



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

4565 Plaza Way
Advertising and
Marketing Program

Premier

Sotheby's
INTERNATIONAL REALTY

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- 24 2023



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 4565 Plaza Way

SKY Advertising is excited to present to Premier Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 4565 Plaza Way.

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 St. Pete Beach, FL 33705.

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**

JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

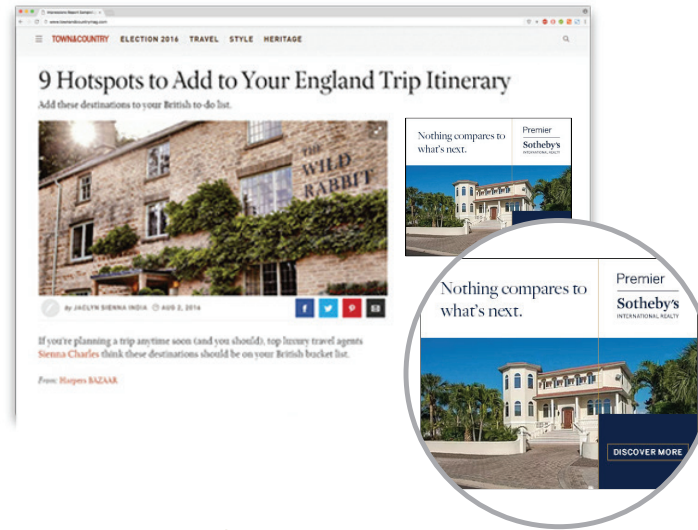
Impressions Campaign

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: **4565 Plaza Way**
- Flight Dates: **November 2023 - January 2024**
- 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

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.

REUTERS

Forbes

Bloomberg
Markets

The
Economist



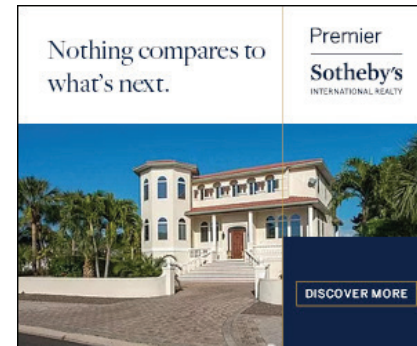
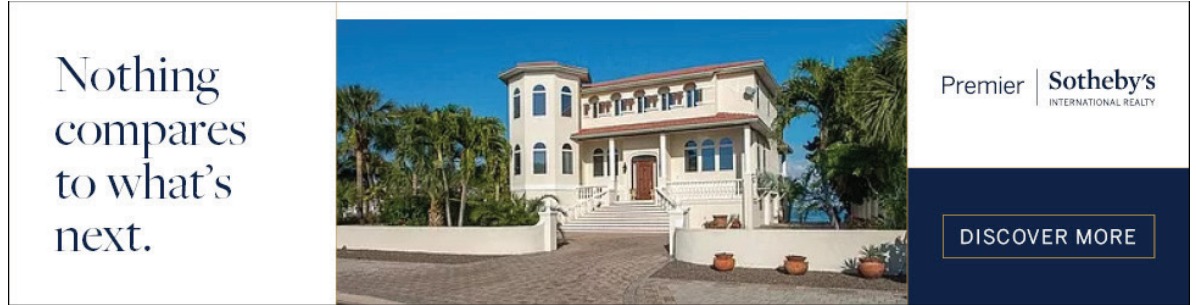
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

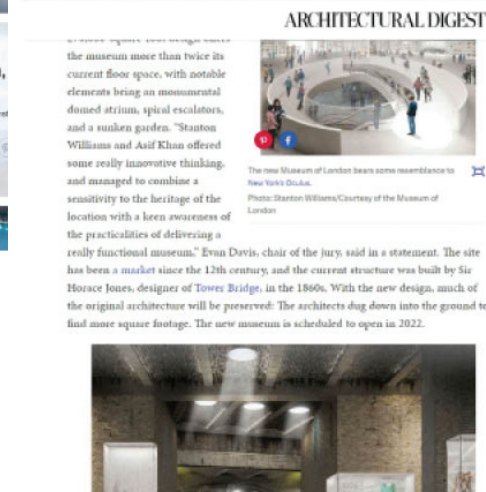
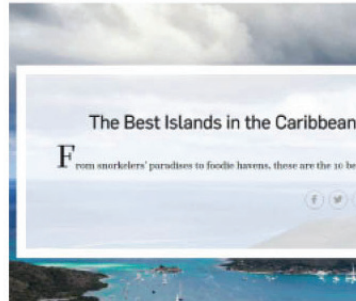
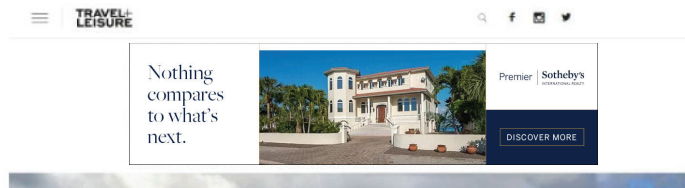
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

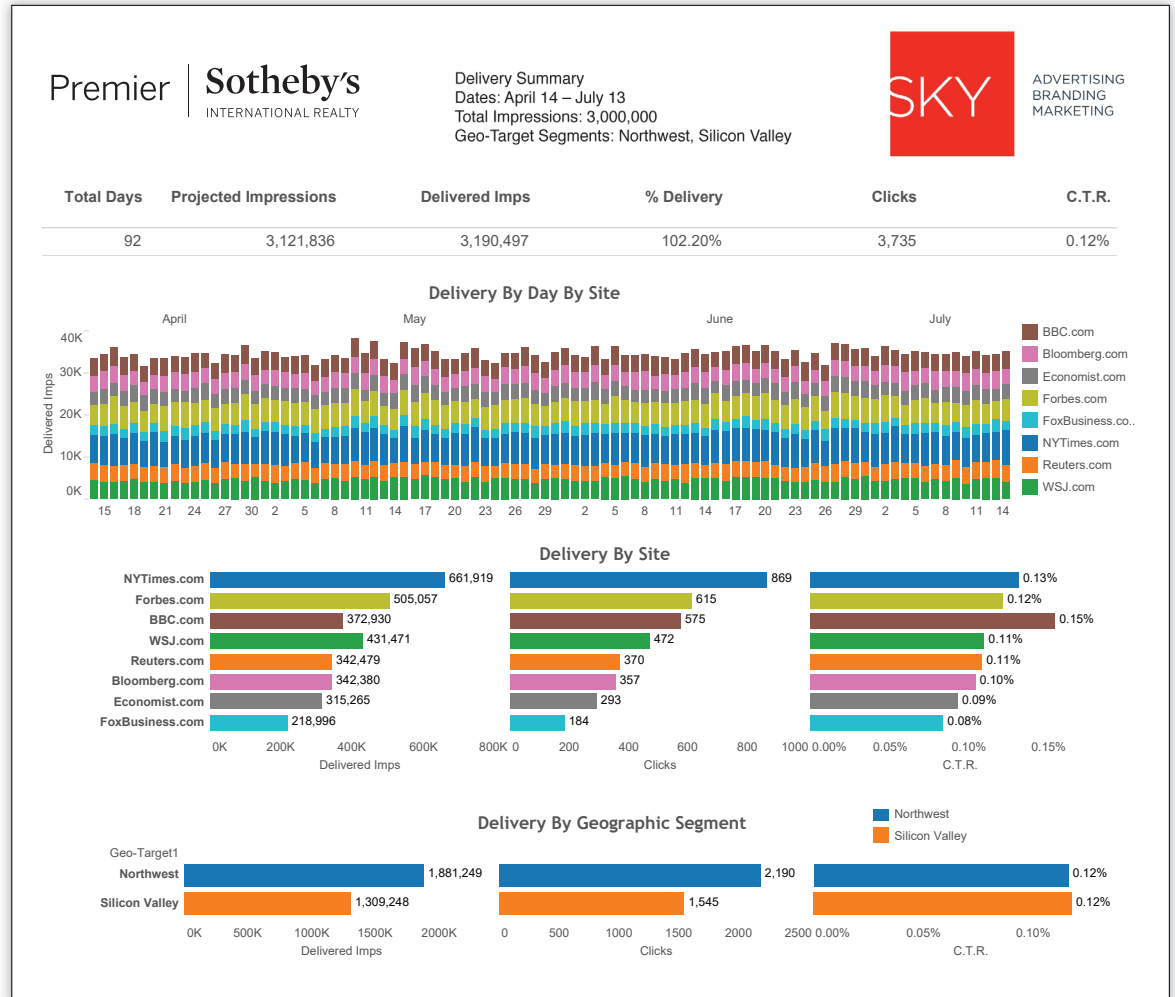


Comprehensive Reporting For Your Customized Campaign

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



Comprehensive Digital

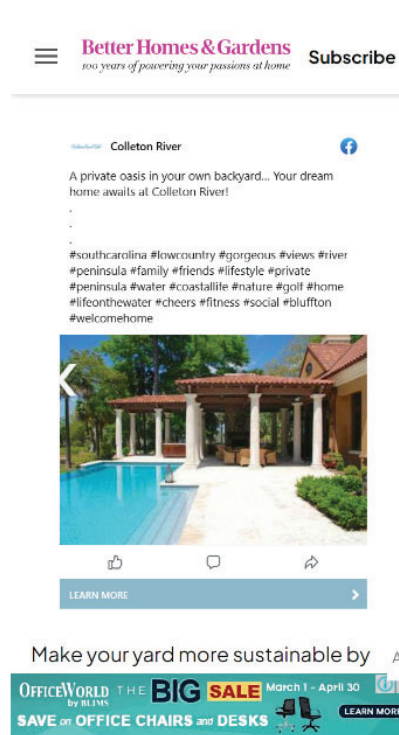
SOCIAL MIRROR ADS

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.

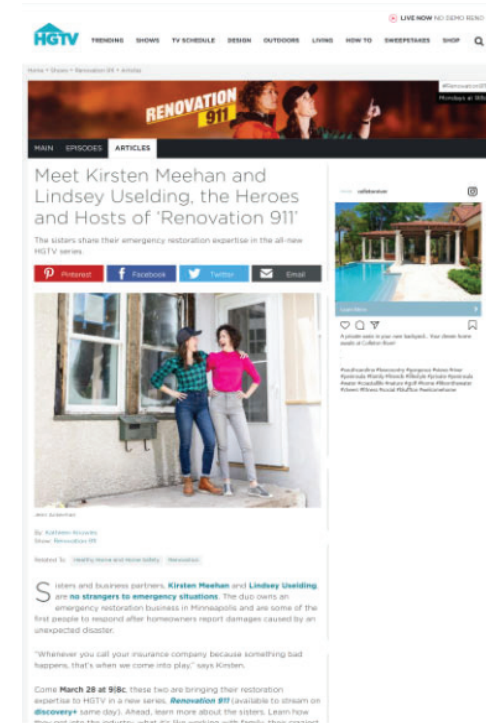
Ads can be display, video, OTT across connected TVs or carousel.



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



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 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



DIGITAL

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.

PRICE: \$500

San Francisco, Peninsula and Silicon Valley



jamesedition.com

ROTATING GALLERY

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

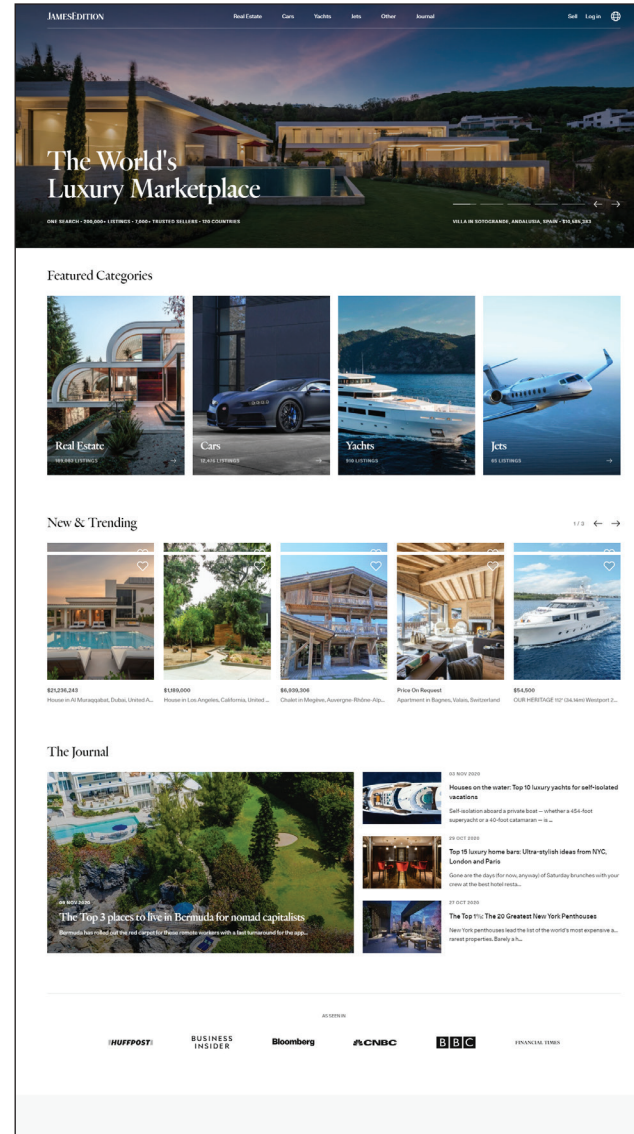
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

\$2,000

REAL ESTATE PAGE

\$1,600/MONTH



jamesedition.com

SOCIAL MEDIA POST

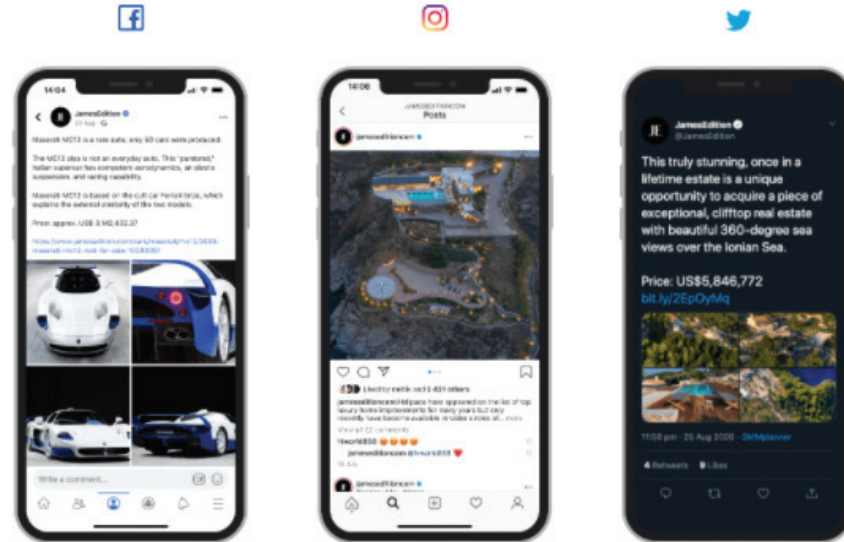
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

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

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



PHOTO

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

PHOTO: \$500

PHOTO PLUS

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

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

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

VIDEO: \$1,800

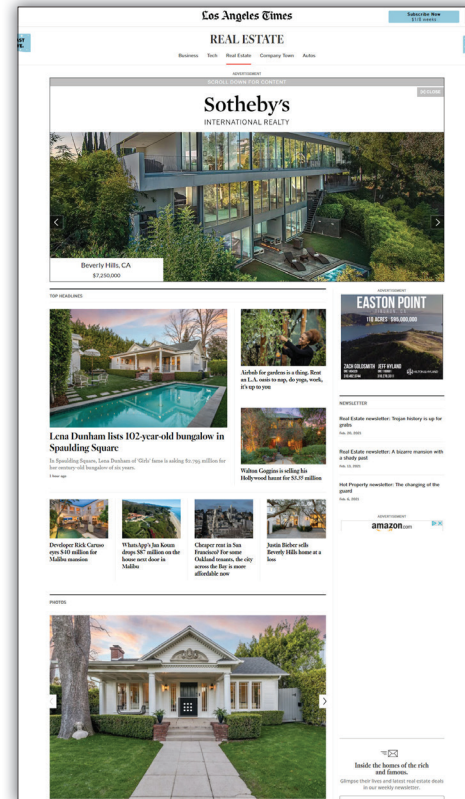
LA Times

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**



Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.



SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$700
FACEBOOK: \$575

OCEAN HOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANNUALLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Annualla today.

FOUR SEASONS PRIVATE RESIDENCES ANNUALLA
Deluxe Studios to 3-Bedroom Villas
From \$425,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

The Wall Street Journal Online (WSJ.Com)

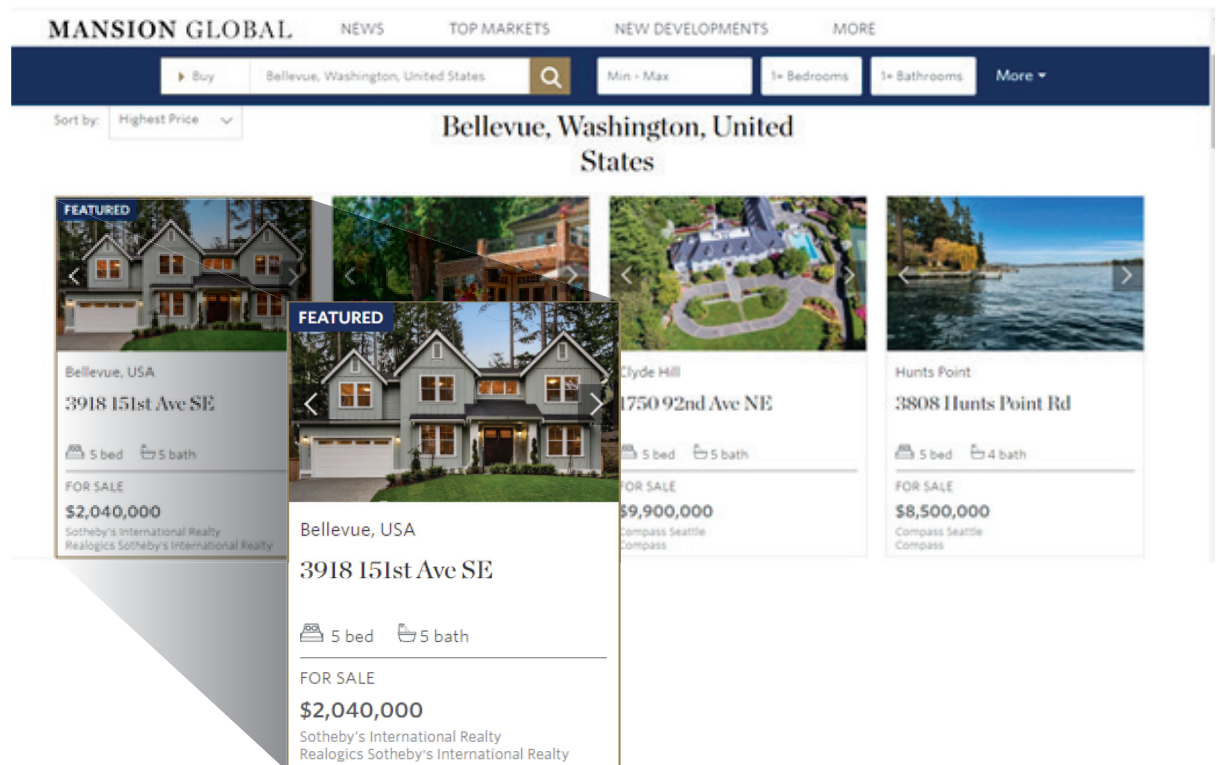
FEATURED PROPERTY UPGRADES

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

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

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

Included with print placement

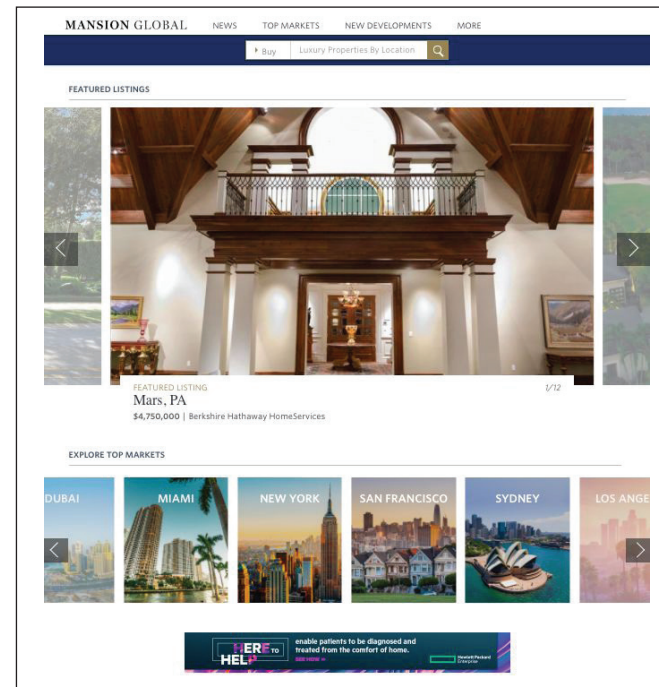


The Wall Street Journal Online (WSJ.Com)

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



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 method a string of Super Tuesday primary victories and Super Tuesday in California as the first state to hold a caucus. Biden's victory in California is the first of his victories in the caucus states.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LAUREL, 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	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 USD sothebysrealty.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sothebysrealty.com +1 952.388.0249	SCOTTSDALE, ARIZONA 10779 East Hornbeck Drive \$1,000,000 USD sothebysrealty.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sothebysrealty.com +1 952.388.0249	SCOTTSDALE, ARIZONA 6907 North 43rd Street \$1,000,000 USD sothebysrealty.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sothebysrealty.com +1 952.388.0249	ATHLETON, CALIFORNIA 151 Vinyon Road \$1,000,000 USD sothebysrealty.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sothebysrealty.com +1 415.852.5874
PALM ALTO, CALIFORNIA 12770 waverly.com Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sothebysrealty.com +1 415.852.5874	POMONA, CALIFORNIA 3011 hammond.com Sotheby's International Realty MICHAEL DREYFUS & ANDREW HAYES michael.dreyfus@sothebysrealty.com +1 415.852.5874	ROSE, CALIFORNIA 2711 gowall.com Sotheby's International Realty MICHAEL DREYFUS & ANDREW HAYES michael.dreyfus@sothebysrealty.com +1 415.852.5874	SAN DIEGO, CALIFORNIA 2776 Ocean Street \$1,000,000 USD sothebysrealty.com/id/46936 Bahamas Sotheby's International Realty ANDREW HAYES andrew.hayes@sothebysrealty.com +1 952.388.0249	SAN FRANCISCO, CALIFORNIA 1041 18th Street \$1,000,000 USD sothebysrealty.com/id/46937 Bahamas Sotheby's International Realty ANDREW HAYES andrew.hayes@sothebysrealty.com +1 952.388.0249
GREENSBORO, CONNECTICUT 1110 mainstreet.com \$1,000,000 USD sothebysrealty.com/id/46938 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sothebysrealty.com +1 413.843.2883	HARTFORD, CONNECTICUT 2200 mainstreet.com \$1,000,000 USD sothebysrealty.com/id/46939 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sothebysrealty.com +1 203.538.3743	MAYLAND, FLORIDA 1000000.com \$1,000,000 USD sothebysrealty.com/id/46940 Bahamas Sotheby's International Realty RUSSELL POST & KARYN TAYLOR russell.post@sothebysrealty.com +1 562.534.4633	MIAMI BEACH, FLORIDA 17175 Collins Road, E. Unit B \$1,000,000 USD sothebysrealty.com/id/46941 Bahamas Sotheby's International Realty SUSAN BRYAN & KARYN THEISE susan.bryan@sothebysrealty.com +1 772.733.1809	MIAMI BEACH, FLORIDA 1000000.com \$1,000,000 USD sothebysrealty.com/id/46942 Bahamas Sotheby's International Realty ANDREW HAYES andrew.hayes@sothebysrealty.com +1 952.388.0249
ALPINE, MASSACHUSETTS 1100000.com \$1,000,000 USD sothebysrealty.com/id/46943 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sothebysrealty.com +1 413.843.2883	BOSTON, MASSACHUSETTS 1000000.com \$1,000,000 USD sothebysrealty.com/id/46944 Bahamas Sotheby's International Realty LOUIS KUSHAN & JEFF SIMONIAN louis.kushan@sothebysrealty.com +1 617.841.1050	LENOX, MASSACHUSETTS 1100000.com \$1,000,000 USD sothebysrealty.com/id/46945 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sothebysrealty.com +1 617.841.1050	SPRINGFIELD, MASSACHUSETTS 1000000.com \$1,000,000 USD sothebysrealty.com/id/46946 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sothebysrealty.com +1 413.843.2883	PRINCETON, NEW JERSEY 1000000.com \$1,000,000 USD sothebysrealty.com/id/46947 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sothebysrealty.com +1 413.843.2883
NEW YORK, NEW YORK 1000000.com \$1,000,000 USD sothebysrealty.com/id/46948 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sothebysrealty.com +1 413.843.2883	NEW YORK, NEW YORK 1000000.com \$1,000,000 USD sothebysrealty.com/id/46949 Bahamas Sotheby's International Realty BEATRICE COLE beatrice.cole@sothebysrealty.com +1 212.262.7023	NEW YORK, NEW YORK 1000000.com \$1,000,000 USD sothebysrealty.com/id/46950 Bahamas Sotheby's International Realty MARK BLUM & MARK FIELD mark.blum@sothebysrealty.com +1 212.262.7023	NEW YORK, NEW YORK 1000000.com \$1,000,000 USD sothebysrealty.com/id/46951 Bahamas Sotheby's International Realty THE TUFTELLER GROUP tuffeller@sothebysrealty.com +1 212.262.7023	SCOTTSDALE, NEW YORK 1000000.com \$1,000,000 USD sothebysrealty.com/id/46952 Bahamas Sotheby's International Realty ANDREW HAYES andrew.hayes@sothebysrealty.com +1 952.388.0249
CHARLOTTE, NORTH CAROLINA 1100000.com \$1,000,000 USD sothebysrealty.com/id/46953 Bahamas Sotheby's International Realty MARILYN WILCOX marilyn.wilcox@sothebysrealty.com +1 704.376.2883	PROVIDENCE, RHODE ISLAND 1100000.com \$1,000,000 USD sothebysrealty.com/id/46954 Bahamas Sotheby's International Realty THE BAKSHIN & GILD GROUP bakshin@sothebysrealty.com +1 401.252.4222	CHARLOTTE, SOUTH CAROLINA 1100000.com \$1,000,000 USD sothebysrealty.com/id/46955 Bahamas Sotheby's International Realty THE TUFTELLER GROUP tuffeller@sothebysrealty.com +1 212.262.7023	LOS ANGELES, SOUTH CAROLINA 1100000.com \$1,000,000 USD sothebysrealty.com/id/46956 Bahamas Sotheby's International Realty THE TUFTELLER GROUP tuffeller@sothebysrealty.com +1 212.262.7023	ARLINGTON, TEXAS 1100000.com \$1,000,000 USD sothebysrealty.com/id/46957 Bahamas Sotheby's International Realty KIMARA WILCOX kimara.wilcox@sothebysrealty.com +1 413.852.0246
HOUSTON, TEXAS 1100000.com \$1,000,000 USD sothebysrealty.com/id/46958 Bahamas Sotheby's International Realty KIMARA WILCOX kimara.wilcox@sothebysrealty.com +1 413.852.0246	HOUSTON, TEXAS 1100000.com \$1,000,000 USD sothebysrealty.com/id/46959 Bahamas Sotheby's International Realty VICTORIA MINTON victoria.minton@sothebysrealty.com +1 413.336.4632	HOUSTON, TEXAS 1100000.com \$1,000,000 USD sothebysrealty.com/id/46960 Bahamas Sotheby's International Realty GRAY ADAMS gray.adams@sothebysrealty.com +1 713.782.8837	SANMA, UTAH 1100000.com \$1,000,000 USD sothebysrealty.com/id/46961 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sothebysrealty.com +1 435.512.0446	SANMA, UTAH 1100000.com \$1,000,000 USD sothebysrealty.com/id/46962 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sothebysrealty.com +1 435.512.0446

The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

FULL PAGE, COLOR: \$690

Includes Digital promotion and Digital Flipbook

Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Represented by: **Janet Maloney** MRE, SLS

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 502.602.2710
c. 505.660.5400

72 Post Road
9 BR | 6 BA | 15.54 ACRES
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

Danielle Gale / AGENT / OEBRA-RUSSELL

Sotheby's
INTERNATIONAL REALTY

Sandbanks Exuma, The Bahamas

Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Lightburn
JL@Sandbanks.com

Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean for water sports.

SIREBHAMAS.COM/ID/V29V.67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

Stunning single story 15 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

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Pacific | Sotheby's
INTERNATIONAL REALTY

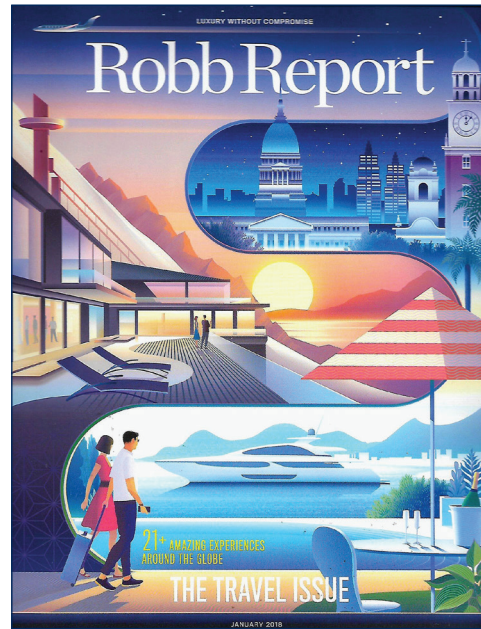
Robb Report

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: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

PROPERTY SPOT, COLOR: \$830

Global



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Open the door to what's next.

Harald Grant
Associate Broker
10007 Grant
The Rosewood Farm Estate Realty
The RWE@SOTHEBYREALTY.COM

Bruce Grant
Licensed Salesperson
SOS487-2036
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate
Southampton, New York
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

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NAPA VALLEY, CALIFORNIA

CampusEstateAndVineyards.com
\$18,500,000
St. Helena Brokerage
ARTHUR D. GOODRICH
arthur.goodrich@sothebys.realty +1 415.735.8779

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<p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road \$1,250,000 sothebysrealty.com/44/130WVF ONE Sotheby's International Realty KRISTIN BOBBON CINDY O'DARE kristin@rosterandregan.com +1 772.321.6541</p>	<p>WELAKA, FLORIDA</p> <p>603 Front Street \$1,400,000 sothebysrealty.com ONE Sotheby's International Realty MAZIE REGAN mazie@rosterandregan.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p> <p>131 East 79th Street MaieE.com \$12,000,000 East Side Manhattan Brokerage AMANDA FIELD JORDAN NIKKI FIELD amanda.jordan@nikki.com +1 212.658.7798</p>
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Schedule, Pricing & Reach



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Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	November	December	January	Media Total	# Insertions	Reach
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	3	\$ 250,000.00
Million Impressions	Targeting - St Petersburg, New York, Chicago, California, Park City						750,000
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	3	\$ 100,000.00
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Va	OTM On the Market eNewsletter	\$ 500.00			\$ 500.00	1	6,500
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00			\$ 1,600.00	1	750,000
Social Media	Listing Feature		\$ 500.00		\$ 500.00	1	148,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus		\$ -	1	425,000
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus		\$ -	0	8,539,860
Mansion Global Homepage	Featured Listing Module	\$ 1,275.00			\$ 1,275.00	1	164,000
Ocean Home							
Facebook Post	Facebook Post	\$ 575.00			\$ 575.00	1	21,600
Instagram Post	Instagram Post	\$ 700.00			\$ 700.00	1	21,800
Chicago Tribune							
Chicago Tribune	Custom Email 50k	\$ 1,200.00			\$ 1,200.00	1	50,000
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property	\$ 650.00	\$ 650.00		\$ 1,300.00	2	644,424
The New York Times							
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00			\$ 690.00	1	168,000
Robb Report							
Robb Report	Property Spot		\$ 830.00		\$ 830.00	1	324,000
TOTAL					\$ 17,255.00	18	4,417,748

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