



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

10760 Sugar Creek Road 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 10760 Sugar Creek Road

SKY Advertising is excited to present to Coldwell Banker Harris McHaney & Faucette a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 10760 Sugar Creek Road.

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 Bentonville.

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

Digital Offerings



COLDWELL BANKER
REALTY

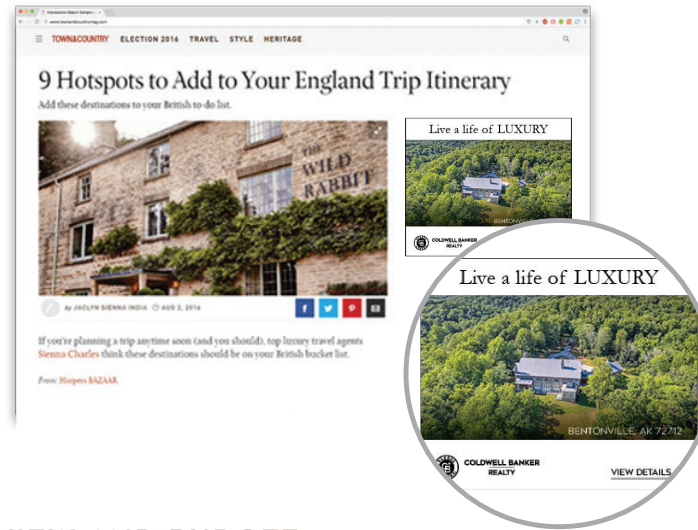
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **10760 Sugar Creek Road**
- Flight Dates: **September 2021 - November 2021**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

INVESTOR'S BUSINESS DAILY®

THE WALL STREET JOURNAL.

FOX BUSINESS

LANDFLIP

HORSE&HOUND



FORTUNE

LandAndFarm



BLOODHORSE
FOR MORE THAN 100 YEARS

BARRON'S

Forbes

landsearch

DRESSAGE
TODAY



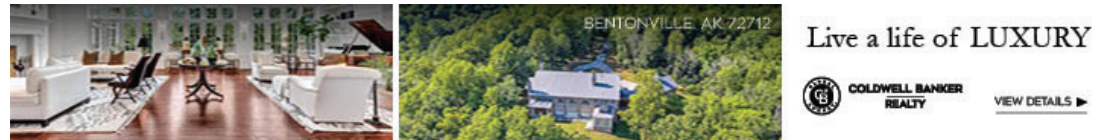
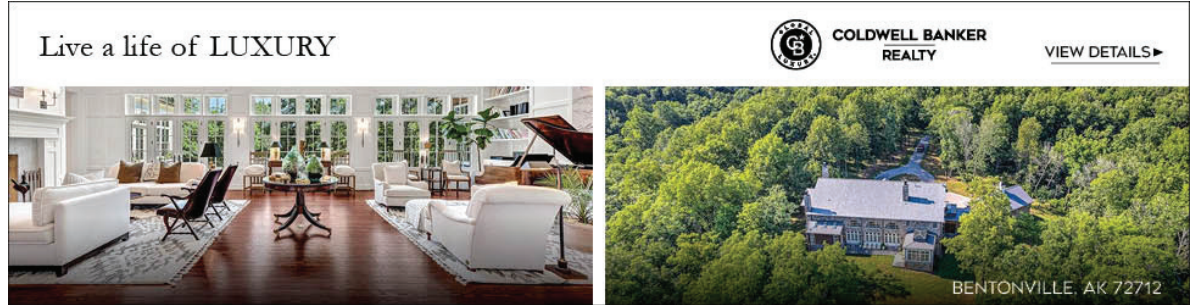
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

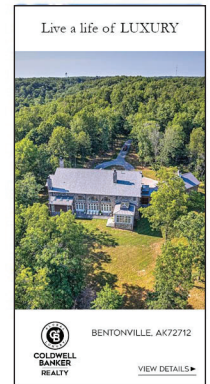
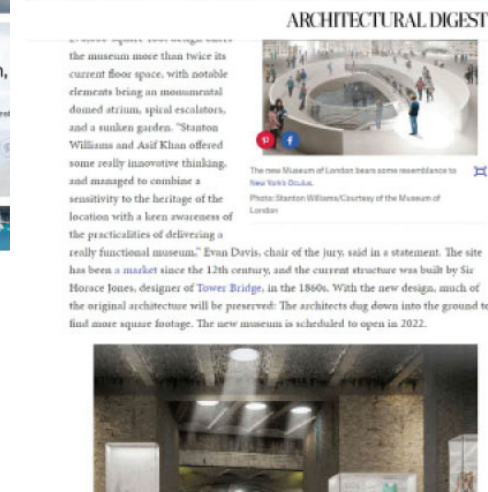
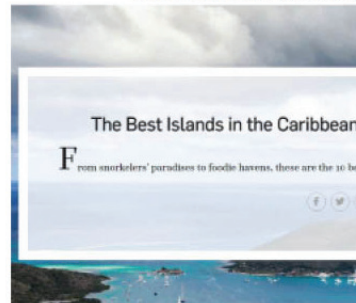
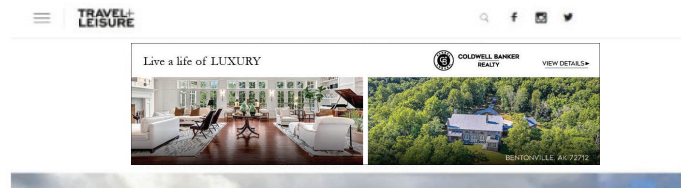
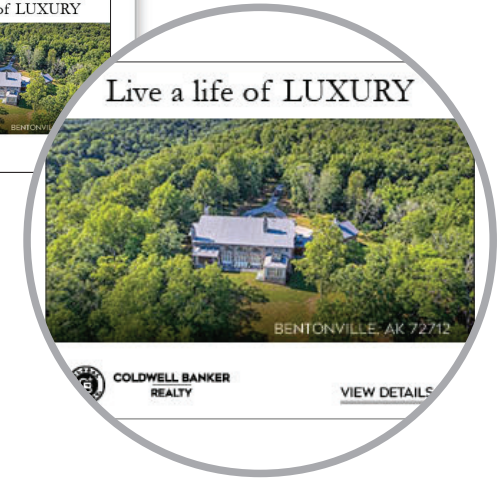
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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 Texas (Dallas, Houston, Austin), Colorado (Denver and the surrounding suburbs), Southern California.

The program, with a projected start date of September 1st and will run for three months delivering an estimated 750,000 impressions.

This recommendation includes:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Texas (Dallas, Houston, Austin), Colorado (Denver and the surrounding suburbs), Southern California on global business and finance, land, and equestrian websites.
- A custom intent segment that will allow us to show banners to adults actively searching for equestrian properties and living in Texas (Dallas, Houston, Austin), Colorado (Denver and the surrounding suburbs), Southern California.

SITE SPECIFIC

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

BEHAVIORAL TARGETING

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

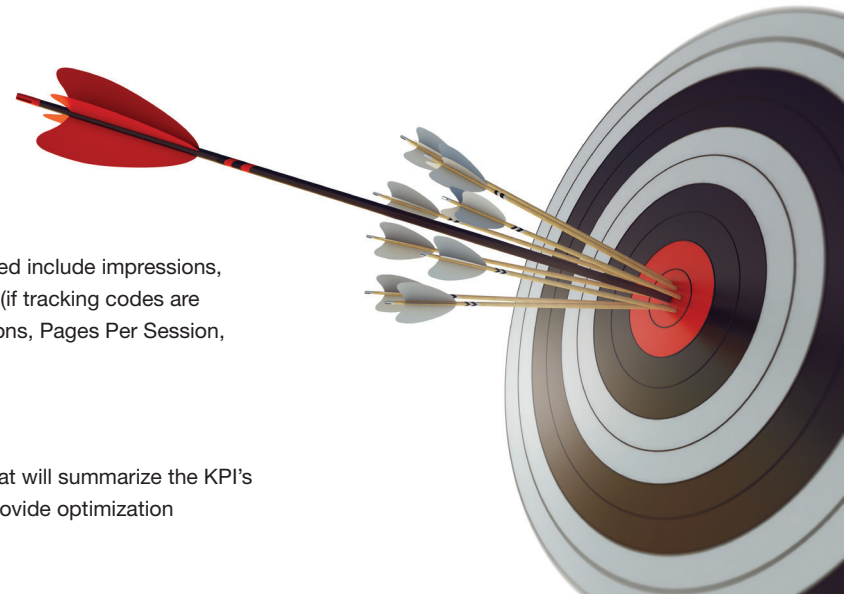
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

MEASUREMENT

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

REPORTING

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



Impressions Scheduling

CB HMF 10760 Sugar Creek Road

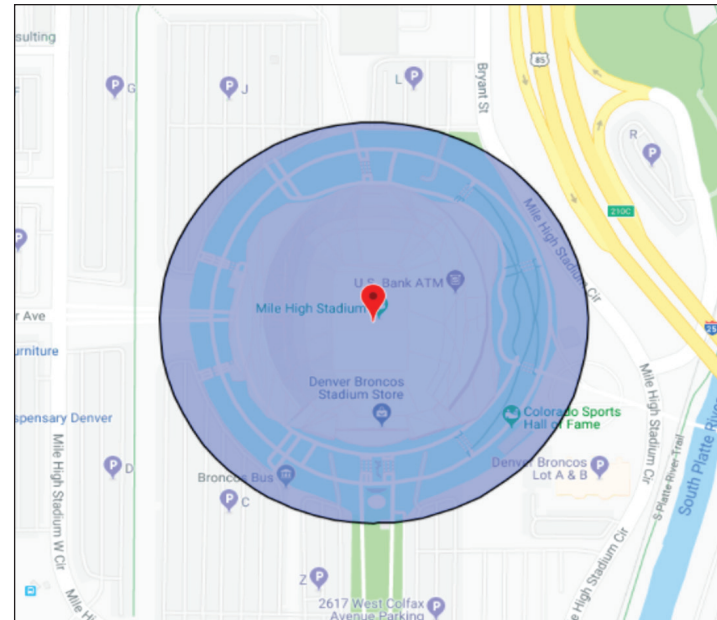
Media	Geo-Target	September					October					November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24		
WSJ.com	Texas (Dallas, Houston, Austin) , Colorado (Denver and the surrounding suburbs), Southern California														425,000	
Barrons.com																
Investors.com																
CNBC.com																
Fortune.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
Landflip.com	Texas (Dallas, Houston, Austin) , Colorado (Denver and the surrounding suburbs), Southern California													75,000		
Landandfarm.com																
Landsearch.com																
HorseandHound.co.uk	Texas (Dallas, Houston, Austin) , Colorado (Denver and the surrounding suburbs), Southern California													75,000		
Bloodhorse.com																
DressageToday.com																
Equestrian Properties For Sale	Texas (Dallas, Houston, Austin) , Colorado (Denver and the surrounding suburbs), Southern California													175,000		
Total Digital														750,000		

HorseandHound.co.uk
Bloodhorse.com
DressageToday.com

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500

Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. **Keywords** – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: STARTING AT \$1,500 PER MONTH

Comprehensive Digital

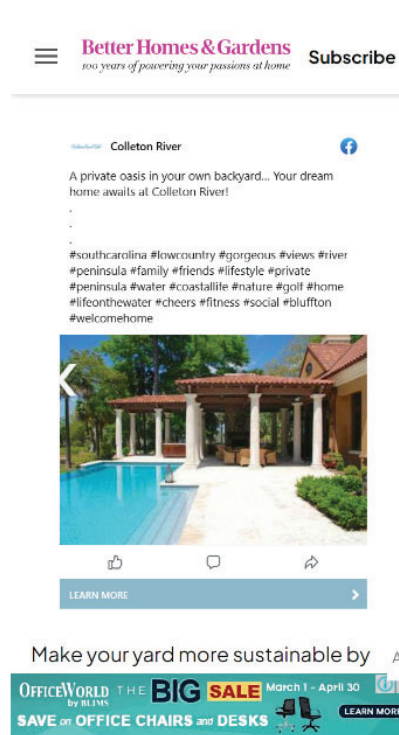
SOCIAL MIRROR ADS

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

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

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

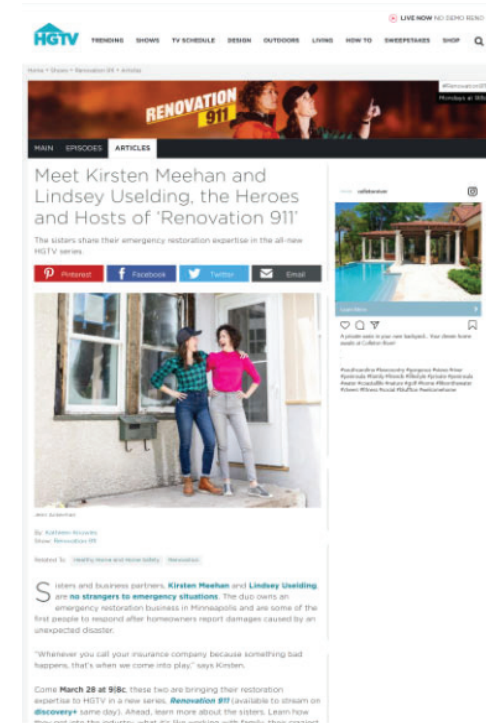
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

PRICE: STARTING AT \$1,500 PER MONTH



Comprehensive Digital

Client: CB Harris McHaney & Faucette

Digital Campaign Planner



COLDWELL BANKER
REALTY

Date Created: 8/21/2023

GEOGRAPHIC TARGET:

Cities Provided

Campaign Duration: 09/01/2023 - 12/01/2023	Sep-23	Oct-23	Nov-23	Total
NATIVE DISPLAY ADS				
Retargeting				
Behavioral Targeting: High Net Worth; Home Buyers; Horseback				
Riding (Equestrian); Plans to Buy a second home				
Keyword Targeting				
Total Potential Impressions	150,000	150,000	150,000	450,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; Home Buyers; Horseback				
Riding (Equestrian); Plans to Buy a second home				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	250,000	250,000	250,000	750,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Native Available Monthly Impressions Estimate:	1,256,904
Percentage of Targeted Native inventory purchased with this campaign:	11.93%
Social Mirror Ads Available Monthly Impressions Estimate:	1,221,898
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	8.18%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.



DIGITAL

Smart Solutions Eblast

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

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.

AUDIENCE

Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295

ARRAS

Your Stunning New Apartments In The Heart Of Bellevue

Your Tower, Your Way

We are available for live video, accompanied in-person and self-guided tours. Find your new home at Arras and take your first, new step.

Luxurious Residences Patterned to Suit You

Spectacularly Spacious Floor Plans

Our exclusive apartments supply the space you need to impress your urban assembly and style. Up to 1,600 sq. ft. available.

[Take a Tour](#)

Charming Modern Amenities

Feel good. Enjoy the open floor plans, fitness club—Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Explore All Amenities](#)

GOLDWELL BANKER REALTY

DIGITAL

EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.

WEEKLY E-NEWSLETTER

A display banner ad of your property appears in the e-newsletter among editorial content.

- Subscribers: **39,000**

PRICE: \$850 PER DEPLOYMENT



DIGITAL

EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.

FACEBOOK

Social Post

PRICE: \$650

INSTAGRAM

Social Post

PRICE: \$750

EQLIVING®



Sponsored e-Blasts

EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

Reach highly qualified Equestrians and Equestrian enthusiasts. Enables advertiser to tell their story, exclusively and can include videos, and slideshows. Advertiser provides the content.

- Reach: 33,000

\$1,500 OR \$1,175 WITH PRINT PURCHASE


CELEBRATING COUNTRY LIFE

TRAVEL | DESIGN | PEOPLE | STYLE | FASHION | DECOR

EQUESTRIANLIVING®
EQLiving.com

Delivering the DREAM!

Willow Creek Estancia:
The ultimate equestrian estate
for those who want it all.



Discover this remarkable equestrian paradise in the Rancho Santa Fe Covenant, a picturesque coastal community in San Diego county that attracts the highly affluent and A-List celebrities because of the unparalleled beauty and year-round temperate weather. Perfectly situated, the airport, beaches, restaurants, show parks and golf clubs are just moments away.



Equipped to accommodate multiple equestrian disciplines, the riding opportunities are endless with sand arenas, green pastures, a Grand Prix field, two stunning state-of-the-art barns, and quiet, private riding trails.



Let your own private world of 77 tranquil acres be the backdrop for a refined lifestyle with the perfect balance of comfort, elegance, and simplicity.

[Continue the story of Willow Creek Estancia HERE](#)

Featured Property

EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- Highlighted in the real estate. section of the homepage
- Highlighted in the real estate. landing-page
- Listing appears in the slide at the top of the real estate page
- Listing appears as a picture block on real estate page which links to Full page of advertorial including a video or slideshow tour of the property with contact information and a direct link to the realtor
- One Facebook posting - for duration of listing - Facebook, Twitter, Instagram

PRICE: \$1,100

(Runs for 3 months)



Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

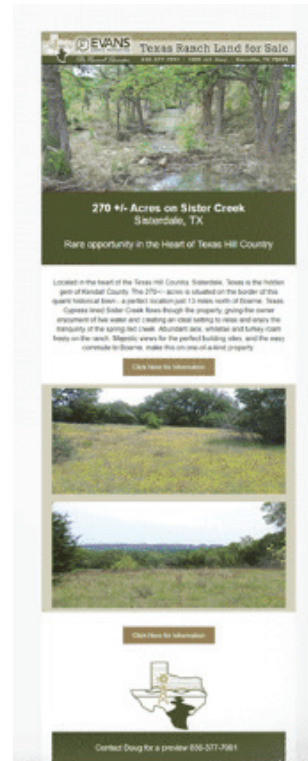
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

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.



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.

PRICE: \$1,500 FOR 5,000 RECIPIENTS

SIGNATURE LISTINGS

10Xs more Exposure

\$125/ONE LISTING

\$330/3 LISTINGS

\$1200/12 LISTINGS

PLATINUM FEATURED PROPERTY

PRICE: \$750

Featured on all 3 Land.com sites

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:

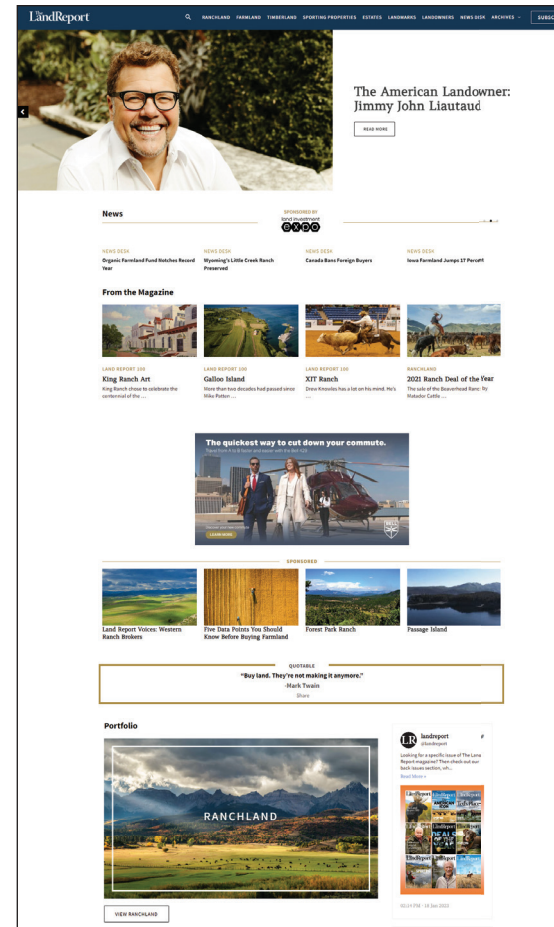
- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

FEATURED LISTING

Maximize visibility for your top listings through the Featured Listing panel. This fully interactive digital ad is served to over 18,000 unique visitors per month in a prime, centralized location on the homepage. Featured Listings is the perfect venue to debut new listings, drone videos, or photo galleries.

PRICE: \$3,000

COMBO PRICE: \$5,000 FOR ALL 3 PLACEMENTS



SOCIAL MEDIA POSTS

BANNERS: \$1,125/ALL CHANNELS

ONLINE DIRECTORY

Premium Listing

PRICE: \$2,500 MONTH

DIGITAL

The Plaid Horse

TPH Readers are well-educated, have a high disposable income and a passion for the luxurious lifestyle.

With a large audience across multiple channels, digital advertising with the Plaid Horse will get you in front of high numbers in various demographics.

- Averaging 425K page views a month
- 590K new users this year –a 147% increase
- 155% year over year growth in page views

BLOG POST WITH EMAIL

Receive custom content which is posted on TPH Blog as well as deployed in an email to the subscriber community.

PRICE: \$1,575

INSTAGRAM POSTS

Get in front of the TPH's **80,200** followers.

PRICE: \$675 PER POST

(THE)
PLAID HORSE

DIGITAL

The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- 164,000 Unique Visitors
- 1.75% Click-Through Rate
- 2.5% Share of Voice
- Can rotate up to 5 properties

PRICE: \$2,150/MONTH OR \$2.650/W VIDEO

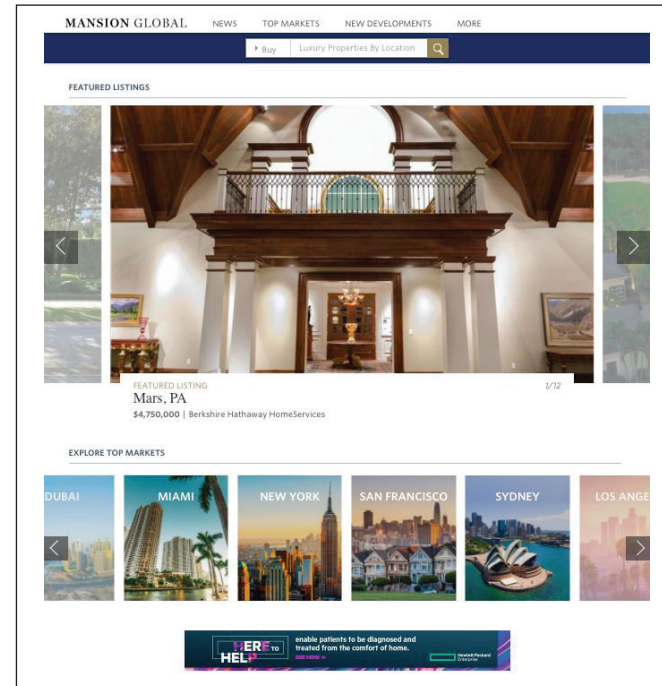


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



COLDWELL BANKER
REALTY

Architectural Digest Regional Pages

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR

ARKANSAS: \$2,190



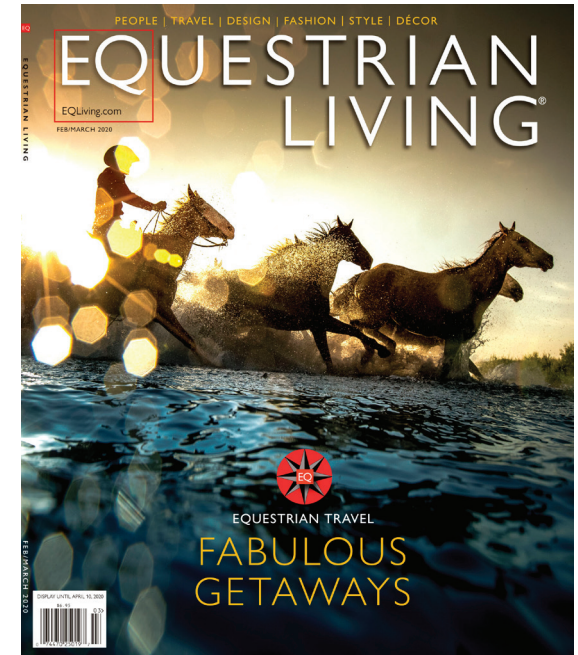
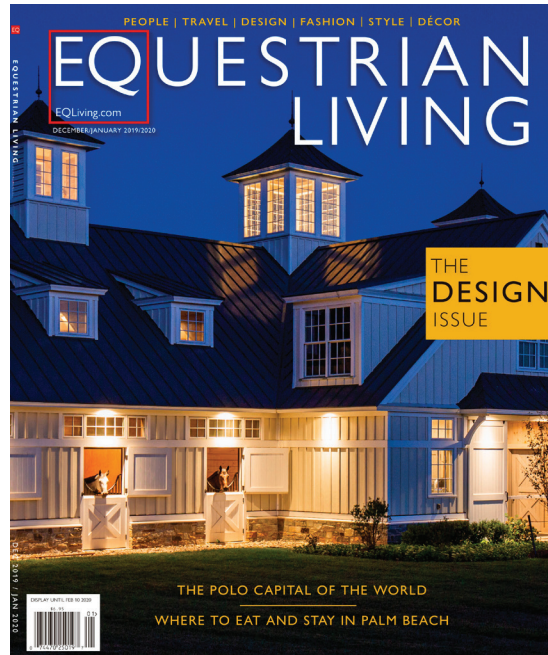
Equestrian Living

Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these timeless traditions. Our readers are an affluent group of very diverse people who have one thing in common — their love of the majestic horse. EQ Living delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.

- Circulation: **35,000**
- **98%** look to EQ for Ranch/Farm/Home architectural design
- **95%** look to EQ for Real Estate
- Average net worth of over **\$6 million**
- Average HHI: **\$335K**

FULL PAGE: \$2,000

HALF PAGE: \$1,250



Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone “House & Home” section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world’s only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PROPERTY GALLERY: \$1,250

Global



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2023

Plan 1 - All Media	Ad Description	September	October	November	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Texas, Colorado, California					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Native Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	60,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email		\$ 2,295.00		\$ 2,295.00	40,000
EQ Living						
EQ Living Enewsletter	EQliving - weekly			\$ 850.00	\$ 850.00	39,000
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts	\$ 1,175.00			\$ 1,175.00	33,000
EQ Living Real Estate Online	Featured Property		\$ 1,100		\$ 1,100.00	
EQ Living Facebook	Social Post	\$ 650.00			\$ 650.00	
EQ Living Instagram	Social Post	\$ 750.00			\$ 750.00	
The Plaid Horse						
Blog Post + Email	Blog Post + Email	\$ 1,575.00			\$ 1,575.00	85,000
Instagram Posts	Instagram Posts		\$ 675.00		\$ 675.00	80,200
Land.com						
Universal Featured Propety	Featured on all 3 Land.com sites	\$ 700.00			\$ 700.00	
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00	5,000
Signature Listings	\$125/one listing \$330/3 listings \$12		\$ 330		\$ 330.00	
Land Report						
Portfolio Listing	Featured Listing					
Social Media Posts	Banners	\$5,000			\$ 5,000.00	60,000
Enewsletter Promotion	Online Directory Listing					25,000
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module	\$ 1,275.00			\$ 1,275.00	164,000
Print						
The Wall Street Journal						
The Wall Street Journal - Southern Cer 2 x 7		\$ 935.00	\$ 935.00		\$ 1,870.00	296,000
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00	644,424
Conde Nast Magazines Regional Pages						
Architectural Digest - Arkansas	Full Page			\$ 2,190.00	\$ 2,190.00	5,000
Equestrian Living						
Equestrian Living	Full Page			\$ 2,000.00	\$ 2,000.00	35,000
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00			\$ 1,250.00	210,457
TOTAL					\$ 43,775.00	3,296,081

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

Proposed Media Schedule & Pricing 2023

Plan 2 Media	Ad Description	September	October	November	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Texas, Colorado, California					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email		\$ 2,295.00		\$ 2,295.00	40,000
EQ Living						
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts	\$ 1,175.00			\$ 1,175.00	33,000
EQ Living Real Estate Online	Featured Property		\$1,100		\$ 1,100.00	
EQ Living Facebook	Social Post	\$ 650.00			\$ 650.00	
The Plaid Horse						
Blog Post + Email	Blog Post + Email	\$ 1,575.00			\$ 1,575.00	85,000
Land.com						
Universal Featured Propety	Featured on all 3 Land.com sites	\$ 700.00			\$ 700.00	
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00	5,000
Signature Listings	\$125/one listing \$330/3 listings \$12		\$330		\$ 330.00	
Land Report						
Enewsletter Promotion	Online Directory Listing	\$ 2,500.00			\$ 2,500.00	25,000
WSJ.com						
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module	\$ 1,275.00			\$ 1,275.00	164,000
Print						
The Wall Street Journal						
The Wall Street Journal -Southern Cer 2 x 7		\$ 935.00	\$ 935.00		\$ 1,870.00	296,000
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00	644,424
Conde Nast Magazines Regional Pages						
Architectural Digest - Arkansas	Full Page			\$ 2,190.00	\$ 2,190.00	5,000
Equestrian Living						
Equestrian Living	Half Page			\$ 1,250.00	\$ 1,250.00	35,000
TOTAL					\$ 28,850.00	2,382,424

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

Proposed Media Schedule & Pricing 2023

Plan 3 Media	Ad Description	September	October	November	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Texas, Colorado, California					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
EQ Living						
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts	\$ 1,175.00			\$ 1,175.00	33,000
EQ Living Real Estate Online	Featured Property		\$1,100		\$ 1,100.00	
Land.com						
Signature Listings	\$125/one listing \$330/3 listings \$12		\$330		\$ 330.00	
Print						
The Wall Street Journal						
The Wall Street Journal -Southern Cer 2 x 7		\$ 935.00	\$ 935.00		\$ 1,870.00	296,000
Equestrian Living						
Equestrian Living	Half Page			\$ 1,250.00	\$ 1,250.00	35,000
TOTAL					\$ 12,310.00	1,314,000
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						