



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Red Mountain Treasure Advertising and Marketing Program

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 Red Mountain Treasure

SKY Advertising is excited to present to Aspen Snowmass Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Red Mountain Treasure.

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 Aspen, CO.

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
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

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

New York, Texas, Pennsylvania, Connecticut

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS
E-NEWSLETTERS

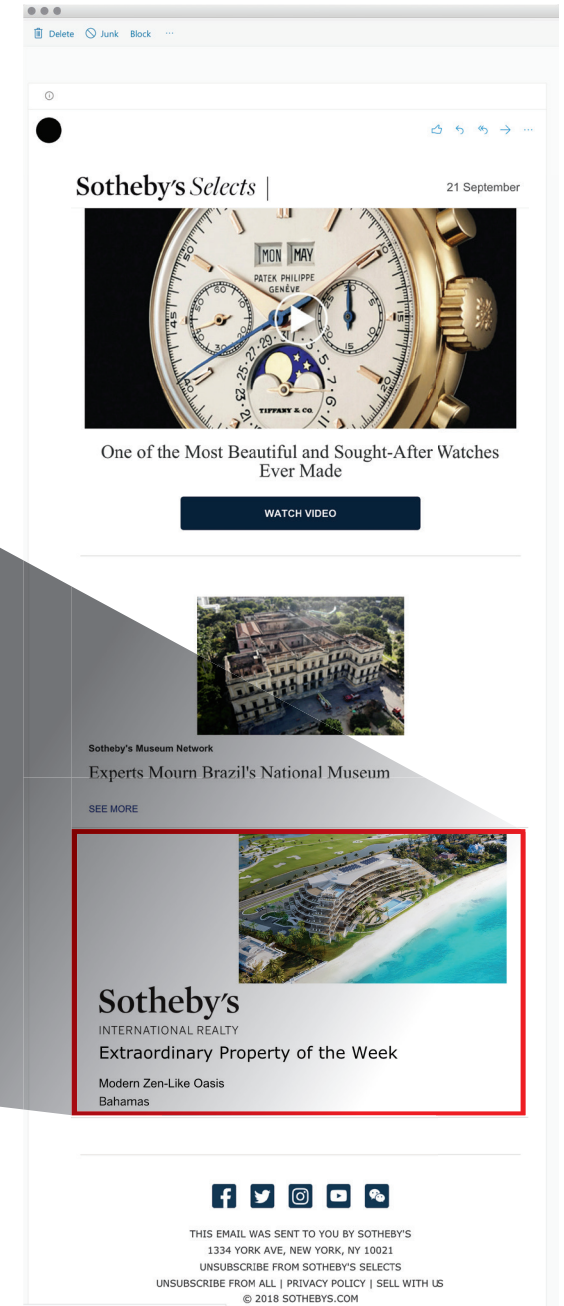
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350*/DEPLOYMENT


*Limited Availability



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)




Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

[f](#) [t](#) [@](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

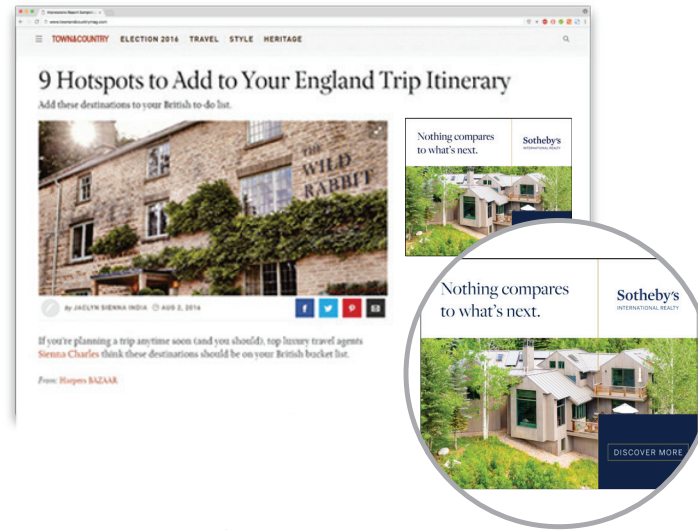
Impressions Campaign

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: **Red Mountain Treasure**
- 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.


South China Morning Post

Forbes

Bloomberg
Markets

 REUTERS

The
Economist

GULF NEWS 



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

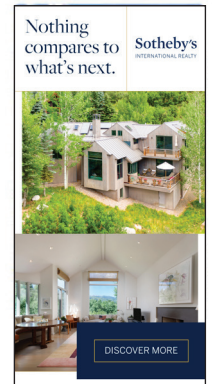
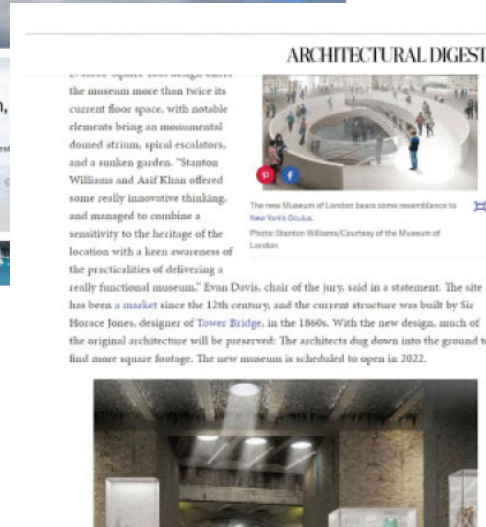
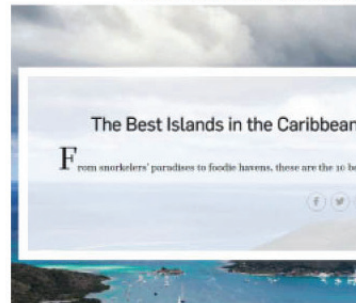
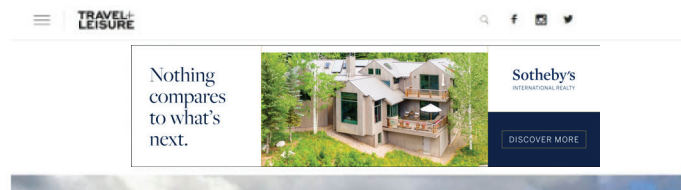
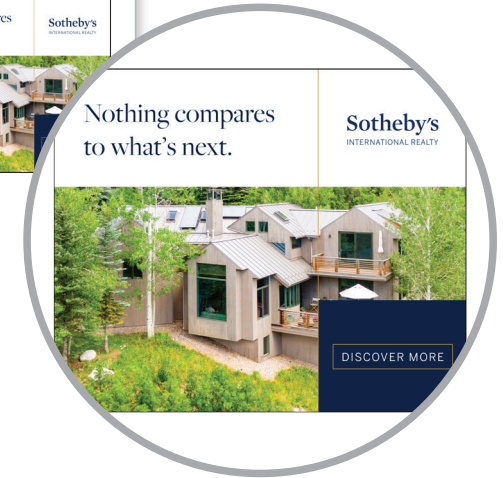
<p>Nothing compares to what's next.</p>		<p>Sotheby's INTERNATIONAL REALTY</p> <p>DISCOVER MORE</p>
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<p>Sotheby's INTERNATIONAL REALTY</p>		<p>Nothing compares to what's next.</p>	<p>DISCOVER MORE</p>
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<p>Nothing compares to what's next.</p>	<p>Sotheby's INTERNATIONAL REALTY</p>
	
 <p>DISCOVER MORE</p>	

<p>Nothing compares to what's next.</p>	<p>Sotheby's INTERNATIONAL REALTY</p>
 <p>DISCOVER MORE</p>	

Sample Banners For Impressions Programs As They Appear On Sites

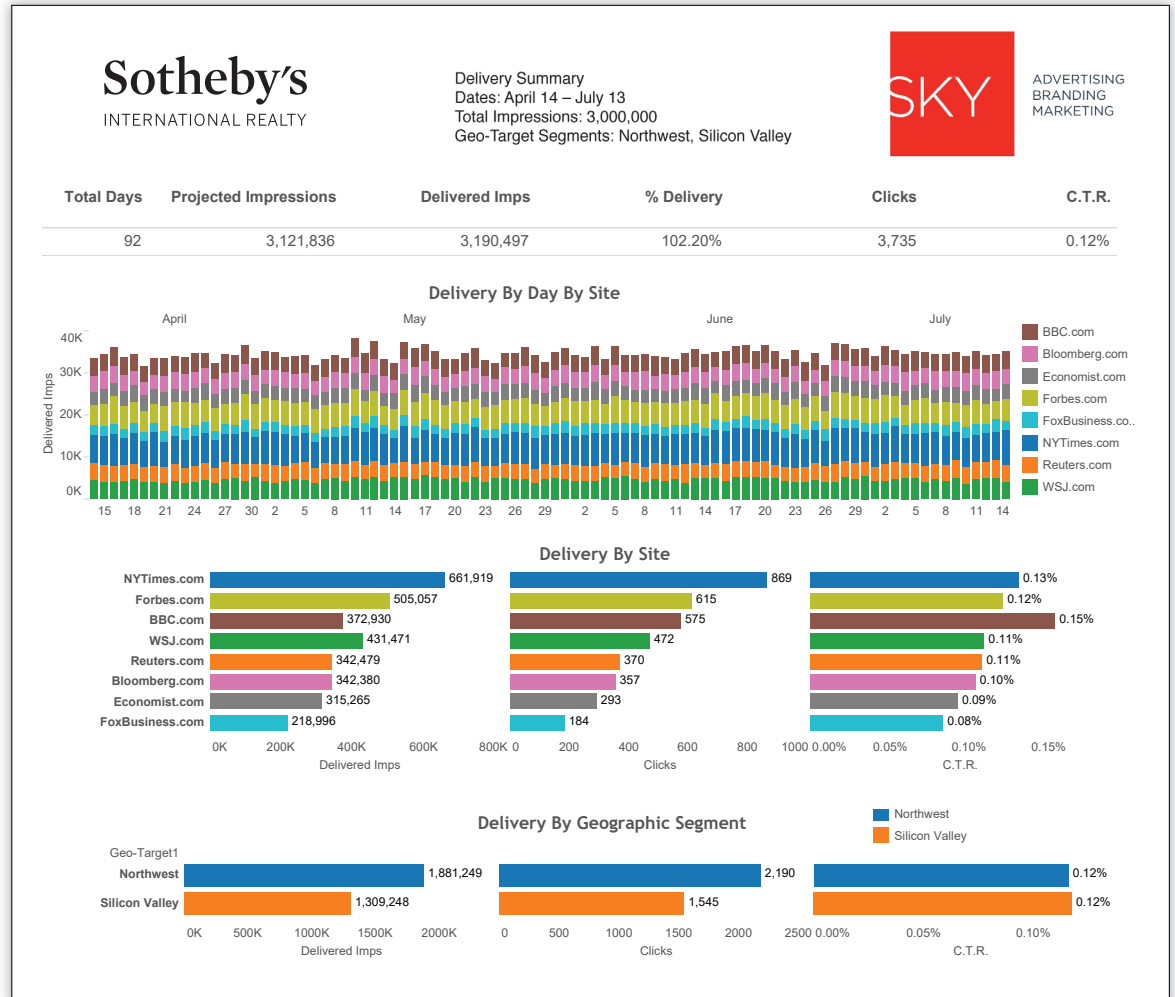


Comprehensive Reporting For Your Customized Campaign

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.

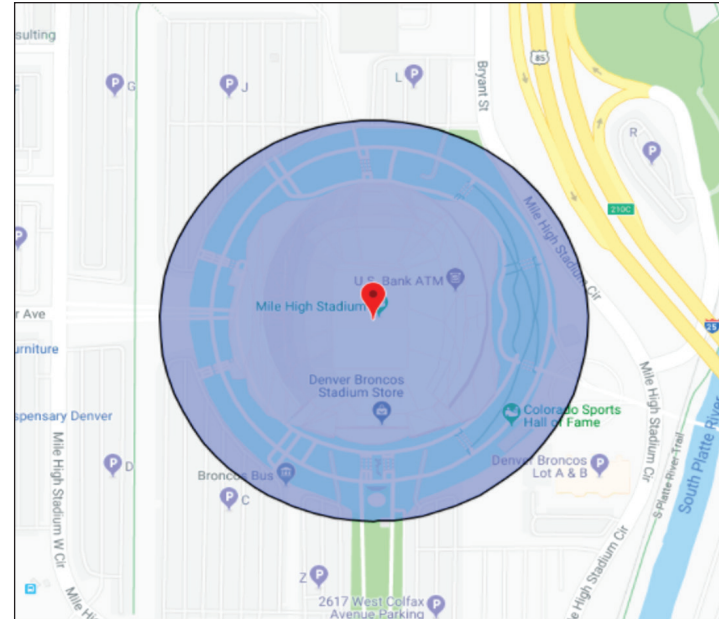
IMPRESSIONS PROGRAM SAMPLE REPORT



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

TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1500/MONTH

Comprehensive Digital

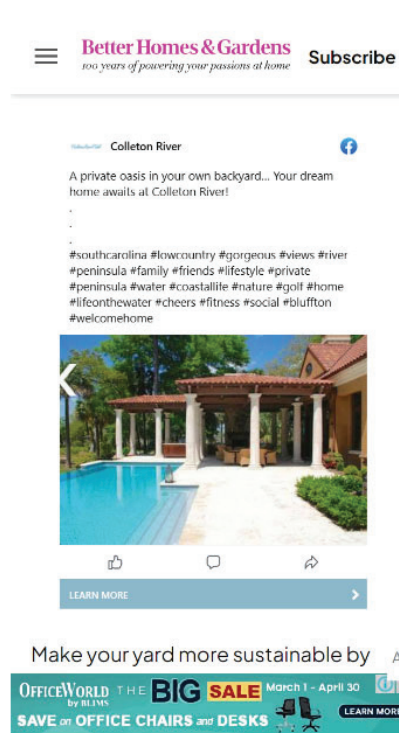
SOCIAL MIRROR ADS

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.

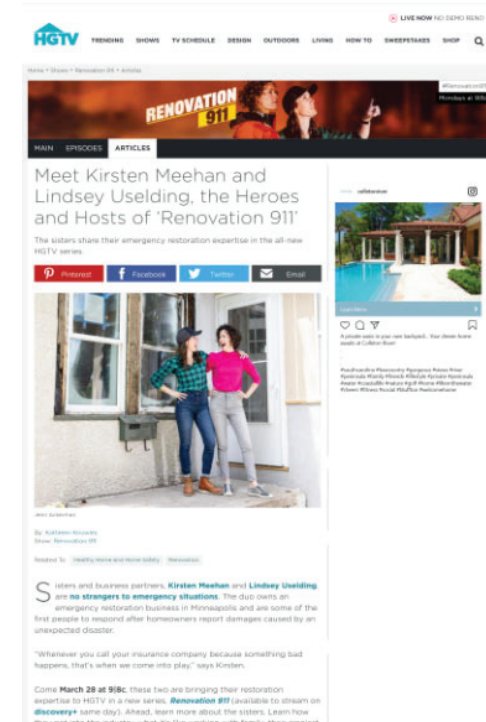
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

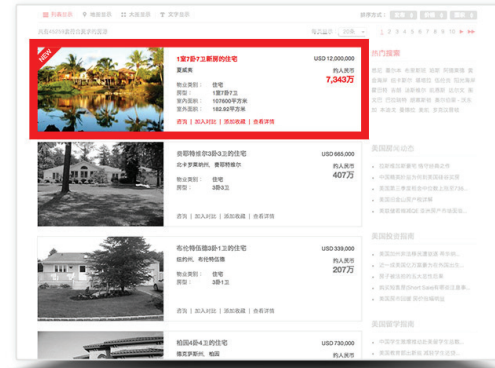
- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video 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

juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.



HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

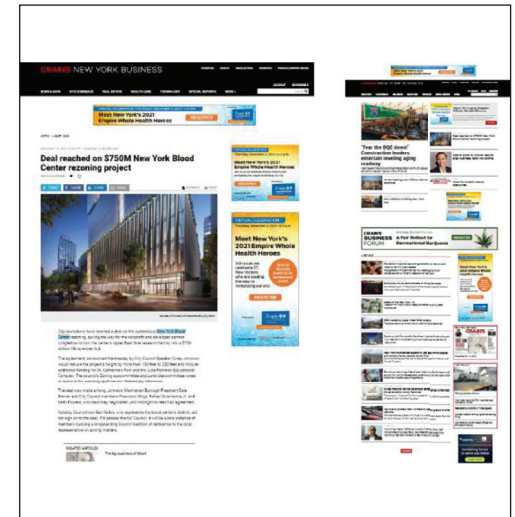
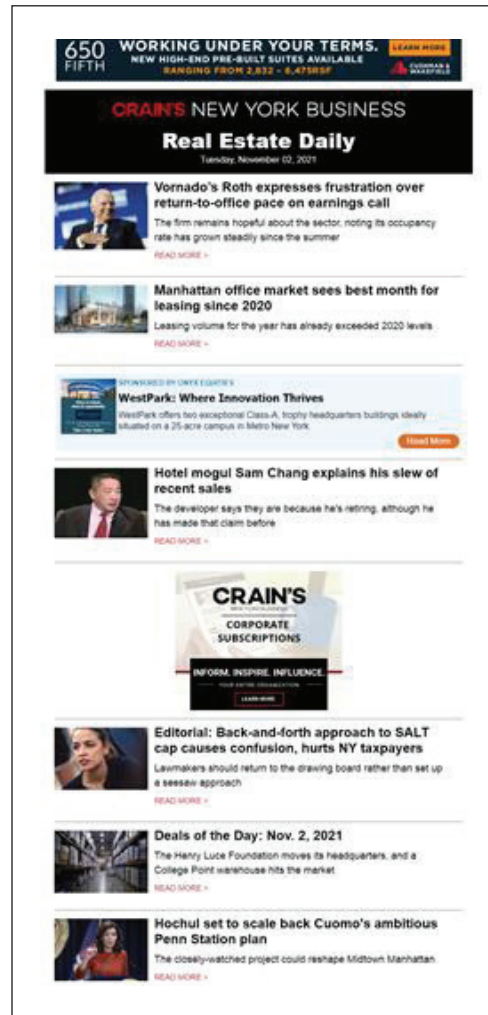
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)

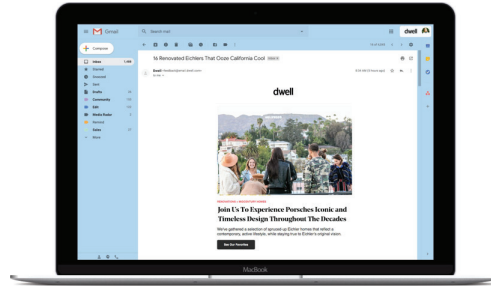


Dwell Real Estate

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: \$6,000

Elite Traveler

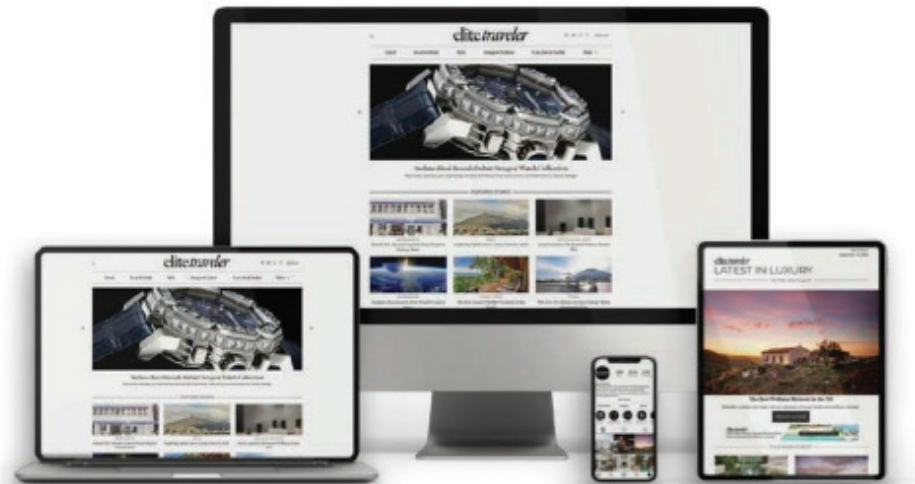
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



jamesedition.com

E-NEWSLETTER

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

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

Upgrade your listings for increased visibility to capture the attention of the UHNW.

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a grid of property listings with images and brief descriptions. A 'Featured luxury properties' section highlights specific listings like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate by...', and 'Modern Apartment...'. There's also a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

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.

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

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

NEW & TRENDING

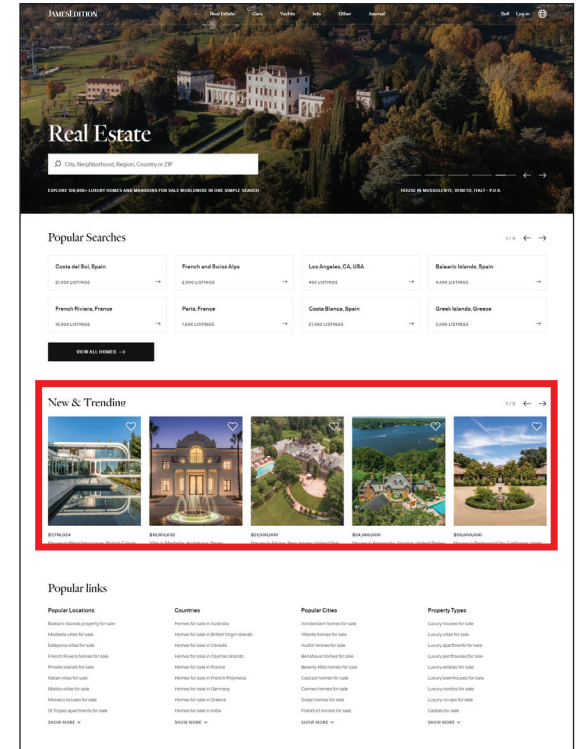
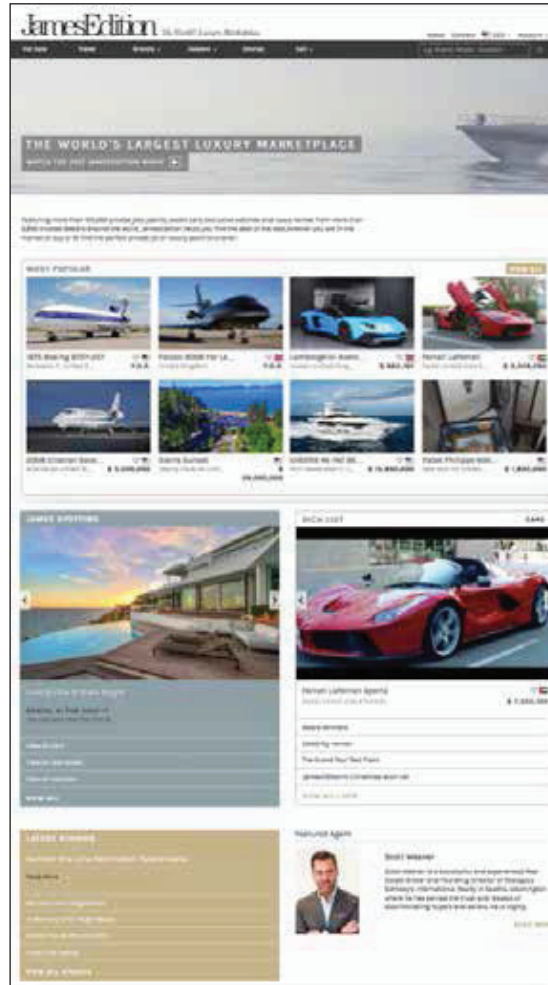
FEATURED LUXURY POSITION

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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION: \$1,200
REAL ESTATE PAGE POSITION: \$1,000



jamesedition.com

SOCIAL MEDIA POST

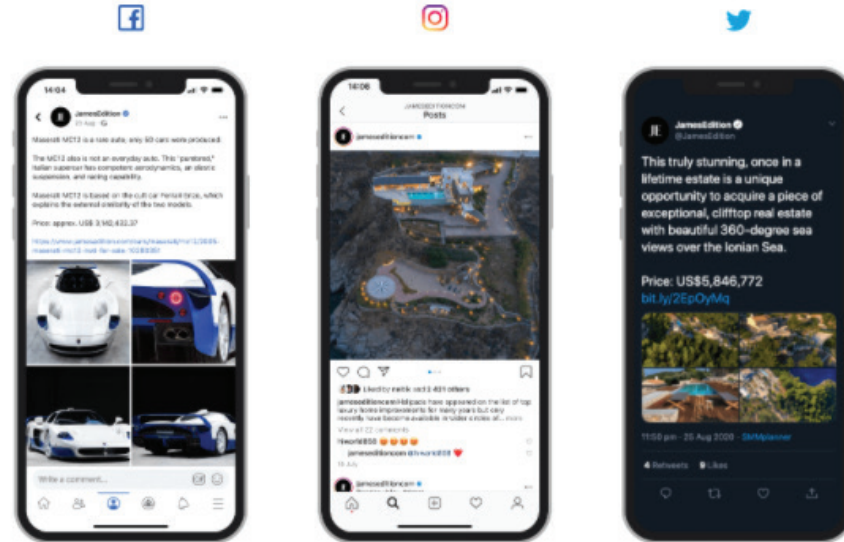
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

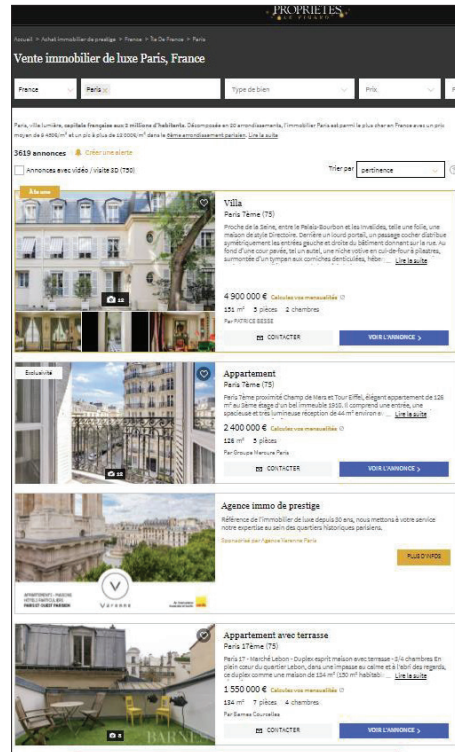
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



NYTimes.com

FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@unaresidences.com

The Wall Street Journal Online (WSJ.Com)

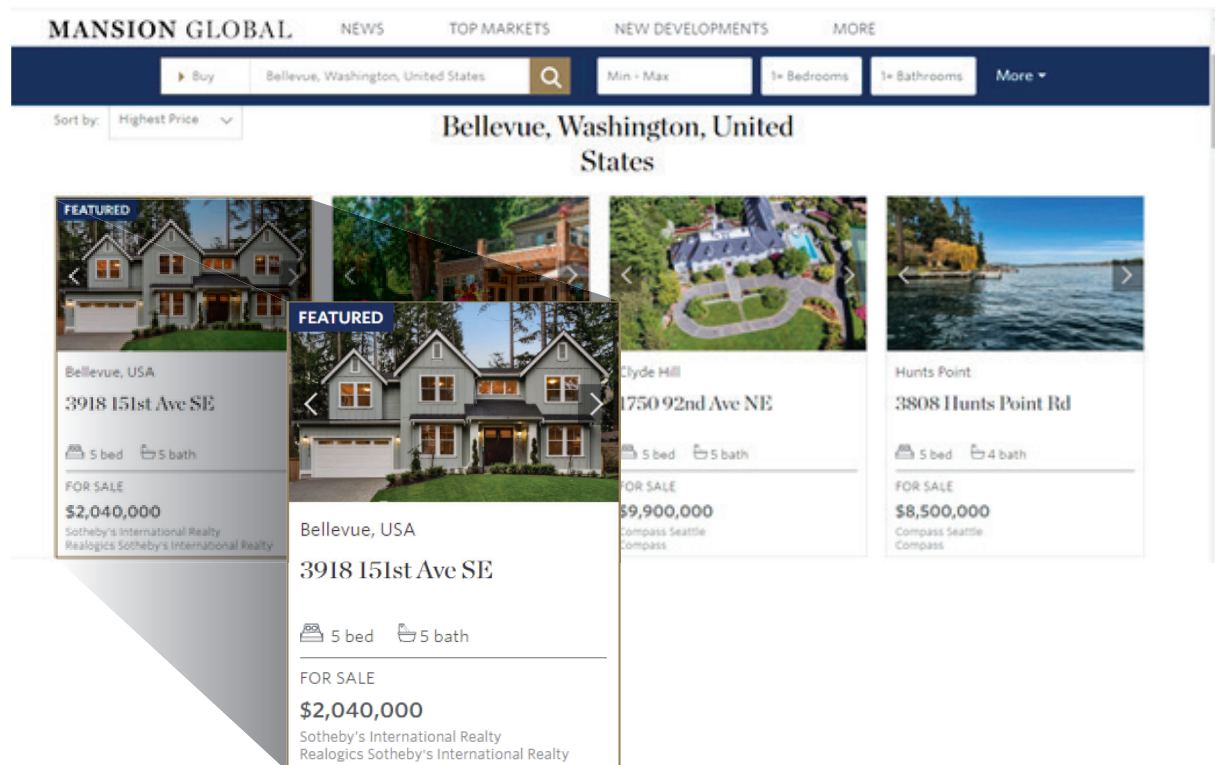
FEATURED PROPERTY UPGRADES

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)

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



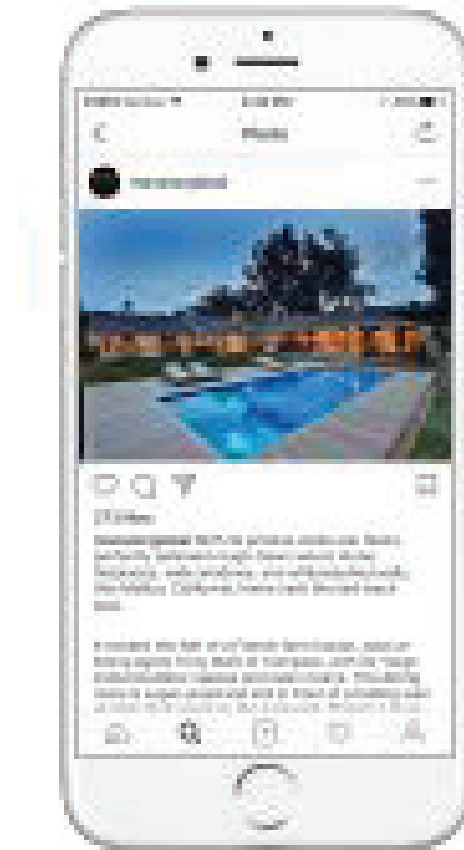
The Wall Street Journal Online (WSJ.Com)

@MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

PRICE: \$1,775

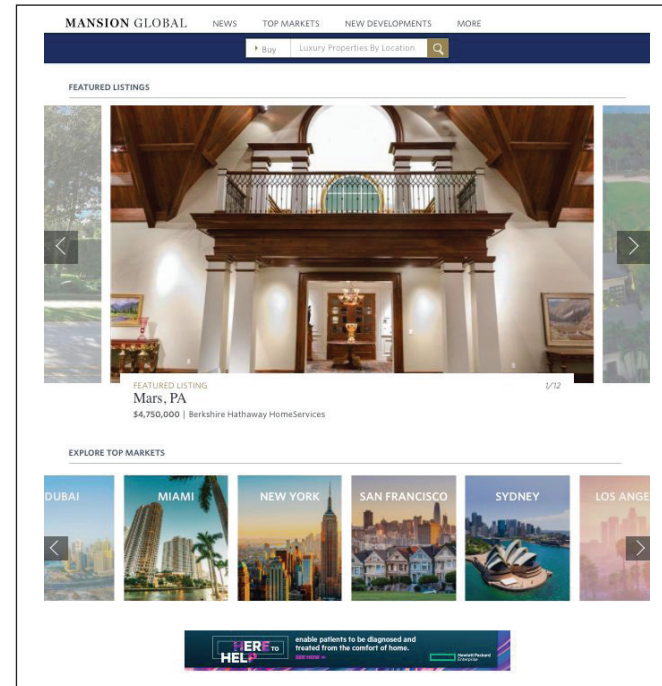


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

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 | srbahamas.com/id/46931
Bahamas Sotheby's International Realty
GEORGE DAMIANOS
george.damianos@srbahamas.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.

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 delegates in California as the two candidates broke away from the field to face the former vice president in the contest that will determine the path to the White House.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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IN THE FRIDAY MAIN NEWS SECTION

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Spending Millions in a Bid to Avoid Sanctions

By BENJAMIN SVETKEY

The U.S. is pushing to force each of the world's top arms exporters to stop supplying the Iranian military. The U.S. is pushing to force each of the world's top arms exporters to stop supplying the Iranian military. The U.S. is pushing to force each of the world's top arms exporters to stop supplying the Iranian military.

Web's Far Right Can Hear Itself As Trump Talks

By KEVIN WOOD

On Wednesday, a massive rally in Washington, D.C., drew thousands of people to hear President Trump speak. The rally was held in the city's largest park, and it was one of the largest in the city's history.

Edge in Polls Might Not Tip House Seats

By NATE CHEN

Democrats expect to gain control of the House of Representatives in the 2018 midterms. But the party's success in the House will depend on whether it can win enough seats in the House to win a majority.

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-D2.

Partisan Routs Of New Query On The Census

By MICHAEL WIND

WASHINGTON — When it comes to the 2020 census, the White House and Democrats are at odds. The White House wants to keep the census as simple as possible, while Democrats want to make it more complex.













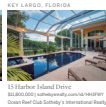



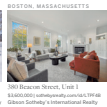













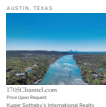
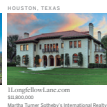








Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'

By RICHARD HENNET

ATLANTA — The words, from the Russian side, were not just about a pool. They were about a pool of money.

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The New York Times

THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

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- Average HHI: **\$359,826**
- Median Age: **50**

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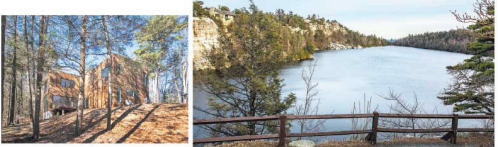
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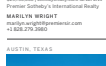











The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACON
 For a decade, the Hudson Valley was expected to be a new market for the Northeast. And now, as the market regains its footing, it's starting to look like Long Island. In the past few years, many of the region's most successful developers have been building luxury homes in the Hudson Valley. And now, as the market regains its footing, it's starting to look like Long Island. In the past few years, many of the region's most successful developers have been building luxury homes in the Hudson Valley. And now, as the market regains its footing, it's starting to look like Long Island.

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- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

PROPERTY SPOT: \$570

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- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PRICE: \$730 PROPERTY SPOT, COLOR

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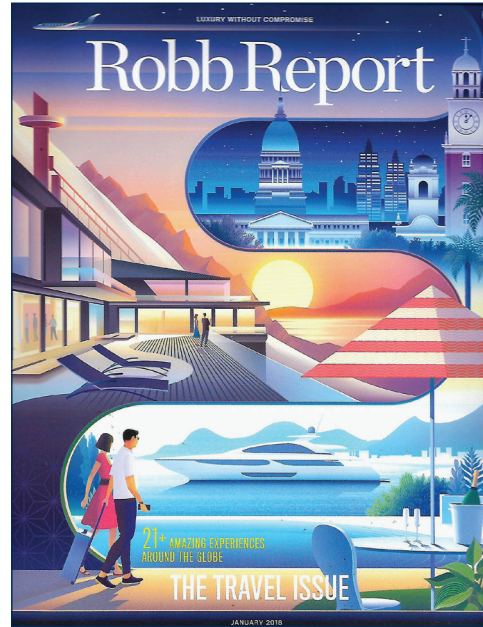
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• Saturday Circulation: **401,000**

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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Plan 1	Media	Ad Description	November	December	January	February	Media Total	Reach
	Sotheby's Auction House: Digital							
	Sotheby's Bespoke Geo-Targeted Emails	Email						
	Sotheby's Bespoke Geo-Targeted Emails	New York, Texas, Pennsylvania, Connecticut	\$ 2,500.00				\$ 2,500.00	25,000
	Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357
	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 - Northeast, Texas, Select international						
	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
	Juwai.com							
	Hot property upgrade	Hot property upgrade	\$ 425.00				\$ 425.00	2,300,000
	Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
	Dwell.com							
	Real Estate Package 1	Custom Article with Homepage and eNewsletter promo		\$ 6,000.00			\$ 6,000.00	110,000
	Elite Traveler							
	Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
	JamesEdition							
	Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00			\$ 1,600.00	750,000
	e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
	New & Trending Home Page	Featured Spot				\$ 1,000.00	\$ 1,000.00	38,300
	Social Media	Listing Feature	\$ 500.00		\$ 500.00		\$ 1,000.00	296,000
	Le Figaro							
	Headline Search	Featured City	\$ 795.00				\$ 795.00	
	Native Ad	Native placement by City		\$ 500.00			\$ 500.00	
	NYTimes.com							
	NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00				\$ 3,000.00	55,603
	WSJ.com							
	Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
	Property upgrades	Property upgrades	Bonus	Bonus			\$ -	
	Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000
	Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00			\$ 1,775.00	76,200
	Crain's New York Business							
	Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00				\$ 3,150.00	15,000
	Print							
	The Wall Street Journal							
	The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00			\$ 1,300.00	1,288,848
	The New York Times							
	The New York Times	Property Spot - Weekday/Saturday			\$ 710.00		\$ 710.00	423,111
	The New York Times	Property Spot - Sunday		\$ 710.00			\$ 710.00	381,268
	The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00				\$ 690.00	168,000
	The New York Times International Edition							
	The New York Times International Edition	Property Spot	\$ 570.00				\$ 570.00	104,301
	Financial Times							
	Financial Times	Property Spot	\$ 730.00	\$ 730.00			\$ 1,460.00	420,914
	Le Figaro							
	Full Page	Full Page				\$ 2,500.00	\$ 2,500.00	50,000
	Robb Report							
	Robb Report	Property Spot		\$ 830.00			\$ 830.00	324,000
	London Daily Telegraph							
	London Daily Telegraph	Property Spot	\$ 750.00				\$ 750.00	322,000
	TOTAL						\$ 51,050.00	11,768,902

*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	Ad Description	November	December	January	February	Media Total	Reach
Media							
Sotheby's Auction House: Digital							
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357
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 - Northeast, Texas, Select international						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00			\$ 1,600.00	750,000
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 500.00		\$ 500.00		\$ 1,000.00	296,000
Le Figaro							
Headline Search	Featured City	\$ 795.00				\$ 795.00	
Native Ad	Native placement by City		\$ 500.00			\$ 500.00	
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus			\$ -	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00			\$ 1,775.00	76,200
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00				\$ 3,150.00	15,000
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00			\$ 1,300.00	1,288,848
The New York Times							
The New York Times	Property Spot - Weekday/Saturday			\$ 710.00		\$ 710.00	423,111
The New York Times	Property Spot - Sunday		\$ 710.00			\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00				\$ 690.00	168,000
The New York Times International Edition							
The New York Times International Edition	Property Spot	\$ 570.00				\$ 570.00	104,301
Financial Times							
Financial Times	Property Spot	\$ 730.00	\$ 730.00			\$ 1,460.00	420,914
Robb Report							
Robb Report	Property Spot		\$ 830.00			\$ 830.00	324,000
TOTAL						\$ 30,800.00	6,303,999

*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		November	December	January	February	Media Total	Reach
Media	Ad Description						
Sotheby's Auction House: Digital							
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357
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 - Northeast, Texas, Select international						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
JamesEdition							
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 500.00				\$ 500.00	148,000
Le Figaro							
Headline Search	Featured City	\$ 795.00				\$ 795.00	
Native Ad	Native placement by City		\$ 500.00			\$ 500.00	
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus			\$ -	
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 Upgrade	\$ 650.00	\$ 650.00			\$ 1,300.00	1,288,848
The New York Times							
The New York Times	Property Spot - Weekday/Saturday			\$ 710.00		\$ 710.00	423,111
The New York Times	Property Spot - Sunday		\$ 710.00			\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00				\$ 690.00	168,000
The New York Times International Edition							
The New York Times International Edition	Property Spot	\$ 570.00				\$ 570.00	104,301
Financial Times							
Financial Times	Property Spot	\$ 730.00	\$ 730.00			\$ 1,460.00	420,914
TOTAL						\$ 21,445.00	4,930,799

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