



30 Kenwood Drive  
Bluffton, SC 29910  
407.276.6905

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MARKETINGFOUNDATIONS.ORG

Advisor  
Recruitment Campaign  
Advertising and  
Marketing Program

ENGEL&VÖLKERS®

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- 29 2025



30 Kenwood Drive, Bluffton, SC 29910

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# National & Global Exposure Advisor Recruitment Campaign

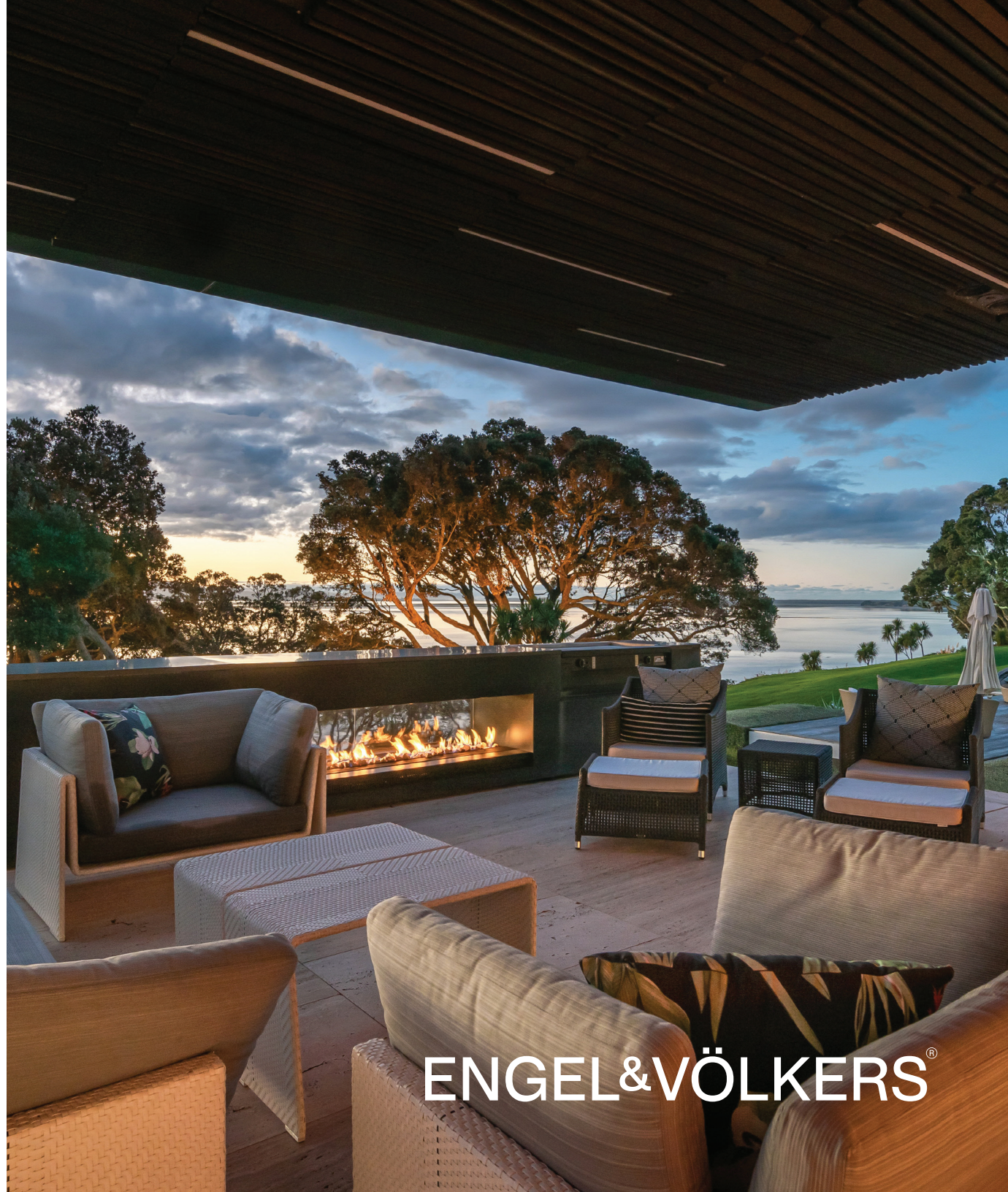
Marketing Foundations is excited to present to Engel & Völkers® San Antonio a curated, multi-media marketing selection of offerings to bring awareness to the benefits of joining the office for local agents.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted to agents in San Antonio, TX.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing attention to the San Antonio Engel and Volkers office.

KELLEY FINLEY  
*Executive Vice President*  
**407.276.6905**  
**[kelley@marketingfoundations.org](mailto:kelley@marketingfoundations.org)**

# Digital Offerings



ENGEL & VÖLKERS®



# 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: **Advisor Recruitment Campaign**
- Flight Dates: **3 Months**
- Impressions: **750,000**
- Clicks through to the website of your choice.

<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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.

## 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.

INVESTOR'S BUSINESS DAILY™

BARRON'S



THE WALL STREET JOURNAL.

FORTUNE

Forbes

FOX BUSINESS



# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

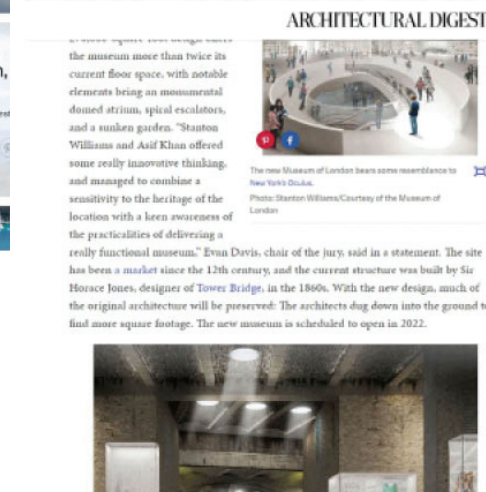
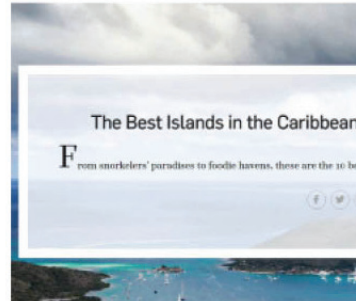
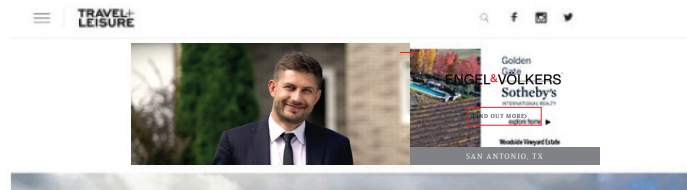
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

**BANNER PRODUCTION: \$350**



# Sample Banners For Impressions Programs As They Appear On Sites



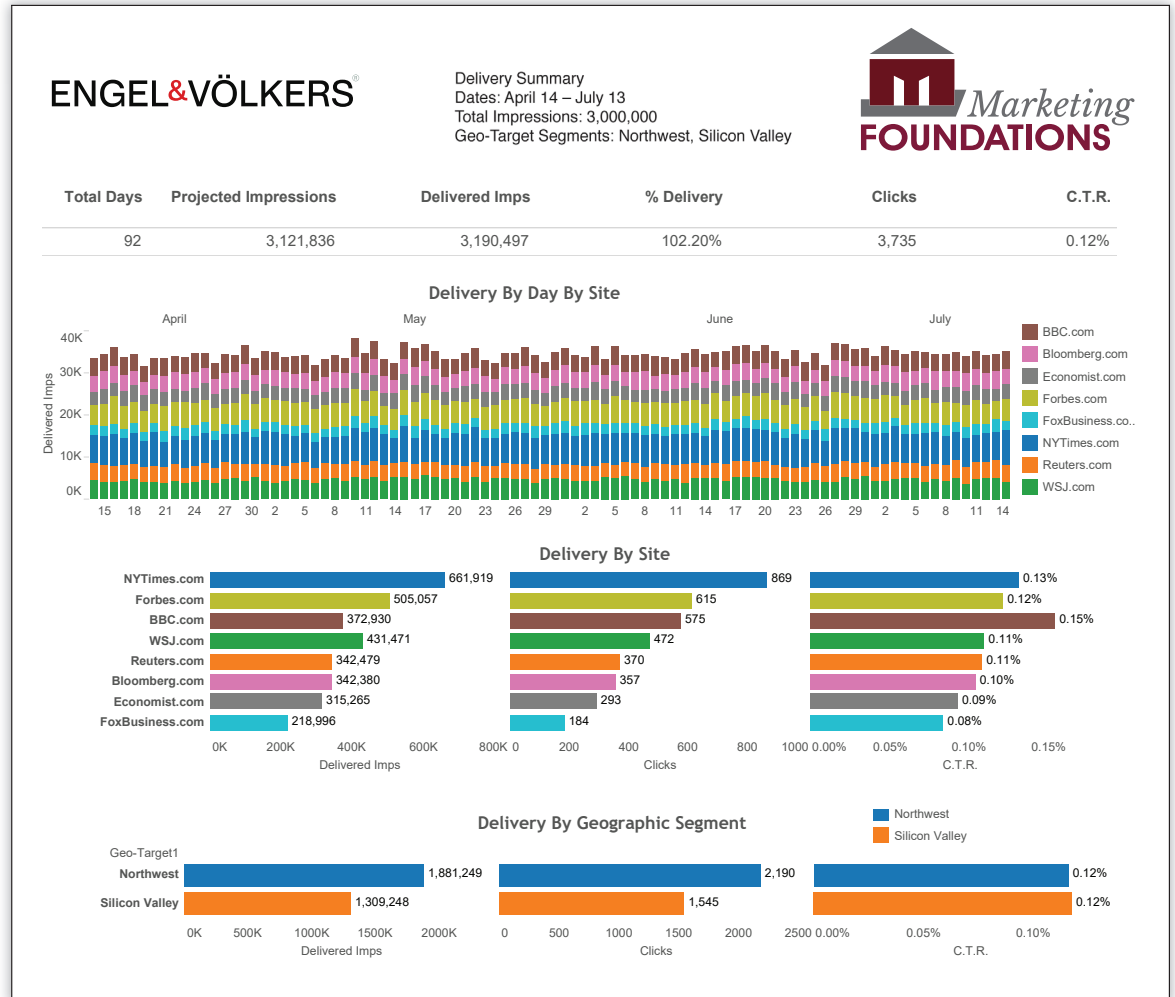


# Comprehensive Reporting For Your Customized Campaign

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.

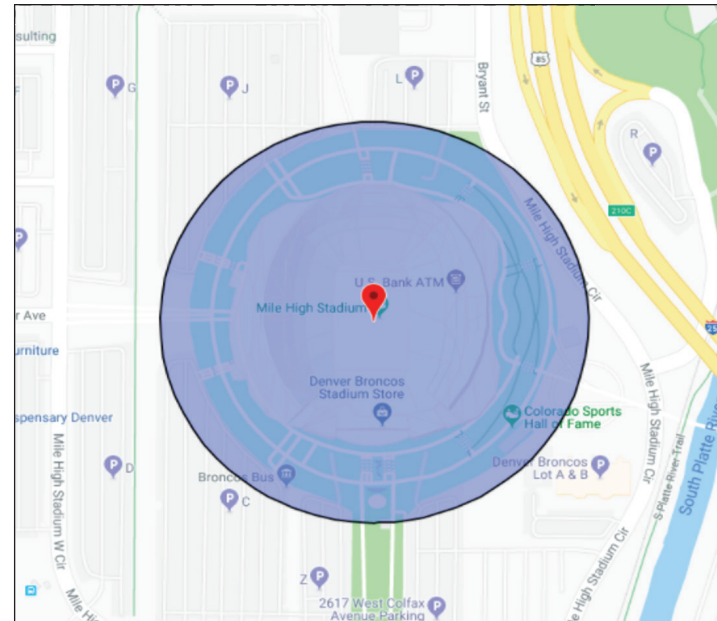
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

### PRICING

- From: **\$1,500**
- **Up to 3 Geo-fences**
- **60,000 impressions**

### MOBILE CONQUESTING

- From: **\$1,500**
- **100,000 impressions**

# Comprehensive Digital

## OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

## HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

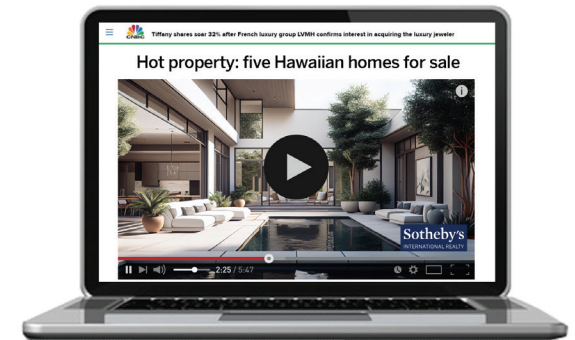


## YouTube Video Pre-Roll Ads

### WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

**PRICE: FROM \$1,500/MONTH**  
**50,000 Impressions**

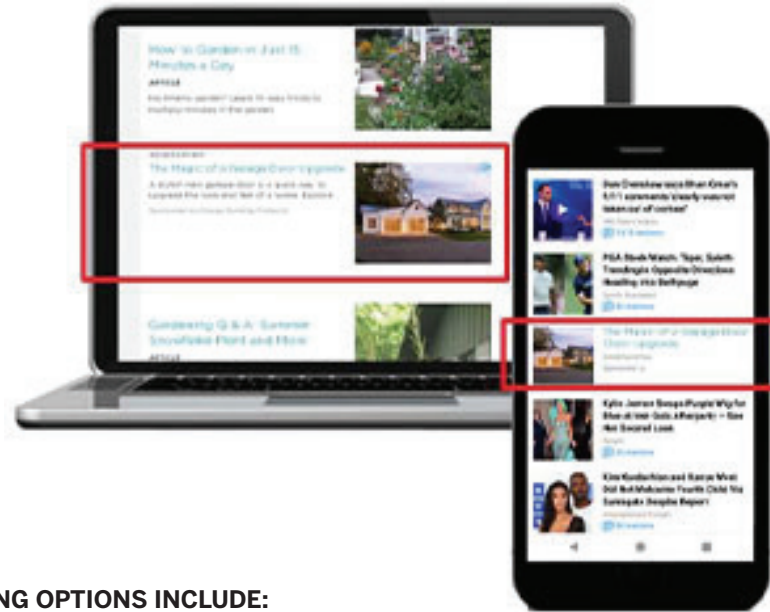
# Comprehensive Digital

## NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

## HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



## TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
  - **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
  - **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
  - **Cross Platform Targeting** available from Mobile Conquesting.
  - **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

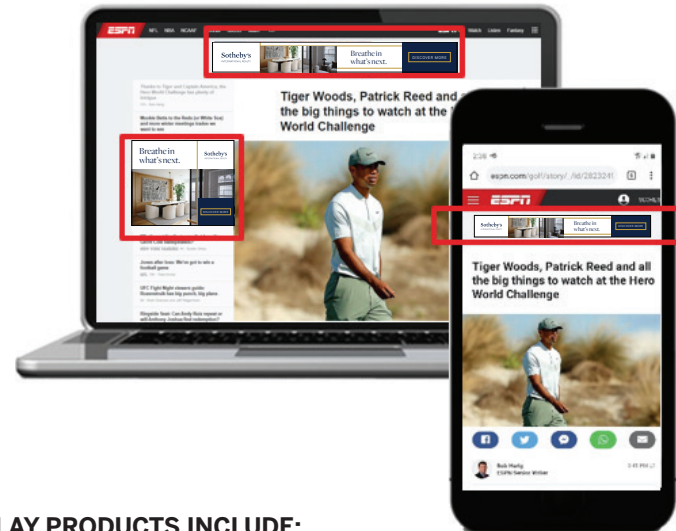
PRICE: FROM \$1,500/MONTH  
150,000 Impressions



# Comprehensive Digital

## DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



### TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences-target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

**PRICE: FROM \$1,500/MONTH**  
**150,000 Impressions**



# Comprehensive Digital

## ONLINE AUDIO ADS

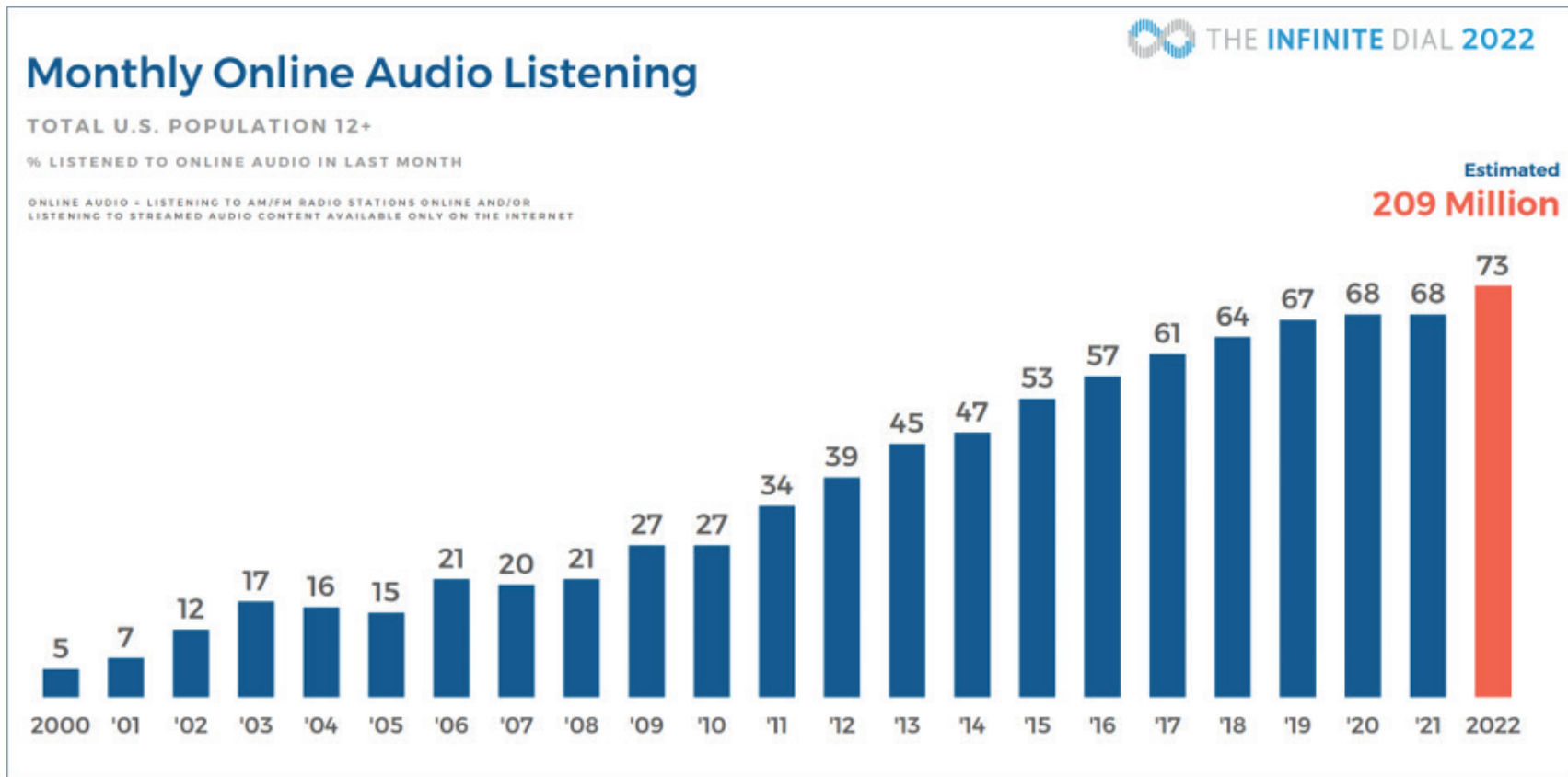
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

PRICE: FROM \$1,500/MONTH  
30,000 Impressions

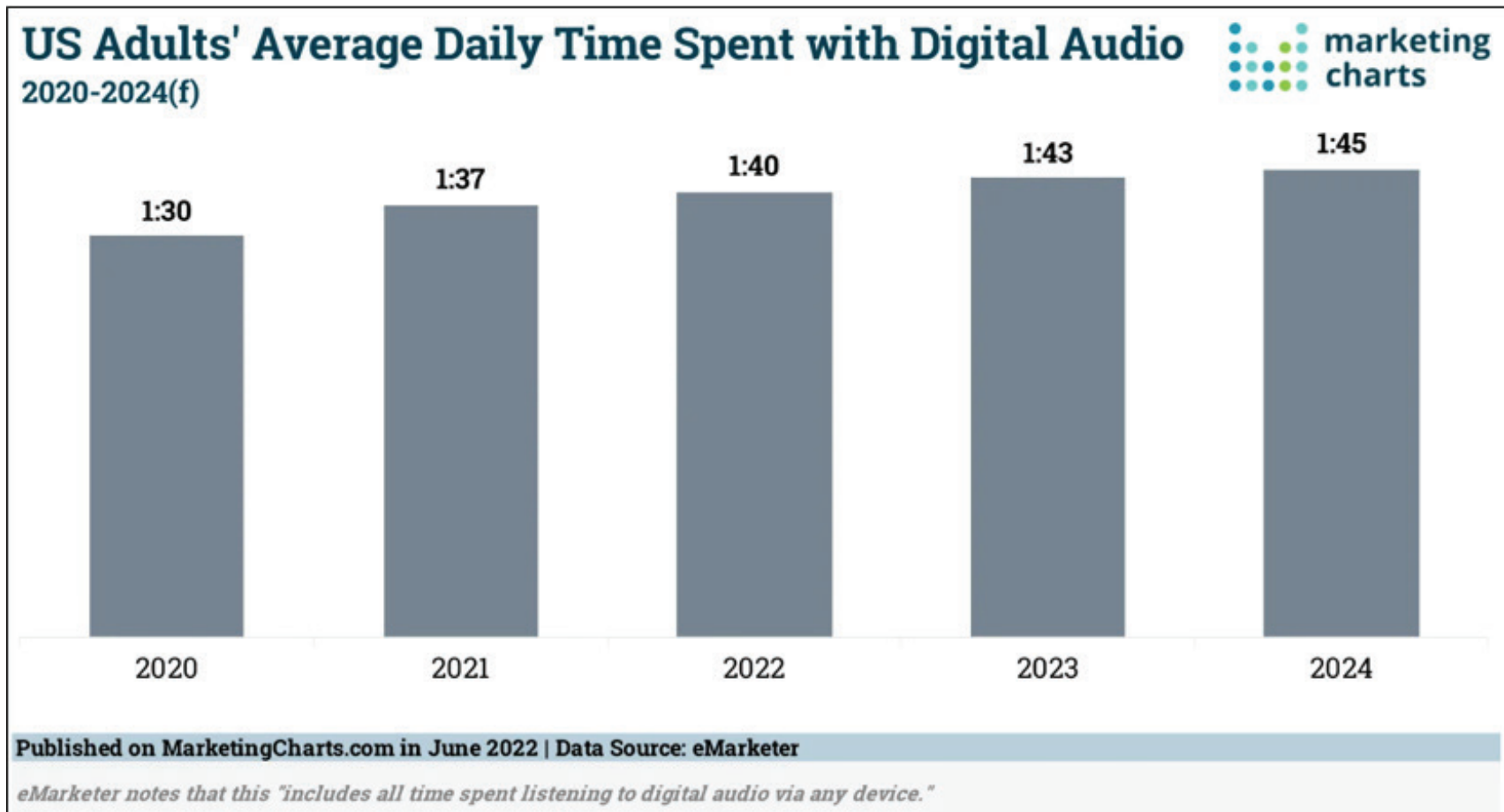


# 73% of the U.S. population listened to Online Audio in the last month.





The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

# Facebook Advertising

We recommend a campaign using Facebook and Instagram as advertising channels.

## FACEBOOK AD CAMPAIGNS

# facebook.

- Geo-targeting to local and feeder markets.
- We will drive the audiences to select landing pages.

## RETARGETING

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- We will re-target the audiences who visit the site but do not convert.
- We will revise and optimize campaign based on performance.

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PRICE: \$1,500

**60,000 Impressions per Month**



# LinkedIn. com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

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**DIGITAL BANNER CAMPAIGN, TARGETING REALTORS: STARTING FROM \$2,000/MONTH**



# Realtor Email Campaign


The goal of this email campaign is to target licensed real estate agents with the intention of recruiting them to switch from their current firm to Engel & Volkers. The campaign will focus on showcasing the benefits and opportunities that Engel & Volkers offers, positioning it as a better fit for the agent's career growth and financial success.

## TARGET AUDIENCE:

Licensed real estate agents currently working at other firms who may be interested in exploring new opportunities. These agents may be seeking better commission structures, more support, enhanced marketing tools, or a more positive company culture.

- Approximately **2,500** Realtor email addresses in database

**EMAIL BLAST WITH SECOND SEND AND CREATIVE FOR THE HTML: \$1200**



## SAN ANTONIO, TEXAS

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[FIND OUT MORE](#)





# jamesedition.com

## AGENT INTERVIEWS

### INCREASED VISIBILITY

Agents gain exposure through features in our Journal, showcasing their expertise to a global audience.

### TARGETED MARKETING

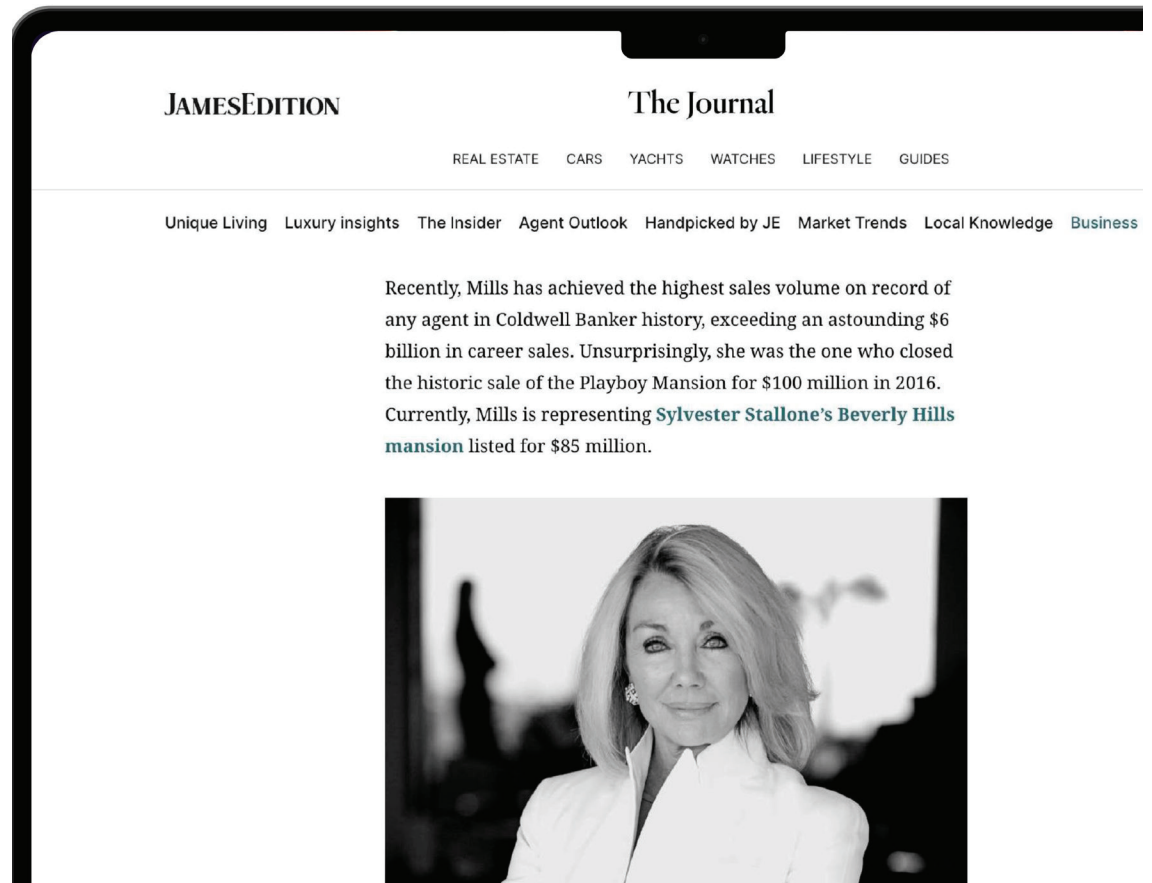
Interview content is shared in our highengagement newsletter, reaching thousands of potential clients and industry professionals.

### BRAND BUILDING

An opportunity to share expertise and insights within the luxury real estate market.

JOURNAL FEATURE AND FIRST FEATURE ENEWSLETTER:  
\$6,000

JOURNAL FEATURE AND TRENDING FEATURE  
ENEWSLETTER: \$3,800





# Print Offerings



ENGEL & VÖLKERS®



# The Wall Street Journal

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

- Circulation: **644,424**
- National: **525,734**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **57% / 43%**
- Average HHI: **\$361K**
- Average age: **45**

2 X 7, TEXAS: \$1050

Buy 4 get 1 free



**\$20 Million**  
Brazilian soccer star Neymar has bought land in Miami. **M3**

**MANSION**  
THE WALL STREET JOURNAL

Looking Up  
In North Carolina, a single-story house that's 31 feet tall. **M7**

By KENNETH COOPER and E.R. STONEMAN  
Friday, November 1, 2024 | **M1**

## Going Once, Going Twice

More wealthy homeowners are turning to the auction market, but the results don't always live up to their lofty expectations



Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terraces, a floating staircase and a private elevator. At auction, the roughly 2,000-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a stupid mistake," Randy said of deciding to auction the home.

More closely associated with private jet or collector's estates, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services this year. In Manhattan, in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties to a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

Emboldened by the tough home prices they see on television, or struck by a major sale that happened previously in their neighborhood or city, sellers who aggressively priced their luxury homes often have been forced to repeatedly cut their asking prices.

*Please turn to page M5*



**TRIBECA PENTHOUSE**  
New York City

FIRST LISTED FOR	HIGHEST BID AT AUCTION
\$12.2 MILLION	\$5 MILLION

## Room for Prayer, Without Leaving Home

Hindu owners drive demand for upscale pooja rooms with gold trim, oil lamps and custom art



**By SARA PEREIRA**

**IN THE DALLAS SUBURBS**, Sangeeta Williams lights an oil lamp in front of a wooden structure housing idols in her kitchen. The newly renovated area is dedicated to prayer and is backed by gold-and-white tiles matching the gilded trim and the white quartz countertop, the 45-year-old said.

Practitioners of Hinduism, particularly in India, have long created pooja rooms or shrines in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A pooja room usually has an altar, mandir or tall supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship or ceremonial prayer, yearship and meditation, and are often decorated for special occasions during festivals such as Diwali, said Pooja Chhabra, a consultant in Vaastu Shastra, a set of architectural-design principles based on Indian traditions.

As the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for pooja rooms.

Do-it-yourself pooja room decoration tutorials are popular on social media. A follow-up to Emily Karling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenage, were scenes of prayer in front of the Vishnu-murti family's pooja shrine — an ornate filled with pooja and mandala, and are often

*Please turn to page M6*

More U.S. builders and developers are accommodating demand for pooja rooms. Ranika Sardesai says she's getting more interior-design inquiries after posting her pooja-room renovation projects on Instagram.

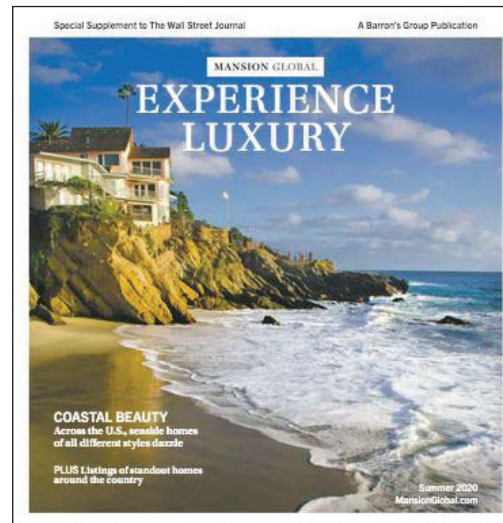
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE:  
\$980/TEMPLATE  
\$1,985/CUSTOM



# Architectural Digest

## 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:

- 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%**

## FULL PAGE, COLOR

SAN ANTONIO/AUSTIN: \$2,340





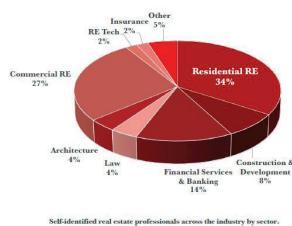
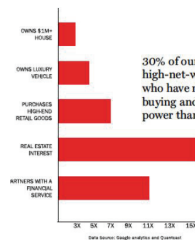
# The Real Deal

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

- Circulation: **45,000**
- Readership: **150,000** monthly readers
- Audience HHI: **500K**
- Audience Age: **34-55**
- Male / Female: **55% / 45%**

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

## A Targeted Digital Reach Source



## TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges

### Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

## PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

### Opportunity details:

- **National – Monthly**

PRICE: \$5,000 FULL PAGE

Based on 8 Insertions

## STRATEGIC PRINT OPTIONS



### NATIONAL

#### Circulation:

- 40,000/month
- 480,000/annual



### DATA BOOK

#### Circulation:

- 50,000 annual

# Realtor Text Campaign

## OBJECTIVE:

The goal of this direct mail campaign is to recruit licensed real estate agents to join Engel & Volkers by sending personalized and compelling mailers to their home addresses. The campaign will focus on promoting the unique benefits of switching firms, such as higher commission structures, advanced tools, and a supportive work environment, with a clear call to action for agents to explore opportunities with Engel & Volkers.


## TARGET AUDIENCE:

Licensed real estate agents currently working with other firms, who may be open to exploring new opportunities. These agents are typically seeking better compensation, career advancement, improved technology, or a more supportive company culture.

- Approximately **2,500** home addresses in database

**8-1/2 X 11 FOLDED SELF-MAILER**

**COST: \$2,400**



## SAN ANTONIO, TEXAS



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[FIND OUT MORE](#)



# Schedule, Pricing & Reach



ENGEL & VÖLKERS®



# Circulation/ Distribution/ Reach 2025

PLAN 1

Plan 1

Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	75,000
Million Impressions	Targeting - San Antonio					
<b>Facebook Ad Campaigns</b>						
Facebook Ad Campaigns	Digital Social Campaign 15–30-mile radius	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	180,000
<b>LinkedIn</b>						
LinkedIn	Digital Banner Campaign - targeting realtors	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000
<b>Comprehensive Digital</b>						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	150,000
Online Audio Ads	15-30 seconds audio content	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	90,000
<b>Geofencing - Event and Location</b>						
Mobile Conquesting	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<b>Realtor Email Campaign</b>						
Custom Email	Targeted Campaign to San Antonio Agents - 2,500 emails, 2 sends	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 3,600.00	7,500
<b>JamesEdition</b>						
Agent Interviews	Journal Feature		\$ 6,000.00		\$ 6,000.00	750,000

# Circulation/ Distribution/ Reach 2025

PLAN 1 - CONTINUED

**Print**

<b>Conde Nast Magazines Regional Pages</b>					
Architectural Digest - San Antonio / Austin	Full Page		\$ 2,340.00	\$ 2,340.00	16,000
<b>The Real Deal</b>					
The Real Deal	Full Page	\$ 5,000.00		\$ 5,000.00	324,000
<b>Realtor Direct Mail</b>					
Direct Mail Program	Targeted Campaign to San Antonio Agents:	\$ 2,400.00	\$ 2,400.00	\$ 4,800.00	5,000
<b>The Wall Street Journal</b>					
The Wall Street Journal - Texas	2 x 7	\$ 2,100.00	\$ 2,100.00 Bonus	\$ 4,200.00	296,000
<b>The Wall Street Journal</b>					
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00		\$ 1,985.00	100,000
TOTAL				\$ 69,010.00	3,793,500

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



# Circulation/ Distribution/ Reach 2025

PLAN 2

Plan 2

Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
<b>Digital</b>						
<b>Million Impressions*</b>						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00		\$ 1,800.00	200,000
<b>Facebook Ad Campaigns</b>						
Facebook Ad Campaigns	Digital Social Campaign 15–30-mile radius	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
<b>LinkedIn</b>						
LinkedIn	Digital Banner Campaign - targeting realtors	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000
<b>Comprehensive Digital</b>						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00		\$ 1,500.00	\$ 3,000.00	200,000
<b>Geofencing - Event and Location</b>						
Mobile Conquesting	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	100,000
<b>Realtor Email Campaign</b>						
Custom Email	Targeted Campaign to San Antonio Agents - 2,500 emails, 2 sends	\$ 1,200.00		\$ 1,200.00	\$ 2,400.00	5,000
<b>Print</b>						
<b>Realtor Direct Mail</b>						
Direct Mail Program	Targeted Campaign to San Antonio Agents:	\$ 2,400.00			\$ 2,400.00	2,500
TOTAL					\$ 20,100.00	927,500

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

Pricing Subject to Change

# Circulation/ Distribution/ Reach 2025

PLAN 3

Plan 3 Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
<b>Digital</b>						
<b>LinkedIn</b>						
LinkedIn	Digital Banner Campaign - targeting realtors	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000
<b>Geofencing - Event and Location</b>						
Mobile Conquesting	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	100,000
<b>Realtor Email Campaign</b>						
Custom Email	Targeted Campaign to San Antonio Agents - 2,500 emails, 2 sends	\$ 1,200.00			\$ 1,200.00	2,500
<b>Print</b>						
<b>Realtor Direct Mail</b>						
Direct Mail Program	Targeted Campaign to San Antonio Agents:	\$ 2,400.00			\$ 2,400.00	2,500
<b>TOTAL</b>					\$ 11,100.00	405,000

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