



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 88 PARTRICK ROAD ADVERTISING AND MARKETING PROGRAM



**COLDWELL BANKER**  
**REALTY**

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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING  
BRANDING  
MARKETING

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## NATIONAL & GLOBAL EXPOSURE 88 PARTRICK ROAD

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SKY Advertising is excited to present to Coldwell Banker Global Luxury Westport a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 88 Partrick Road.

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

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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**Account Executive**  
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jimmy@skyad.com



**COLDWELL BANKER**  
**REALTY**

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# Digital Offerings

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# 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.

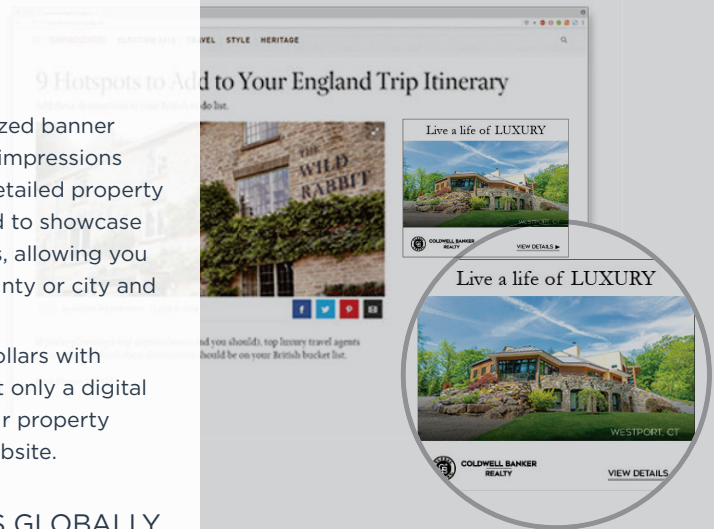
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** 88 Partrick Road  
**Flight Dates:** January 2023 - April 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.



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.

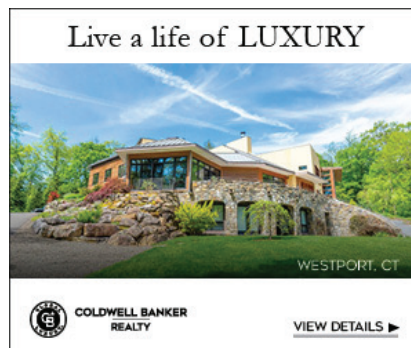


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

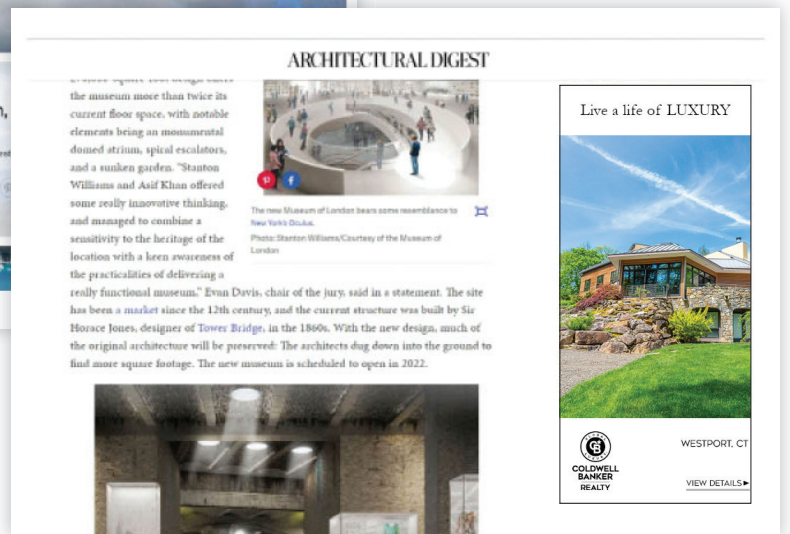
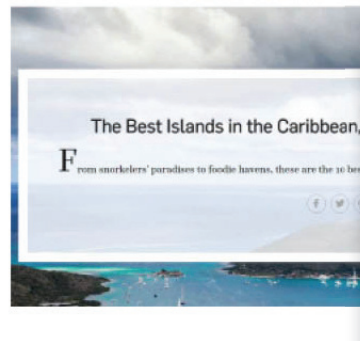
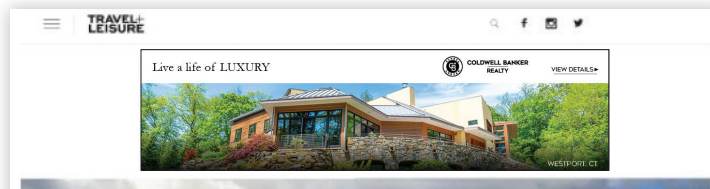
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



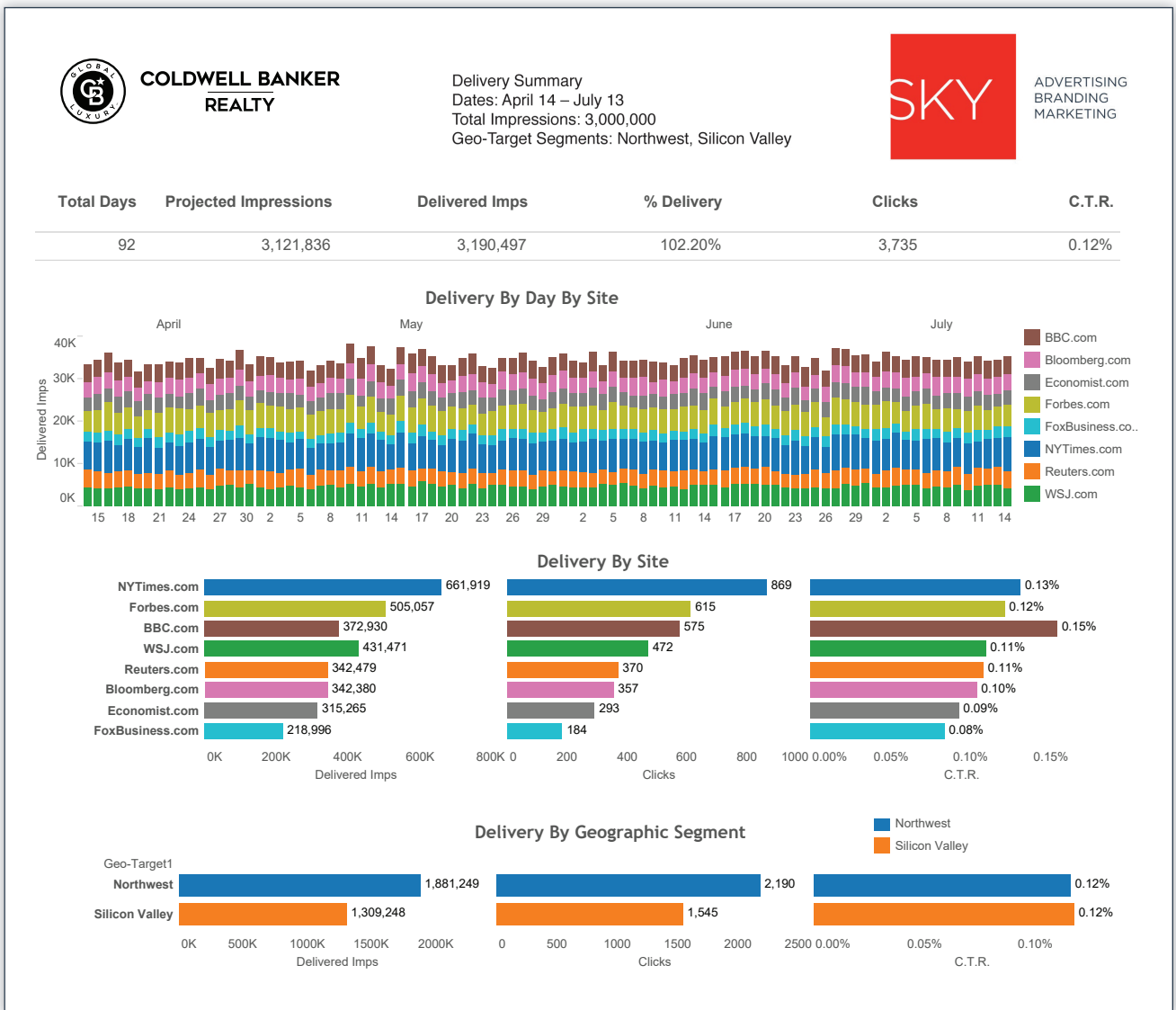


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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After researching, we have put together an integrated program that targets a high-net-worth audience across NYC, The Hamptons, Westchester, Fairfield County, Hong Kong, China and Singapore.

The program, with a projected start date of January 15th will run for three months and deliver an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in NYC, The Hamptons, Westchester, Fairfield County, Hong Kong, China, and Singapore in a premium editorial environment on top news and business/finance and news websites
- A behavioral targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are In-Market for Residential Real Estate and living in Fairfield County.
- A custom intent targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are actively searching for Connecticut real estate and living in NYC, The Hamptons, Westchester, Hong Kong, China, Singapore.

### » SITE SPECIFIC

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

### » RE-TARGETING

This allows us to cost-effectively reinforce our messaging to people who have visited the property's site / listing.

### » 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.

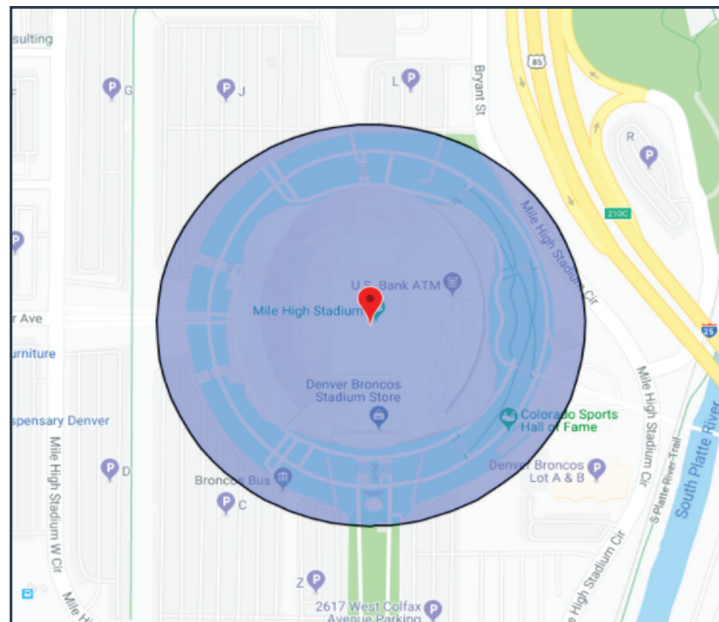
IMPRESSIONS SCHEDULE

		CB Westport 88 Partrick												Impressions				
Media	Geo-Target	January			February			March			April							
		01	08	15	22	29	05	12	19	26	02	09	16		23			
NYTimes.com	NYC, The Hamptons, Westchester, Fairfield County																	
WSJ.com																		
Reuters.com																		
Bloomberg.com																		
Forbes.com																		
Barrons.com																		
Investors.com																		
SCMP.com	Hong Kong, China, Singapore																	
HKET.com																		
BusinessTimes.com.sg																		
Custom Intent - Connecticut Real Estate	NYC, The Hamptons, Westchester, Hong Kong, China, Singapore																	
In-Market Residential Real Estate																		
	Fairfield County																	
<b>Total Digital</b>														<b>750,000</b>				

## 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.

#### » TIER 3

- Investment: \$1,325
- Monthly Impressions: 66,890

#### » TIER 2

- Investment: \$2,575
- Monthly Impressions 133,780

#### » TIER 1

- Investment: \$3,750
- Monthly Impressions 200,670



# 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

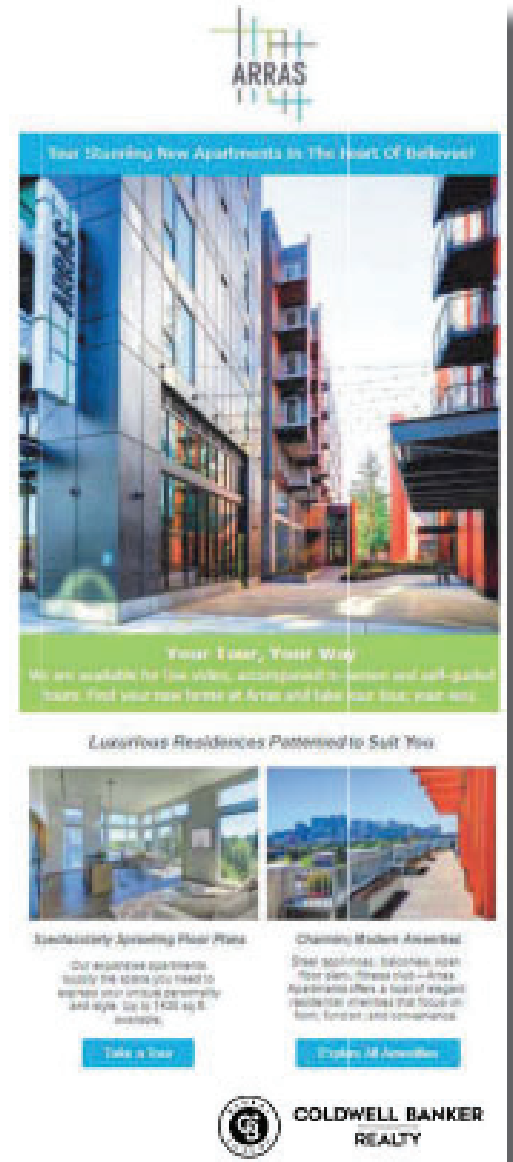
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

**CUSTOM EMAIL: \$2,295**



# 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: \$475/LISTING

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



# 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.

**PRICING: \$750/COMBO BUY**



# JAMES EDITION.COM

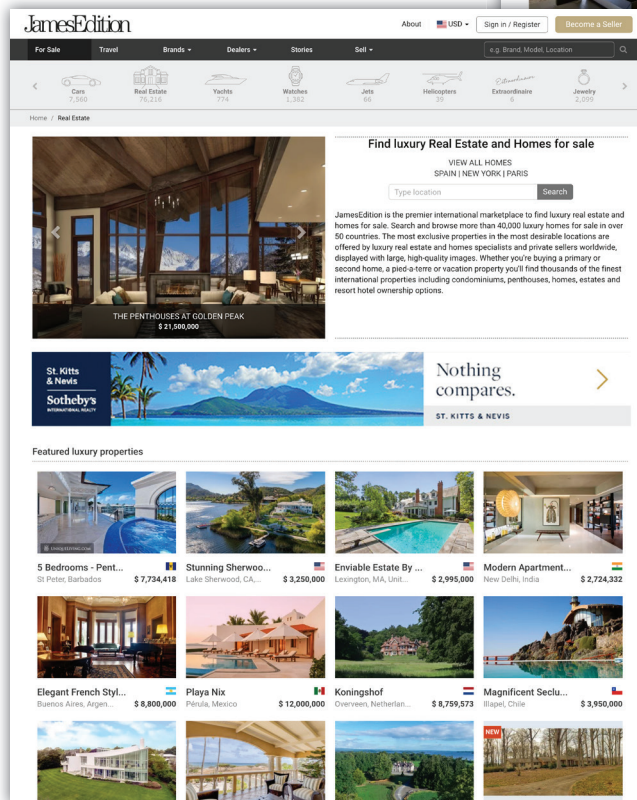
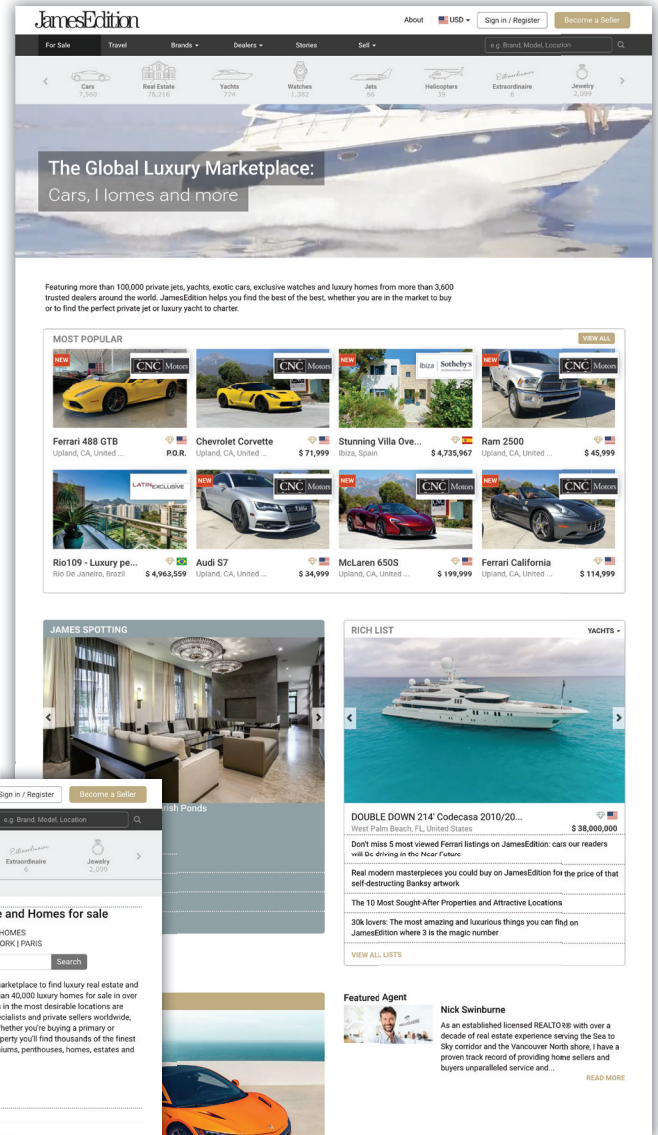
## » E-NEWSLETTER

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

**FEATURED BANNER: \$1,600**





# JAMES EDITION.COM

## » FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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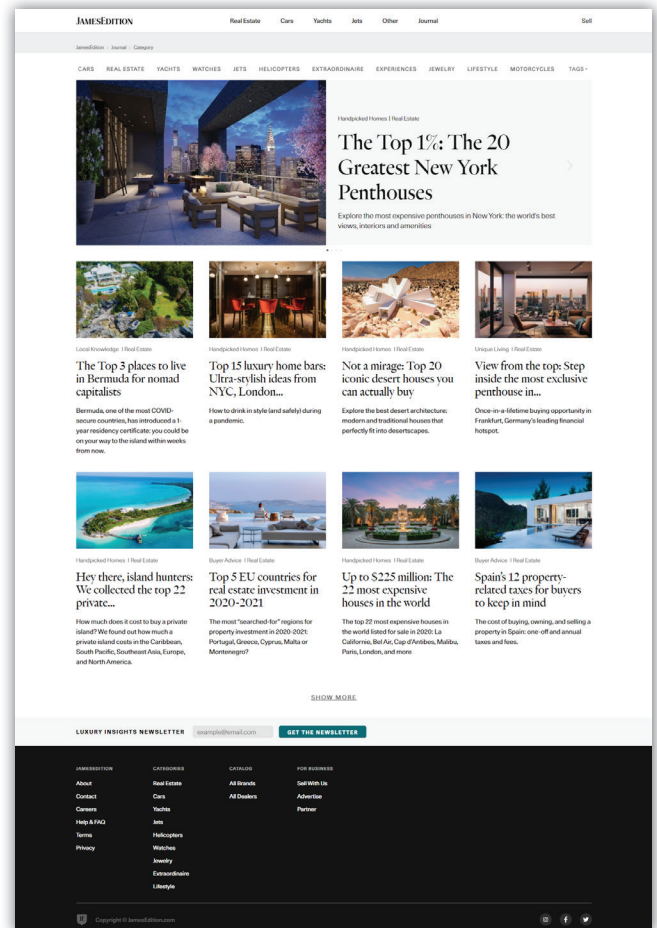
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

**NEWSLETTER TOP & ARTICLE: \$ 5,500**

**NEWSLETTER TRENDING & ARTICLE: \$3,300**



## PROPGOLUXURY.COM

PropGOLuxury.com is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic. The banner display ad for your listing receives 125,000 impressions on the homepage or the search results page.

### FEATURED LISTING & REGIONAL SHOWCASE: \$750

The screenshot displays the PropGOLuxury.com website interface. At the top, the logo reads "PropGOLuxury.com" with the tagline "Luxury Properties Worldwide". Navigation links include Home, Luxury Properties, News, Advertise, About Us, Help, Sign In, and Register. The main content area is titled "Home > Search Results" and shows search filters for "For Sale" and "For Rent". The search criteria are set to "Country / Area / City: California (United States)" and "Price: USD". A "Search" button is visible. Below the search bar, there are options to "Sort By:" and a "Get new listing alerts for this search" button. The search results show "Total 6,279 record(s) found" with a pagination control. The featured listings include a prominent banner for "St. Kitts & Nevis Sotheby's International Realty" with the text "Nothing compares." and a "FIND OUT MORE" button. Other listings also feature similar "Nothing compares." text and "FIND OUT MORE" buttons. On the right side, there is a "Receive Our Newsletter" section with a "Subscribe" button and a "California Property News" section listing several articles.

# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

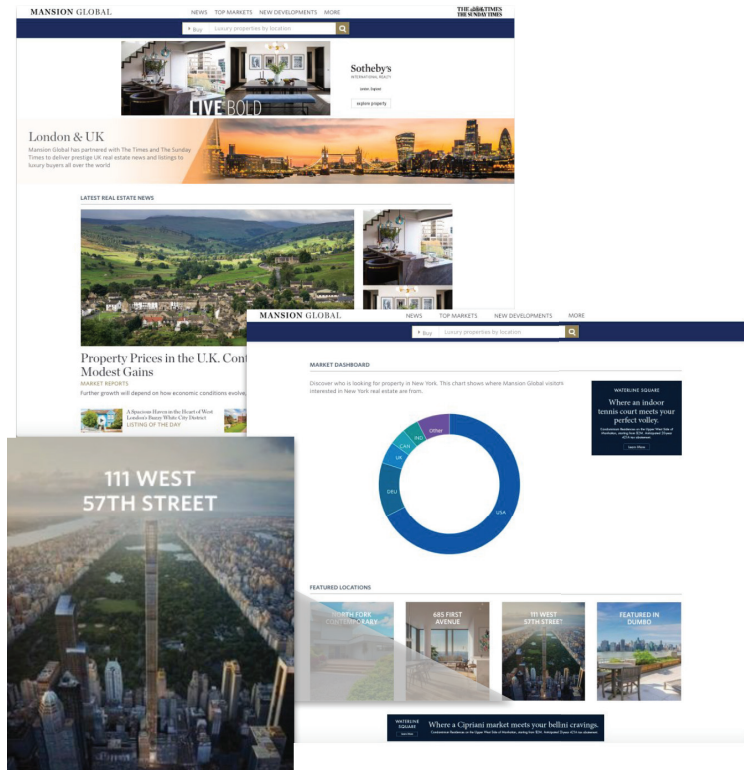
## » MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

**AVAILABLE MARKETS:**

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

\$575/MONTH



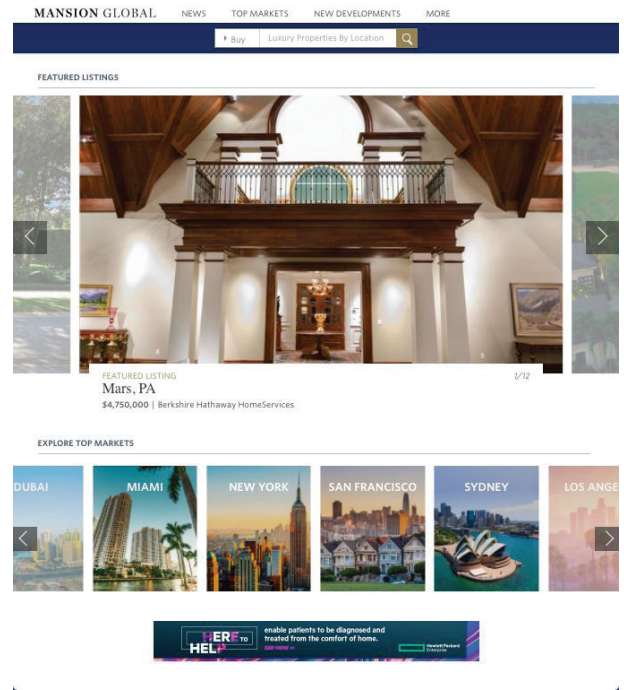


# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » THE HOMEPAGE FEATURED LISTING

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

\$1,275/MONTH



# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » MANSION GLOBAL WE CHAT

WeChat is the largest standalone messaging app in Asia with more than 1 billion

users. Over 80% of active accounts are registered in China.

The Sponsored Listing Post Opportunity allows brands to post a listing and reach a

highly valued, Chinese audience. Each listing post features a stunning image and

powerful copy, driving users back to the listing page on the Mansion Global mirror

site on WeChat.

Sponsored Listing Post Opportunity

- \$2,500 per post, guaranteeing 2,000 Views (2x required)
- \$6,000/week (5x posts), guaranteeing 10,000 Views
- Average CTR from Post to Listing: 10%
- 2-Posts Per Month Minimum

**COST: \$2,000 PER POST**  
**3 POST MINIMUM**



**+10%**  
Average CTR



**COLDWELL BANKER**  
**REALTY**

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# Print Offerings

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# 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:** 786,294
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2X7, NY METRO: \$990  
BUY 4 GET 1 FREE

## THE WALL STREET JOURNAL

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

### Fed Cuts Rates Amid Virus Fears

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

#### What's News

**Business & Finance**

- The Fed increased an emergency half-point rate cut after central bank takes action since '08 crisis
- The SEC is investigating whether it should regulate private equity firms
- The Fed is investigating whether it should regulate private equity firms

#### Shaky Ground

• **China's growth** may be slowing as it seeks to rebalance its economy

#### Tennessee Kill at Least 25

• **Weather** system on the move, killing at least 25 people in the state

Former Vice President Joe Biden took the stage in Las Vegas after wins in a string of Super Tuesday primary contests.

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

Former Vice President Joe Biden picked up a string of wins in Super Tuesday primary contests, while Bernie Sanders won a big victory in California.

Bernie Sanders was cheered Tuesday night in Vermont.

### Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries

U.S. cities are seeing a downturn in many areas, particularly those that rely on shrinking industries like coal and oil.

**Salesforce #1 CRM.** A chart showing Salesforce's market share and revenue growth from 2010 to 2016.

# 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:**  
**\$1,500 1X**  
**\$1,200/EACH 2X**  
**\$1,000/EACH 3X**

6 48 100 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, this is a first address in New York was the former home of the 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 was bought by a couple of friends, the experiment was to create a home.

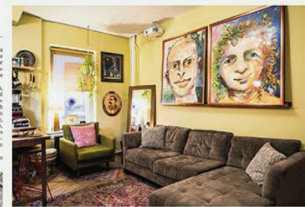


The main at the Strand Annex was built.

**Home context:** This is the first person who really showed up in the neighborhood. It was a very early example of a house that was built for a new neighborhood.

So, the house was built in a neighborhood that was built in the 1920s. It was a very early example of a house that was built for a new neighborhood. It was a very early example of a house that was built for a new neighborhood.

And, I did. After building around it, I built a house in the neighborhood. It was a very early example of a house that was built for a new neighborhood. It was a very early example of a house that was built for a new neighborhood.



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<p><b>PARK PLACE, BROOKLYN</b> \$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, please contact us at <a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>	<p><b>MIRAGE, MANHATTAN</b> \$2,345,000 This is a 2,500 sq ft 2-bedroom, 2-bathroom corner unit with a large terrace. The apartment is a prime location for a great view. For more information, please contact us at <a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>	<p><b>CHINATOWN, MANHATTAN</b> \$4,800,000 This corner unit has a full set of oversized windows in the living room and a large terrace. For more information, please contact us at <a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>
<p><b>LEWIS BRIDGE CITY, QUEENS</b> \$1,100,000 How does one live in the city? You don't. In the morning, you get up and walk to the apartment at the end of the street. The glass facade of the structure is a 365 day, 365 unique view.</p>	<p><b>FINANCIAL DISTRICT, MANHATTAN</b> \$2,100,000 This is a 2,500 sq ft 2-bedroom, 2-bathroom corner unit with a large terrace. The apartment is a prime location for a great view. For more information, please contact us at <a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>	<p><b>MIDTOWN MANHATTAN</b> \$1,100,000 This corner unit has a full set of oversized windows in the living room and a large terrace. For more information, please contact us at <a href="mailto:jane@jane.com">jane@jane.com</a>   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**  
**WESTCHESTER/FAIRFIELD: \$2,190**

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



# 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 LISTING: \$1,200**  
Global





**COLDWELL BANKER**  
**REALTY**

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Circulation/Distribution/Reach

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# CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	750,000
Targeting - NYC, CT, NY, International	
<b>Facebook Mini-Lead Campaign</b>	
7 Day Social Campaign - guaranteed 8-12 leads	
<b>Geofencing - Event and Location</b>	
Target specific events and locations	66,890
<b>Smart Solutions Eblast</b>	
Custom Email	40,002
<b>Juwai.com</b>	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
<b>JamesEdition</b>	
Featured Banner	750,000
e-Newsletter	294,000
e-Newsletter	294,000
<b>PropGo Luxury</b>	
Featured Listing & Regional Showcase	100,000
<b>WSJ.com</b>	
Top Markets page tiles -New York London & UK Los Angeles Duba	164,000
Mansion Global Homepage Featured Listing Module	164,000
3 post minimum	228,600
<b>Print</b>	
<b>The Wall Street Journal</b>	
2 x 7	148,000
<b>The New York Times</b>	
Featured Listings - Sunday	351,268
<b>Conde Nast Magazines Regional Pages</b>	
Full Page	9,000
<b>Financial Times</b>	
Property Listing	193,337
<b>GRAND TOTAL</b>	<b>8,153,097</b>



**COLDWELL BANKER**  
**REALTY**

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# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	January	February	March	April	Media Total
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$	\$ 3,585.00
Million Impressions	Targeting - NYC, CT, NY, International					
<b>Facebook Mini-Lead Campaign</b>						
Facebook Mini-Lead Campaign	7 Day Social Campaign - gu	\$ 425.00			\$	\$ 425.00
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations		\$ 1,325.00		\$	\$ 1,325.00
<b>Smart Solutions Eblast</b>						
Smart Solutions Eblast	Custom Email		\$ 2,295.00		\$	\$ 2,295.00
<b>Juwai.com</b>						
Hot property upgrade	Hot property upgrade					
Luxe Channel Property Listing	Luxe Channel Property List	\$750			\$	\$ 750.00
<b>JamesEdition</b>						
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
e-Newsletter	e-Newsletter	\$ 1,500.00			\$	\$ 1,500.00
<b>PropGo Luxury</b>						
PropGo Luxury	Featured Listing & Regiona	\$ 750.00			\$	\$ 750.00
<b>WSJ.com</b>						
Mansion Global Top Markets page tile	Top Markets page tiles -Ne	\$ 575.00			\$	\$ 575.00
Mansion Global Homepage Featured Listing Module	Mansion Global Homepag	\$ 1,275.00			\$	\$ 1,275.00
Mansion Global We Chat	3 post minimum	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$	\$ 6,000.00
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - NY Metro	2 x 7	\$ 990.00			\$	\$ 990.00
<b>The New York Times</b>						
The New York Times	Featured Listings - Sunday	\$ 1,500.00			\$	\$ 1,500.00
<b>Conde Nast Magazines Regional Pages</b>						
Architectural Digest - Westchester/Fairfield	Full Page			\$ 2,190.00	\$	\$ 2,190.00
<b>Financial Times</b>						
Financial Times	Property Listing	\$ 1,200.00			\$	\$ 1,200.00
TOTAL					\$	\$ 29,260.00

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