



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

155 Knoll Road,
Big Bear Lake, CA
Advertising and
Marketing Program

Wheeler
Steffen

Sotheby's
INTERNATIONAL 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 155 Knoll Road, Big Bear Lake, CA

SKY Advertising is excited to present to Wheeler Steffen Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 155 Knoll Road, Big Bear Lake, CA.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Big Bear Lake, CA.

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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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$3,640
 HALF PAGE: \$1,820
 QUARTER PAGE: \$910



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 512.453.8800
 Property # 1230123
 Agent: Jennifer Smith
 Commercial: Sarah
 Broker: Jeremy 512.453.8800
 Email: jsmith@sothebysrealty.com
 \$50,000,000.00

Nothing Compares to what's ours.
 Explore our exclusive collection of inspiring homes.

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork. This is a rare opportunity to own an exceptional piece of New York City real estate. Call your agent today for more information.

New York, New York
 212.453.8800
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sarah +1 212 453 7772
 Email: sarah@sothebysrealty.com
 \$50,000,000

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence is a true masterpiece of modern architecture. Call your agent today for more information.

New York, New York
 212.453.8800
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sarah +1 212 453 7772
 Email: sarah@sothebysrealty.com
 \$20,000,000

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. Call your agent today for more information.

New York, New York
 212.453.8800
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sarah +1 212 453 7772
 Email: sarah@sothebysrealty.com
 \$15,000,000

SC

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

California, Nevada

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Wheeler Steffen | Sotheby's
INTERNATIONAL REALTY

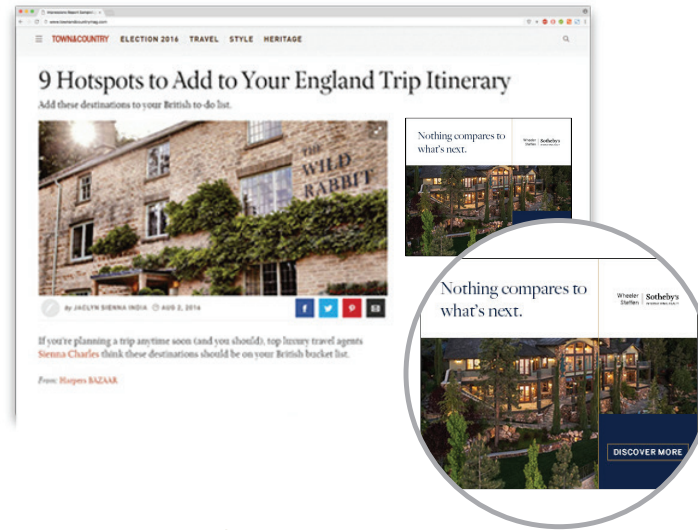
Impressions Campaign

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: **155 Knoll Road, Big Bear Lake, CA**
- Flight Dates: **September 2021 - November 2021**
- 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.

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.

The New York Times

BARRON'S

INVESTOR'S BUSINESS DAILY

THE WALL STREET JOURNAL



Forbes

FORTUNE



FOX BUSINESS



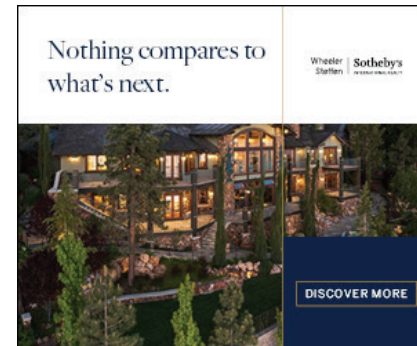
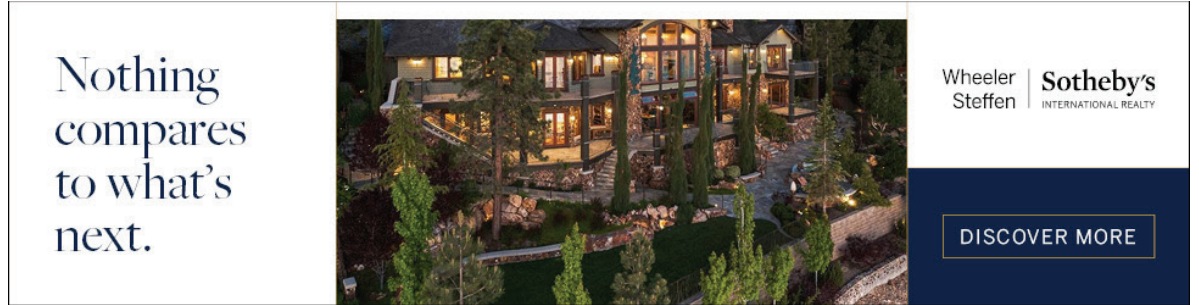
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

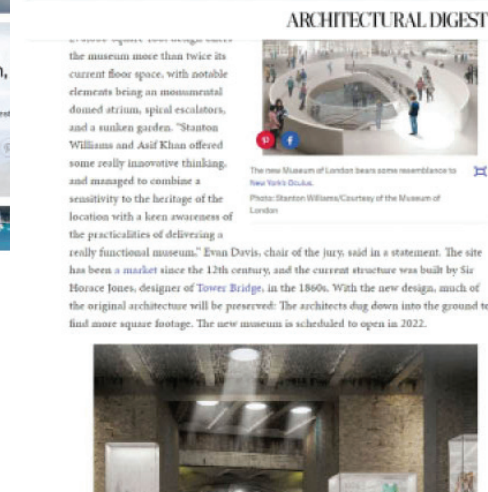
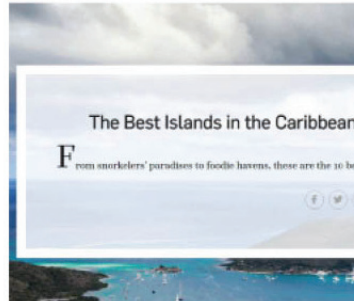
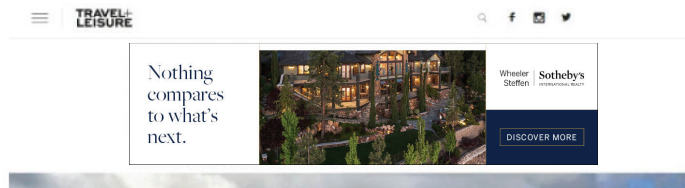
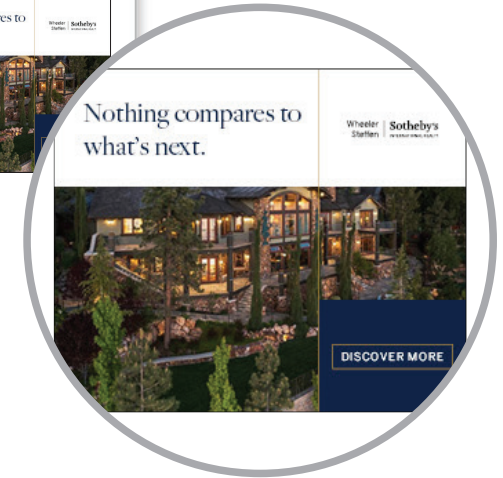
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

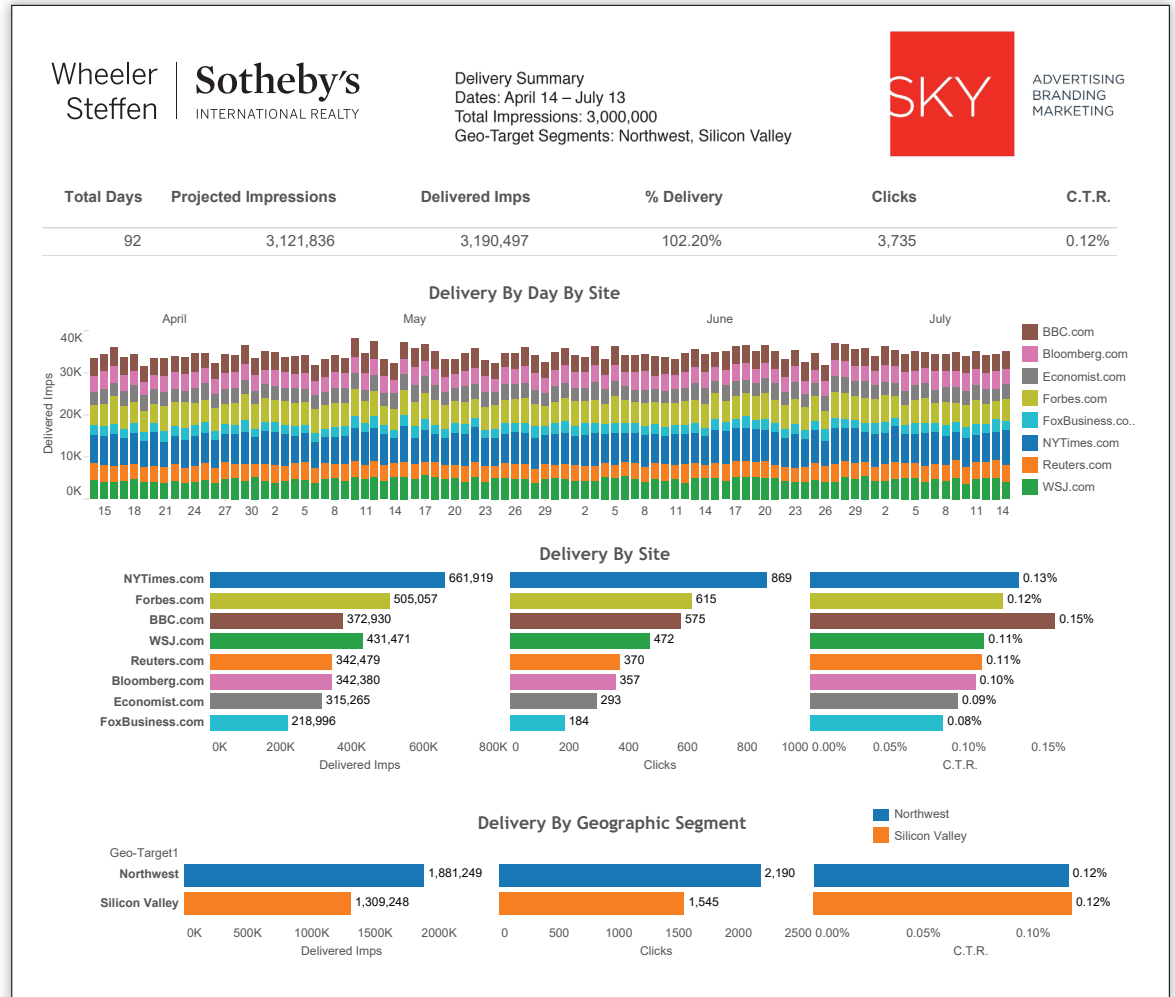


Comprehensive Reporting For Your Customized Campaign

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



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Los Angeles, Orange County, San Diego, Palm Springs, Desert Hot Springs, Coachella Valley, Inland Empire, Santa Barbara, and Las Vegas.

The program, with a projected start date of September 1st and will run for three months, delivering an estimated 750,000 impressions.

This recommendation includes:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Los Angeles, Orange County, San Diego, Palm Springs, Desert Hot Springs, Coachella Valley, Inland Empire, Santa Barbara, and Las Vegas on top news and global business and finance websites. A behavioral targeted custom in-market segment, that will allow us to reinforce and show banners to people who are considered actively looking for Toronto Luxury Condos across the target markets.
- An in-market segment that will allow us to show banners to adults actively searching for San Bernardino area real estate and living in Los Angeles, Orange County, San Diego, Palm Springs, Desert Hot Springs, Coachella Valley, Inland Empire, Santa Barbara, and Las Vegas.

SITE SPECIFIC

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

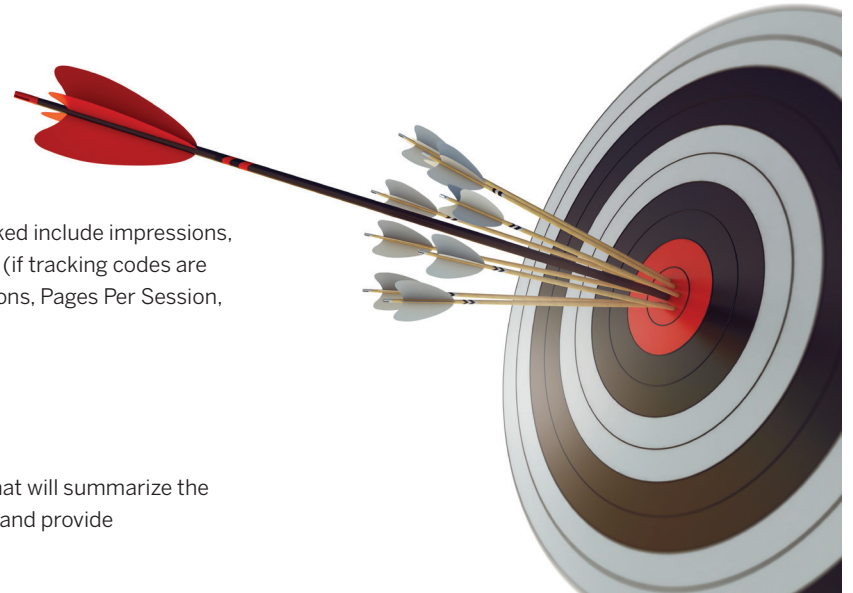
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech 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 Scheduling

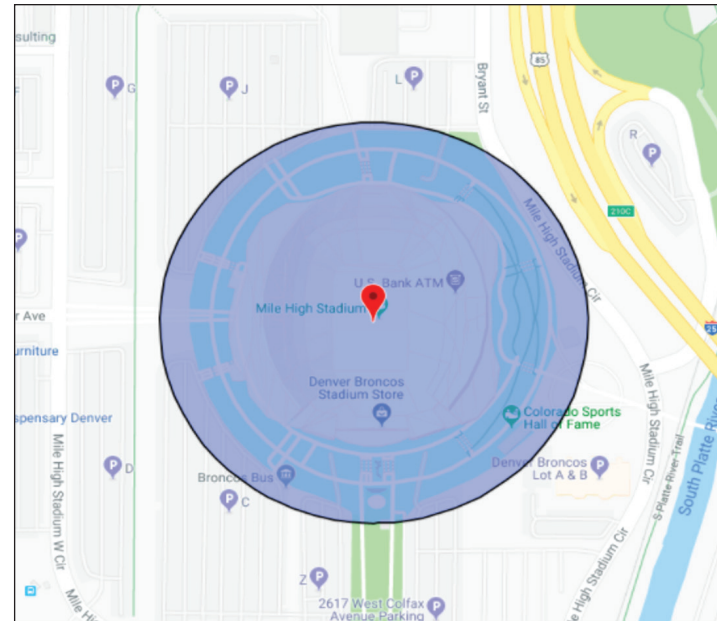
SIR Wheeler Steffen 155 Knoll

| Media | Geo-Target | September | | | | October | | | | November | | | | Impressions |
|---------------------------------|--|-----------|----|----|----|---------|----|----|----|----------|----|----|---------|-------------|
| | | 01 | 08 | 15 | 22 | 29 | 06 | 13 | 20 | 27 | 03 | 10 | 17 | |
| NYTimes.com | Los Angeles, Orange County, San Diego, Palm Springs, Desert Hot Springs, Coachella Valley, Inland Empire, Santa Barbara, Las Vegas | | | | | | | | | | | | | |
| WSJ.com | | | | | | | | | | | | | | |
| Barrons.com | | | | | | | | | | | | | | |
| Invetsors.com | | | | | | | | | | | | | | |
| CNBC.com | | | | | | | | | | | | | | |
| Fortune.com | | | | | | | | | | | | | | |
| Reuters.com | | | | | | | | | | | | | | |
| Forbes.com | | | | | | | | | | | | | | |
| FoxBusiness.com | | | | | | | | | | | | | | |
| CNBC.com | | | | | | | | | | | | | | |
| San Bernardino Area Real Estate | Los Angeles, Orange County, San Diego, Palm Springs, Desert Hot Springs, Coachella Valley, Inland Empire, Santa Barbara, Las Vegas | | | | | | | | | | | | | |
| Total Digital | | | | | | | | | | | | | 750,000 | |

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

TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/month

Comprehensive Digital

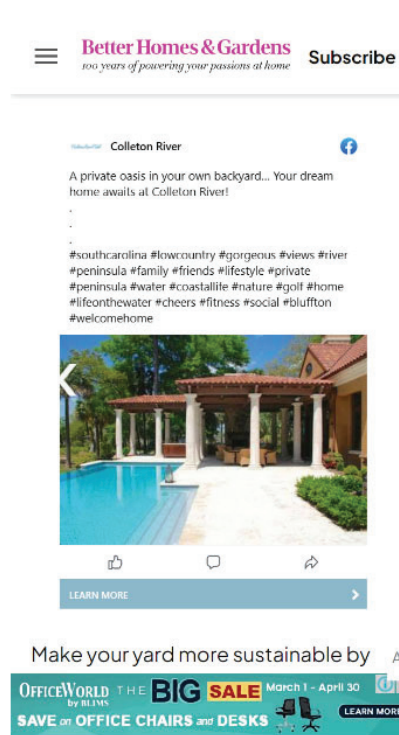
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

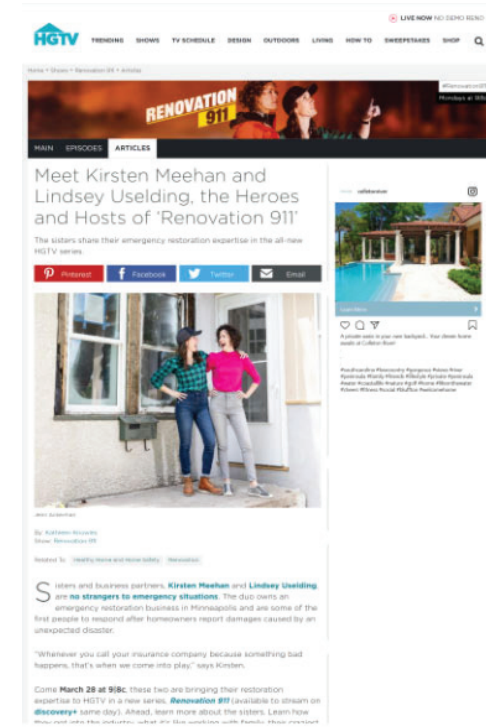
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500 PER MONTH

Comprehensive Digital

Client: SIR Wheeler Steffen

Digital Campaign Planner



Date Created: 8/21/23

GEOGRAPHIC TARGET:

Geo Provided

| Campaign Duration: 09/01/2023-12/01/2023 | Sep-23 | Oct-23 | Nov-23 | Total |
|---|------------|------------|------------|------------|
| SOCIAL MIRROR ADS | | | | |
| Platforms: Facebook; Instagram | | | | |
| Website Retargeting | | | | |
| Behavioral Targeting: High Net Worth; Millionaires; Home Buyers; Luxury Home Goods Shoppers | | | | |
| Keyword Targeting | | | | |
| Total Potential Impressions | 100,000 | 100,000 | 100,000 | 300,000 |
| Cost Per Thousand | \$15.00 | \$15.00 | \$15.00 | \$15.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| TOTAL CAMPAIGN IMPRESSIONS: | 100,000 | 100,000 | 100,000 | 300,000 |
| TOTAL CAMPAIGN INVESTMENT: | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |

| | |
|--|---------|
| Social Mirror Ads Available Monthly Impressions Estimate: | 292,834 |
| Percentage of Targeted Social Mirror Ads inventory purchased with this campaign: | 34.15% |

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.



DIGITAL

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 EBLAST AND REMINDER EMAIL: \$2,295

Sotheby's
INTERNATIONAL REALTY




Explore the latest luxury properties in the Bay Area
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.
Schedule a private tour today.



The Epitome of Luxury Bay Living
44523 Vista Grande Court, Fremont, CA
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.

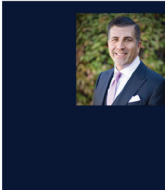
[View Property](#)



Tuscan Vineyard Oasis in Mission Hills
44989 Vista Del Sol, Fremont, CA
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 6,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



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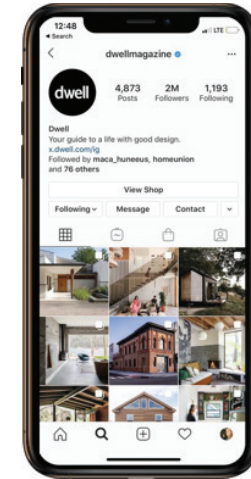
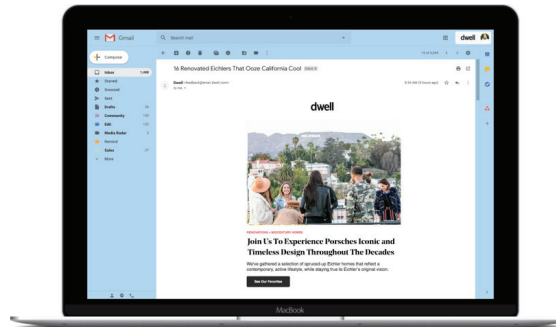
Thank you for being part of our mailing list.
You can use [this link](#) to stop receiving our emails.
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

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

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.

PRICE: \$3,125

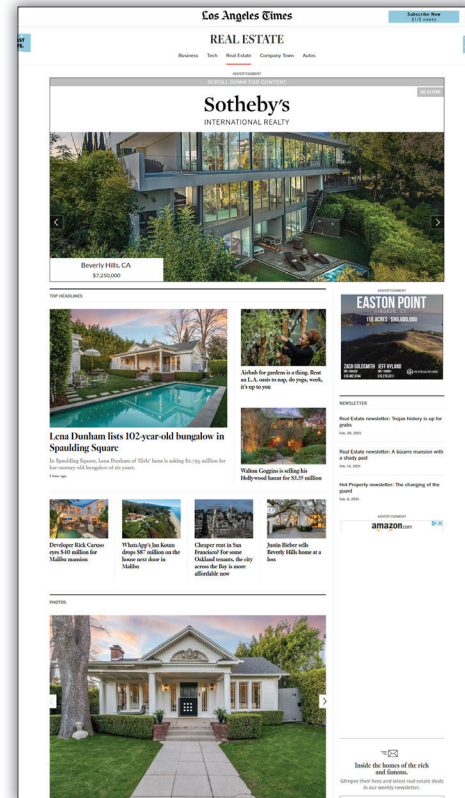
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325 MONTH

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



DIGITAL

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**

PRICE: \$1,350/DEPLOYMENT

Los Angeles Times

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

PRICE: \$2,150/MONTH OR \$2.650/W VIDEO

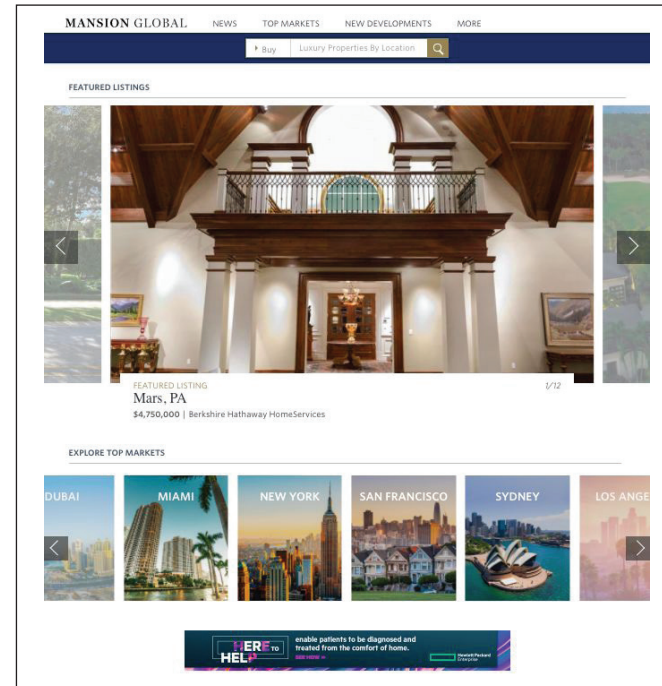


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



Wheeler Steffen | Sotheby's
INTERNATIONAL REALTY

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**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
Bahamas Sotheby's International Realty
GEORGE DAMIANOS
george.damianos@sirbahamas.com
+1 242.424.9699

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52 • WSJ.com • \$4.00

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

Tennessee Twisters Kill at Least 25
Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They smashed homes and businesses and left four thousands of residents without power.

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

World-Wide
Biden received a string of Super Tuesday primary victories and Super Tuesday results included a string of major Democratic victories, while Sen. Bernie Sanders won delegates in California, his first major win from the field in the race for the Democratic presidential nomination.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

| | | | | |
|--|--|--|--|---|
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Web's Far Right Can Hear Itself As Trump Talks

Chearing the Spread of Once-Fringe Views

By KEVIN WOODRUFF and JILL MIYOSHI

On Wednesday, a massive online rally of conservative activists gathered for a day of shouting and chanting. The group, known as the "MAGA" (Make America Great Again) movement, was led by Donald Trump, who was in the White House at the time. The rally was held in a large hall in Washington, D.C., and was attended by thousands of people. The rally was a key event in the lead-up to the 2018 midterm elections. The rally was a key event in the lead-up to the 2018 midterm elections. The rally was a key event in the lead-up to the 2018 midterm elections.

Edge in Polls Might Not Tip House Seats

Outcomes Hang on a Handful of Tossups

By NATE CIVERT

Despite recent gains in the polls, Republicans are still far from certain they will win a majority in the U.S. House of Representatives. The outcome of the 2018 midterm elections will depend on a handful of tossup seats. The outcome of the 2018 midterm elections will depend on a handful of tossup seats. The outcome of the 2018 midterm elections will depend on a handful of tossup seats.

It's Not Heaven, It's Brooklyn

The 2018 season in this year's New York City Marathon enjoyed blue skies, record-high conditions and a fast course. Pages F7-F22.

Spending Millions in a Bid to Avoid Sanctions

By BENJAMIN SVETKEY

The U.S. Treasury is pushing back against a Russian law that would allow the country to impose sanctions on anyone who does business with the Russian government. The U.S. Treasury is pushing back against a Russian law that would allow the country to impose sanctions on anyone who does business with the Russian government. The U.S. Treasury is pushing back against a Russian law that would allow the country to impose sanctions on anyone who does business with the Russian government.

Partisan Rhetoric Of New Query On the Census

By MICHAEL WIND

The Census Bureau is asking for more information about the 2018 census. The Census Bureau is asking for more information about the 2018 census. The Census Bureau is asking for more information about the 2018 census. The Census Bureau is asking for more information about the 2018 census.

Called to Serve, Utah Mayor Always Answered

By JEFF TREMPER

Utah Mayor Mark A. Lippert has been called to serve in the U.S. House of Representatives. Utah Mayor Mark A. Lippert has been called to serve in the U.S. House of Representatives. Utah Mayor Mark A. Lippert has been called to serve in the U.S. House of Representatives.































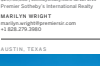









Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'

By RICHARD HENNET

A Russian rival of a Georgia politician has accused the politician of being a "hack". A Russian rival of a Georgia politician has accused the politician of being a "hack". A Russian rival of a Georgia politician has accused the politician of being a "hack".

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DANIEL GALE, COMPAGENT/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



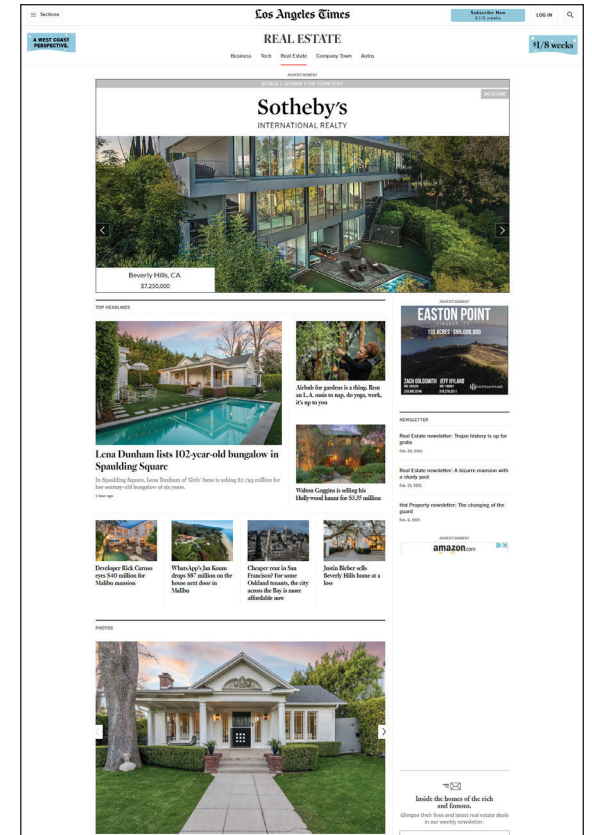
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$390/SPOT

Full color with 30 day Lighthouse Placement



Schedule, Pricing & Reach



Wheeler | Sotheby's
Steffen | INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

| Plan 1 - All | | | | | | | |
|--|---|-------------|-------------|-------------|-----------|--------------|-----------|
| Media | Ad Description | September | October | November | December | Media Total | Reach |
| Sotheby's Auction House: Print | | | | | | | |
| Sotheby's Magazine | Quarter Page | | | | \$ 910.00 | \$ 910.00 | 20,000 |
| Sotheby's Auction House: Digital | | | | | | | |
| Sotheby's Bespoke Geo-Targeted Em: Email | | | | | | | |
| Sotheby's Bespoke Geo-Targeted Em: California, Nevada | | \$ 2,500.00 | | | | \$ 2,500.00 | 25,000 |
| Digital | | | | | | | |
| Million Impressions* | | | | | | | |
| Million Impressions | Digital Banner Program | \$ 1,195.00 | \$ 1,195.00 | \$ 1,195.00 | | \$ 3,585.00 | 750,000 |
| Million Impressions | Targeting -California (Select areas), Las Vegas | | | | | | |
| Comprehensive Digital | | | | | | | |
| Social Mirror | Behavioral Custom program | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | | \$ 4,500.00 | 300,000 |
| Geofencing - Event and Location | | | | | | | |
| Geofencing - Event and Location | Target specific events and locations | | | \$ 1,500.00 | | \$ 1,500.00 | 60,000 |
| Smart Solutions Eblast | | | | | | | |
| Smart Solutions Eblast | Custom Email | \$ 2,295.00 | | | | \$ 2,295.00 | 40,000 |
| Dwell.com | | | | | | | |
| Real Estate Package 1 | Custom Article with promo on Homepage with promotion in eNe | | \$ 3,125.00 | | | \$ 3,125.00 | 110,000 |
| LA Times | | | | | | | |
| Lighthouse Fixed Position - Hot Prope | Lighthouse Fixed Position - Hot Property Page | Bonus | | | | \$ - | 425,000 |
| Custom Email | Custom Email | | \$ 1,350.00 | | | \$ 1,350.00 | 30,000 |
| WSJ.com | | | | | | | |
| Mansion Global Homepage | Mansion Global Homepage | \$ 2,150.00 | | | | \$ 2,150.00 | 164,000 |
| Mansion Global Homepage Featured | Mansion Global Homepage Featured Listing Module | | | \$ 1,275.00 | | \$ 1,275.00 | 164,000 |
| Print | | | | | | | |
| The Wall Street Journal | | | | | | | |
| The Wall Street Journal - National | Property Spot w/Digital Featured Property Upgra | \$ 650.00 | \$ 650.00 | \$ 650.00 | \$ 650.00 | \$ 2,600.00 | 2,577,696 |
| The New York Times | | | | | | | |
| The New York Times | Property Spot - Weekday/Saturday | \$ 710.00 | \$ 710.00 | \$ 710.00 | | \$ 2,130.00 | 1,269,333 |
| Conde Nast Magazines | | | | | | | |
| Architectural Digest - Los Angeles/We Full Page | | | | \$ 2,680.00 | | \$ 2,680.00 | 16,000 |
| The Los Angeles Times | | | | | | | |
| The Los Angeles Times | Hot Property - listing + digital lighthouse | \$ 390.00 | | | | \$ 390.00 | 220,780 |
| The Los Angeles Times | Takeover | \$ 610.00 | | \$ 610.00 | | \$ 1,220.00 | 441,560 |
| TOTAL | | | | | | \$ 32,210.00 | 6,613,369 |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change | | | | | | | |

Proposed Schedule, Pricing & Reach 2023

| Plan 2 Media | Ad Description | September | October | November | December | Media Total | Reach |
|---|---|-------------|-------------|-------------|-----------|--------------|-----------|
| Sotheby's Auction House: Digital | | | | | | | |
| Sotheby's Bespoke Geo-Targeted Em: Email | | | | | | | |
| Sotheby's Bespoke Geo-Targeted Em: California, Nevada | | \$ 2,500.00 | | | | \$ 2,500.00 | 25,000 |
| Digital | | | | | | | |
| Million Impressions* | | | | | | | |
| Million Impressions | Digital Banner Program | \$ 1,195.00 | \$ 1,195.00 | \$ 1,195.00 | | \$ 3,585.00 | 750,000 |
| Million Impressions | Targeting - California (Select areas), Las Vegas | | | | | | |
| Comprehensive Digital | | | | | | | |
| Social Mirror | Behavioral Custom program | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | | \$ 4,500.00 | 300,000 |
| Geofencing - Event and Location | | | | | | | |
| Geofencing - Event and Location | Target specific events and locations | | | \$ 1,500.00 | | \$ 1,500.00 | 60,000 |
| Smart Solutions Eblast | | | | | | | |
| Smart Solutions Eblast | Custom Email | \$ 2,295.00 | | | | \$ 2,295.00 | 40,000 |
| Dwell.com | | | | | | | |
| Real Estate Package 1 | Custom Article with promo on Homepage with promotion in eNe | \$ 3,125.00 | | | | \$ 3,125.00 | 110,000 |
| LA Times | | | | | | | |
| Lighthouse Fixed Position - Hot Prope | Lighthouse Fixed Position - Hot Property Page | Bonus | | | | \$ - | 425,000 |
| WSJ.com | | | | | | | |
| Mansion Global Homepage | Mansion Global Homepage | \$ 2,150.00 | | | | \$ 2,150.00 | 164,000 |
| Mansion Global Homepage Featured | Mansion Global Homepage Featured Listing Module | | | | | \$ - | 0 |
| Print | | | | | | | |
| The Wall Street Journal | | | | | | | |
| The Wall Street Journal - National | Property Spot w/Digital Featured Property Upgra | \$ 650.00 | \$ 650.00 | \$ 650.00 | \$ 650.00 | \$ 2,600.00 | 2,577,696 |
| The New York Times | | | | | | | |
| The New York Times | Property Spot - Weekday/Saturday | \$ 710.00 | \$ 710.00 | \$ 710.00 | | \$ 2,130.00 | 1,269,333 |
| The Los Angeles Times | | | | | | | |
| The Los Angeles Times | Hot Property - listing + digital lighthouse | \$ 390.00 | | | | \$ 390.00 | 220,780 |
| The Los Angeles Times | Takeover | \$ 610.00 | | \$ 610.00 | | \$ 1,220.00 | 441,560 |
| TOTAL | | | | | | \$ 25,995.00 | 6,383,369 |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy | | | | | | | |
| Pricing Subject to Change | | | | | | | |

Proposed Schedule, Pricing & Reach 2023

| Plan 3 | | September | October | November | December | Media Total | Reach |
|---|---|-------------|-------------|-------------|-----------|---------------------|------------------|
| Media | Ad Description | | | | | | |
| Sotheby's Auction House: Digital | | | | | | | |
| | Sotheby's Bespoke Geo-Targeted Em: Email | | | | | | |
| | Sotheby's Bespoke Geo-Targeted Em: California, Nevada | \$ 2,500.00 | | | | \$ 2,500.00 | 25,000 |
| Digital | | | | | | | |
| Million Impressions* | | | | | | | |
| Million Impressions | Digital Banner Program | \$ 1,195.00 | \$ 1,195.00 | \$ 1,195.00 | | \$ 3,585.00 | 750,000 |
| Million Impressions | Targeting -California (Select areas), Las Vegas | | | | | | |
| Comprehensive Digital | | | | | | | |
| Social Mirror | Behavioral Custom program | \$ 1,500.00 | \$ 1,500.00 | | | \$ 3,000.00 | 200,000 |
| LA Times | | | | | | | |
| Lighthouse Fixed Position - Hot Prope | Lighthouse Fixed Position - Hot Property Page | Bonus | | | | \$ - | 425,000 |
| Print | | | | | | | |
| The Wall Street Journal | | | | | | | |
| The Wall Street Journal - National | Property Spot w/Digital Featured Property Upgra | \$ 650.00 | \$ 650.00 | | \$ 650.00 | \$ 1,950.00 | 1,933,272 |
| The New York Times | | | | | | | |
| The New York Times | Property Spot - Weekday/Saturday | \$ 710.00 | | \$ 710.00 | | \$ 1,420.00 | 846,222 |
| The Los Angeles Times | | | | | | | |
| The Los Angeles Times | Hot Property - listing + digital lighthouse | \$ 390.00 | | | | \$ 390.00 | 220,780 |
| The Los Angeles Times | Takeover | \$ 610.00 | | \$ 610.00 | | \$ 1,220.00 | 441,560 |
| TOTAL | | | | | | \$ 14,065.00 | 4,841,834 |

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