



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

VILLA DELOR ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

TABLE OF CONTENTS

INTRO	3
DIGITAL	
Impressions Campaign.....	5
Impressions Scheduling.....	11
Comprehensive Digital.....	12
Smart Solutions Eblast.....	13
Facebook Mini-Lead Campaign.....	14
EQ Living Enewsletter	15
Nob Hill Gazette.....	18
JamesEdition	19
LA Times.....	20
NYTimes.com.....	21
WSJ.com.....	22
PRINT	
The Wall Street Journal	26
The New York Times	27
Equestrian Living.....	28
Financial Times.....	29
CIRCULATION/DISTRIBUTION/REACH	
2023.....	30
SCHEDULE & PRICING	
Media 2023	32

NATIONAL & GLOBAL EXPOSURE VILLA DELOR

SKY Advertising is excited to present to Coldwell Banker North Metro a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Villa Delor.

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 Longmont, CO.

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

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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.

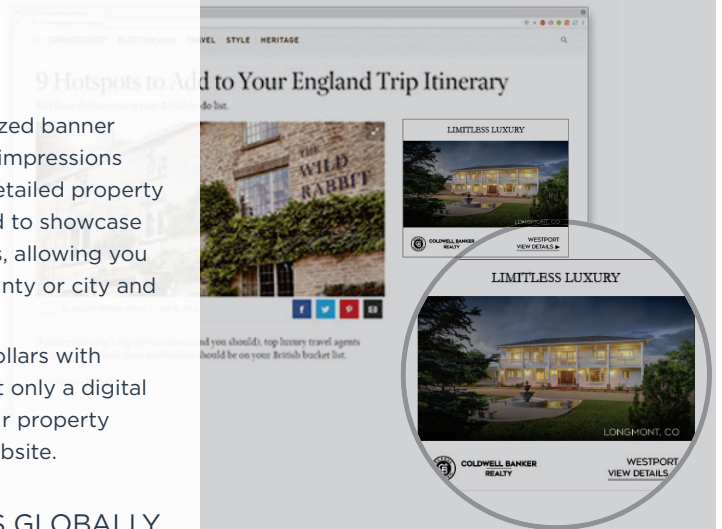
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Villa Delor
Flight Dates: July 2023 - September 2023
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.

THE WALL STREET JOURNAL.

INVESTOR'S BUSINESS DAILY®

FOX BUSINESS



REUTERS



BARRON'S

FORTUNE

**Bloomberg
Markets**

Forbes

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

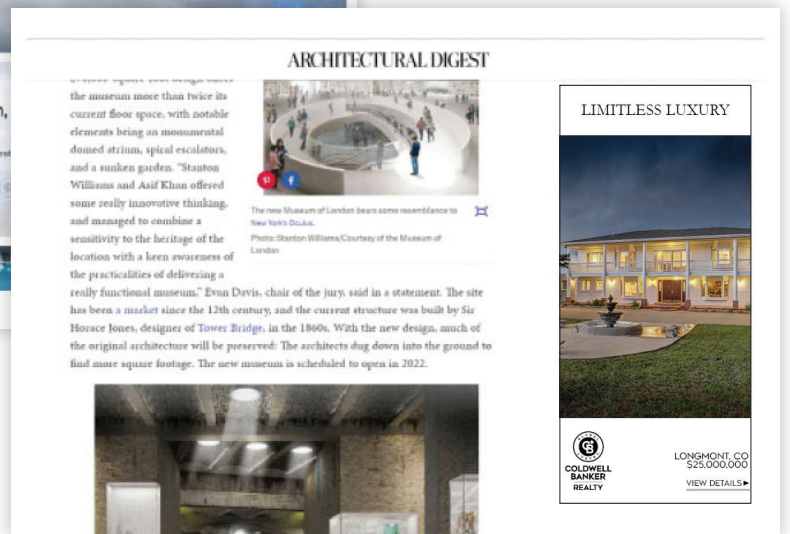
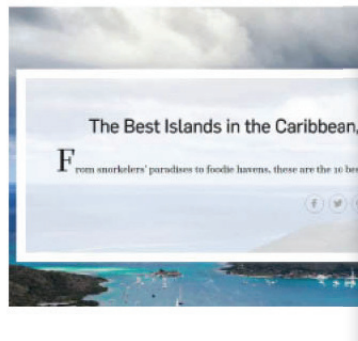
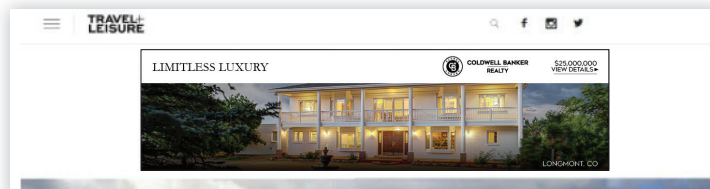
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

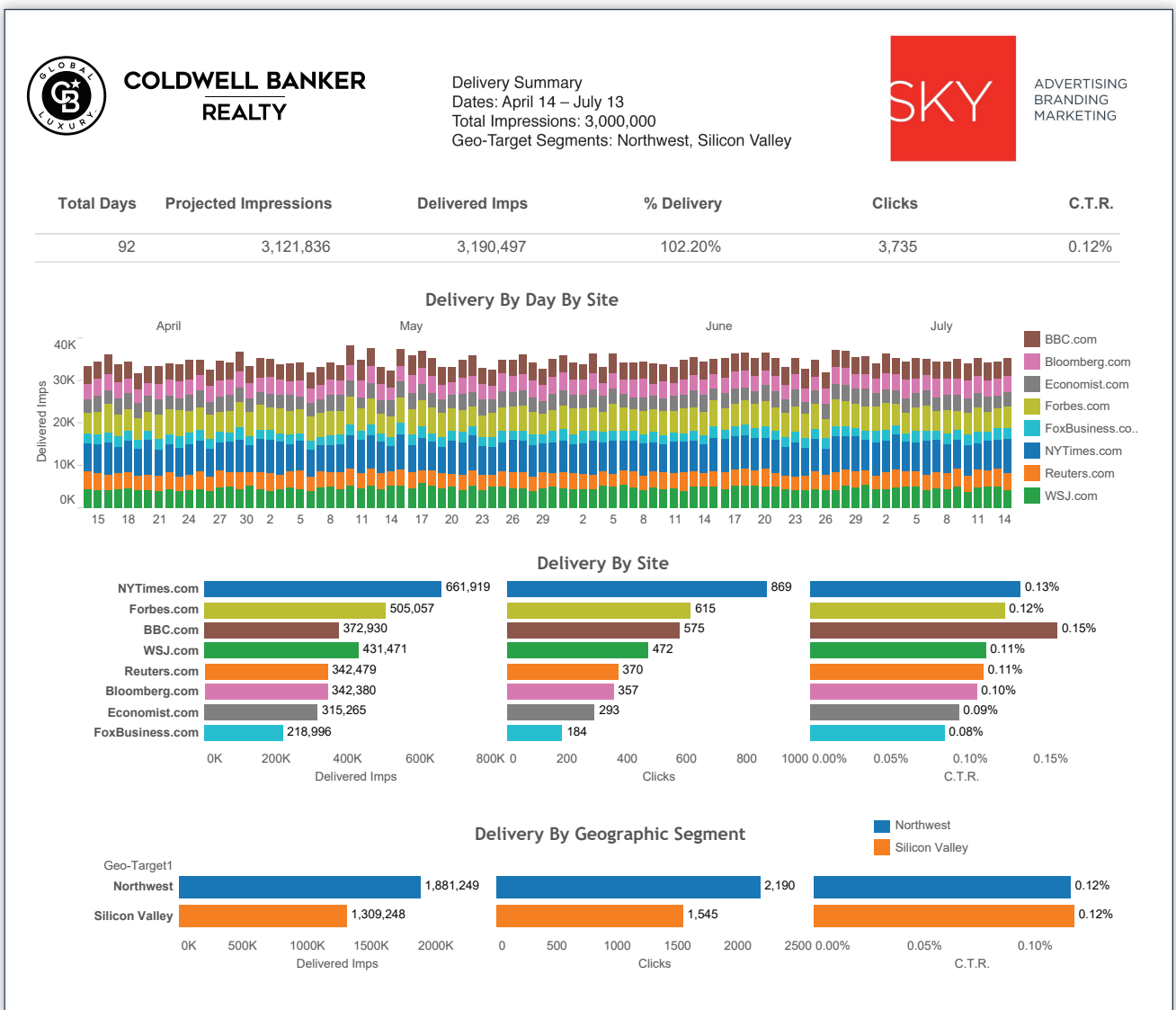


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 doing some research, we have put together an integrated program that targets a C Level and Senior Level Management audience living in Boulder, Longmont, Louisville, Superior, Broomfield, Erie, Niwot, Aspen, Vail, Snowmass, and New York.

The program, with a projected start date of July 1st will run for six months and deliver an estimated 750,000 impressions.

This will include:

- A site-specific segment of premium news and business/finance focused websites (e.g. WSJ.com, FoxBusiness.com, Bloomberg.com, etc.).
- An In-Market segment that will allow us to show banners to adults actively searching for residential real estate and living in Boulder, Longmont, Louisville, Superior, Broomfield, Erie, Niwot, Aspen, Vail, Snowmass.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Rocky Mountain area real estate and living in New York.

» SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.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.

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.

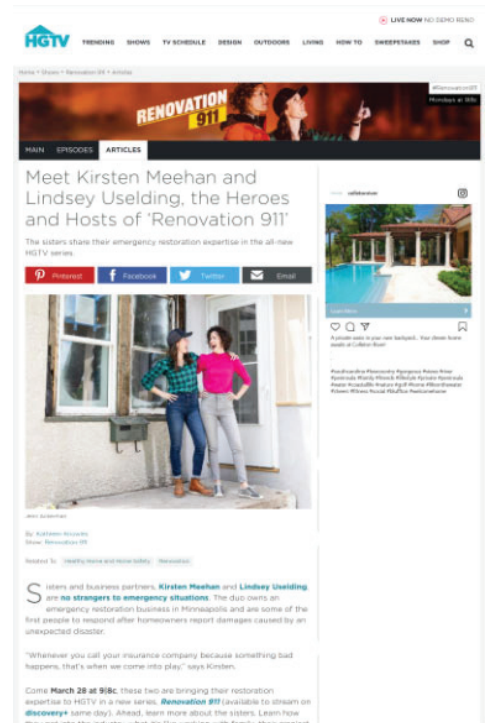
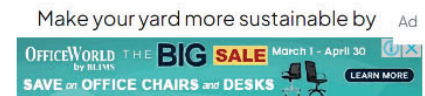
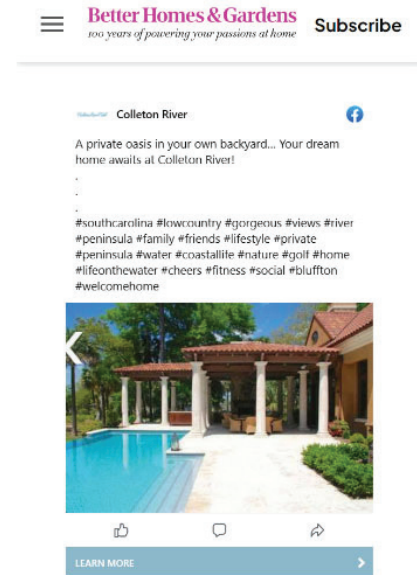
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



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

ARRAS

Your Stunning New Apartments In The Heart Of Bellevue!

Your Tower, Your Way

We are available for the video, accompanied by audio and self-guided tours. Find your new home at Arras and take your tour, your way.

Luxurious Residences Patterned to Suit You

Necessarily Amazing Floor Plans

Our exclusive apartment builds the space you need to express your unique personality and style. Up to 1,400 sq. ft. available.

[Take a Tour](#)

Charming Modern Amenities

Steel balconies, balconies, open floor plans, stone chef-kitchens. Apartments offer a host of elegant residential amenities that focus on form, function and convenience.

[Explore All Amenities](#)

COLDWELL BANKER REALTY

FACEBOOK ADVERTISING

» MINI-LEAD CAMPAIGN

Real Estate Leads Made Simple

Not just a promoted post! These campaigns use Likely Mover Profile to display your ads to qualified people in the area.

Leads You Own in Real Time

Using new 'Lead Capture' technology, these ads simplify the process for a user to become a lead and you get immediate notifications.

3 DAY SOCIAL CAMPAIGN , GUARANTEED 4-8
LEADS: \$275/LISTING

7 DAY SOCIAL CAMPAIGN , GUARANTEED 8-12
LEADS: \$425/LISTING

14 DAY SOCIAL CAMPAIGN , GUARANTEED 16-32
LEADS: \$500/LISTING



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: \$650

» INSTAGRAM

SOCIAL POST: \$750

SPONSORED E-BLASTS



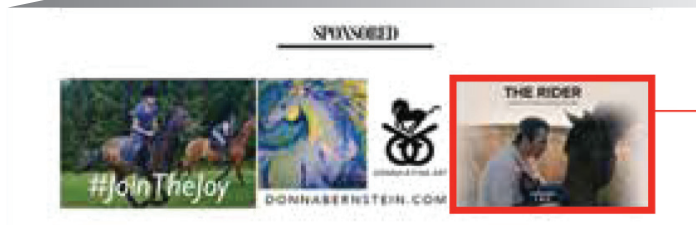
» EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

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

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

EQ LIVING®



FEATURED PROPERTY

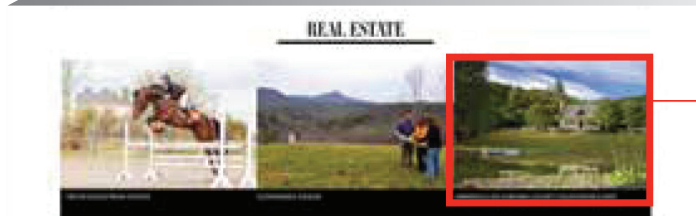


» EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- 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
3 MONTH RUN

EQ LIVING®



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



JAMESEDITION.COM

» SOCIAL MEDIA POST

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

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

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

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

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

» PHOTO

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

PHOTO: \$500

» PHOTO PLUS

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

PHOTO PLUS: \$1,000 PHOTO PLUS



» VIDEO

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

VIDEO: \$1,800

LA TIMES

» CUSTOM EMAIL

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

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

- Audience: **30K**

Los Angeles Times

CUSTOM EMAIL: \$1,350/DEPLOYMENT

NYTIMES.COM

» FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between **0.36-0.55%**

\$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@uneresidences.com

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

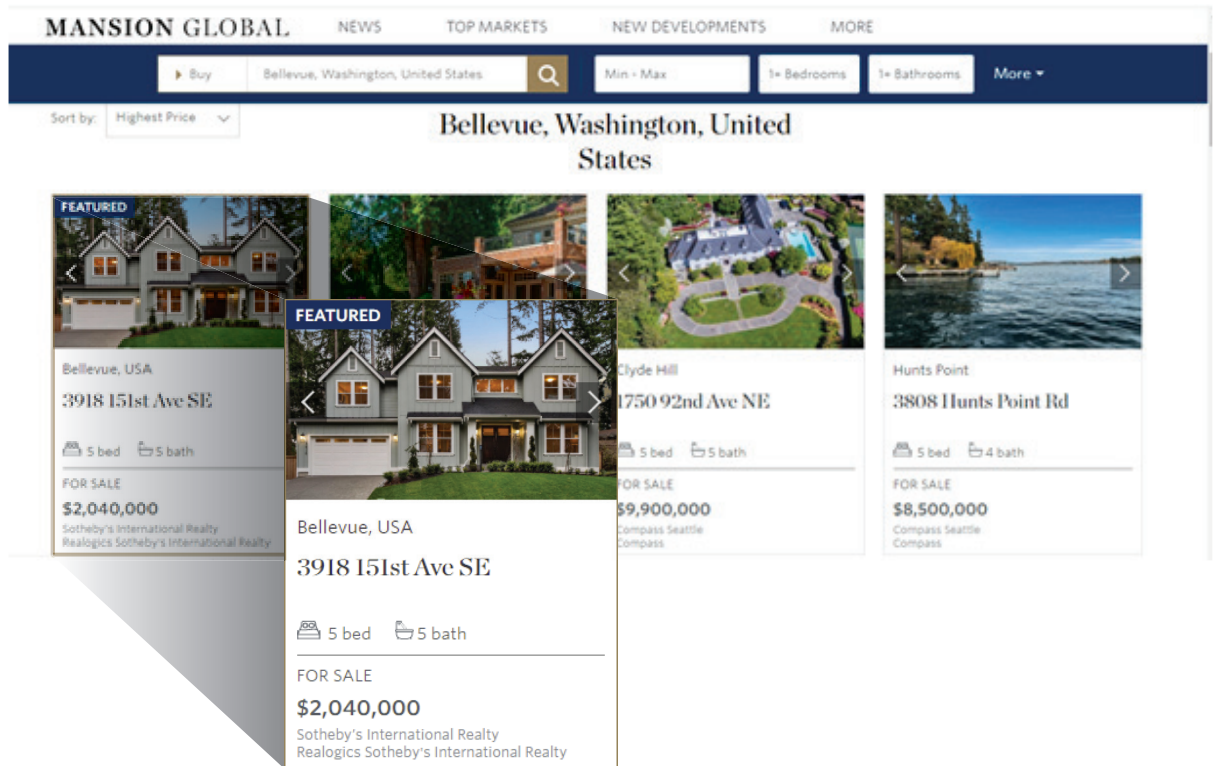
» FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.



- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500



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

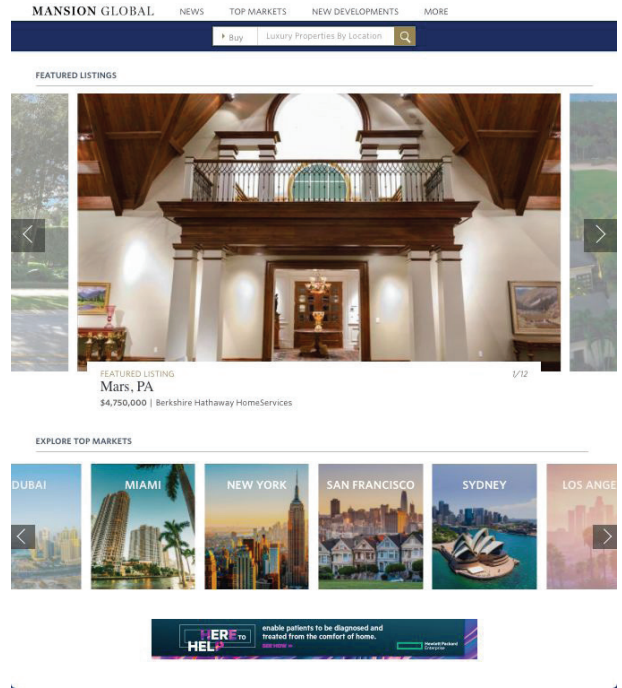


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» THE HOMEPAGE FEATURED LISTING

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

\$1,275/MONTH





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

PROPERTY PORTOLIO, NATIONAL: \$2,355

THE WALL STREET JOURNAL

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

Fed Cuts Rates Amid Virus Fears

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

The Fed cut the federal funds rate to a range between 0% and 0.25% in the first major change in interest rates since the 2008 financial crisis. The move was the first since the Fed lowered the rate to 0% in late 2007. The move was the first since the Fed lowered the rate to 0% in late 2007. The move was the first since the Fed lowered the rate to 0% in late 2007.

Shaky Ground

• More signs of a recovery
• Fed's move to cut rates
• Markets rally on news

The market's recent move to the upside, however, may be a sign of a recovery. The Fed's move to cut rates is a sign of a recovery. The market's recent move to the upside, however, may be a sign of a recovery.

Pension Twisters Kill at Least 25

By Susan Coates Brown
And Alexandra Carter

Pension Twisters killed through the use of a tactic called "pension twisting" at least 25 people in the state of Illinois. The tactic involves a pension trustee or administrator who is not a trustee or administrator of the pension plan. The trustee or administrator who is not a trustee or administrator of the pension plan.

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

Former Vice President Joe Biden picked up a string of victories in the Democratic primary contests. Sanders won a big win in California. Biden picked up a string of victories in the Democratic primary contests. Sanders won a big win in California.

Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

The state of Minnesota is facing a crisis in the fishing industry. The state of Minnesota is facing a crisis in the fishing industry. The state of Minnesota is facing a crisis in the fishing industry.

Many U.S. Cities See Downturn at Hand

Booming regions face fiscal weakness in places tethered to shrinking industries

A decade of growth in the U.S. economy allowed cities to build up their fiscal reserves. The pandemic has led to a sharp decline in revenue for many cities. A decade of growth in the U.S. economy allowed cities to build up their fiscal reserves.

Salesforce. #1 CRM.

Ranked #1 by CRM Application Research
2020 CRM Revenue Market Report Worldwide

Year	Market Share (%)
2015	17.0%
2016	18.0%
2017	19.0%
2018	20.0%
2019	21.0%
2020	22.0%

THE NEW YORK TIMES

» FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

- 1X \$1,475
- 2X \$1,180
- 3X \$1,000

6 W 10 THE NEW YORK TIMES, SUNDAY, MARCH 21, 2010

WHAT I LOVE
SARAH STILES

Restrained Palettes Are for Other People

The address is like a slightly goofy sitcom neighbor who has an otherworldly home.

So, in this first address in New York was the Stranford Arms, an Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. About 10 years ago, the house passed through the hands of several people, including the artist and architect Sarah Stiles. "I had a very bad idea of what I wanted to do with the house," she says. "I had a very bad idea of what I wanted to do with the house."



Home tour: Stiles, 41.

House context: This is the kind of person who makes a house a home. It's not just about the house, it's about the person who lives there.

Stiles is an architect and an interior designer. She has worked on many projects, including the Stranford Arms. She says that she wanted to create a space that was both functional and beautiful. She wanted to create a space that was both functional and beautiful.

And Stiles did. After spending several months in Washington and other cities, she returned to New York City. She found a house that was just what she needed. It was a house that was just what she needed.



Stiles says that she wanted to create a space that was both functional and beautiful. She wanted to create a space that was both functional and beautiful. She wanted to create a space that was both functional and beautiful.

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Stiles says that she wanted to create a space that was both functional and beautiful. She wanted to create a space that was both functional and beautiful. She wanted to create a space that was both functional and beautiful.

PARK PLACE, BROOKLYN \$2,750,000

First-class opportunity to own one of Park Place's most renowned and historic mansions in New York City. This is a rare chance to own a piece of New York City history. The house is a masterpiece of architecture and design.

[jane@realestate.com | 212.555.0990](#)

MIRAGE, MANHATTAN \$2,345,000

This 1,200 sq ft 2-bedroom, 2-bathroom corner unit has an amazing view of the harbor. The house is a masterpiece of architecture and design. The house is a masterpiece of architecture and design.

[jane@realestate.com | 212.555.0990](#)

CHINATOWN, MANHATTAN \$640,000

This 1,100 sq ft 1-bedroom, 1-bathroom unit has an amazing view of the harbor. The house is a masterpiece of architecture and design. The house is a masterpiece of architecture and design.

[jane@realestate.com | 212.555.0990](#)

LINCOLN SQUARE CITY SQUARE \$1,195,000

First-class opportunity to own one of Park Place's most renowned and historic mansions in New York City. This is a rare chance to own a piece of New York City history. The house is a masterpiece of architecture and design.

[jane@realestate.com | 212.555.0990](#)

FINANCIAL DISTRICT, MANHATTAN \$2,100,000

This 1,200 sq ft 2-bedroom, 2-bathroom corner unit has an amazing view of the harbor. The house is a masterpiece of architecture and design. The house is a masterpiece of architecture and design.

[jane@realestate.com | 212.555.0990](#)

MIDTOWN MANHATTAN \$1,195,000

This 1,100 sq ft 1-bedroom, 1-bathroom unit has an amazing view of the harbor. The house is a masterpiece of architecture and design. The house is a masterpiece of architecture and design.

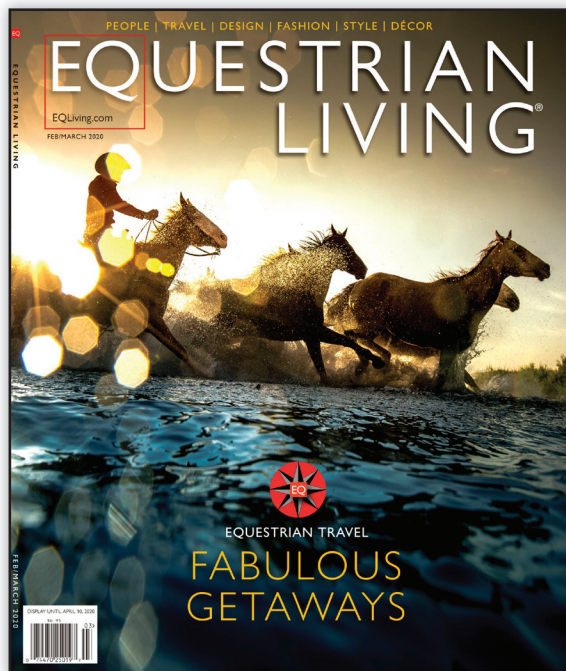
[jane@realestate.com | 212.555.0990](#)

EQUESTRIAN LIVING

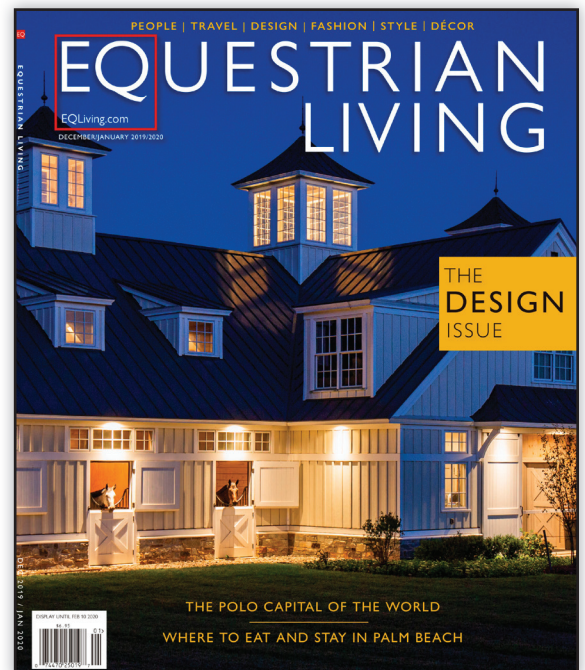
Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these 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: \$2,000
HALF:\$1,250



EQ LIVING®



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

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - Boulder, CO Mountain towns, NYC Metro	
Facebook Mini-Lead Campaign	
7 Day Social Campaign - guaranteed 8-12 leads	12
Comprehensive Digital	
Behavioral Custom program	300,000
Smart Solutions Eblast	
Custom Email	40,000
EQ Living Enewsletter	
Exclusive Sponsored E-Blasts	33,000
Featured Property	
Social Post	
Social Post	
Nob Hill Gazette	
OTM On the Market eNewsletter	6,500
JamesEdition	
Listing Feature	148,000
LA Times	
Custom Email	30,000
NYTimes.com	
NYTimes.com Property Module	55,603
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Print	
The Wall Street Journal	
Property Portfolio	644,424
The New York Times	
Featured Listing	381,268
Equestrian Living	
Full Page or Half Page	35,000
Financial Times	
Property Gallery	210,457
GRAND TOTAL	2,798,264



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	July	August	September	Media Total
Digital					
Million Impressions*					
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00
Million Impressions	Targeting - Boulder, CO Mountain towns, NYC Metro				
Facebook Mini-Lead Campaign					
Facebook Mini-Lead Campaign	7 Day Social Campaign - guarantee	\$ 425.00		\$	\$ 425.00
Comprehensive Digital					
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Smart Solutions Eblast					
Smart Solutions Eblast	Custom Email	\$ 2,295.00		\$	\$ 2,295.00
EQ Living Enewsletter					
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts	\$ 1,175.00		\$	\$ 1,175.00
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
Nob Hill Gazette					
Nob Hill Gazette	Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter	\$ 500.00		\$	\$ 500.00
JamesEdition					
Social Media	Listing Feature		\$ 500.00	\$	\$ 500.00
LA Times					
Custom Email	Custom Email	\$ 1,350.00		\$	\$ 1,350.00
NYTimes.com					
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00		\$	\$ 3,000.00
WSJ.com					
Property upgrades	Property upgrades		\$1,200	\$	\$ 1,200.00
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00		\$	\$ 1,275.00
Print					
The Wall Street Journal					
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00		\$	\$ 2,355.00
The New York Times					
The New York Times	Featured Listing	\$ 1,475.00		\$	\$ 1,475.00
Equestrian Living					
Equestrian Living	Full Page or Half Page		\$ 1,250.00	\$	\$ 1,250.00
Financial Times					
Financial Times	Property Gallery	\$ 1,250.00		\$	\$ 1,250.00
TOTAL				\$	\$ 28,635.00

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