUNDAY:
1X \$ \$1,475 GROSS
2X \$1,180 GROSS
3X+ \$1,000 GROSS

The screenshot shows the 'Real Estate' section of The New York Times. The main headline is 'THE HAMPTONS NORTH?' with a large photo of a waterfront property. Below it, there's a sub-headline 'The Hudson Valley is starting to resemble that stretch of Long Island.' Another article is titled 'An Instant Community in the Catskills' with a photo of a group of people sitting around a table. At the bottom, there's an advertisement for 'Manhattan's Finest Rental Residences In Your Favorite Neighborhood' featuring 'GLENWOOD' with a photo of a couple and a modern interior.

The screenshot shows the Sotheby's International Realty website. The header includes the Sotheby's logo and the tagline 'Nothing compares.' Below the header is a grid of property listings. Each listing includes a small photo, the location (e.g., Santa Barbara, California), the listing agent's name, and contact information. The grid is organized by state and region, including California, Florida, New York, and others.

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.

LOS ANGELES/ WEST LA
FULL PAGE, COLOR: \$2,680

SF CITY NORTH BAY
FULL PAGE, COLOR: \$2,190

- **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%



Sotheby's
INTERNATIONAL REALTY

550+ acres in Litchfield County

Villa Carlotta - A grand Tuscan-style estate spectacularly situated on 550+ acres in the heart of Litchfield County offers unparalleled privacy and security as well as magnificent views of MA, CT and NY. Inviting terraces and formal gardens complete this enchanting property with dramatic views of the surrounding wooded hillsides.

<p>3416 1/2 Mile Post 950.000.000 Vilacarlotta.com</p>	<p>Joseph Barbieri Senior Global Real Estate Advisor 203.842.2025 joseph.barbieri@sothebysrealty.com</p>	<p>Diana Imperatore Biscic Senior Global Real Estate Advisor 917.513.5203 dibiscic@sotheby.com</p>
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SOtheby's INTERNATIONAL REALTY - GREEDWICH BROKERAGE | WILLIAM FITZ SOtheby's INTERNATIONAL REALTY

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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 , COLOR: \$1,250 Global

Sotheby's
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PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

No rest for the Wili
Wikimedia director
disappears from knowledge
AT HOME PAGE 2

Sign of the Thames
South Bank feels sharp
cut of London price falls
UK PROPERTY PAGES 4 & 5

Study in style
Homework
is on share
NOT PROPERTY PAGES 10

The home of prime property: propertylistings.ft.com Follow us on Twitter @FTProperty

Could you ever? Fresh ideas about the home market in these bank-free weeks...

Christmas in the city... that we understand... that we understand... that we understand...



to the very best of us... the very best of us... the very best of us...

FTWeekend

US edition

Food and drink festive special

Tips from top global chefs

Lunch with the FT

FT Chief Bernie Ecclestone: 'I break the rules'

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

SPD chief ready to join coalition talks

Schulz reversal raises Merkel's survival hopes

Rare bout of German intransigence recedes

Uber and the cost of the Kalanick Problem

Big Read

LUXE MAGAZINE

» LUXE INTERIORS + DESIGN

Luxe Interiors + Design is the largest architecture and design brand in the United States. We have a direct line to local businesses and design professionals, and target highly affluent consumers, 6 times a year, in the top 14 major markets.

4% Delivered to luxury homeowners in the wealthiest zip codes in each LUXE region

8% Distributed to a proprietary list of trade professionals, showrooms and design centers

8% Distributed to private air travelers via exclusive MediaJet newsstands in 250+ FBOs and on newsstands in Barnes & Noble, Hudson News, Whole Foods and Central Market

Audience:

93% Net Worth of \$1 Million or more

72% Net Worth of \$5 Million or more

35% Net Worth of \$10 Million or more

94% Own a Home Valued and \$1 Million or greater

SAN FRANCISCO
FULL PAGE, COLOR: \$4,025





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021

Plan 1 Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	3,000,000
Targeting - add targeted areas here	
Google Adwords	
Digital PPC program	
Facebook Advertising	
Digital Banner program	
Geofencing - Event and Location	
Target specific events and locations	133,780
Smart Solutions Eblast	
Custom Email	116,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Conde Nast UK	
Instagram	200,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
JamesEdition	
Featured Banner	750,000
e-Newsletter	294,000
Listing Feature	296,000
LA Times	
Custom Email	30,000
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
WSJ.com	
Top Markets page tiles -New York London & UK Los Angeles Dubai	492,000
Mansion Global Homepage	328,000
Daily Monday-Friday	17,000
Property upgrades	8,539,860
Mansion Global Instagram	76,200
3 Post minimum	228,600
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
2 x 7	233,560
Property Portfolio	786,294
The New York Times	
Property Portfolio- Sunday	1,143,804
Conde Nast Magazines	
Full Page	16,000
Full Page	9,000
Financial Times	
Property Gallery	386,674
Luxe Interiors + Design	
Full page	40,000
GRAND TOTAL	21,836,272

CIRCULATION/DISTRIBUTION/REACH 2021

Plan 2 Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	3,000,000
Targeting - add targeted areas here	
Google Adwords	
Digital PPC program	
Facebook Advertising	
Digital Banner program	
Smart Solutions Eblast	
Custom Email	116,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
JamesEdition	
Featured Banner	750,000
Listing Feature	296,000
LA Times	
Custom Email	30,000
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
WSJ.com	
Top Markets page tiles -New York London & UK Los Angeles Duba	328,000
Mansion Global Homepage	328,000
Property upgrades	8,539,860
Mansion Global Instagram	76,200
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
2 x 7	233,560
The New York Times	
Property Portfolio- Sunday	1,143,804
Conde Nast Magazines	
Full Page	9,000
Financial Times	
Property Gallery	386,674
GRAND TOTAL	19,956,598

CIRCULATION/DISTRIBUTION/REACH 2021

Plan 3 Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - add targeted areas here	
Google Adwords	
Digital PPC program	
Smart Solutions Eblast	
Custom Email	80,004
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
JamesEdition	
Featured Banner	750,000
Listing Feature	296,000
LA Times	
Custom Email	30,000
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
WSJ.com	
Top Markets page tiles -New York London & UK Los Angeles Dubai	328,000
Mansion Global Homepage	164,000
Property upgrades	8,539,860
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
2 x 7	175,170
The New York Times	
Property Portfolio- Sunday	1,143,804
Conde Nast Magazines	
Full Page	9,000
Financial Times	
Property Gallery	193,337
GRAND TOTAL	17,922,175



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Plan 1	Ad Description	March	April	May	June	July	August	Media Total
Media								
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00				\$ 7,350.00
Million Impressions	Targeting - add targeted areas here							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,750.00
Facebook Advertising								
Facebook Advertising	Digital Banner program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,750.00
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and	\$ 1,325.00			\$ 1,325.00			\$ 2,650.00
Smart Solutions Eblast								
Smart Solutions Eblast	Custom Email	\$ 2,975.00			\$ 2,975.00			\$ 5,950.00
Juwai.com								
Hot property upgrade	Hot property upgrade							
Luxe Channel Property Listing	Luxe Channel Property Listing				Luxe Channel			\$ 700.00
Conde Nast UK								
Conde Nast UK	Instagram	\$ 2,750.00						\$ 2,750.00
Nob Hill Gazette								
Nob Hill Gazette	OTM On the Market eNew	\$ 500.00			\$ 500.00			\$ 1,500.00
JamesEdition								
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00						\$ 1,600.00
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 3,300.00					\$ 3,300.00
Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00			\$ 2,000.00
LA Times								
Custom Email	Custom Email	\$ 1,350.00						\$ 1,350.00
PropGo Luxury								
PropGo Luxury	Featured Listing & Regiona	\$ 750.00						\$ 750.00
WSJ.com								
Mansion Global Top Markets page tile	Top Markets page tiles -New York London +	\$ 575.00			\$ 575.00		\$ 575.00	\$ 1,725.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00				\$ 4,300.00
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00						\$ 3,680.00
Property upgrades	Property upgrades			\$ 1,200				\$ 1,200.00
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00						\$ 1,775.00
Mansion Global We Chat	3 Post minimum	\$ 2,000.00		\$ 2,000.00				\$ 6,000.00
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Lis	\$ 785.00						\$ 785.00
Print								
The Wall Street Journal								
The Wall Street Journal - Western North	2 x 7	\$ 1,225.00	\$ 1,225.00	\$ 2,355.00	\$ 1,225.00	\$ 1,225.00	Bonus	\$ 4,900.00
The Wall Street Journal - National	Property Portfolio							\$ 2,355.00
The New York Times								
The New York Times	Property Portfolio- Sunday	\$ 1,000.00			\$ 1,000.00		\$ 1,000.00	\$ 3,000.00
Conde Nast Magazines								
Architectural Digest - Los Angeles/ West LA	Full Page	\$ 2,680.00						\$ 2,680.00
Architectural Digest - SF City North Bay	Full Page				\$ 2,190.00			\$ 2,190.00
Financial Times								
Financial Times	Property Gallery	\$ 1,250.00			\$ 1,250.00			\$ 2,500.00
Luxe Interiors + Design								
Luxe Interiors + Design - San Francisco	Full page	\$ 4,025.00						\$ 4,025.00
TOTAL								\$ 84,515.00

*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	March	April	May	June	July	August	Media Total
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00				\$ 7,350.00
Million Impressions	Targeting - add targeted areas here							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,750.00
Facebook Advertising								
Facebook Advertising	Digital Banner program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,750.00
Smart Solutions Eblast								
Smart Solutions Eblast	Custom Email		\$ 2,975.00					\$ 2,975.00
Juwai.com								
Hot property upgrade	Hot property upgrade	Hot Property						
Luxe Channel Property Listing	Luxe Channel Property List				Luxe Channel			\$ 700.00
Nob Hill Gazette								
Nob Hill Gazette	San Francisco, Peninsula and Silicon OTM on the Market	\$ 500.00	\$ 500.00	\$ 500.00		\$ 500.00		\$ 1,500.00
JamesEdition								
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00						\$ 1,600.00
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00			\$ 2,000.00
LA Times								
Custom Email	Custom Email		\$ 1,350.00					\$ 1,350.00
PropGo Luxury								
PropGo Luxury	Featured Listing & Regional	\$ 750.00						\$ 750.00
WSJ.com								
Mansion Global Top Markets page tile	Top Markets page tiles -New York London	\$ 575.00				\$ 575.00		\$ 1,150.00
Mansion Global Homepage	Mansion Global Homepages	\$ 2,150.00		\$ 2,150.00				\$ 4,300.00
Property upgrades	Property upgrades			\$1,200				\$ 1,200.00
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00						\$ 1,775.00
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Lis	\$ 785.00						\$ 785.00
Print								
The Wall Street Journal								
The Wall Street Journal - Western North	2 x 7	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	Bonus	\$ 4,900.00
The New York Times								
The New York Times	Property Portfolio- Sunday	\$ 1,000.00			\$ 1,000.00		\$ 1,000.00	\$ 3,000.00
Conde Nast Magazines								
Architectural Digest - SF City North Bay	Full Page			\$ 2,190.00				\$ 2,190.00
Financial Times								
Financial Times	Property Gallery			\$ 1,250.00		\$ 1,250.00		\$ 2,500.00
TOTAL								\$ 53,525.00

*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	March	April	May	June	July	August	Media Total
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00
Million Impressions	Targeting - add targeted areas here							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,750.00
Smart Solutions Eblast								
Smart Solutions Eblast	Custom Email		\$ 2,295.00					\$ 2,295.00
Juwai.com								
Hot property upgrade	Hot property upgrade	Hot Property						
Luxe Channel Property Listing	Luxe Channel Property List				Luxe Channel			\$ 700.00
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon	OTM On the Market eNew	\$ 500.00			\$ 500.00			\$ 1,000.00
JamesEdition								
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00						\$ 1,600.00
Social Media	Listing Feature		\$ 500.00		\$ 500.00			\$ 1,000.00
LA Times								
Custom Email	Custom Email		\$ 1,350.00					\$ 1,350.00
PropGo Luxury								
PropGo Luxury	Featured Listing & Region	\$ 750.00						\$ 750.00
WSJ.com								
Mansion Global Top Markets page tile	Top Markets page tiles -New York London	\$ 575.00				\$ 575.00		\$ 1,150.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00						\$ 2,150.00
Property upgrades	Property upgrades				\$1,200			\$ 1,200.00
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Lis	\$ 785.00						\$ 785.00
Print								
The Wall Street Journal								
The Wall Street Journal - Western North	2 x 7	\$ 1,225.00		\$ 1,225.00		\$ 1,225.00		\$ 3,675.00
The New York Times								
The New York Times	Property Portfolio- Sunday		\$ 1,000.00		\$ 1,000.00		\$ 1,000.00	\$ 3,000.00
Conde Nast Magazines								
Architectural Digest - SF City North Bay	Full Page				\$ 2,190.00			\$ 2,190.00
Financial Times								
Financial Times	Property Gallery			\$ 1,250.00				\$ 1,250.00
TOTAL								
								\$ 35,720.00

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