



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

DALLAS FORT WORTH 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 DALLAS FORT WORTH AREA LUXURY PROPERTY

SKY Advertising is excited to present to Coldwell Banker Realty South Lake a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Dallas Fort Worth luxury property.

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 Dallas Fort Worth area.

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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Executive Vice President
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Senior Account Executive
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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, 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: Dallas Fort Worth area luxury property

Flight Dates: May 2023 -July 2023

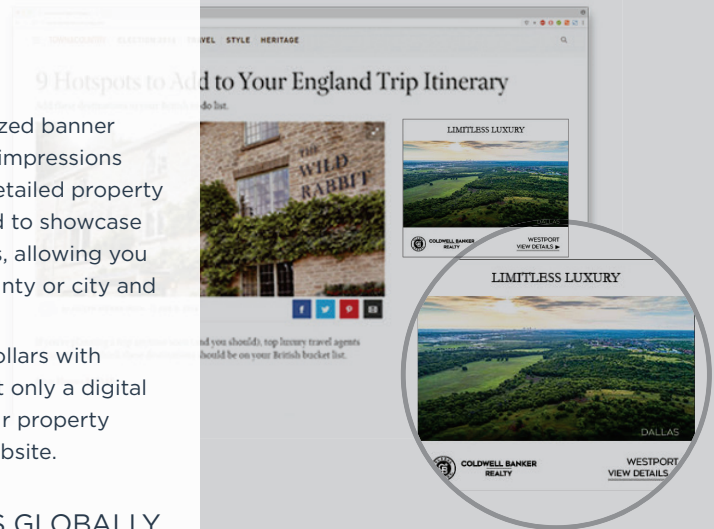
Impressions: 1,500,000

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.

THE WALL STREET JOURNAL.

INVESTOR'S BUSINESS DAILY®

HORSE&HOUND

**DRESSAGE
TODAY**



REUTERS

Forbes



BLOODHORSE
FOR MORE THAN 100 YEARS

Horse&Rider

**Bloomberg
Markets**

BARRON'S

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.

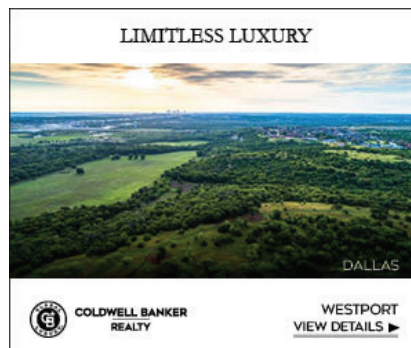
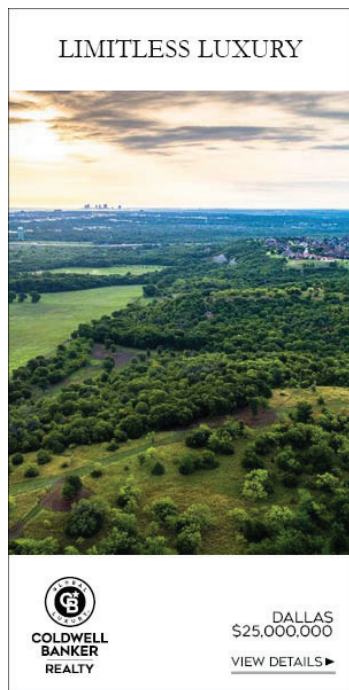
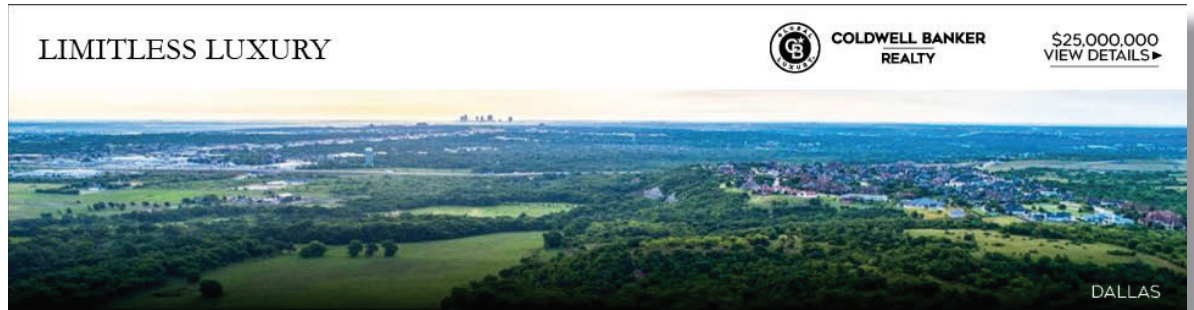


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

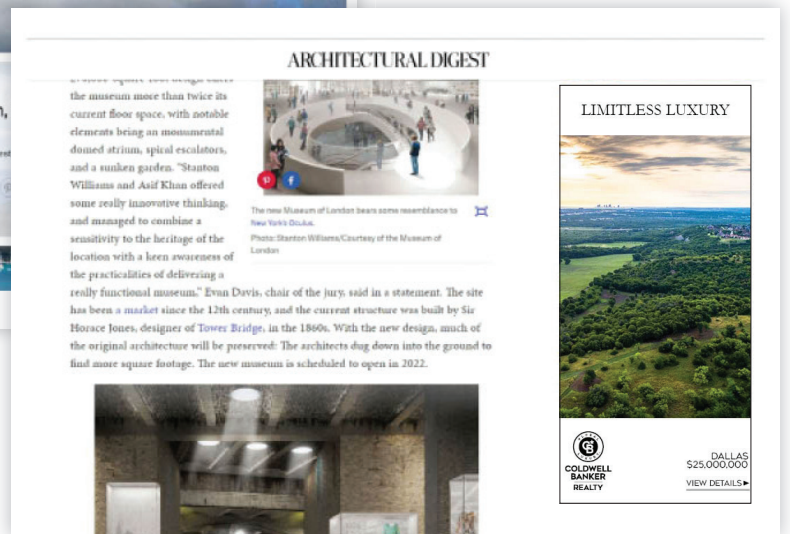
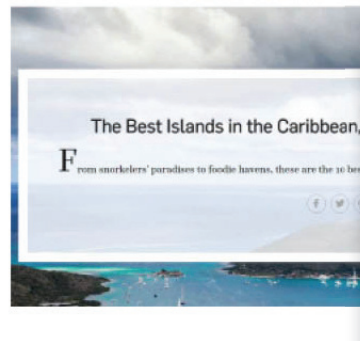
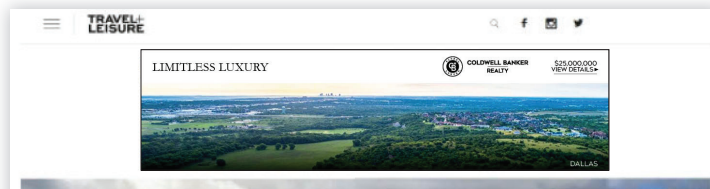
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

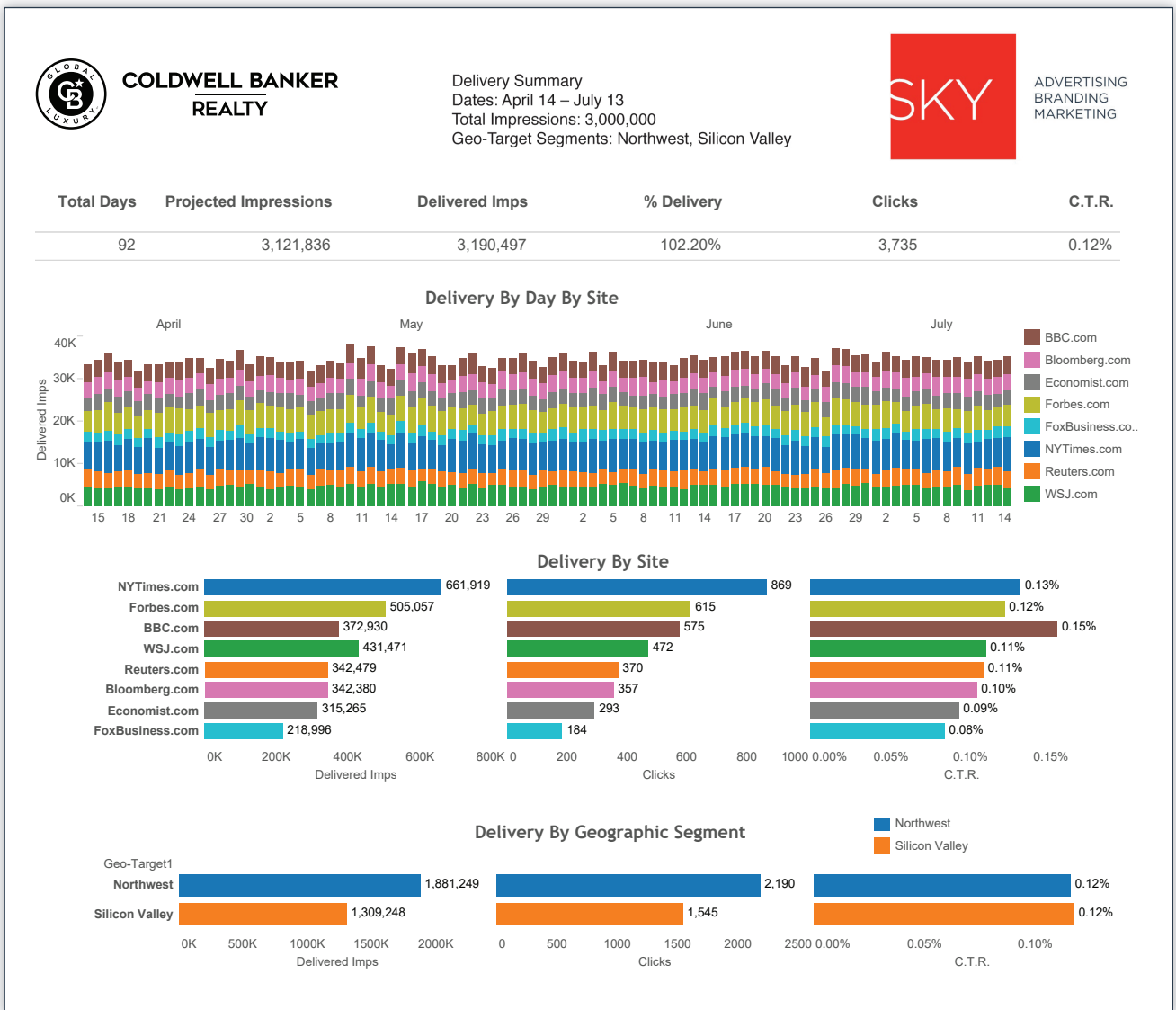


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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, New York, Washington DC, Miami, Chicago, Dallas, and Houston. The programs are scheduled to start on May 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 websites.
- A site-specific segment of leading equestrian websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Dallas area real estate and living in California, New York, Washington DC, Miami, Chicago, Dallas, and Houston.

» SITE SPECIFIC

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

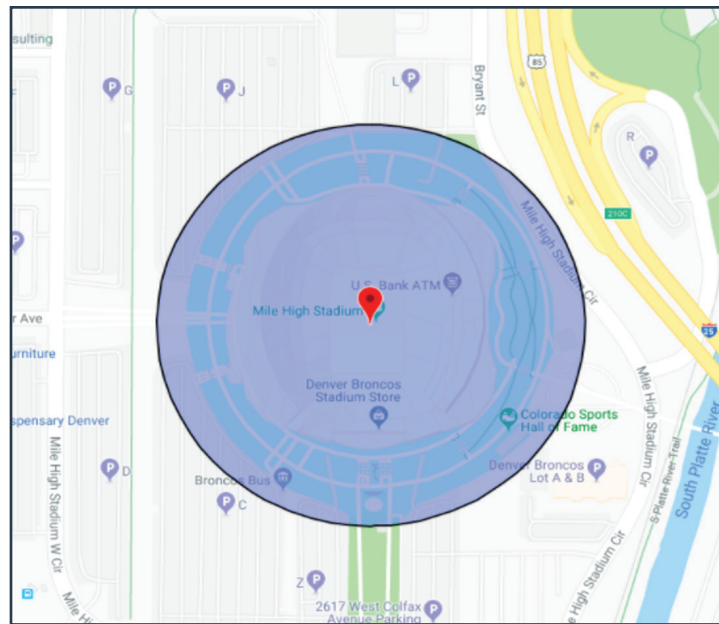
IMPRESSIONS SCHEDULE

		CB Dallas												Impressions							
Media	Geo-Target	May			June			July			April										
		01	08	15	22	29	05	12	19	26	03	10	17	24	31	07	14	21	28		
Forbes.com	Geo-Target California, New York, Washington DC, Miami, Chicago, Dallas, Houston																				
Bloomberg.com																					
Investors.com																					
Barrons.com																					
Reuters.com																					
CNBC.com																					
WSJ.com																					
drresagetoday.com	California, New York, Washington DC, Miami, Chicago, Dallas, Houston																				
horseandhound.co.uk																					
bloodhorse.com																					
horseandrider.com																					
Custom Intent - Dallas Real Estate	California, New York, Washington DC, Miami, Chicago, Dallas, Houston																				
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/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

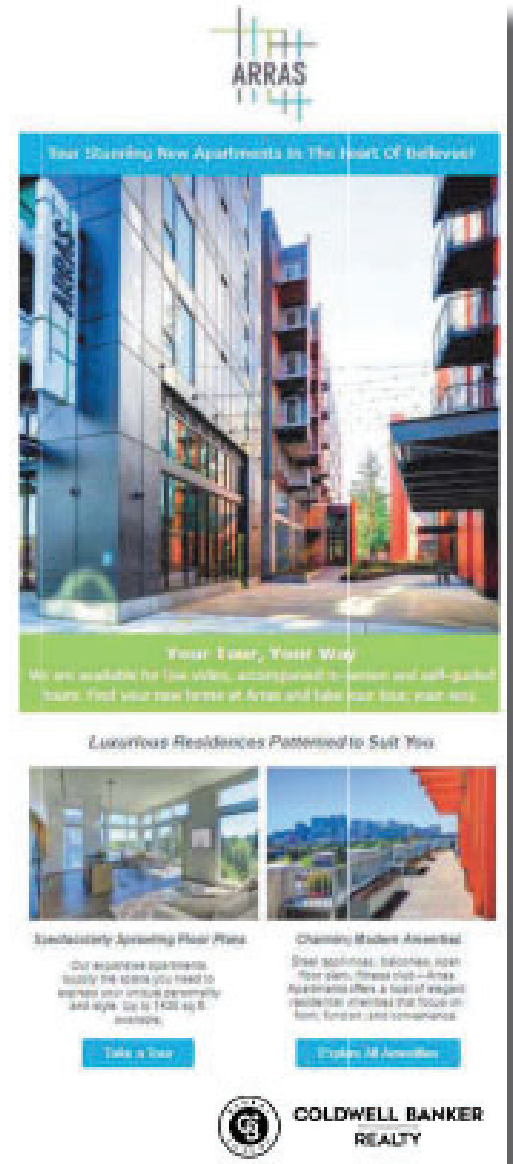
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EMAIL: \$2,295



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.

» FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel

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

HOT PROPERTY + LUXE CHANNEL PROPERTY LISTING COMBO SPECIAL PRICE \$675



DWELL REAL ESTATE

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

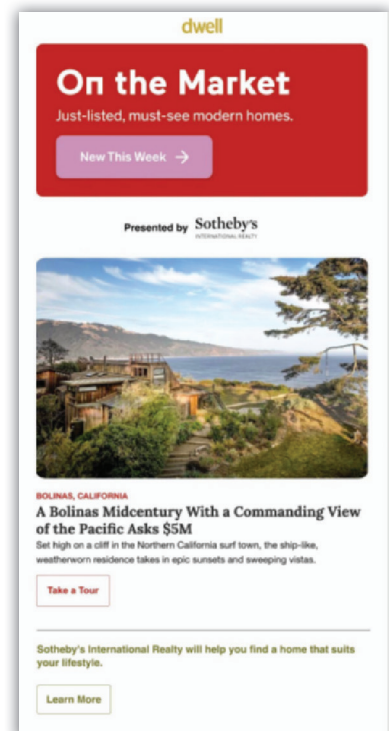
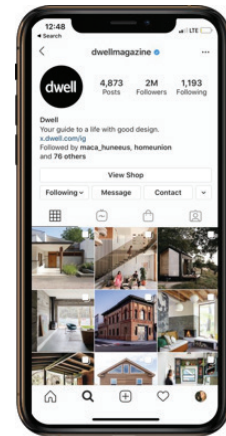
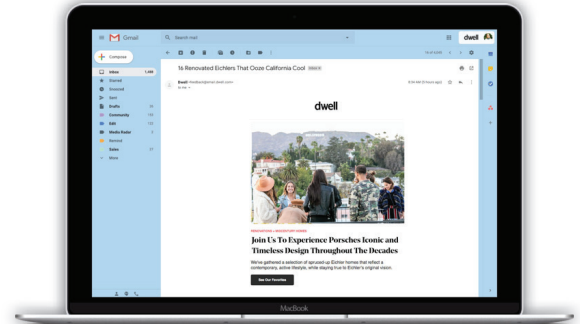
Dwell Audience Real Estate Metrics

- 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).

PACKAGE 1: \$4,705

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

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.



ELITE TRAVELER

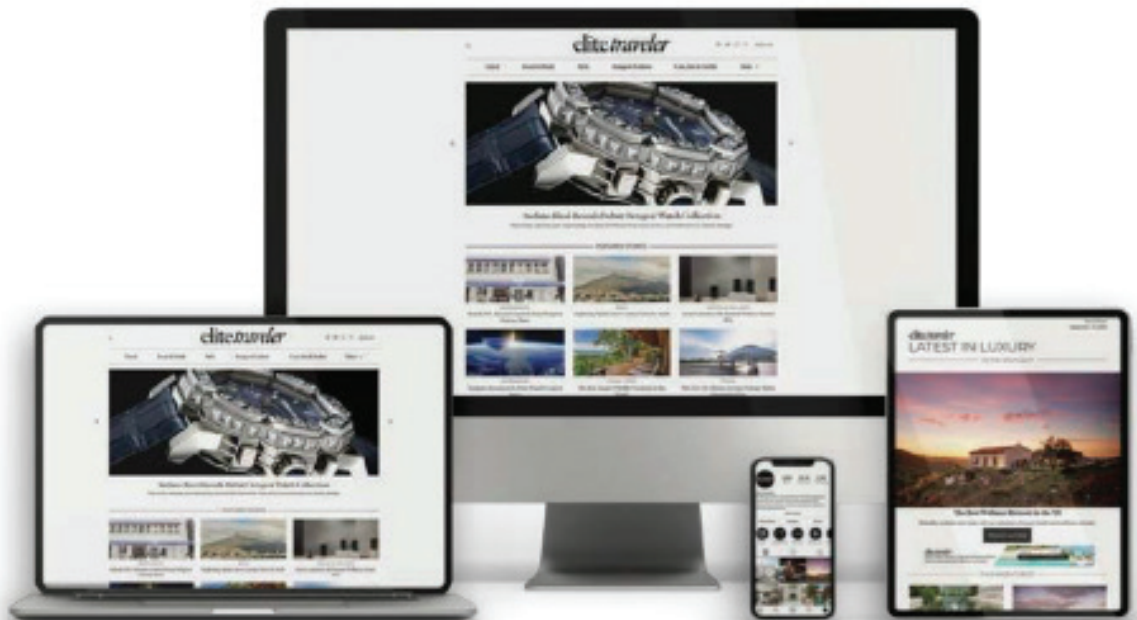
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert 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/YEAR
HALF PRICE WITH FULL PAGE PRINT PURCHASE



EQ LIVING

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



» WEEKLY E-NEWSLETTER

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

- Subscribers: 39,000

PRICE: \$750

SPONSORED E-BLASTS



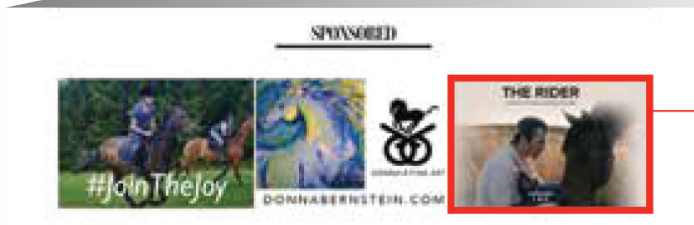
» EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

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: \$975
RUNS FOR 3 MONTH RUN)

EQ LIVING®



THE PLAID HORSE

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

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

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

» BLOG POST WITH EMAIL

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

PRICE: \$1,575

» INSTAGRAM POSTS

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

PRICE: \$675 PER POST



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



CHICAGO TRIBUNE

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.



- Average Monthly Page Views **36.6M**
- Unique monthly visitors **11.7M**

» CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL: \$1,950
100K RECIPIENTS

LA TIMES

» CUSTOM EMAIL

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

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

- Audience: **30K**

Los Angeles Times

CUSTOM EMAIL PRICE: \$1,350/DEPLOYMENT

JAMES EDITION.COM

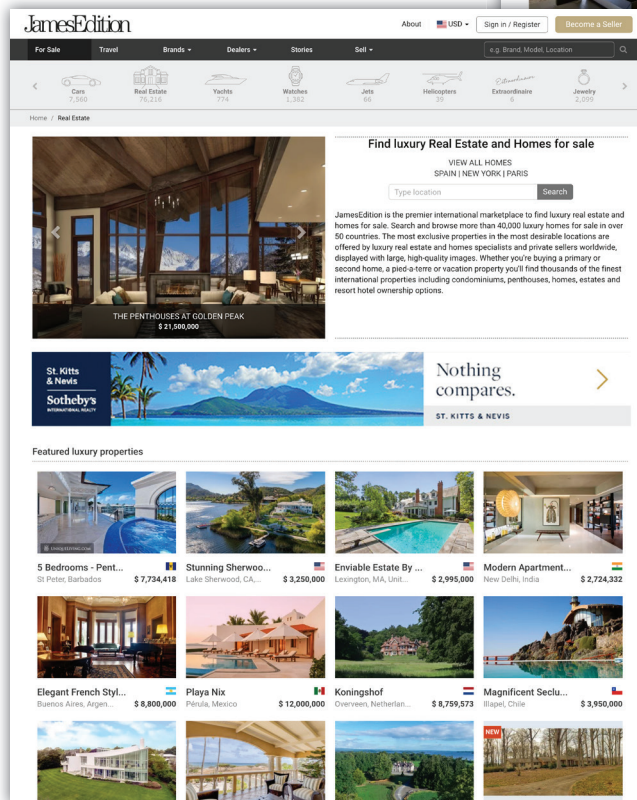
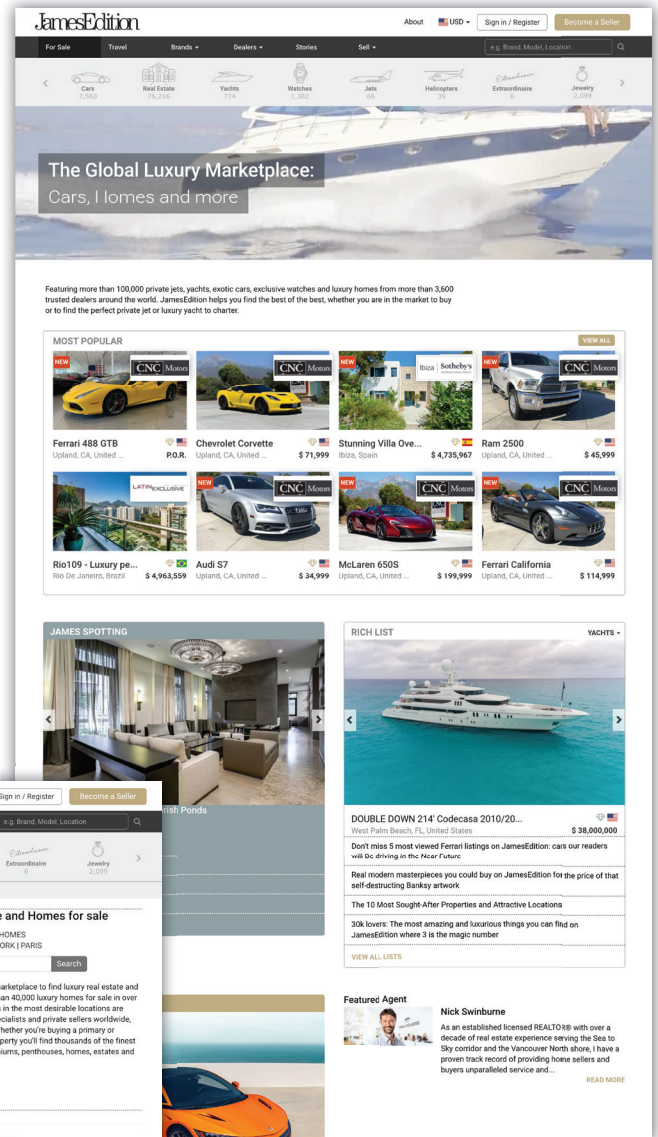
» E-NEWSLETTER

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

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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

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



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.

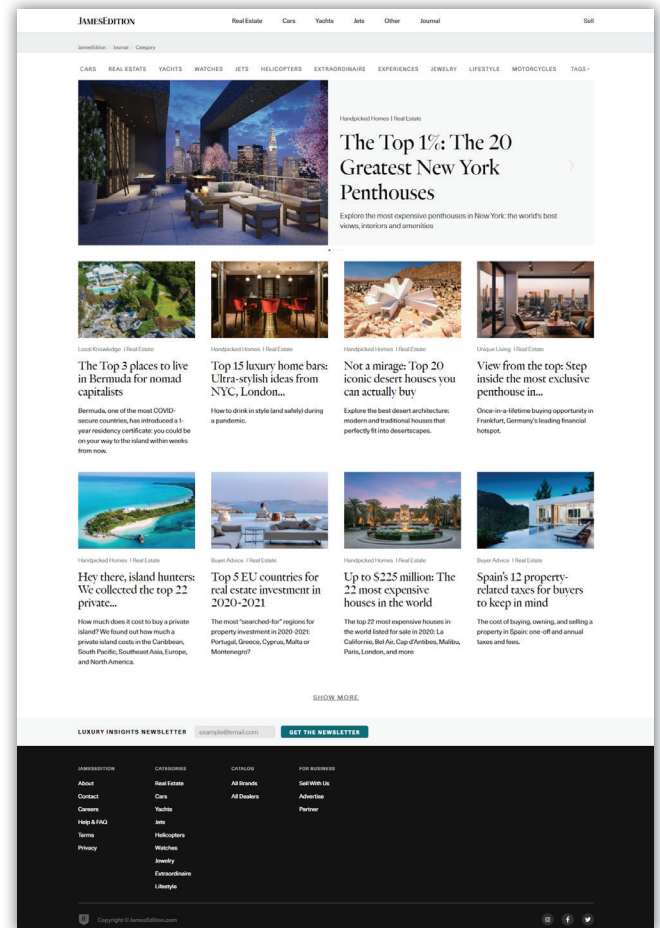
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



JAMES EDITION.COM

» SOCIAL MEDIA POST

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

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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

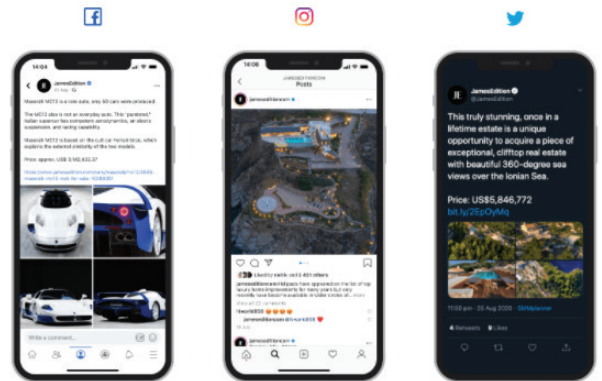
- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

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

JETSET

» 12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

SUBSCRIBER PROFILE

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

12 MONTH WEB FEATURE

- 1 Million monthly page views
- 170K unique visitors

PRICE: \$2,500/YEAR
2 SHARED EMAIL BLASTS PLUS 12 MONTH WEB FEATURE (\$10,000 VALUE)

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'TRENDS', 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large, high-quality photograph of the Diamante resort complex, featuring modern buildings and lush greenery. To the right of the main image is a vertical sidebar with a 'TRACK RECORD' banner, a social media feed for '@jetsetmag', and a 'Jetset' subscription promotion. Below the main image, there are several paragraphs of text, interspersed with smaller images and pull quotes. At the bottom of the article, there are social sharing buttons for Facebook, Google+, and Twitter, followed by an 'ABOUT THE AUTHOR' section for 'Diamante Cabo San Lucas' and a 'RELATED POSTS' section with two additional article thumbnails.

LAND.COM

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

Lands of America

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

Land and Farm

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

Land Watch

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.

» DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

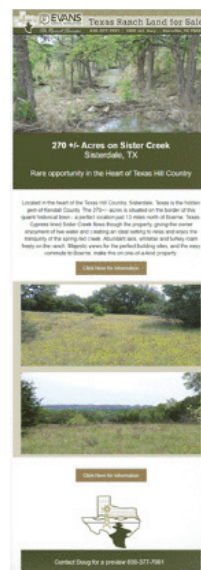
PRICE: \$1,500
AUDIENCE 5,000

» PLATINUM LISTING

Enhanced Exposure for Your Most Important Listings

- Sorted at the top of search results ahead of Signature listings in all searches
- Includes elevated placement across all Land.com Network sites: Lands of America, Land and Farm, and LandWatch
- Listing features vary by site

PRICE: \$750 + SIGNATURE LISTING PURCHASE



LAND.COM

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

Lands of America

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

Land and Farm

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

Land Watch

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.

» SIGNATURE LISTINGS

10Xs more Exposure

- Sorted on top in search results above Premium and Standard listings
- Largest ad size in search results
- Business name and logo (or portrait) in search results
- Link to your website and property URL
- 3D virtual tour and video display
- Enhanced photo gallery
- Branding on listing detail page
- Dedicated seller profile page
- Ads on Google, Bing, Facebook, and Instagram
- Competition-free property pages
- Priority placements on all search results, landing pages, and social media ads

\$125/ONE LISTING
\$330/3 LISTINGS
\$1200/12 LISTINGS



LAND REPORT

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **89.3M**
- Household Income: **\$9.2M**
- » **Top In-Bound Markets:**

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

PORTFOLIO LISTING \$3,000
 SOCIAL MEDIA POSTS \$1,125
 ENEWSLETTER PROMOTION \$2,500

COMBO PRICE: \$5,000

The LandReport

LUXURY ESTATE

» LUXURY ESTATE

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

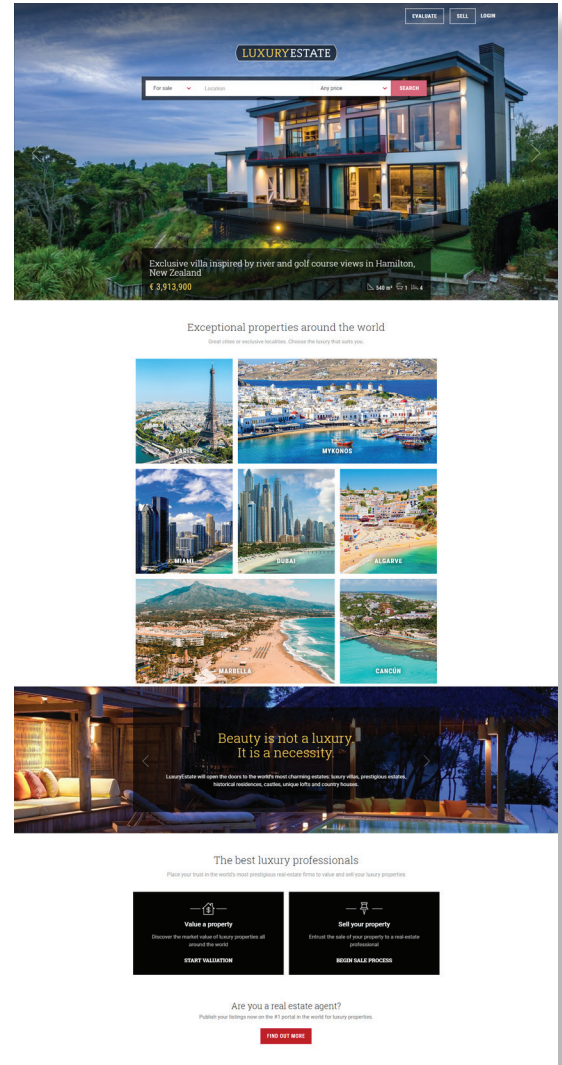
With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **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



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

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info@uneresidences.com

SIMPLY ABU DHABI

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- **Instagram:** We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

INSTAGRAM POST
\$1,375 PER POST
2 POST MINIMUM



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	\$28,800,000
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 

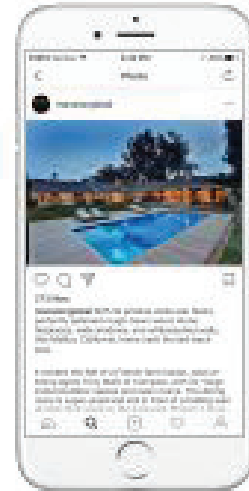
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

\$1,775

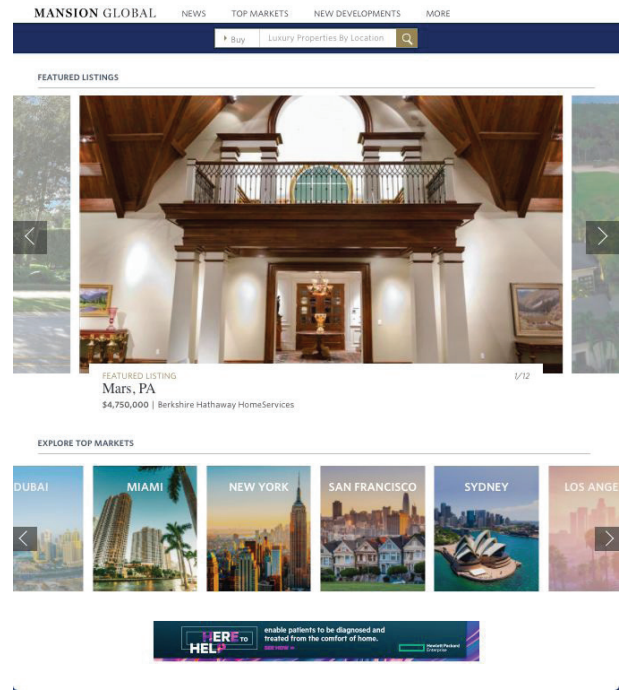


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» 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

2X7, WESTERN, COLOR: \$1,900
 2X7, SOUTHERN CENTRAL, COLOR: \$1,050
 PROPERTY PORTOLIO, NATIONAL: \$2,355

THE WALL STREET JOURNAL
 WEDNESDAY, MARCH 11, 2020 • VOL. CXXIX, NO. 82
 NEW YORK • \$6.00 • 11 PAGES

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes action since '08 crisis

What's News
 Fed's first move to ease monetary policy since 2008 crisis

Shaky Ground
 Fed's first move to ease monetary policy since 2008 crisis

Tennessee Twisters Kill at Least 25
 Twisters caused deaths in Tennessee

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Biden took the steps to Joe Biden after wins in a string of Super Tuesday primary contests

Minnesota Resorts Are On Thin Ice
 Shab forces new ways to reach fleeing spots

Many U.S. Cities See Downturn at Hand
 Booming regions mask fiscal weakness in places tethered to thriving industries

Salesforce #1 CRM
 Ranked #1 for CRM Applications by Gartner

THE NEW YORK TIMES

» FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

PRICE:
1X \$1,475
2X \$1,180
3X+ \$1,000

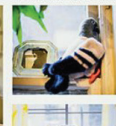
PER PLACEMENT

WHAT I LOVE
SARAH STILES

Restrained Palettes Are for Other People

The actress is like a slightly goopy 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 1900, the house appeared through the trees, and I just thought it was a house that I had never seen before. It was a house that I had never seen before. It was a house that I had never seen before.



Home Sarah Stiles, 41.

Occupation Actor.

Home context This is the first person who really showed me what it was like to live in New York. It was a house that I had never seen before.

Home I love it because it's so close to the city. It's a house that I had never seen before.

Home I love it because it's so close to the city. It's a house that I had never seen before.

Home I love it because it's so close to the city. It's a house that I had never seen before.

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Home I love it because it's so close to the city. It's a house that I had never seen before.

Home I love it because it's so close to the city. It's a house that I had never seen before.

<p>PARK PLACE, BROOKLYN \$2,750,000 This is a rare opportunity to own one of Park Place's most renowned and best preserved pre-war homes. This is a classic Colonial mansion, complete with an elevator, office space and a large library. For more information, contact us at jane@janeandjohn.com 212.555.0990</p>	<p>MIRAGE, MANHATTAN \$2,345,000 This is a 2,500 sq ft 2-bedroom, 2-bathroom corner unit with a stunning view of the Hudson River. The floor-to-ceiling windows offer a panoramic view of the city. For more information, contact us at jane@janeandjohn.com 212.555.0990</p>	<p>CHINATOWN, MANHATTAN \$845,000 This corner unit has a full set of oversized windows in the living room, providing a panoramic view of the city. The open-plan living and dining areas are perfect for entertaining. For more information, contact us at jane@janeandjohn.com 212.555.0990</p>
<p>LONG ISLAND CITY, QUEENS \$1,100,000 How does one live in the city? You don't. In the morning, you get up and take the train to the city. In the afternoon, you get up and take the train back to the city. For more information, contact us at jane@janeandjohn.com 212.555.0990</p>	<p>FINANCIAL DISTRICT, MANHATTAN \$2,100,000 This is a 2,500 sq ft 2-bedroom, 2-bathroom unit with a stunning view of the Hudson River. The floor-to-ceiling windows offer a panoramic view of the city. For more information, contact us at jane@janeandjohn.com 212.555.0990</p>	<p>MIDTOWN, MANHATTAN \$1,100,000 This corner unit has a full set of oversized windows in the living room, providing a panoramic view of the city. The open-plan living and dining areas are perfect for entertaining. For more information, contact us at jane@janeandjohn.com 212.555.0990</p>

ARCHITECTURAL DIGEST REGIONAL PAGES

Inspire Affluent Buyers

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

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

FULL PAGE, COLOR

DALLAS: \$2,530

LOS ANGELES / WEST LA: \$2,680



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

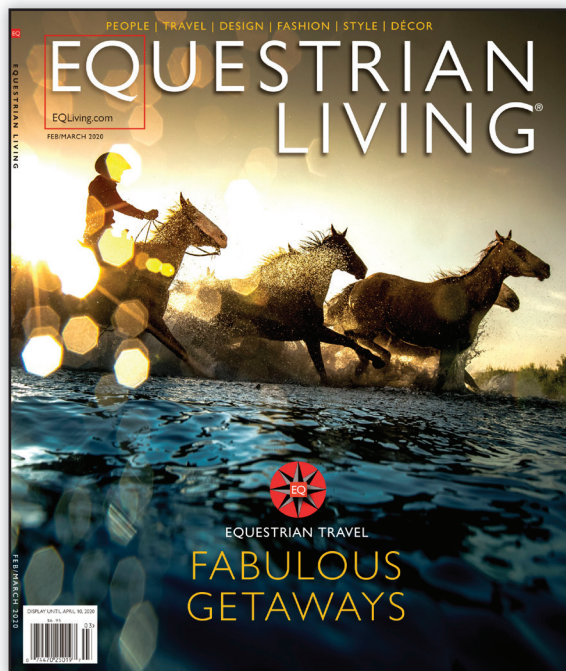


EQUESTRIAN LIVING

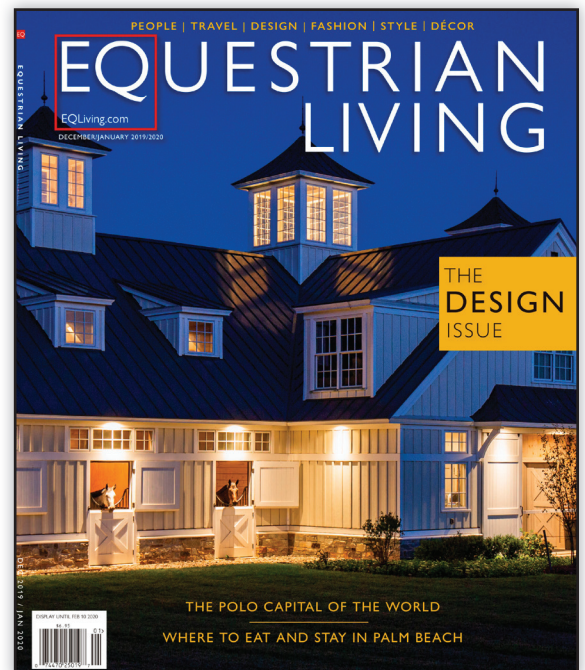
Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these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

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

FULL PAGE: \$2,000
HALF PAGE: \$1,250



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 FEATURE: \$1,250 Global



THE LAND REPORT

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: 40,000+ Print & Digital
- Average HHI: \$9.2M
- Average NW: \$89.3M
- Gender Skew: 82% Male, 18% Female

FULL PAGE: \$5,000

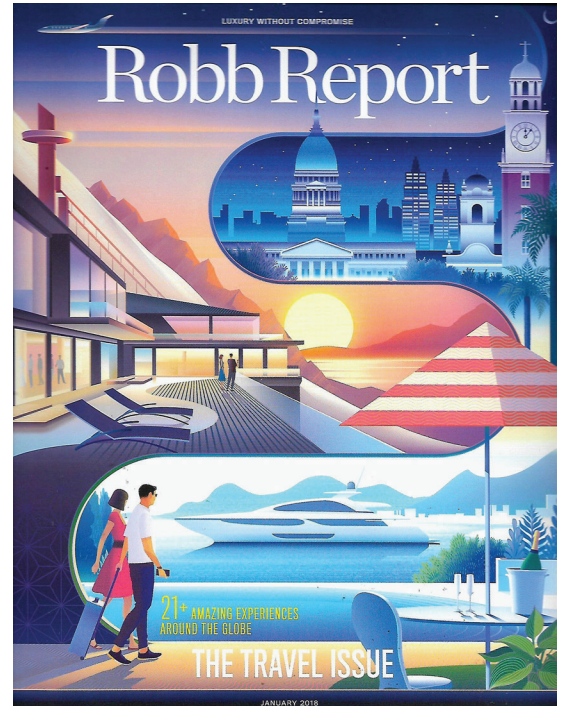


ROBB REPORT

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

PROPERTY LISTING: \$2,500
Global



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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, NY, Washington DC, Miami, Chicago, Dallas, and Houston	
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	20,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNev	110,000
Elite Traveler	
Online Real Estate Showcase	100,000
EQ Living	
EQliving - weekly	39,000
Exclusive Sponsored E-Blasts	33,000
Featured Property	
The Plaid Horse	
Blog Post + Email	85,000
Instagram Posts	80,200
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
Chicago Tribune	
OTM On the Market eNewsletter	6,500
Los Angeles Times	
Custom Email	6,500
JamesEdition	
Featured Banner	750,000
e-Newsletter	294,000
Listing Feature	148,000
JetSet Magazine	
Annual Global Campaign	2,140,000
Land.com	
Featured on all 3 Land.com sites	
Dedicated Emails - targeted*	5,000
\$125/one listing \$330/3 listings \$1200/12 listings	
Land Report	
Featured Listing	50,000
Banners	60,000
Online Directory Listing	25,000
NYTimes.com	
NYTimes.com Property Module	55,603
Simply Abu Dhabi	
Instagram Post	51,200
WSJ.com	
Mansion Global Homepage	164,000
Daily Monday-Friday	17,000
Mansion Global Instagram	76,200
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
The Wall Street Journal - Western	322,808
The Wall Street Journal - Southern Central	86,478
The Wall Street Journal - National	644,424
The New York Times	
Featured Listing	1,053,804
Conde Nast Magazines Regional Pages	
Architectural Digest - Dallas	15,000
Architectural Digest - Los Angeles / West LA	16,000
Elite Traveler	
Luxury Homes Feature	111,400
Equestrian Living	
Full Page; half or quarter	35,000
Financial Times	
Property Feature	580,011
Land Report	
Full page	40,000
Robb Report	
Property listing	324,000
GRAND TOTAL	13,724,628

CIRCULATION/DISTRIBUTION/REACH 2023

Plan 2 Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - CA, NY, Washington DC, Miami, Chicago, Dallas, and Houston	
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	20,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Elite Traveler	
Online Real Estate Showcase	100,000
EQ Living	
Exclusive Sponsored E-Blasts	33,000
Featured Property	
The Plaid Horse	
Instagram Posts	80,200
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
Chicago Tribune	
OTM On the Market eNewsletter	6,500
Los Angeles Times	
Custom Email	6,500
JamesEdition	
Featured Banner	750,000
e-Newsletter	294,000
Listing Feature	148,000
JetSet Magazine	
Annual Global Campaign	2,140,000
Land.com	
Featured on all 3 Land.com sites	
Dedicated Emails - targeted*	5,000
\$125/one listing \$330/3 listings \$1200/12 listings	
Land Report	
Featured Listing	50,000
Banners	60,000
Online Directory Listing	25,000
WSJ.com	
Mansion Global Homepage	164,000
Mansion Global Instagram	76,200
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
The Wall Street Journal - Western	322,808
The Wall Street Journal - Southern Central	86,478
The Wall Street Journal - National	644,424
The New York Times	
Featured Listing	1,053,804
Elite Traveler	
Luxury Homes Feature	111,400
Equestrian Living	
Full Page; half or quarter	35,000
Financial Times	
Property Feature	580,011
Robb Report	
Property listing	324,000
GRAND TOTAL	13,295,825

CIRCULATION/DISTRIBUTION/REACH 2023

Plan 3 Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - CA, NY, Washington DC, Miami, Chicago, Dallas, and Houston	
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Elite Traveler	
Online Real Estate Showcase	100,000
EQ Living	
Exclusive Sponsored E-Blasts	33,000
Featured Property	
The Plaid Horse	
Instagram Posts	80,200
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
JamesEdition	
Featured Banner	750,000
e-Newsletter	294,000
Listing Feature	148,000
Land.com	
Featured on all 3 Land.com sites	
\$125/one listing \$330/3 listings \$1200/12 listings	
Land Report	
Online Directory Listing	25,000
WSJ.com	
Mansion Global Homepage Featured Listing Module	164,000
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
The Wall Street Journal - Western	161,404
The Wall Street Journal - National	644,424
The New York Times	
Featured Listing	702,536
Financial Times	
Property Feature	580,011
Robb Report	
Property listing	324,000
GRAND TOTAL	10,126,075



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Plan 1 Media	Ad Description	May	June	July	Media Total
Digital					
Million Impressions*					
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00
Million Impressions	Targeting - CA, NY, Washington DC, Miami, Chicago, Dallas, and Houston				
Geofencing - Event and Location					
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00
Smart Solutions Eblast					
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00
Juwai.com					
Hot property upgrade	Hot property upgrade	Combo			
Luxe Channel Property Listing	Luxe Channel Property List		\$675		\$ 675.00
Dwell.com					
Real Estate Package 1	Custom Article with promo on Homepage		\$ 4,705.00		\$ 4,705.00
Elite Traveler					
Online Real Estate Showcase	Online Real Estate Showca:		\$2,500		\$ 2,500.00
EQ Living					
EQ Living Enewsletter	EQliving - weekly	\$ 750.00			\$ 750.00
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts		\$ 1,175.00		\$ 1,175.00
EQ Living Real Estate Online	Featured Property		\$1,000		\$ 1,000.00
The Plaid Horse					
Blog Post + Email	Blog Post + Email		\$ 1,575.00		\$ 1,575.00
Instagram Posts	Instagram Posts	\$ 675.00			\$ 675.00
Nob Hill Gazette					
Nob Hill Gazette San Francisco, Peninsula and Silicon	OTM On the Market eNew	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
Chicago Tribune					
Custom Email	OTM On the Market eNew	\$ 1,950.00			\$ 1,950.00
Los Angeles Times					
Custom Email	Custom Email	\$ 1,350.00			\$ 1,350.00
JamesEdition					
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00	\$ 1,600.00
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 3,300.00			\$ 3,300.00
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00
JetSet Magazine					
JetSet Magazine	Annual Global Campaign		\$2,500		\$ 2,500.00
Land.com					
Platinum Featured Propety	Featured on all 3 Land.com	\$ 750.00			\$ 750.00
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 lis		\$330		\$ 330.00
Land Report					
Portfolio Listing	Featured Listing				
Social Media Posts	Banners	\$5,000			\$ 5,000.00
Enewsletter Promotion	Online Directory Listing				
NYTimes.com					
NYTimes.com Property Module	NYTimes.com Property Mo	\$ 3,000.00			\$ 3,000.00
Simply Abu Dhabi					
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00		\$ 2,750.00
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
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00	\$ 1,775.00
Luxury Estate					
Luxury Estate	Showcase Listing + Elite Lis	\$ 1,100.00			\$ 1,100.00
Print					
The Wall Street Journal					
The Wall Street Journal - Western	2x7 Display	\$ 1,900.00		\$ 1,900.00	\$ 3,800.00
The Wall Street Journal - Southern Central	2x7 Display		\$ 1,050.00		\$ 1,050.00
The Wall Street Journal - National	Property Portolio	\$ 2,355.00			\$ 2,355.00
The New York Times					
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00
Conde Nast Magazines Regional Pages					
Architectural Digest - Dallas	Full Page			\$ 2,530.00	\$ 2,530.00
Architectural Digest - Los Angeles / West LA	Full Page			\$ 2,680.00	\$ 2,680.00
Elite Traveler					
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00
Equestrian Living					
Equestrian Living	Full Page; half or quarter		\$ 1,950.00		\$ 2,000.00
Financial Times					
Financial Times	Property Feature	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00
Land Report					
Land Report	Full page		\$ 5,000.00		\$ 5,000.00
Robb Report					
Robb Report	Property listing			\$ 2,500.00	\$ 2,500.00
TOTAL					\$ 90,125.00

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

PROPOSED MEDIA SCHEDULE & PRICING 2023

Plan 2 Media	Ad Description	May	June	July	Media Total
Digital					
Million Impressions*					
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00
Million Impressions	Targeting - CA, NY, Washington DC, Miami, Chicago, Dallas, and Houston				
Geofencing - Event and Location					
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00
Smart Solutions Eblast					
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00
Juwai.com					
Hot property upgrade	Hot property upgrade	Combo			\$ 675.00
Luxe Channel Property Listing	Luxe Channel Property Listing		\$675		\$ 675.00
Elite Traveler					
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00
EQ Living					
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts		\$ 1,175.00		\$ 1,175.00
EQ Living Real Estate Online	Featured Property		\$1,000		\$ 1,000.00
The Plaid Horse					
Instagram Posts	Instagram Posts	\$ 675.00			\$ 675.00
Nob Hill Gazette					
Nob Hill Gazette San Francisco, Peninsula and Silicon	OTM On the Market eNew:	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
Chicago Tribune					
Custom Email	OTM On the Market eNew:	\$ 1,950.00			\$ 1,950.00
Los Angeles Times					
Custom Email	Custom Email	\$ 1,350.00			\$ 1,350.00
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
JetSet Magazine					
JetSet Magazine	Annual Global Campaign		\$2,500		\$ 2,500.00
Land.com					
Platinum Featured Property	Featured on all 3 Land.com	\$ 750.00			\$ 750.00
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings		\$330		\$ 330.00
Land Report					
Portfolio Listing	Featured Listing				
Social Media Posts	Banners	\$5,000			\$ 5,000.00
Enewsletter Promotion	Online Directory Listing				
WSJ.com					
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00	\$ 1,775.00
Luxury Estate					
Luxury Estate	Showcase Listing + Elite Listing	\$ 1,100.00			\$ 1,100.00
Print					
The Wall Street Journal					
The Wall Street Journal - Western	2x7 Display	\$ 1,900.00		\$ 1,900.00	\$ 3,800.00
The Wall Street Journal - Southern Central	2x7 Display		\$ 1,050.00		\$ 1,050.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00
The New York Times					
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00
Elite Traveler					
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00
Equestrian Living					
Equestrian Living	Full Page; half or quarter		\$ 1,950.00		\$ 2,000.00
Financial Times					
Financial Times	Property Feature	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00
Robb Report					
Robb Report	Property listing			\$ 2,500.00	\$ 2,500.00
TOTAL					\$ 61,655.00

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

PROPOSED MEDIA SCHEDULE & PRICING 2023

Plan 3 Media	Ad Description	May	June	July	Media Total
Digital					
Million Impressions*					
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00
Million Impressions	Targeting - CA, NY, Washington DC, Miami, Chicago, Dallas, and Houston				
Juwai.com					
Hot property upgrade	Hot property upgrade	Combo			\$ -
Luxe Channel Property Listing	Luxe Channel Property Listi		\$675		\$ 675.00
Elite Traveler					
Online Real Estate Showcase	Online Real Estate Showca:		\$2,500		\$ 2,500.00
EQ Living					
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts		\$ 1,500.00		\$ 1,500.00
EQ Living Real Estate Online	Featured Property		\$1,000		\$ 1,000.00
The Plaid Horse					
Instagram Posts	Instagram Posts	\$ 675.00			\$ 675.00
Nob Hill Gazette					
Nob Hill Gazette San Francisco, Peninsula and Silicon	OTM On the Market eNew:	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
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
Land.com					
Platinum Featured Propety	Featured on all 3 Land.com	\$ 750.00			\$ 750.00
Signature Listings	\$125/one listing \$330/3 list		\$330		\$ 330.00
Land Report					
Enewsletter Promotion	Online Directory Listing	\$ 2,500.00			\$ 2,500.00
WSJ.com					
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage	\$ 1,275.00			\$ 1,275.00
Luxury Estate					
Luxury Estate	Showcase Listing + Elite Lisi	\$ 1,100.00			\$ 1,100.00
Print					
The Wall Street Journal					
The Wall Street Journal - Western	2x7 Display	\$ 1,900.00			\$ 1,900.00
The Wall Street Journal - National	Property Portolio	\$ 2,355.00			\$ 2,355.00
The New York Times					
The New York Times	Featured Listing	\$ 1,180.00	\$ 1,180.00		\$ 2,360.00
Financial Times					
Financial Times	Property Feature	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00
Robb Report					
Robb Report	Property listing			\$ 2,500.00	\$ 2,500.00
TOTAL					\$ 35,645.00

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