



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

HALE PALAU'EA 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 HALE PALAU'EA

SKY Advertising is excited to present to Island Properties Coldwell Banker a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Hale Palau'ea.

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in Makena, HI.

Approaching the marketing strategy digitally 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
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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.

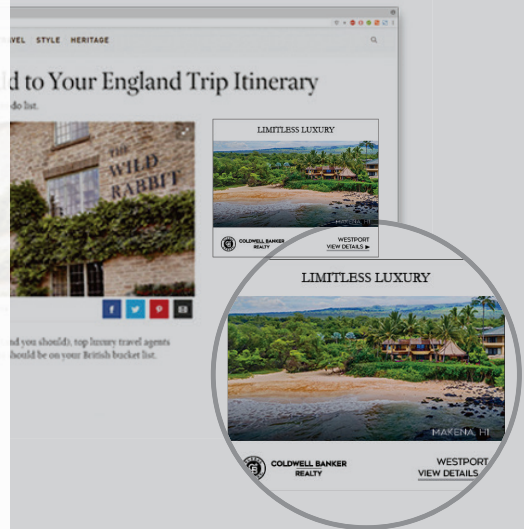
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Hale Palau'ea
Flight Dates: June 2023 - August 2023
Impressions: 1,500,000
 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.



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.

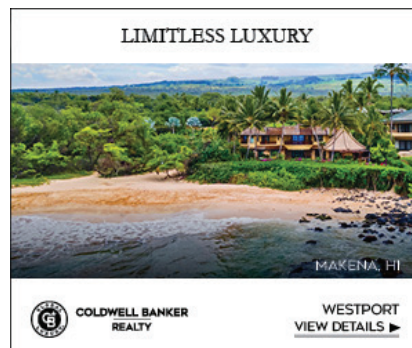


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

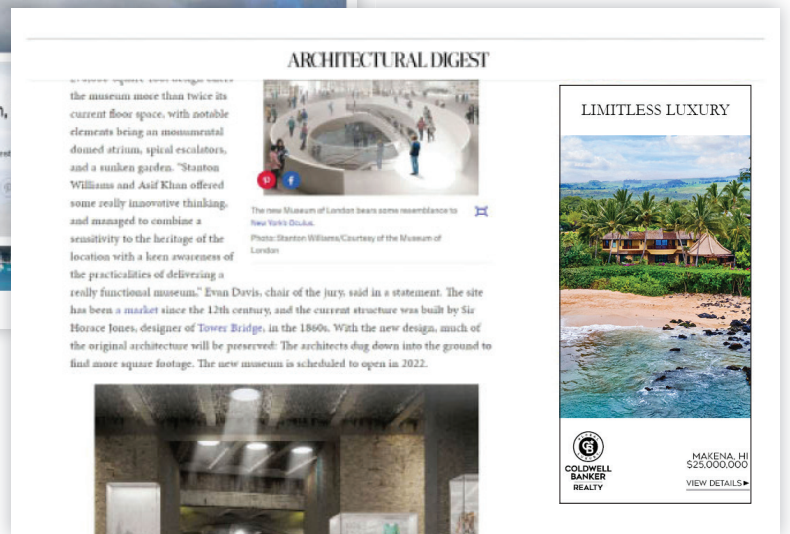
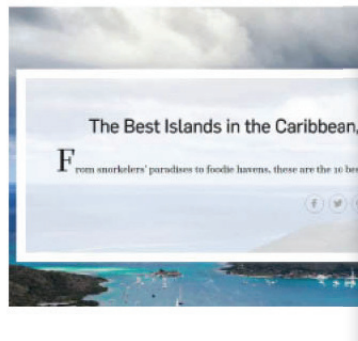
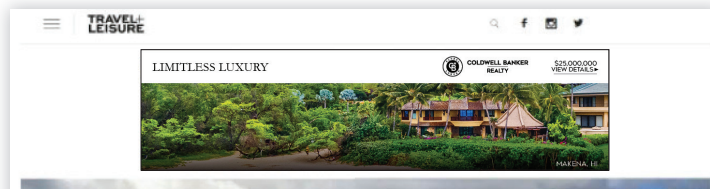
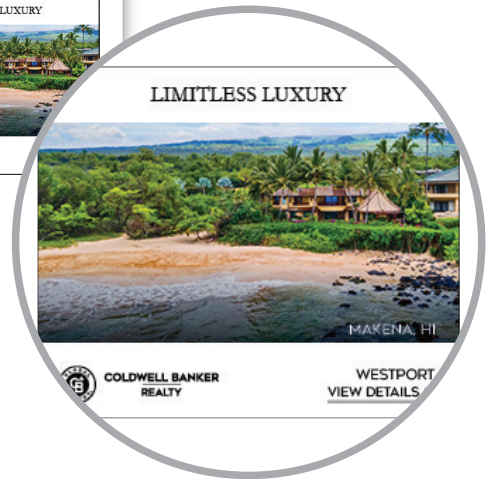
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

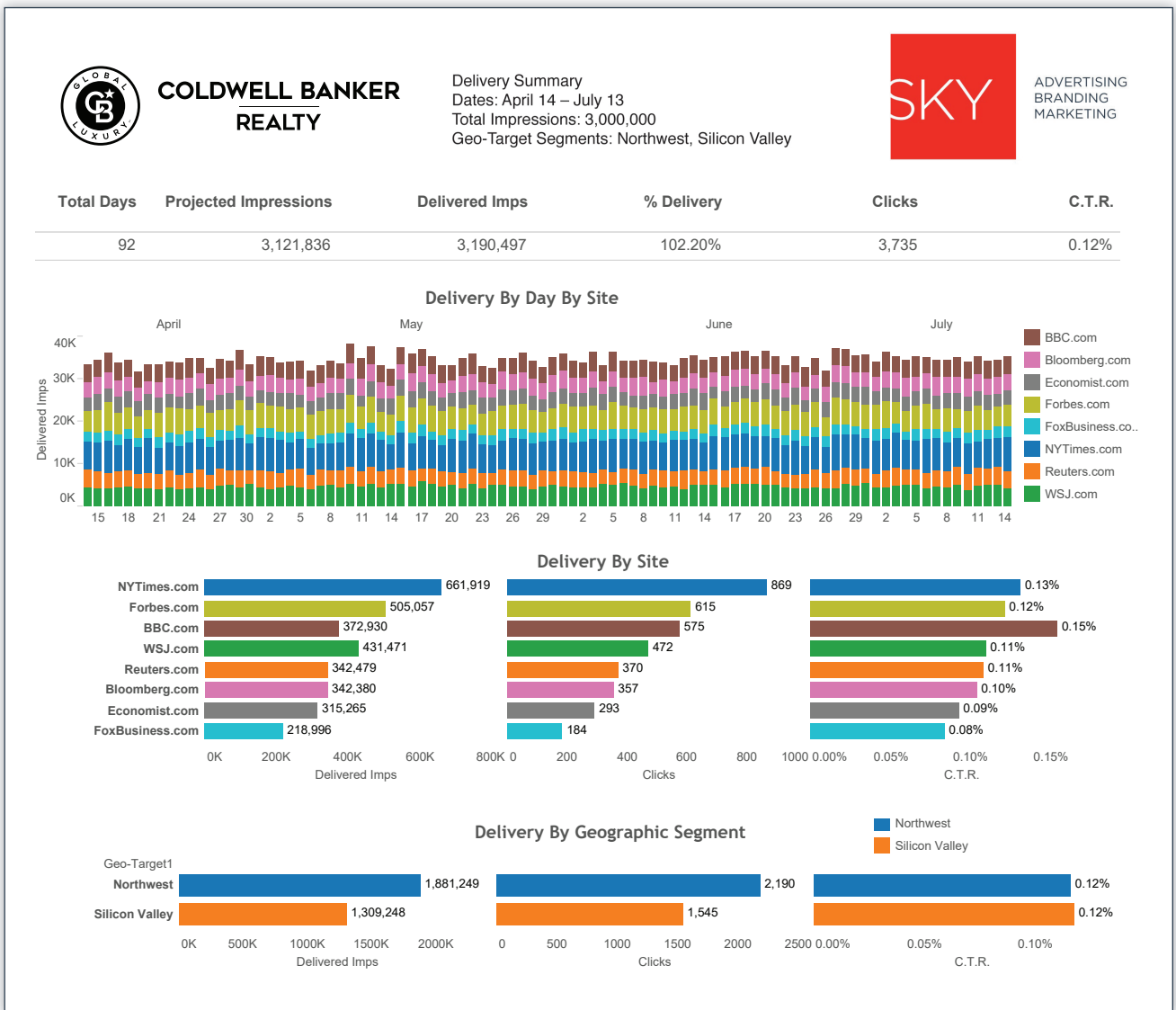


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 California, Utah, Colorado, Calgary (Alberta), Washington and Texas.

The programs are scheduled to start on June 1st and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance and local news websites.
- A custom intent segment, that will allow us to show banners to adults who are searching for Hawaii Real Estate and living in California, Utah, Colorado, Calgary (Alberta), Washington and Texas.
- A behavioral segment that will allow us to show banners to adults living in California, Utah, Colorado, Calgary (Alberta), Washington and Texas who are actively planning a trip to the Big Island.

» SITE SPECIFIC

This segment consists of premium global business, finance and news websites such as WSJ.com, StarAdvertiser.com, Forbes.com and more to extend the overall reach of the program.

» BEHAVIORAL TARGETING

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

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

» MEASUREMENT

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

» REPORTING

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

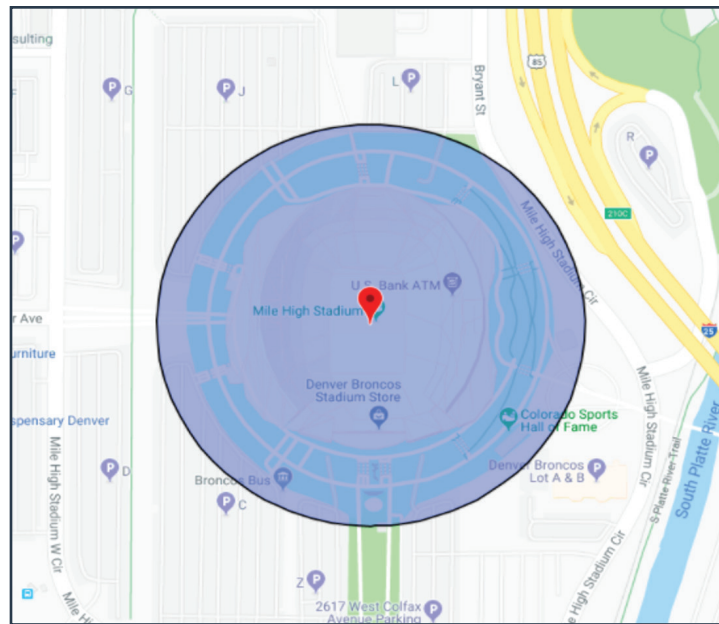
IMPRESSIONS SCHEDULE

		CB Island Properties Hale Palau'ea												Impressions			
Media	Geo-Target	June					July					August					
		29	05	12	19	26	03	10	17	24	31	07	14		21	28	
StarAdvertiser.com	California, Utah, Colorado, Calgary (Alberta), Washington, Texas																150,000
Barrons.com																	
Investors.com																	
Forbes.com																	
FoxBusiness.com	California, Utah, Colorado, Calgary (Alberta), Washington, Texas																625,000
Bloomberg.com																	
Reuters.com																	
CNBC.com																	
WSJ.com																	
Custom Intent: Hawaii Real Estate	California, Utah, Colorado, Calgary (Alberta), Washington, Texas																425,000
In-Market: Planning Trip to the Big Island	California, Utah, Colorado, Calgary (Alberta), Washington, Texas																300,000
Total Digital																1,500,000	

DIGITAL EVENT TARGETING

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



» GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER.

- From: \$1,500

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.

**BEHAVIORAL CUSTOM PROGRAM:
\$1,500/MONTH**

SMART SOLUTIONS EBLAST

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

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.

Audience

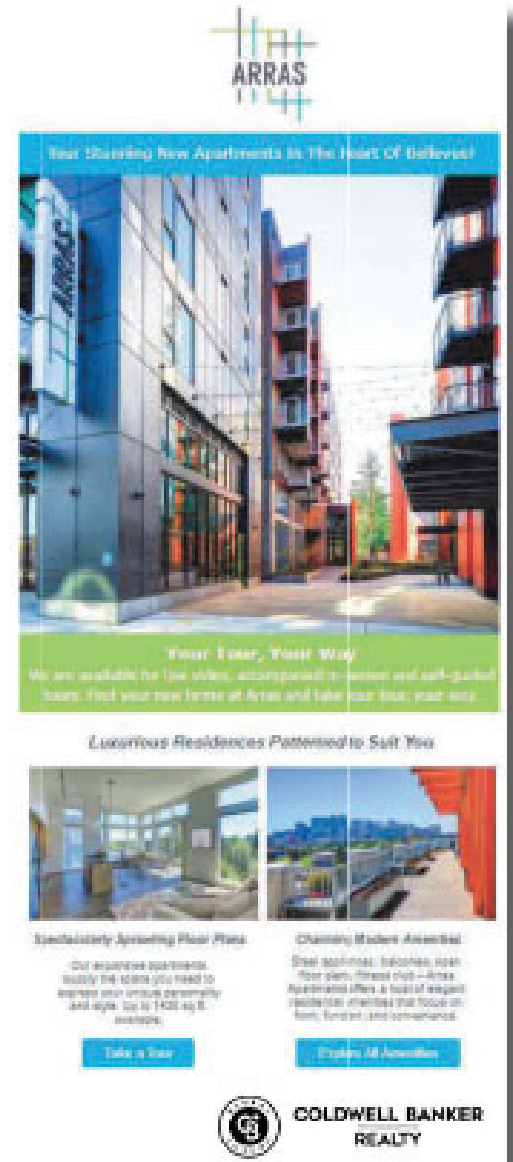
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EMAIL: \$2,295



NOB HILL GAZETTE

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

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

» E-NEWSLETTER

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

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



JAMES EDITION.COM

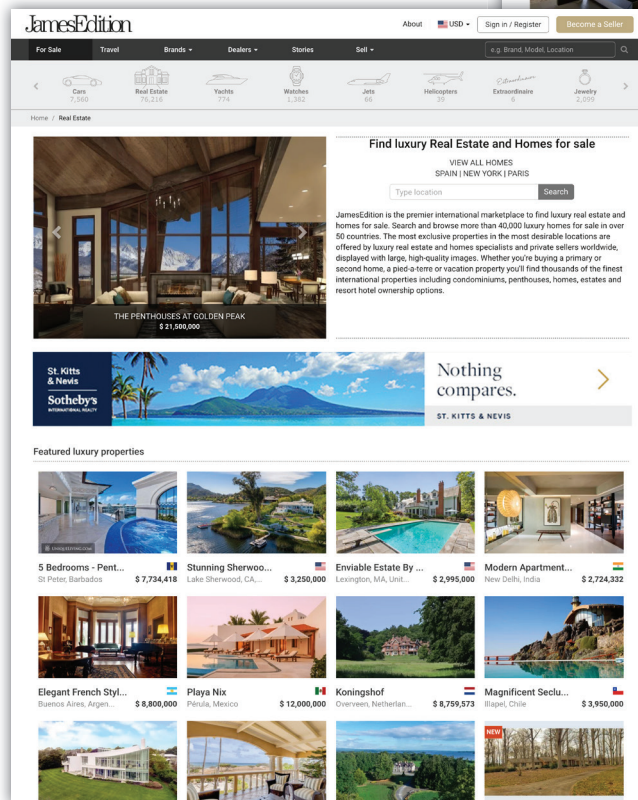
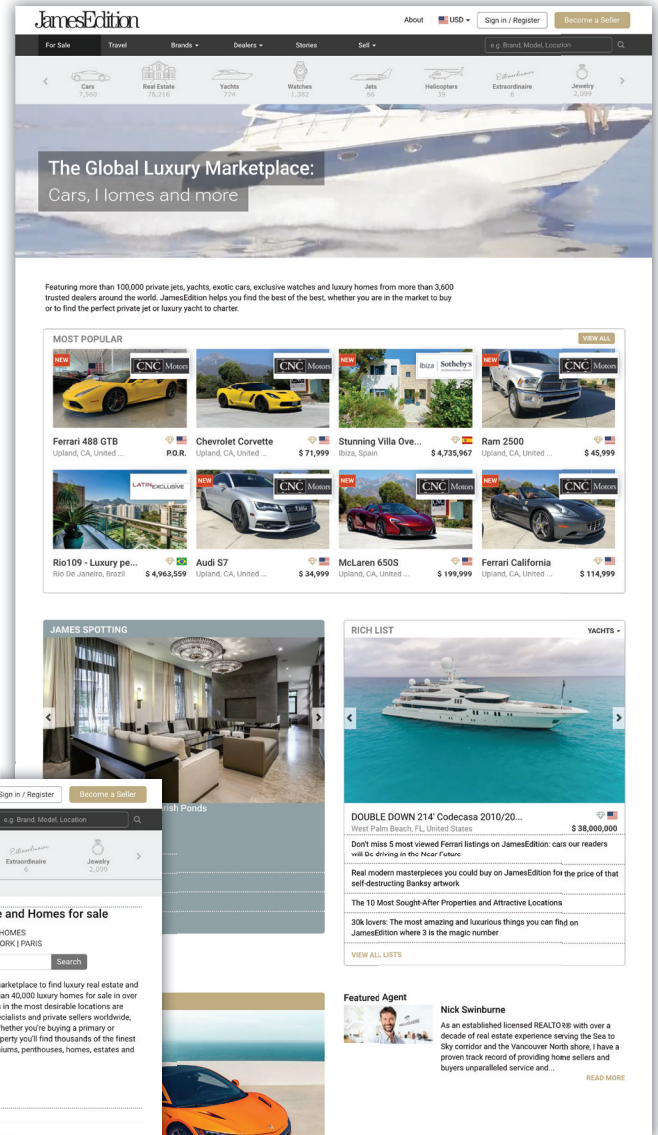
» E-NEWSLETTER

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

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

LISTING FEATURE: \$1,500



JAMES EDITION.COM

» ROTATING GALLERY

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

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

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

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



JAMES EDITION.COM

» SOCIAL MEDIA POST

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

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

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

» PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

» PHOTO PLUS

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

PHOTO PLUS: \$1,000 PHOTO PLUS



» VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

LA TIMES

» CUSTOM EMAIL

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

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

- Audience: **30K**

Los Angeles Times

CUSTOM EMAIL: \$1,350/DEPLOYMENT

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

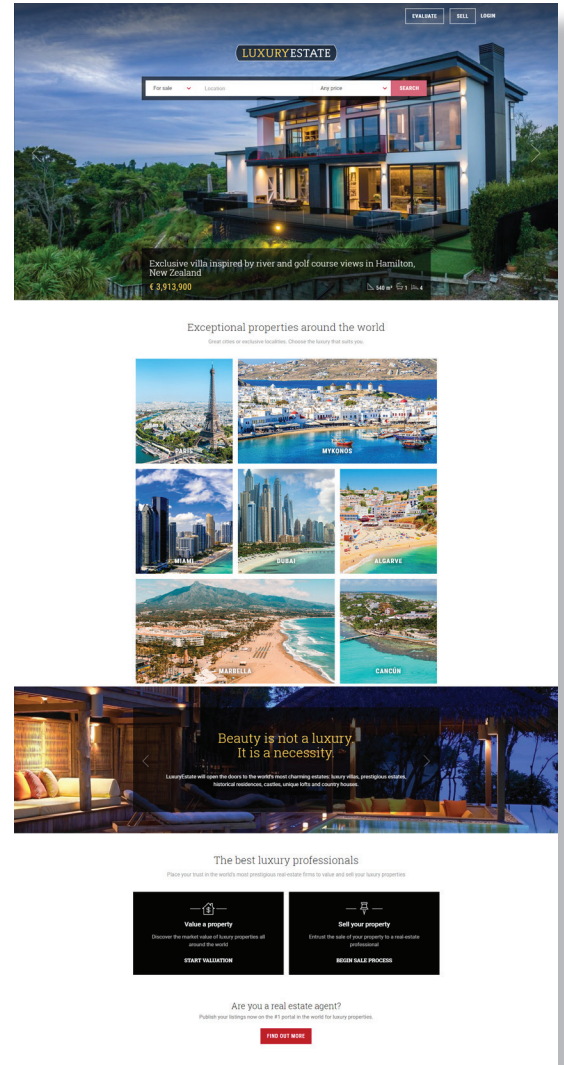
SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



OCEAN HOME

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

» CUSTOM E-MAIL

PRICE: \$2,500 PER WEEK

» FACEBOOK/INSTAGRAM AD

PRICE: \$1,300 PER MONTH



OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per week

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

ROBBREPORT.COM

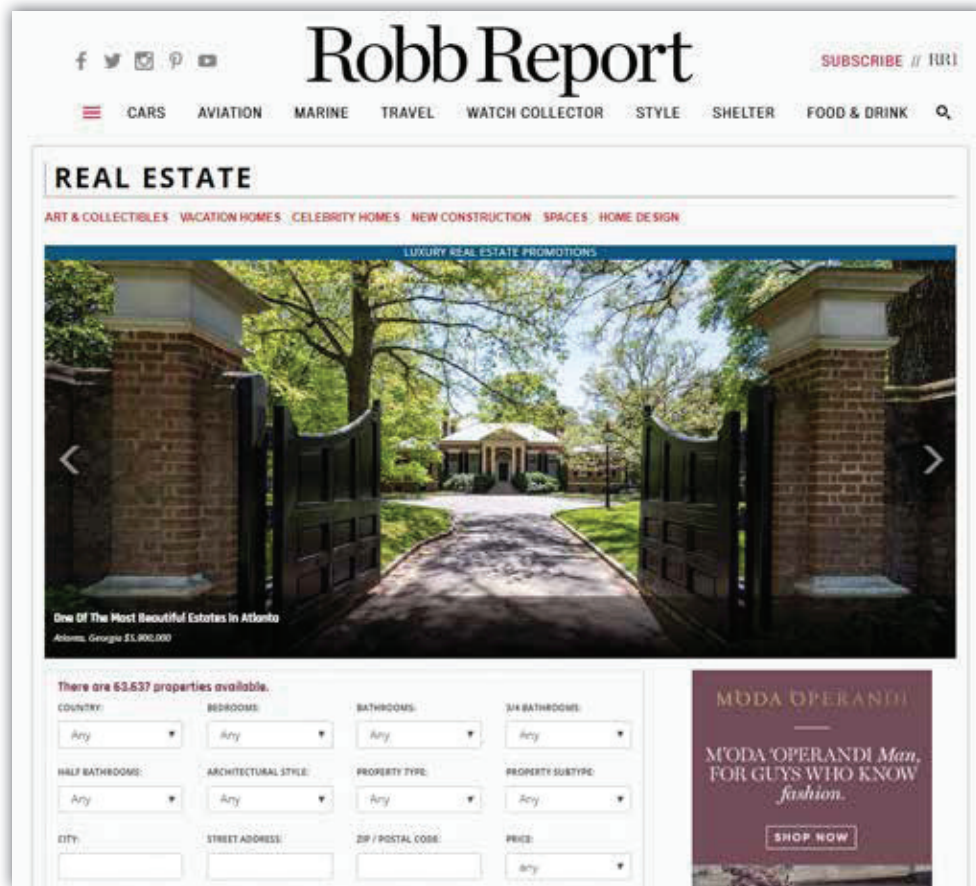
» REAL ESTATE MEDIA BAR

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: \$1,250



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. 3403 Pine Crescent, Vancouver, BC	\$28,900,000
6. 1 Fernhill Court, Bute Inlet, BC	\$28,800,000
7. 4502 142 Street, Surrey, BC	\$28,000,000
8. 42 Ave. Fenwick, Westmont, QC	\$25,500,000
9. 7516-7518 Av. Royale, Chateau-Richer, QC	\$24,000,000
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 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 

BOAT INTERNATIONAL E-NEWSLETTER

For more than 30 years, *Boat International* has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (*Boat International* and *Boat International US Edition*) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.


- **Circulation US:** 25,600
- **Average Net Worth:** \$35.9 million

E-NEWSLETTER: \$750




No Images? [Click here](#)

BOAT




BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS




LATEST BROKERAGE NEWS




Benetti *Harmony III* listed for sale with Fraser

READ MORE




Benetti *Rutli E* now for sale with Northrop & Johnson and Denison

READ MORE



C2M price drop on Codecasa *Regina d'Italia II* with Edmiston & Company


READ MORE



\$1M price cut on 50 metre Trinity *La Dea II* with IYC


READ MORE

LATEST YACHT NEWS




New 60 metre Amels 200 motor yacht sold

READ MORE



Lürssen's 130 metre+ Project Lightning pictured on sea trials


READ MORE



Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS





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: 644,424
- Enewspaper: 194,000
- Readership: 4,234,000
- Male / Female: 62% / 38%
- Average HHI: \$404,217
- National

PROPERTY PORTFOLIO: \$2,355

THE WALL STREET JOURNAL

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

NEW YORK 128.42 1.29

INDICES

NASDAQ 5,058.18 1.29

DOW 19,788.44 1.29

NYSE 1,947.00 1.29

COM. 97.24 1.29

WORLD 1,042.19 1.29

EURO 111.27 1.29

YEN 107.17 1.29

\$\$\$ 84.00

Fed Cuts Rates Amid Virus Fears

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

The world's most aggressive monetary policy since the 2008 financial crisis, the Fed cut its benchmark rate to 1.5% on Wednesday, the first time since 2008. The move was widely expected, as the Fed has been cutting rates since late 2015 to stimulate growth. The rate cut was accompanied by a \$50 billion increase in the Fed's balance sheet, the largest since the 2008 crisis. The move was seen as a signal that the Fed is committed to supporting economic growth and job creation. The rate cut was also seen as a response to the growing concern over the impact of the coronavirus outbreak on the global economy.

Shaky Grand Jury

Grand jury in New York City returns indictments in the case of the late congressman, but it declines to charge the man accused of killing him.

Tennessee Twisters Kill at Least 25

A severe weather system that twisted into a deadly twister in Tennessee killed at least 25 people and injured dozens more.

Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden took the steps to Los Angeles after wins in a string of Super Tuesday primary contests. Bernie Sanders won a landslide victory in California, his largest win in the caucus state.

Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries

Salesforce #1 CRM

Salesforce is the #1 CRM provider in the world, according to a new report from analyst firm Gartner.

ELITE TRAVELER

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: 557,000
- Average Age: 45
- Male/Female: 69% / 31%
- Average HHI: \$7.9M
- Average Net Worth: \$32M

LUXURY HOMES FEATURE: \$4,500

elite traveler



FINANCIAL TIMES

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

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

PROPERTY GALLERY: \$1,250
Global





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Plan 1 Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - CA, Utah, Colorado, Calgary (Alberta), Washington, Texas	
Comprehensive Digital	
Behavioral Custom program	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	20,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
JamesEdition	
Featured Banner	750,000
e-Newsletter	294,000
Listing Feature	148,000
LA Times	
Custom Email	30,000
Robbreport.com	
Real Estate media bar	6,000
WSJ.com	
Mansion Global Homepage	164,000
Daily Monday-Friday	17,000
Mansion Global Instagram	76,200
Yachting E-newsletter	
Boat International	25,600
Ocean Home	
Custom E-Mail	22,000
Facebook/Instagram Ad	43,400
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
Property Portfolio	644,424
Elite Traveler	
	111,400
Financial Times	
Property Gallery	193,337
GRAND TOTAL	4,418,361

CIRCULATION/DISTRIBUTION/REACH 2023

Plan 2 Media	Circulati
Digital	
Million Impressions*	
Digital Banner Program	
Targeting - CA, Utah, Colorado, Calgary (Alberta), Washington, Texas	
Comprehensive Digital	
Behavioral Custom program	
Nob Hill Gazette	
OTM On the Market eNewsletter	
JamesEdition	
e-Newsletter	
Listing Feature	
LA Times	
Custom Email	
WSJ.com	
Mansion Global Homepage	
Yachting E-newsletter	
Boat International	
Ocean Home	
Facebook/Instagram Ad	
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
Property Portfolio	
Financial Times	
Property Gallery	
GRAND TOTAL	2



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Plan 1 Media	Ad Description	June	July	August	September	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 - CA, Utah, Colorado, Calgary (Alberta), Washington, Texas					
Comprehensive Digital						
Social Mirror Ads	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00			\$ 1,500.00
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,295.00	\$ 2,295.00			\$ 2,295.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Peninsula and Silicon	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00		\$ 1,600.00
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00
LA Times						
Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00
Robbreport.com						
Robbreport.com	Real Estate media bar	\$ 1,250.00				\$ 1,250.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00	\$ 3,680.00			\$ 3,680.00
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00
Yachting E-newsletter						
Boat International	Boat International	\$ 750.00				\$ 750.00
Ocean Home						
Custom E-Mail	Custom E-Mail	\$ 2,500.00	\$ 2,500.00			\$ 2,500.00
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00				\$ 1,100.00
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00				\$ 2,355.00
Elite Traveler						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00				\$ 1,250.00
TOTAL						\$ 42,230.00

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

PROPOSED MEDIA SCHEDULE & PRICING 2023

Plan 2 Media	Ad Description	June	July	August	September	Media Total
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00
Million Impressions	Targeting - CA, Utah, Colorado, Calgary (Alberta), Washington, Texas					
Comprehensive Digital						
Social Mirror Ads	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Peninsula and Silicon OTM On the Market eNewsletter		\$ 500.00	\$ 500.00			\$ 1,000.00
JamesEdition						
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00
Social Media	Listing Feature	\$ 500.00				\$ 500.00
LA Times						
Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00
Yachting E-newsletter						
Boat International	Boat International	\$ 750.00				\$ 750.00
Ocean Home						
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00				\$ 1,100.00
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00				\$ 2,355.00
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00				\$ 1,250.00
TOTAL						\$ 19,840.00

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