



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

LUXURY DEVELOPMENT 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 LUXURY DEVELOPMENT

SKY Advertising is excited to present to Coldwell Banker Global Luxury a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Luxury development project.

Your strategic blueprint is composed curated print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Scottsdale, AZ.

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
212.677-2500 x114
janine@skyad.com

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

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

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



COLDWELL BANKER
REALTY

Digital Offerings

IMPRESSIONS CAMPAIGN

» CUSTOMIZABLE. AFFORDABLE. MEASURABLE.

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

Flight Dates: March 2021 - December 2021

Impressions: 20,000,000

Clicks through to the website of your choice.



Minimum 3 month commitment



IMPRESSIONS PROGRAM TARGETING SITES

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

THE WALL STREET JOURNAL.

**Bloomberg
Markets**



Forbes



FOX BUSINESS

Many more websites available for local to global targeting.

» GEO TARGETING

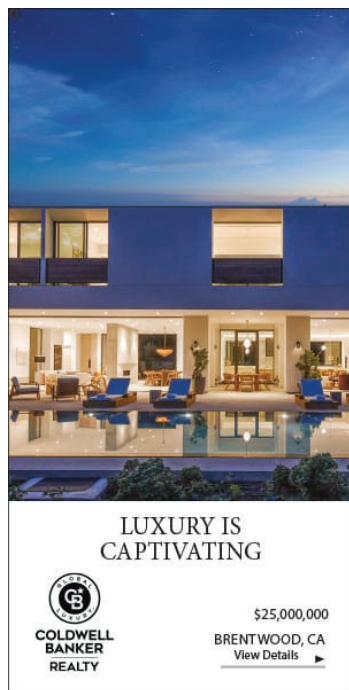
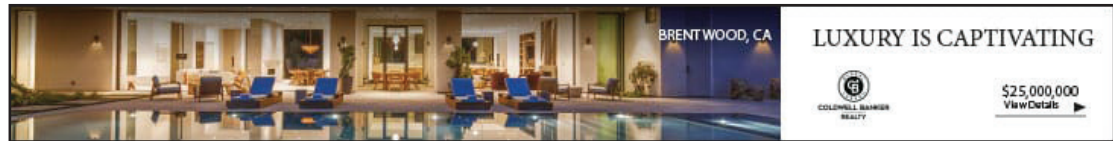
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



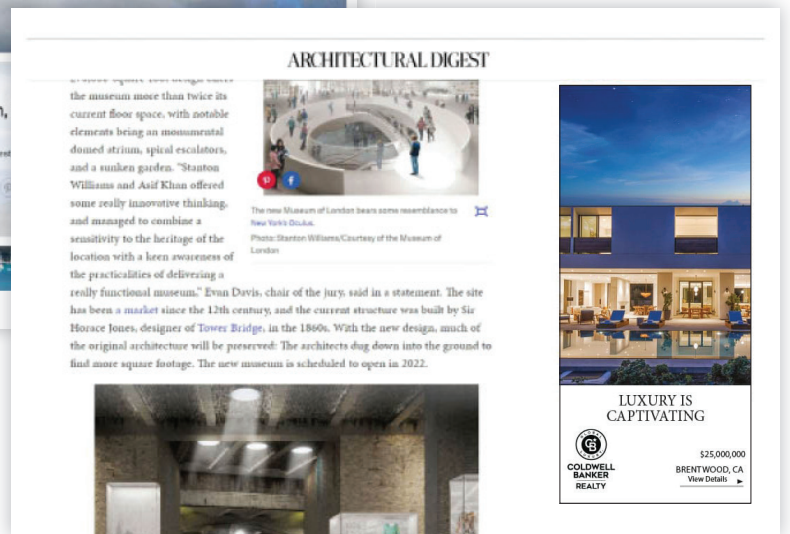
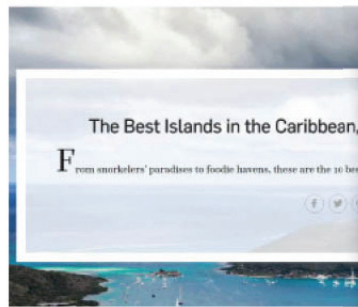
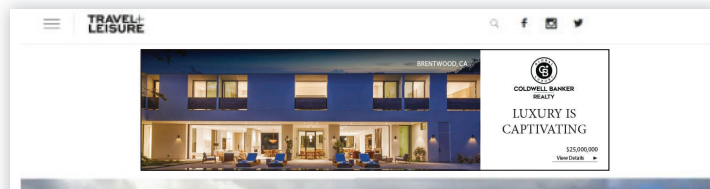
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

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



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

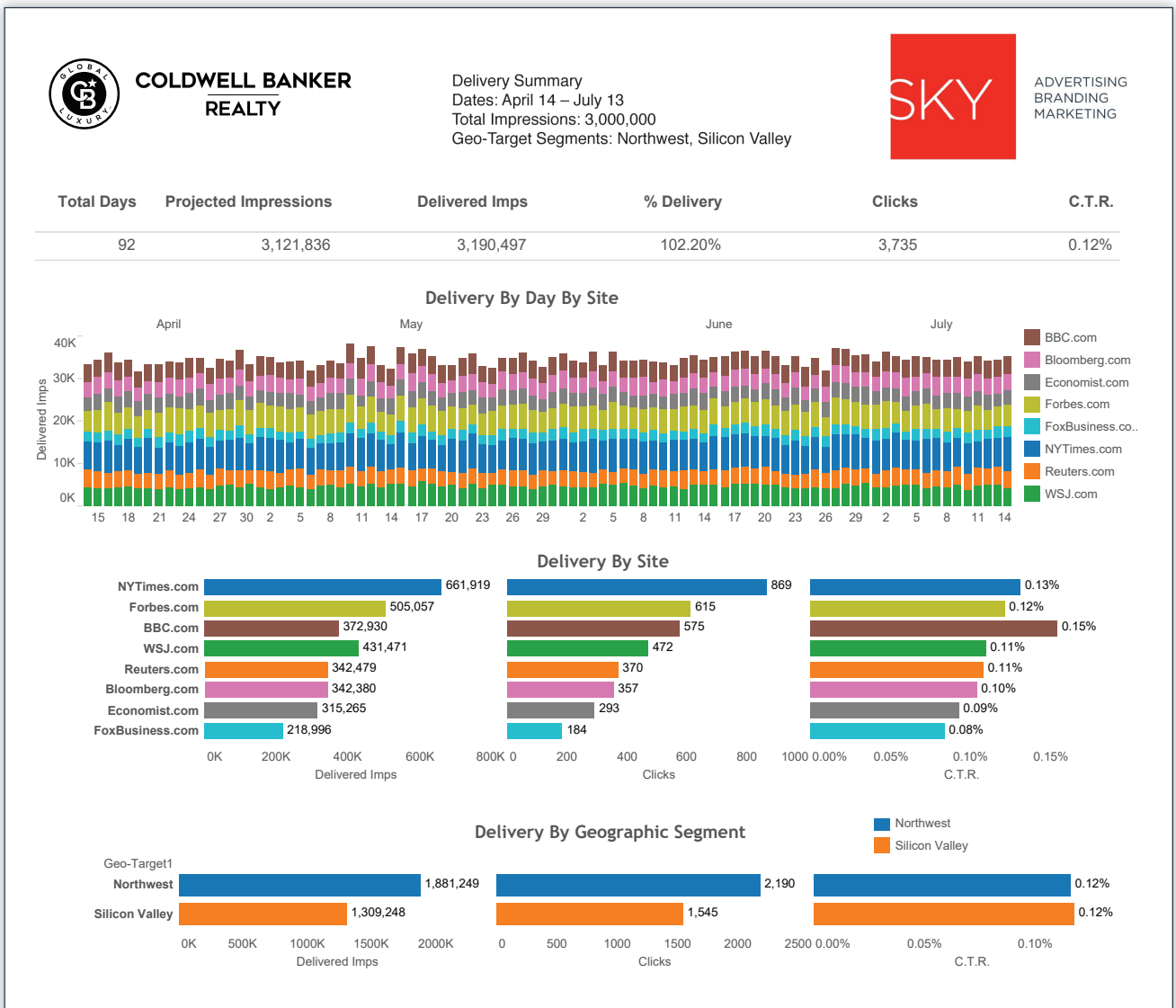


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 & PRICING

After researching, we have put together an integrated program that targets a high-net-worth audience in California, Washington, Texas, Illinois, Colorado, New Mexico, Nevada, Florida, Utah, Michigan and New York.

The plan, which is scheduled to run from March 2021- December 2021, is projected to deliver 20 million impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Top 10% HHI) in a premium editorial environment in national news and business/finance sites in California, Washington, Texas, Illinois, Colorado, New Mexico, Nevada, Florida, Utah, Michigan and New York.
- A behaviorally targeted segment that allows us to reach a high-net-worth audience (Top 10% HHI) of avid golfers in a premium editorial environment that includes top golf, news, business/finance and lifestyle websites in California, Washington, Texas, Illinois, Colorado, New Mexico, Nevada, Florida, Utah, Michigan and New York.
- A custom intent segment that allows us to reach a high-net-worth audience (Top 10% HHI) of people living outside of Arizona who are actively searching for Scottsdale real estate).

» MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing) Sessions, Pages Per Session, Average Time Spent, Conversions. We will use the first month to drive awareness and traffic to the development's website.

» REPORTING

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

MODERN LUXURY

» ADVANCED TARGETING PACKAGE

7 day campaign: email, display ads and social media elements.

Powerful targeting options that cover 130+ data points across geography, basics, financial, habits, interests, lifestyle, and auto categories. Ability to micro-target niche demographics more effectively than any competitor or advertising platform equivalent.

130+ DEMOGRAPHIC DATA POINTS

AVERAGE OPEN RATE OF: 11-16%

GEOGRAPHY

State, City, Zip, County, Zip Radius, Designated Marketing Area, Metropolitan Statistical Area

BASICS

Age, Children, Age of Children, Education Level, Household Income, Gender, Language Spoken, Marital Status, Net Worth, Occupation, Home Owner

Also by:

FINANCIAL

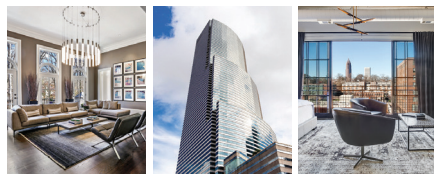
INTERESTS

HABITS

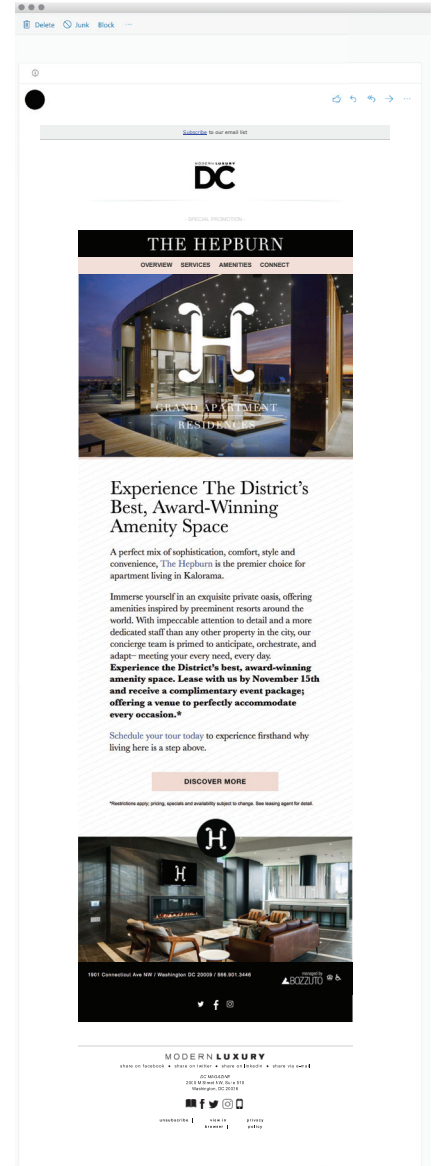
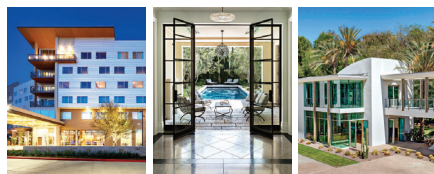
AUTO

LIFESTYLE

PRICE: \$6,250



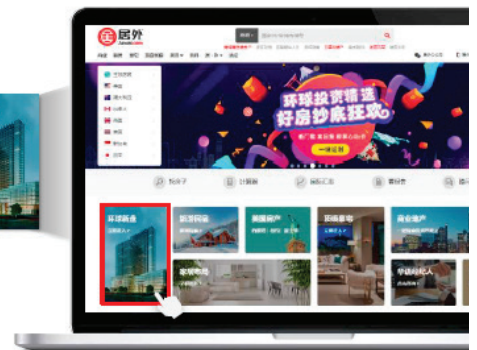
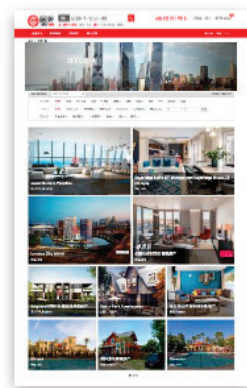
LUXURY LISTING



JUWAI DEVELOPER SOLUTIONS

- » PROPERTY LISTING PAGE
- » YOUR CHINESE COMPANY PAGE
- » ENHANCEMENT PRODUCTS
 - Top Developer
 - Top Property
 - King Slider
 - Juwai Recommends
 - Super Leaderboard
 - Hot Property
 - Strip Banner Ad
- » VALUE-ADDED PRODUCTS
 - Monthly Social Media Promotion
 - Chinese Advertorial
 - Prosperous Home Report (Feng Shui)
- » JUWAI ONLINE EVENT SOLUTION

COST: \$8,000
Global



JUWAI.COM

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.

» HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.
Usually \$725
Global



» FEATURED PLACEMENT PROPERTY LISTING

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

PRICING: \$425 FOR 6 MONTHS.
For properties \$2M+
Global



BLOOMBERG MARKETS E-NEWSLETTERS

» 5 THINGS E-NEWSLETTER

Five Things to Start Your Day. Get up to speed with the most important business & markets news each morning in our Five Things roundup.

PRICE: \$8,850

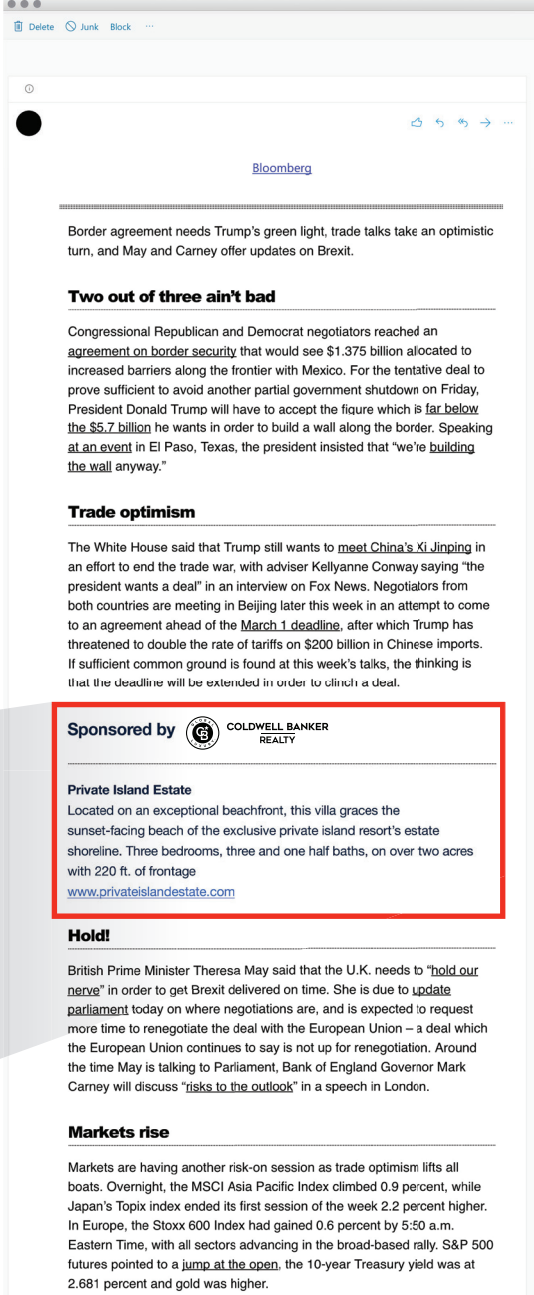
America Edition

- Subscribers: **197,483**
- Open Rate: **43%**
- Frequency: **Daily**

Sponsored by  COLDWELL BANKER
REALTY

Private Island Estate

Located on an exceptional beachfront, this villa graces the sunset-facing beach of the exclusive private island resort's estate shoreline. Three bedrooms, three and one half baths, on over two acres with 220 ft. of frontage
www.privateislandestate.com



Delete Junk Block ...

Bloomberg


Border agreement needs Trump's green light, trade talks take an optimistic turn, and May and Carney offer updates on Brexit.

Two out of three ain't bad

Congressional Republican and Democrat negotiators reached an agreement on border security that would see \$1.375 billion allocated to increased barriers along the frontier with Mexico. For the tentative deal to prove sufficient to avoid another partial government shutdown on Friday, President Donald Trump will have to accept the figure which is far below the \$5.7 billion he wants in order to build a wall along the border. Speaking at an event in El Paso, Texas, the president insisted that "we're building the wall anyway."

Trade optimism

The White House said that Trump still wants to meet China's Xi Jinping in an effort to end the trade war, with adviser Kellyanne Conway saying "the president wants a deal" in an interview on Fox News. Negotiators from both countries are meeting in Beijing later this week in an attempt to come to an agreement ahead of the March 1 deadline, after which Trump has threatened to double the rate of tariffs on \$200 billion in Chinese imports. If sufficient common ground is found at this week's talks, the thinking is that the deadline will be extended in order to clinch a deal.

Sponsored by  COLDWELL BANKER
REALTY

Private Island Estate
Located on an exceptional beachfront, this villa graces the sunset-facing beach of the exclusive private island resort's estate shoreline. Three bedrooms, three and one half baths, on over two acres with 220 ft. of frontage
www.privateislandestate.com

Hold!

British Prime Minister Theresa May said that the U.K. needs to "hold our nerve" in order to get Brexit delivered on time. She is due to update parliament today on where negotiations are, and is expected to request more time to renegotiate the deal with the European Union – a deal which the European Union continues to say is not up for renegotiation. Around the time May is talking to Parliament, Bank of England Governor Mark Carney will discuss "risks to the outlook" in a speech in London.

Markets rise

Markets are having another risk-on session as trade optimism lifts all boats. Overnight, the MSCI Asia Pacific Index climbed 0.9 percent, while Japan's Topix index ended its first session of the week 2.2 percent higher. In Europe, the Stoxx 600 Index had gained 0.6 percent by 5:50 a.m. Eastern Time, with all sectors advancing in the broad-based rally. S&P 500 futures pointed to a jump at the open, the 10-year Treasury yield was at 2.681 percent and gold was higher.

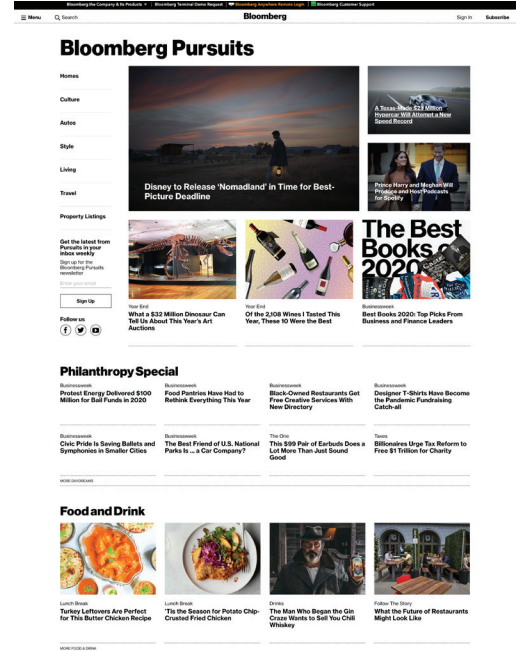
BLOOMBERG MARKETS E-NEWSLETTERS

» PURSUITS

Weekly e-Newsletter with Luxury & Lifestyle content.

• **Subscribers:** 58,000

PRICE: \$4,250



CHIEF EXECUTIVE

Chief Executive reaches top decision makers running companies that generate 68.3% of US GDP totaling \$22.3 trillion. CE reaches most CEOs running enterprise over \$50M. By engaging in CE marketing products comes the rare ability to precision-target the CEO community with the most comprehensive database available anywhere on decision makers at U.S. large and mid-market companies.

Chief Executive

Weekly E-Newsletter

Distribution: 95,000 C-Suite Subscribers

PRICE: \$3,825

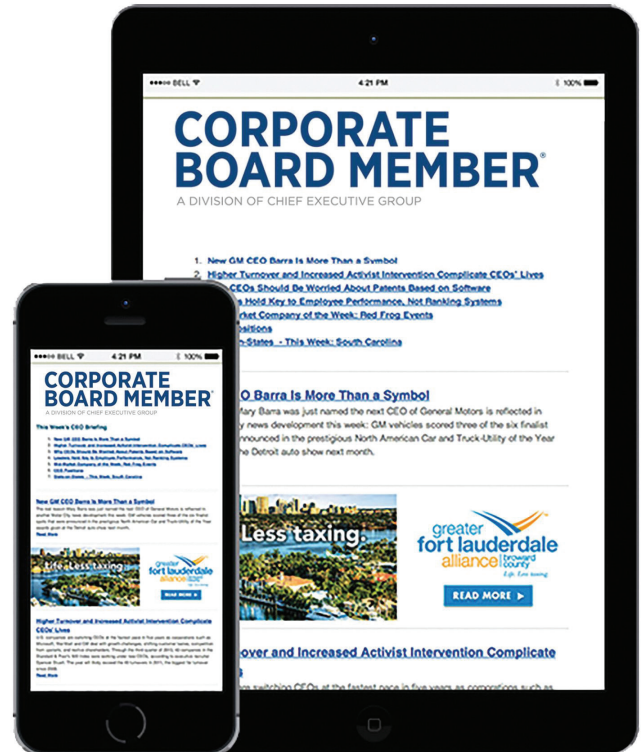
CORPORATE BOARD MEMBER E-NEWSLETTER

Corporate Board Member is the definitive digital resource for timely news, education, and thoughtful perspectives on topics critical to board members. Corporate Board Member's must-read e-newsletter provides corporate executives and directors with original stories on pressing corporate governance topics such as risk management, strategic planning, board trends and best practices, executive and director compensation, shareholder engagement and activism, audit committee issues, and much more.

Since 1998, public company executives and directors have looked to the Corporate Board Member's suite of media for the valuable information and decision-making tools they need to deal with issues confronting their boards. Corporate Board Member's e-newsletter delivers this information directly to their inboxes weekly.

- Current Distribution: 11,423
- Total Open Rate 40.4%
- Total Click-Through Rate 6.64%
- Frequency: Weekly

PRICE: \$3,125

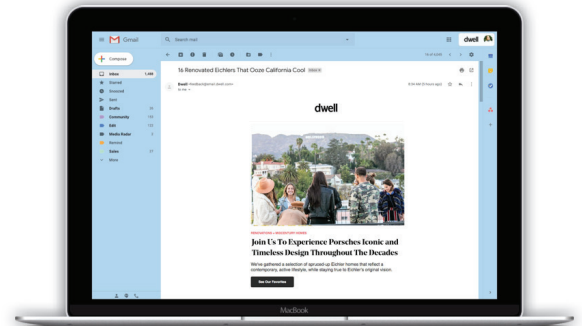


DWELL REAL ESTATE

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).



REAL ESTATE PACKAGE \$2,500

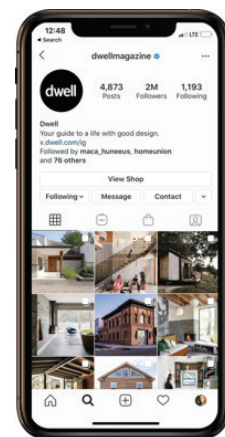
Custom Real Estate Article. This article around the listing will live in the Dwell.com Real Estate Channel.

Promotion on Dwell.com Homepage through a promo tile

Promotion of the Custom Article in the Dwell Email Newsletter

Promotion on the Dwell Facebook *ability to geotag and target specific locations (893k Followers)

Promotion on the Dwell Twitter



ELITE TRAVELER

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

elite traveler

- Average HHI \$7.9m
- Average Net Worth \$32m
- 318,661 Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500 OR
\$1,250 WITH PRINT PLACEMENT



NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

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

» E-NEWSLETTER

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

PRICE: \$500 PER LISTING OR \$450 WITH PRINT PURCHASE



JAMES EDITION.COM

» ROTATING GALLERY

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

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

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

HOME PAGE
\$1,000-\$1,500 PER MONTH

REAL ESTATE PAGE
\$800-\$1,300 PER 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.

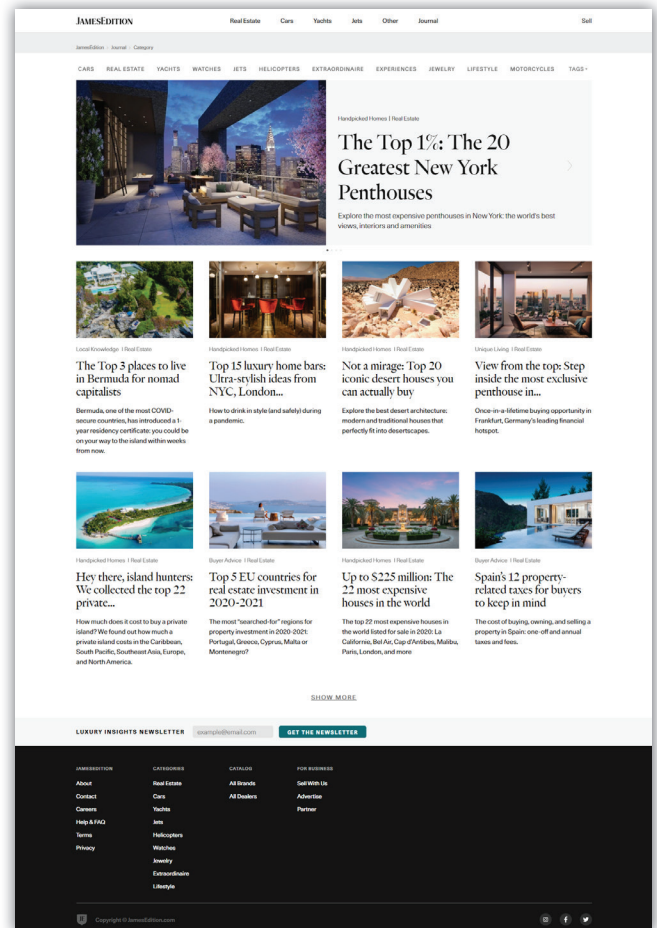
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

**FEATURED STORY IN THE JOURNAL
CUSTOM CONTENT ARTICLE +
NEWSLETTER PROMOTION \$3,600**



JAMESEDITION.COM

» SOCIAL MEDIA POST

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

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

SOCIAL MEDIA POST
\$350 PER POST

The screenshot shows a webpage from JamesEdition.com. At the top, there is a search bar and navigation links. The main content area features an article titled "What featured positions do you offer?". The article text explains that JamesEdition offers extra advertising options to increase visibility and lists several options: Rotating Gallery Home Page, Rotating Gallery Real Estate Page, New and Trending, Social Media Post, Newsletter Featuring, and Featured Story in the Journal. A note mentions that these positions are limited and subject to approval. Below the text, there are three smartphone mockups showing social media posts for Facebook, Instagram, and Twitter. At the bottom of the page, there are social media sharing icons for Facebook, Twitter, and LinkedIn, and a small logo for Intercom.

What featured positions do you offer?

In this article you will learn about onsite and offsite featuring we offer and how you can promote your listings

Written by Catherine Alekseeva
Updated over a week ago

JamesEdition offers extra advertising options to increase your visibility, and we can suggest prominent positions on the website that will maximize your listings' exposure. Your listings can be highlighted on social media, on our main page, and on category pages as well. Here are some of the available options:

- Rotating Gallery Home Page
- Rotating Gallery Real Estate Page
- New and Trending
- Social Media Post
- Newsletter Featuring
- Featured Story in the Journal

Note! Please bear in mind that these positions are limited and subject to approval by our editorial team.

Social Media Post

You can publish your listings on our social media channels: **Instagram** (74.8K subscribers. Average engagement rate is 1.27%, and average engagement reach rate is 8.11%. Average reach per post is 11,599), **Twitter** (7.03K subscribers), or **Facebook** (31.3K subscribers). The price of social media advertising is 200€ per post.

Please [contact our sales team](#) for more information.

Facebook Instagram Twitter

f t in

We run on Intercom

NYTIMES.COM

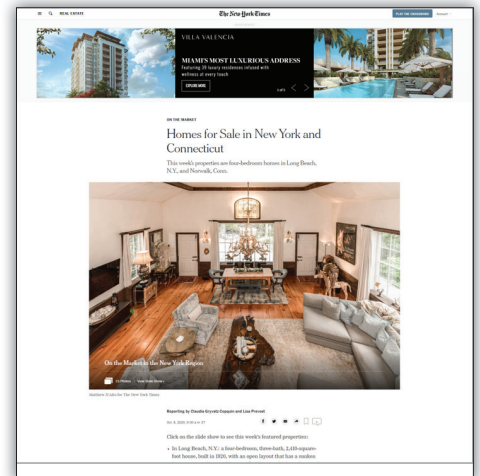
» FLEX FRAME BANNER SLIDESHOW

String together a story with Slideshows. Seamless, fast-loading, and engaging, the Slideshow enables brands to showcase multiple looks or complementary products through a series of sequential images.

- National and International Geo-targeting
- Demographic and Behavioral Targeting

\$4,000 A MONTH

***Minimum 3 month purchase**



THE REAL DEAL

For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

Site Stats:

Unique visitors: 2M+

Total visitors: 3M+

Page views: 10M+

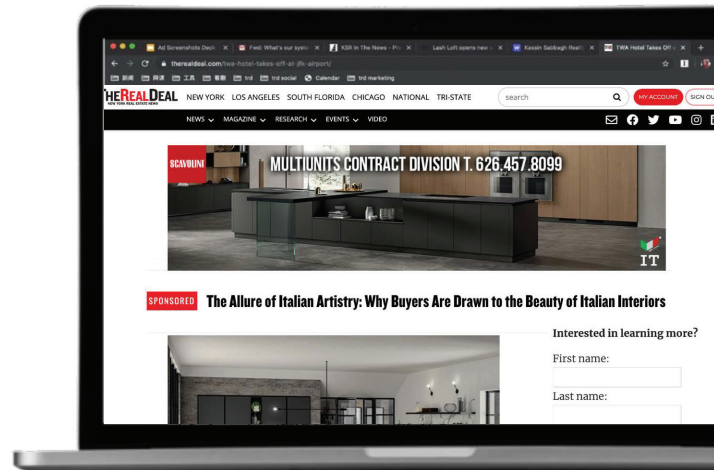
Mobile visits: 60%

Demographics:

Male/Female Ratio: 60% / 40%

Ages 25-54: 70%

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



» SPONSORED & CUSTOM CONTENT

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

COST PER POST: \$5,500

Sponsored content details:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x) and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

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

» SOCIAL PROMOTION

Opportunities include:

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

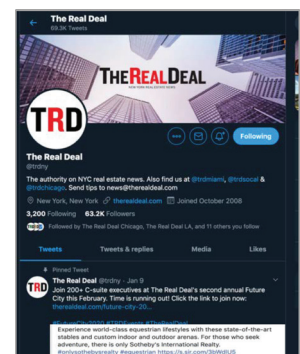
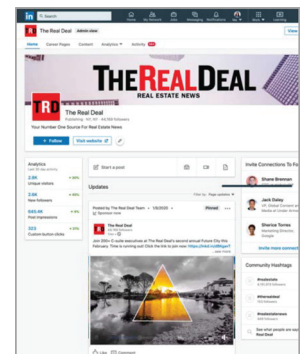
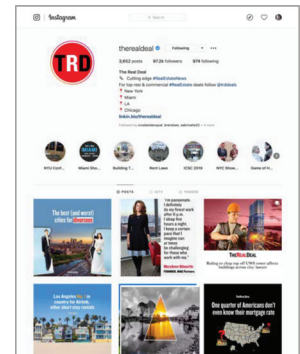
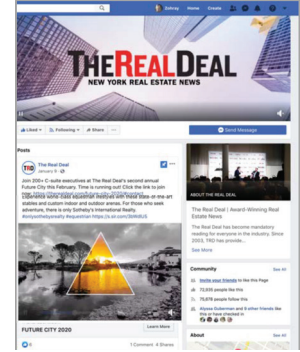
Facebook: 110K+

Instagram: 120K+

LinkedIn: 45K+

Twitter: 65K+

COST PER POST: \$1,000



ROBBREPORT.COM

» REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$950 PER 30 DAYS
(\$1,895 OPEN RATE)

The screenshot displays the Robb Report website's Real Estate section. At the top, there are social media icons and the Robb Report logo. A navigation bar includes categories: CARS, AVIATION, MARINE, TRAVEL, WATCH COLLECTOR, STYLE, SHELTER, and FOOD & DRINK. Below this is a 'REAL ESTATE' section with sub-categories: ART & COLLECTIBLES, VACATION HOMES, CELEBRITY HOMES, NEW CONSTRUCTION, SPACES, and HOME DESIGN. A featured image shows a large estate with a brick gate and a house in the background, with the caption 'One Of The Most Beautiful Estates In Atlanta, Atlanta, Georgia \$1,800,000'. Below the image is a search filter for 63,637 properties available, with dropdown menus for Country, Bedrooms, Bathrooms, Half Bathrooms, Architectural Style, Property Type, Property Subtype, City, Street Address, ZIP/Postal Code, and Price. A 'SHOP NOW' button is visible next to the filter. On the right side of the filter, there is a promotional banner for 'MODA OPERANDI' with the text 'MODA OPERANDI Men, FOR GUYS WHO KNOW fashion.' and a 'SHOP NOW' button.

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



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

Includes

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

**COST: \$990 PER 3 MONTHS
(\$330/MONTH, 3 MONTH MINIMUM)**

The screenshot displays a real estate listing for '706 Mission' in San Francisco. At the top, there is a search bar with the text 'Buy' and 'Luxury properties by location'. Below the search bar is a large hero image of the building at dusk. The text '706 Mission' is prominently displayed, along with 'FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION' and a 'WEBSITE' link. To the right, there is a 'VIEW MEDIA' button. Below the hero image, there is a 'SHARE' button with social media icons and a 'SAVE' button. The main content area is divided into several sections: 'DESCRIPTION' with a paragraph of text and a 'Read More' link; 'AMENITIES' with a 'View Gallery' link and a list of amenities including 'Intimate bar and lounge', 'Grand outdoor terrace', 'Bespoke fitness and wellness', and 'Fully equipped game room'; 'NEIGHBORHOOD' with a 'View Gallery' link and an image of the building; and a 'SHOP NOW' button with '100,000+ ★★★★★ reviews'. The bottom of the page features the text 'YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT'.

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» WEEKLY ENEWSLETTER

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

COST: \$1,305

Having trouble viewing this email? [View in web browser.](#)

THE WALL STREET JOURNAL

REAL ESTATE

Coronavirus is baring its teeth to the spring real-estate market. *Mansion's Katherine Clarke reports that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.*

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

Do air purifiers and filters kill viruses?

In Houston, a **high-stakes divorce battle** between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.


Finally, we look at how **security personnel have come to feel like part of the family** in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. ☺

Happy reading!

-Kerry Berger, digital editor of Mansion


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



JIM MARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.


Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL HAGLER/COURTESY NEWS

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

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



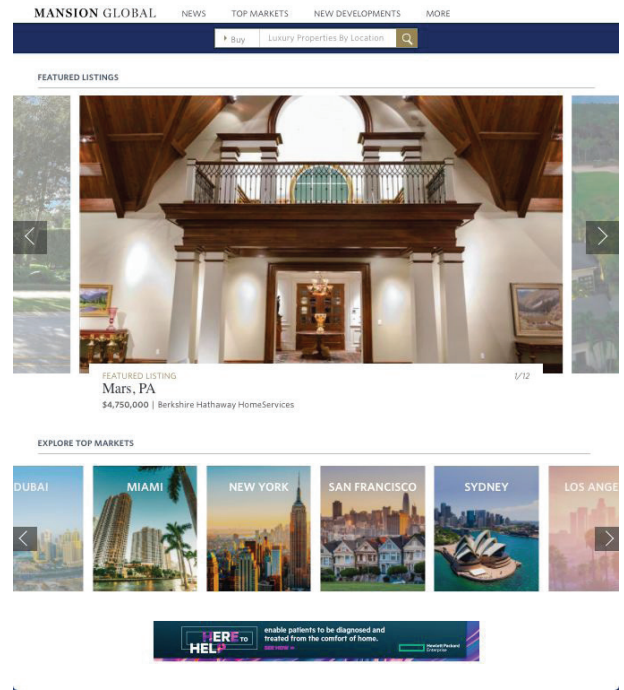
ROBIN MUIR

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.

\$3,000/MONTH



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

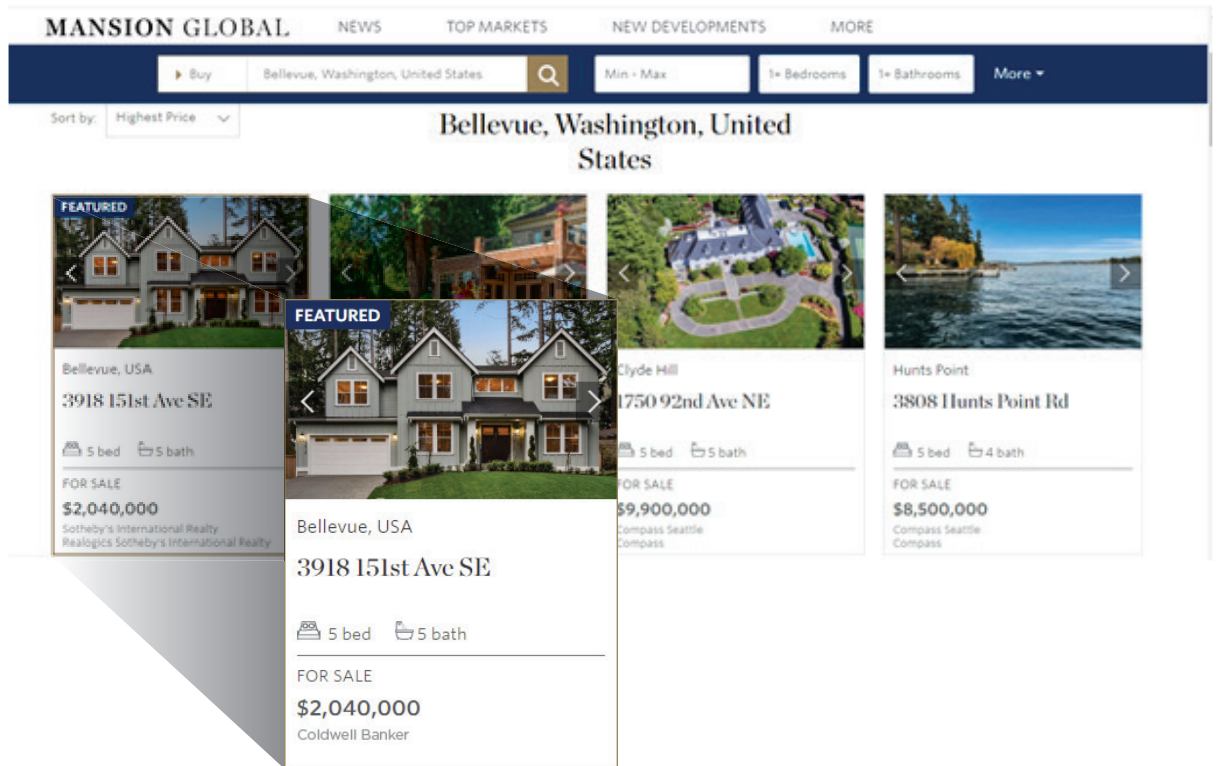
» FEATURED PROPERTY UPGRADES

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





COLDWELL BANKER
REALTY

Print Offerings

THE WALL STREET JOURNAL

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

- **Circulation:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

**NATIONAL
2X7: \$6,560**

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2020 • VOL. CXXIX, NO. 52

Fed Cuts Rates Amid Virus Fears

What's News
Business & Finance
 The Fed lowered its overnight rate to 0% to help ease the economic impact of the coronavirus outbreak. It also announced a \$750-billion program to buy Treasury bills, government agency debt, and agency mortgage-backed securities.

Shaky Ground
 The world's most important commodity market, oil, fell sharply on Wednesday as investors worried about the economic impact of the coronavirus outbreak. Oil prices fell 1.5% to \$20.48 a barrel.

Tennessee Kill at Least 25
 A coronavirus outbreak in Tennessee has killed at least 25 people, including a 10-year-old child, and hospitalized more than 100 others, according to state health officials.

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

Many U.S. Cities See Downturn at Hand
 Booming regions mask fiscal weakness in places tethered to shrinking industries. A report from Moody's Analytics shows that many U.S. cities are facing a downturn in economic activity.

Minnesota Resorts Are On Thin Ice
 Shrub forces new ways to reach fishing spots. Minnesota's tourism industry is facing challenges due to the coronavirus outbreak, which has led to a decline in visitors to state parks and resorts.

What's Next
 The Fed's move to cut rates to 0% is a historic move that could help ease the economic impact of the coronavirus outbreak. However, the Fed also announced a \$750-billion program to buy Treasury bills, government agency debt, and agency mortgage-backed securities.

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THE NEW YORK TIMES

» IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- **Circulation:** 483,701
- **Male / Female ratio:** 62.2% male / 37.8% female
- **Average household income:** \$381,464
- **Median age:** 45.2
- **Over one half have liquid assets valued at \$1 million+**
- **Over 1 in 4 have a household net worth of \$3 million**

QUARTER PAGE, COLOR: \$7,650



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

QUARTER PAGE, COLOR: \$7,650

The image shows a preview of the Real Estate section from The New York Times. At the top, there are small teasers for other articles. The main section is titled "Real Estate" and "The New York Times". Below this, there are several articles:

- THE HAMPTONS NORTH?**: This article features a large photo of a lake and a smaller photo of a house. The text discusses the development of the Hamptons North area.
- The Hudson Valley is starting to resemble that stretch of Long Island.**: This article features a photo of a house and text discussing the development of the Hudson Valley area.
- An Instant Community in the Catskills**: This article features a photo of a group of people sitting around a table and text discussing the development of an instant community in the Catskills.
- Manhattan's Finest Rental Residences In Your Favorite Neighborhood**: This article features a photo of a modern apartment interior and text discussing rental residences in Manhattan.

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

FULL PAGE: \$5,000

elite traveler



NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- **Frequency:** 12 times
- **Average Readership:** 155,000
- **Year Established:** 1993
- **Mean Home Value:** \$4,100,500
- **Circulation per Issue:** 31,600

FULL PAGE: \$3,290



LOS ANGELES TIMES

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/ selling tips, home décor and improvement trends — this section along with our vast broker presence featuring current listings, gives homebuyers all the information they need to find a dream home alongside top celebrity homes and the hottest multi-million dollar transactions in the market. This section targets a highly affluent audience with readers that are 3x more likely to own a second/ investment property, with 65% or more likely to own homes worth \$2M+. 74% of business decision makers more likely to be CEOs, Presidents, or VPs.

- **Circulation:** 103,000
- **Geographic distribution:** in high income zip codes in the los angeles metro area
- **Male/female:** 52%/48%

FULL PAGE, COLOR: \$1,400

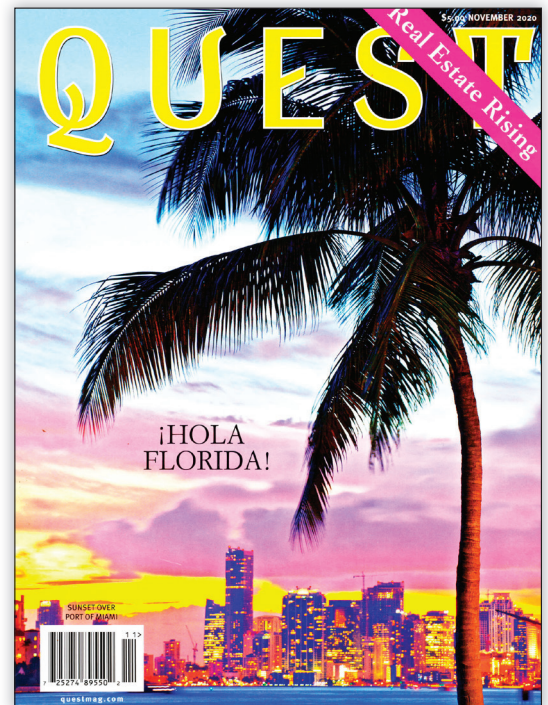
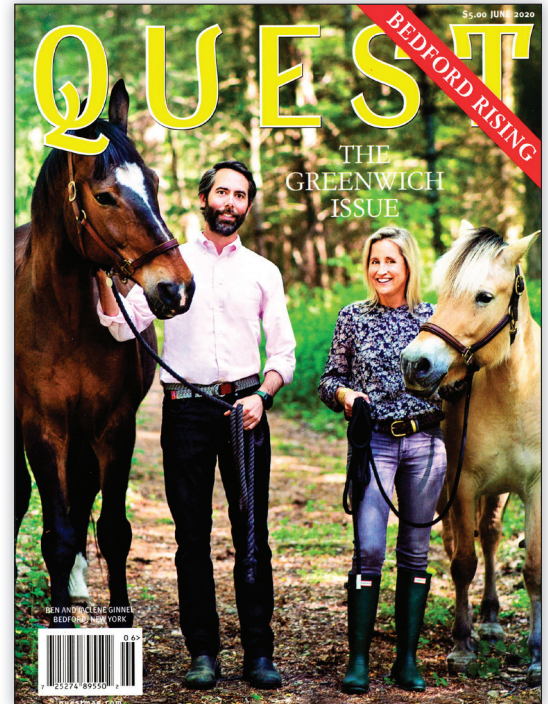


QUEST

QUEST and its unique audience share an inseparable connection ... a passion for taste, style, and luxury. QUEST readers are educated, affluent, and transaction-oriented. QUEST audience includes three generations of readers — Millennials, Gen Xers and Baby Boomers, those who helped launch the magazine and those who grew up with it. QUEST provides the most appropriate advertising vehicle for luxury goods, services and consumables. QUEST uncovers the latest trends in real estate, entertainment, art, antiques, fashion, luxury goods, travel, music, and philanthropy in every issue.

- **Total Audience:** 631,750 readers
- **Average HHI:** \$1,437,000
- **Average HHnw:** \$13,900,000
- **3.6 out of 5 own a secondary home**
- **Male/Female:** 44% / 56%
- **Median Age:** 43.4

FULL PAGE W ENEWSLETTER
PROMOTION: \$3,900



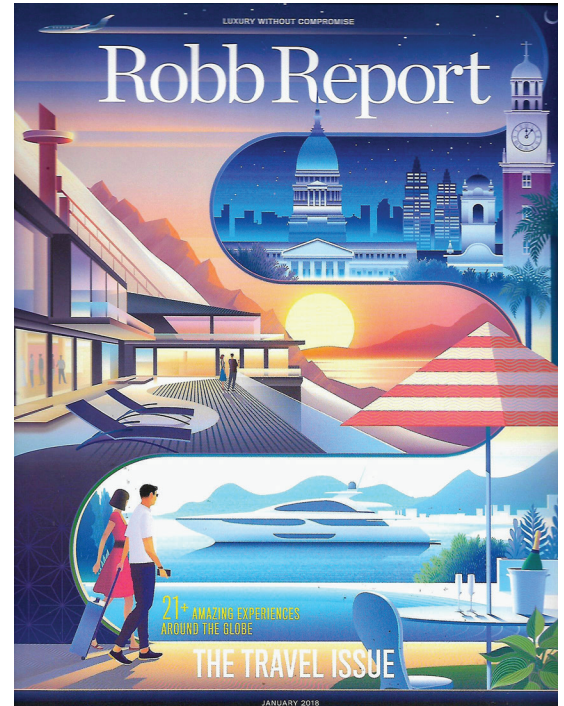
ROBB REPORT

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- **Audience:** 324,000
- **Average Age:** 44
- **Male / Female Ratio:** 79/21
- **Average HHI:** \$484,000
- **Average HNW:** \$2,800,000

FULL PAGE : \$7,250

Global





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
DIGITAL	
Million Impressions*	20,000,000
Modern Luxury	25,000
Juwai.com	
New Developments	15,400,000
Hot property upgrade	13,800,000
Luxe Channel Property Listing	2,300,000
Bloomberg Markets e-Newsletter	
5 Things to Start Your Day - Americas Pursuits	3,736,000
Chief Executive e-Newsletter	285,000
Corporate Board Member e-Newsletter	150,000
Dwell	350,000
Nob Hill Gazette - Peninsula & Silicon Valley	19,500
Elite Traveler	
Online Real Estate Showcase	10,000
JamesEdition	
Rotating Gallery Home Page	750,000
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	74,800
NYTimes.com	150,000
Real Deal	
Sponsored Content	3,000
Social Post Facebook	110,000
Social Post Instagram	120,000
Robbreport.com	24,000
WSJ.com	
Mansion Global Homepage	984,000
Mansion Global New Development Profile	
WSJ.com e-Newsletter	150,000
Mansion Global Homepage Featured Listing	2,000,000
Property upgrades	8,539,860
PRINT	
The Wall Street Journal - National	3,978,400
The New York Times	483,701
The New York Times	1,945,548
Elite Traveler	111,400
Nob Hill Gazette - Peninsula & Silicon Valley	64,000
Golf Digest - Arizona	46,000
Golf Digest - California	210,000
Golf Digest - New York Metro	120,000
Golf Digest - Illinois	58,000
Golf Digest - Texas	100,000
The Los Angeles Times	310,218
Quest	185,600
Robb Report	648,000
GRAND TOTAL	78,586,027



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	March	April	May	June	July	August	September	October	November	December	Media Total
DIGITAL												
Million Impressions*	Digital Banner Program Targeting - California, Washington, Texas, Illinois, Colorado, New Mexico, Nevada, Florida, Utah, Michigan, New York	\$ 4,900.00	\$ 4,900.00	\$ 4,900.00	\$ 4,900.00	\$ 4,900.00	\$ 4,900.00	\$ 4,900.00	\$ 4,900.00	\$ 4,900.00	\$ 4,900.00	\$ 49,000.00
Modern Luxury	Email Marketing	\$ 6,250.00					\$ 6,250.00					\$ 12,500.00
Juwai.com	New Developments Chinese Website				\$ 8,000							\$ 8,000.00
New Developments	Hot property upgrade	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 4,250.00
	Luxe Channel Property Listing				\$ 425.00	\$ 425.00				\$ 425.00		\$ 850.00
					\$ 425.00							\$ 425.00
Bloomberg Markets e-Newsletter	5 Things to Start Your Day - Americas				\$ 8,850.00							\$ 8,850.00
	5 Things Briefing e-Newsletter - 5 sends				\$ 4,250.00							\$ 4,250.00
	Pursuits - 4 sends				\$ 3,825.00							\$ 3,825.00
Chief Executive e-Newsletter	e-Newsletter	\$ 3,825.00	\$ 3,825.00	\$ 3,825.00	\$ 3,825.00	\$ 3,825.00	\$ 3,825.00	\$ 3,825.00	\$ 3,825.00	\$ 3,825.00	\$ 3,825.00	\$ 38,250.00
Corporate Board Member e-Newsletter	e-Newsletter	\$ 3,125.00	\$ 3,125.00	\$ 3,125.00	\$ 3,125.00	\$ 3,125.00	\$ 3,125.00	\$ 3,125.00	\$ 3,125.00	\$ 3,125.00	\$ 3,125.00	\$ 31,250.00
Dwell	Featured Article, e-Newsletter and Social	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,000.00
Nob Hill Gazette - Peninsula & Silicon Valley	OTM (On the Market) e-Newsletter				\$ 450.00			\$ 450.00				\$ 900.00
Elite Traveler												
Online Real Estate Showcase	12 months half price with print placement				\$ 1,250							\$ 1,250.00
JamesEdition												
Rotating Gallery Home Page	Featured Banner			\$ 1,300.00				\$ 1,300.00				\$ 2,600.00
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,000.00				\$ 1,000.00				\$ 2,000.00
Featured Article and e-Newsletter promotion	Custom Article + eNewsletter			\$ 3,600.00				\$ 3,600.00				\$ 7,200.00
Social Media Post - Instagram	Post			\$ 350.00				\$ 350.00				\$ 700.00
NYTimes.com	FlexFrame	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 40,000.00
Real Deal	Sponsored Content	\$ 5,500.00										\$ 5,500.00
Real Deal	Social Post Facebook	\$ 1,000.00										\$ 1,000.00
Real Deal	Social Post Instagram	\$ 1,000.00										\$ 1,000.00
RobbReport.com	Real Estate media bar	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 9,500.00
WSJ.com												
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 21,500.00
Mansion Global New Development Profile	Profile page - 3 months	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 990	\$ 9,900.00
WSJ.com e-Newsletter	Friday e-Newsletter	\$ 1,305.00	\$ 1,305.00	\$ 1,305.00	\$ 1,305.00	\$ 1,305.00	\$ 1,305.00	\$ 1,305.00	\$ 1,305.00	\$ 1,305.00	\$ 1,305.00	\$ 13,050.00
Mansion Global Homepage Featured Listing	Fixed Homepage Placement 30 days	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 30,000.00
Property upgrades	Property upgrades				\$ 1,200							\$ 1,200.00
PRINT												
The Wall Street Journal - National	2x7 Buy 8 get 6 Free	\$ 6,560.00	\$ 6,560.00	\$ 6,560.00	\$ 6,560.00	\$ 6,560.00	\$ 6,560.00	\$ 6,560.00	\$ 6,560.00	\$ 6,560.00	\$ 6,560.00	\$ 65,600.00
The New York Times	1/4 page - Sunday	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 76,500.00
The New York Times	1/4 page Weekday	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 7,650.00	\$ 76,500.00
Elite Traveler	Full page				\$ 5,000.00							\$ 5,000.00
Nob Hill Gazette - Peninsula & Silicon Valley	Full page	\$ 3,290	\$ 3,290	\$ 3,290	\$ 3,290	\$ 3,290	\$ 3,290	\$ 3,290	\$ 3,290	\$ 3,290	\$ 3,290	\$ 32,900.00
Golf Digest - Arizona	Full Page			\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 32,900.00
Golf Digest - California	Full Page			\$ 11,510.00	\$ 11,510.00	\$ 11,510.00	\$ 11,510.00	\$ 11,510.00	\$ 11,510.00	\$ 11,510.00	\$ 11,510.00	\$ 115,100.00
Golf Digest - New York Metro	Full Page			\$ 11,780.00	\$ 11,780.00	\$ 11,780.00	\$ 11,780.00	\$ 11,780.00	\$ 11,780.00	\$ 11,780.00	\$ 11,780.00	\$ 117,800.00
Golf Digest - Illinois	Full Page			\$ 4,360.00	\$ 4,360.00	\$ 4,360.00	\$ 4,360.00	\$ 4,360.00	\$ 4,360.00	\$ 4,360.00	\$ 4,360.00	\$ 43,600.00
Golf Digest - Texas	Full Page			\$ 7,110.00	\$ 7,110.00	\$ 7,110.00	\$ 7,110.00	\$ 7,110.00	\$ 7,110.00	\$ 7,110.00	\$ 7,110.00	\$ 71,100.00
The Los Angeles Times	Hot Property Full Page	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 14,000.00
Quest	Full Page + e-Newsletter promo	\$ 3,900	\$ 3,900	\$ 3,900	\$ 3,900	\$ 3,900	\$ 3,900	\$ 3,900	\$ 3,900	\$ 3,900	\$ 3,900	\$ 39,000.00
Robb Report	Full Page	\$ 7,250.00	\$ 7,250.00	\$ 7,250.00	\$ 7,250.00	\$ 7,250.00	\$ 7,250.00	\$ 7,250.00	\$ 7,250.00	\$ 7,250.00	\$ 7,250.00	\$ 72,500.00
TOTAL												\$ 822,840.00

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