



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 1230 Neptune Ave Advertising and Marketing Program

Pacific | **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 1230 Neptune Ave

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1230 Neptune Ave.

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 Encinitas, 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 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**

QUARTER PAGE: \$910

HALF PAGE: \$1,820

FULL PAGE: \$3,640



**Sotheby's**  
INTERNATIONAL REALTY

Buildings Management is what's next.  
Experience our exclusive collection of buildings for sale.

**1 Central Park West 44/F/40C**  
This magnificent, landmarked...  
\$65,000,000

**550 Park Avenue, 9F/9B**  
This residence in the city...  
\$22,000,000

**Four Seasons Private Residences**  
This apartment is...  
\$25,000,000

**Four Seasons Private Residences**  
This apartment is...  
\$25,000,000

## 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, Washington, New York, Connecticut

PRICE: \$2,500/DEPLOYMENT

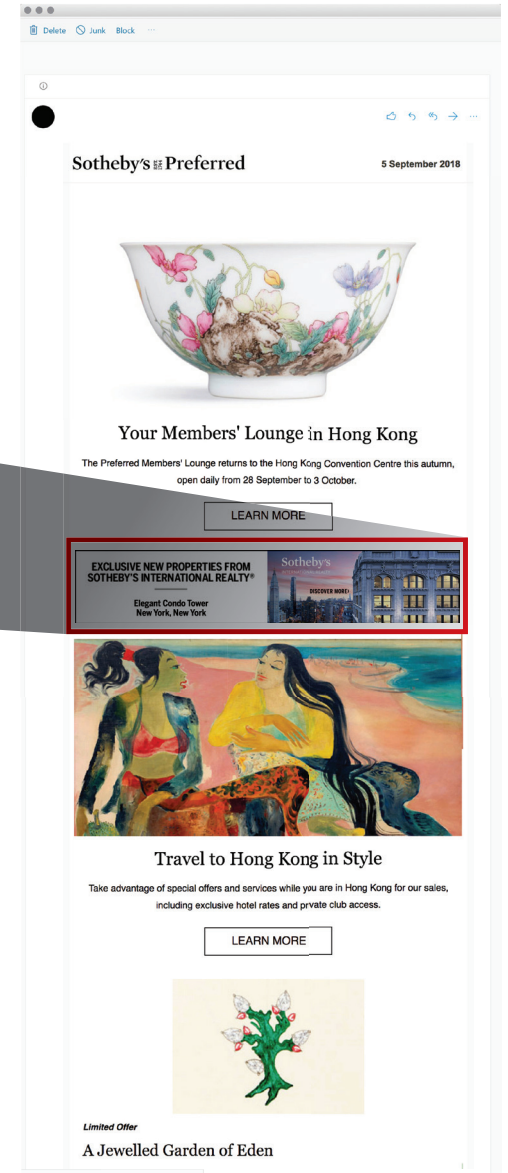


DIGITAL

SOTHEBY'S PREFERRED  
E-NEWSLETTERS

- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000



# Digital Offerings





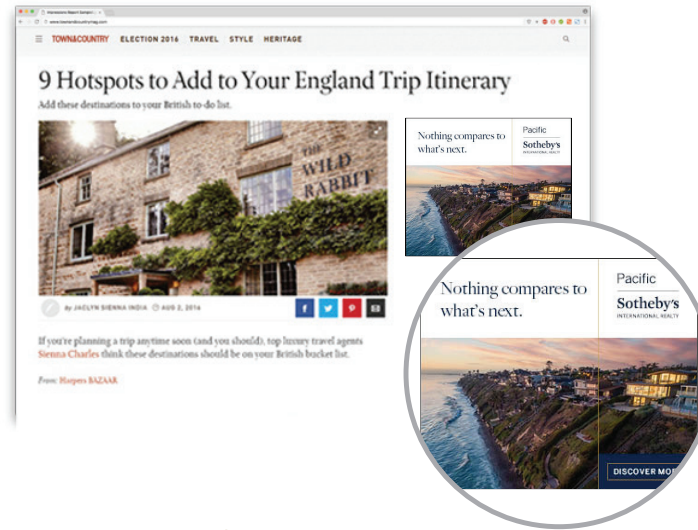
# Impressions Campaign

**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: **1230 Neptune Ave**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

# Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

## GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

Forbes

FOX BUSINESS

INVESTOR'S BUSINESS DAILY

FORTUNE

BARRON'S

REUTERS



THE WALL STREET JOURNAL



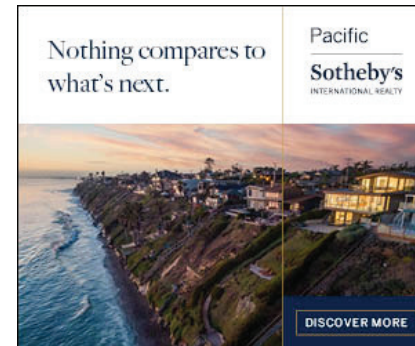
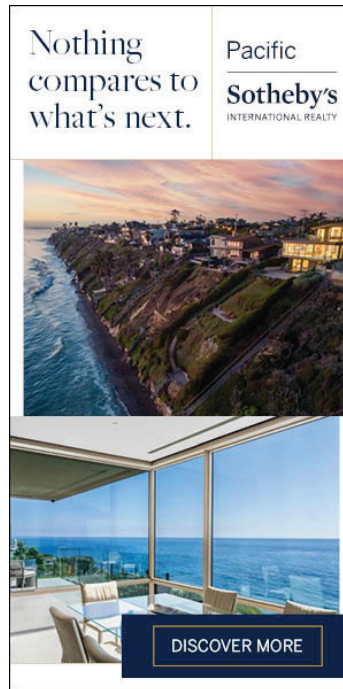
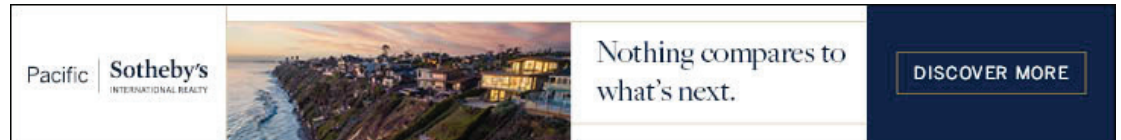
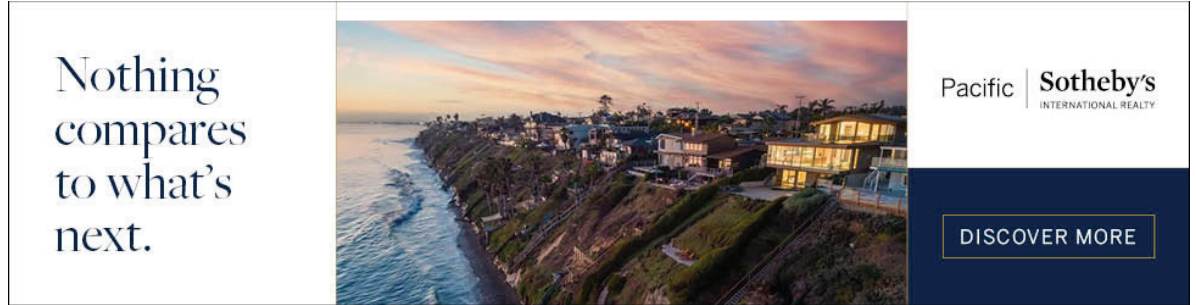
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

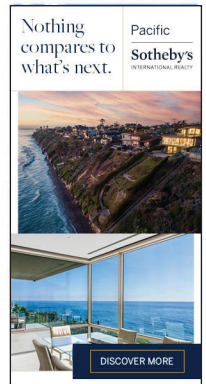
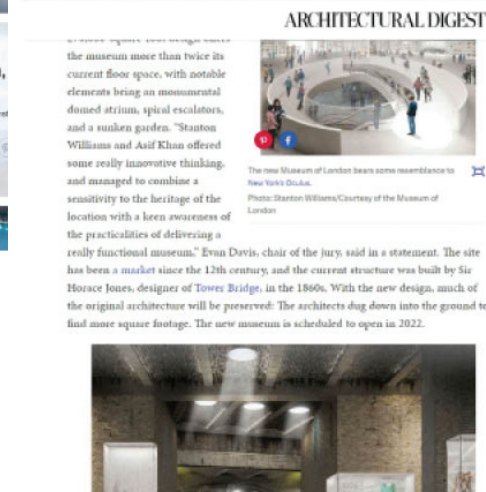
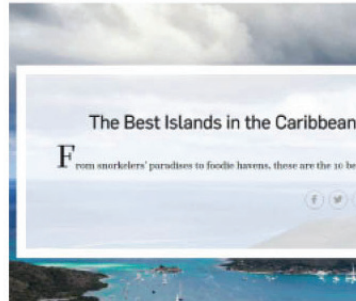
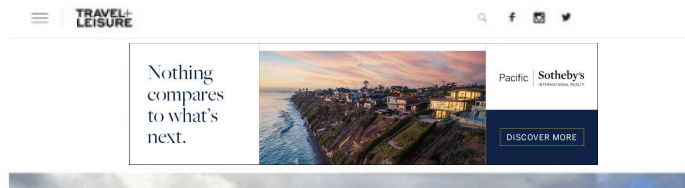
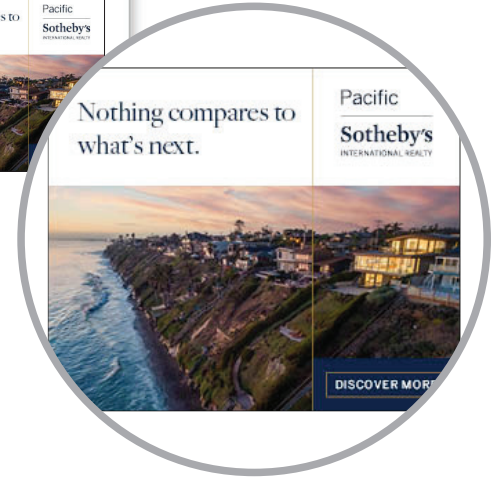
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

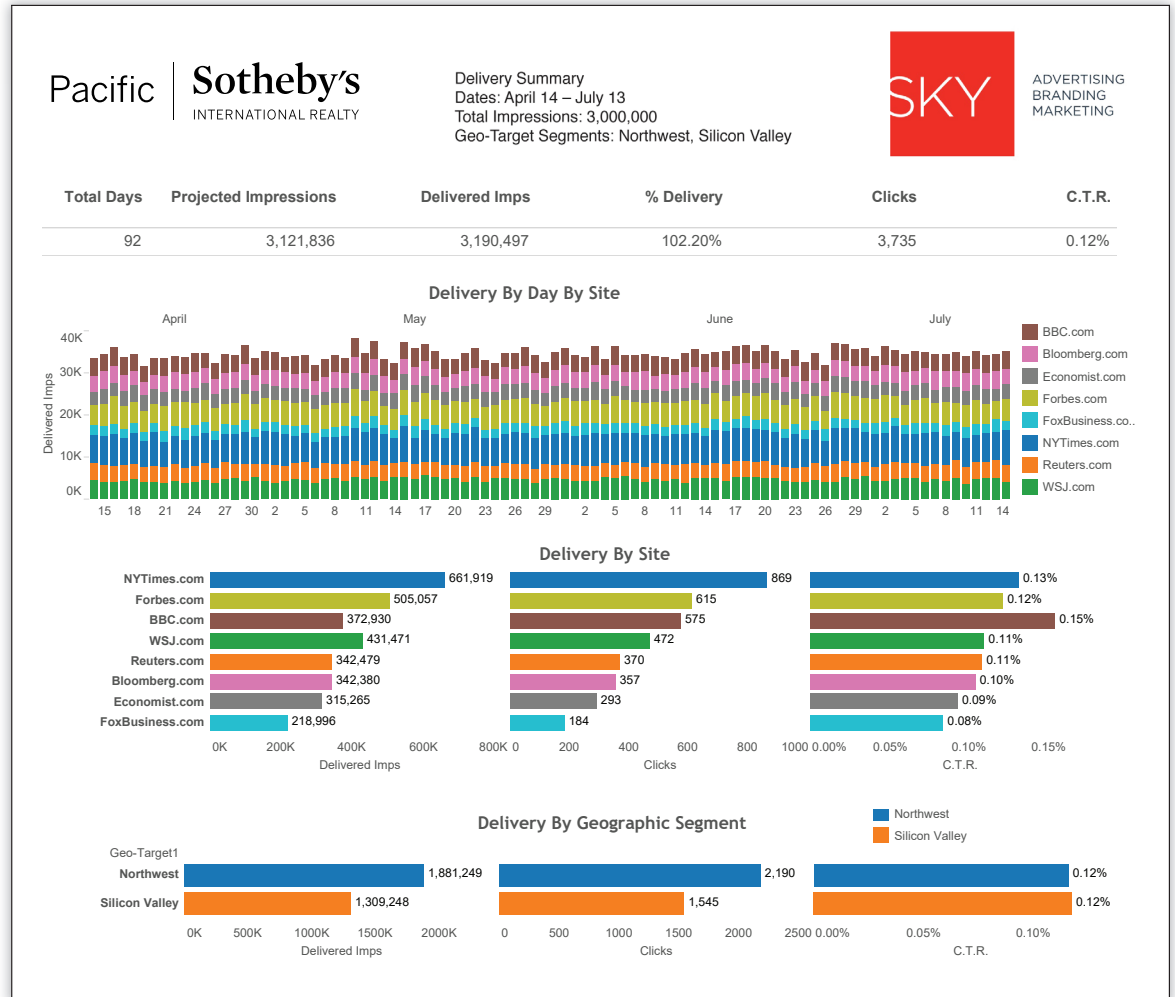


# Comprehensive Reporting For Your Customized Campaign

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 Rancho Santa Fe, Point Loma, Dana Point, La Jolla New York Metro Los Angeles Metro, Silicon Valley, San Francisco, and Seattle.

The program, with a projected start date of January 1st and will run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Rancho Santa Fe, Point Loma, Dana Point, La Jolla New York Metro Los Angeles Metro, Silicon Valley, San Francisco, and Seattle in a premium editorial environment on top business/finance and news websites.
- A behavioral targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are In-Market for Residential Real Estate and living in La Jolla, Point Loma, Carlsbad, Dana Point and Rancho Santa Fe.
- A custom intent targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are actively searching for La Jolla, Point Loma, Carlsbad, Dana Point and Rancho Santa Fe area real estate and living in Rancho Santa Fe, Point Loma, Dana Point, La Jolla the New York Metro Los Angeles Metro, Silicon Valley, San Francisco and Seattle.

## SITE SPECIFIC

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

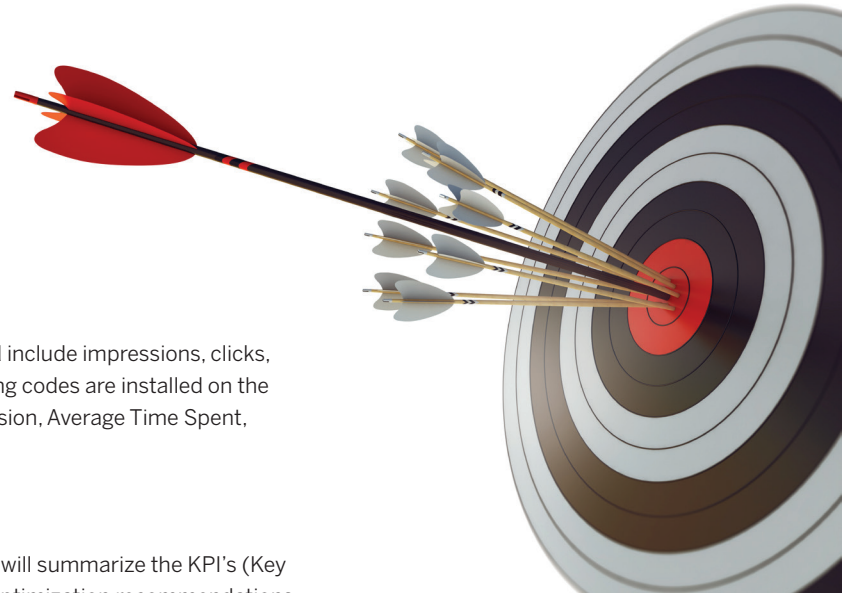
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

		Pacific SIR 1230 Neptune Ave													
Media	Geo-Target	January				February				March				Impressions	
		01	08	15	22	29	05	12	19	26	04	11	18		25
Forbes.com	Rancho Santa Fe, Point Loma, Dana Point, La Jolla New York Metro Los Angeles Metro, Silicon Valley, San Francisco and Seattle														900,000
FoxBusiness.com															
Investors.com															
Fortune.com															
Barrons.com															
Reuters.com															
CNBC.com															
WSJ.com															
Custom Intent - Rancho Santa Fe area Real Estate	New York Metro Los Angeles Metro, Silicon Valley, San Francisco and Seattle													475,000	
In-Market Residential Real Estate	Rancho Santa Fe, Point Loma, Dana Point and, La Jolla													125,000	
<b>Total Digital</b>														<b>1,500,000</b>	

# Comprehensive Digital

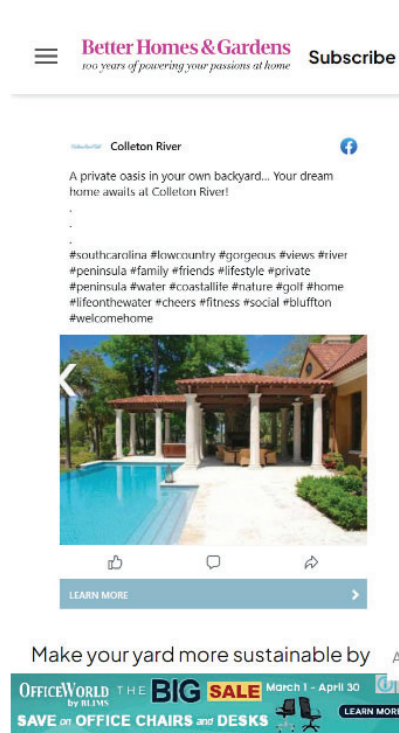
## SOCIAL MIRROR ADS

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.

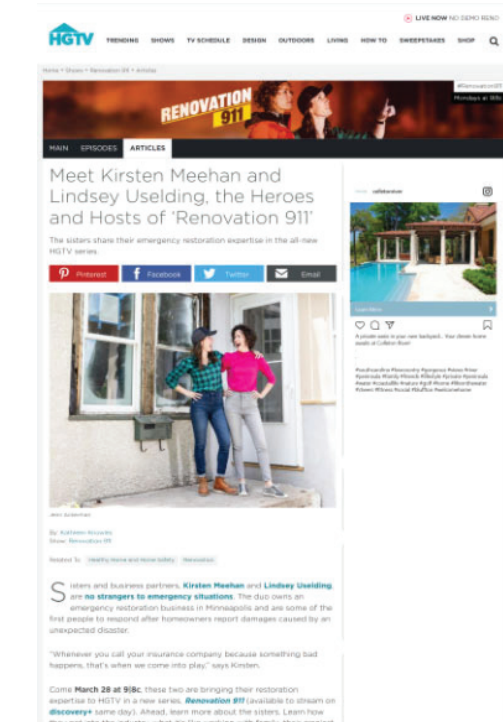
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

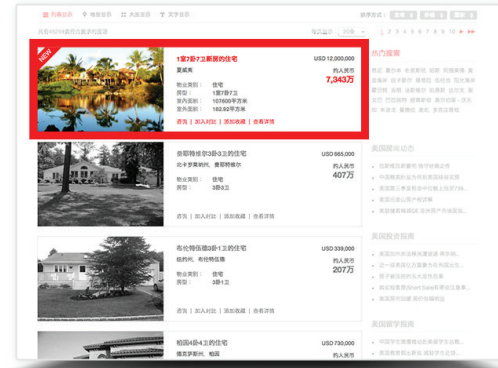


PRICE: STARTING AT \$1,500 PER MONTH



# 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.

## FEATURED PLACEMENT PROPERTY LISTING

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

PRICE: \$425 FOR 6 MONTHS

# 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.

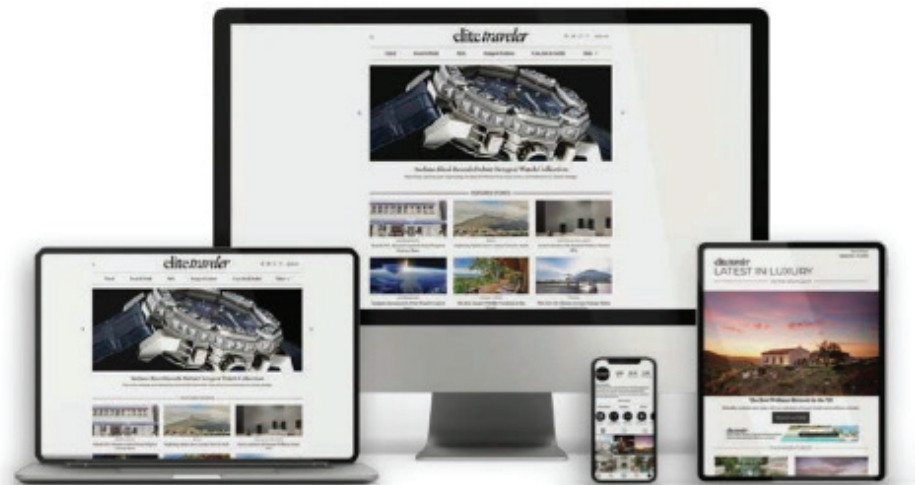
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

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

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

**Half price with full page print purchase**



## DIGITAL

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# 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

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An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

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PRICE: \$500 PER LISTING

**San Francisco, Peninsula and Silicon Valley**



# 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 Sherwo...', 'Enviable 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

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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

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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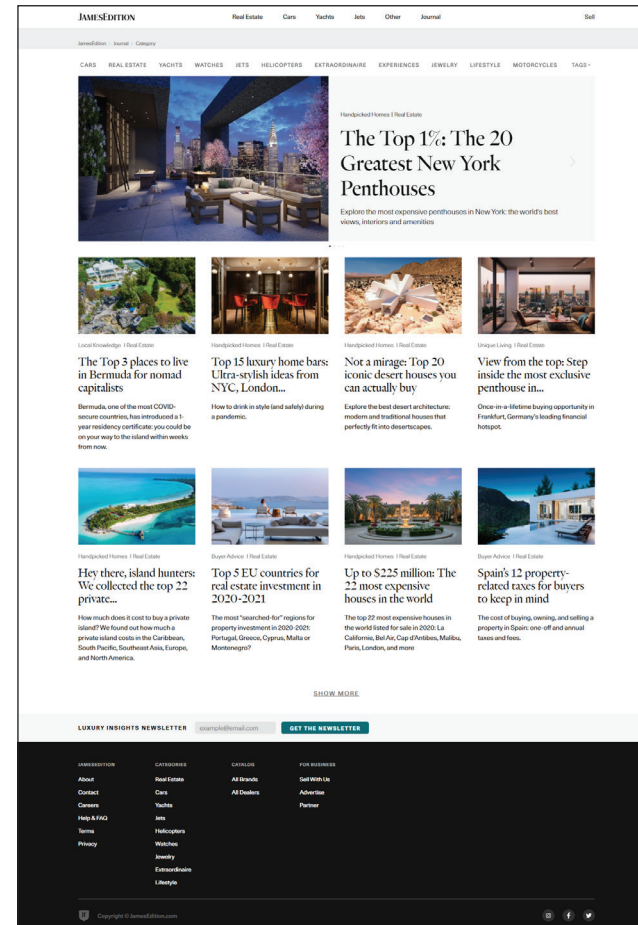
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**\$5,500 NEWSLETTER TOP & ARTICLE**  
**\$3,300 NEWSLETTER TRENDING & ARTICLE**



# jamesedition.com

## SOCIAL MEDIA POST

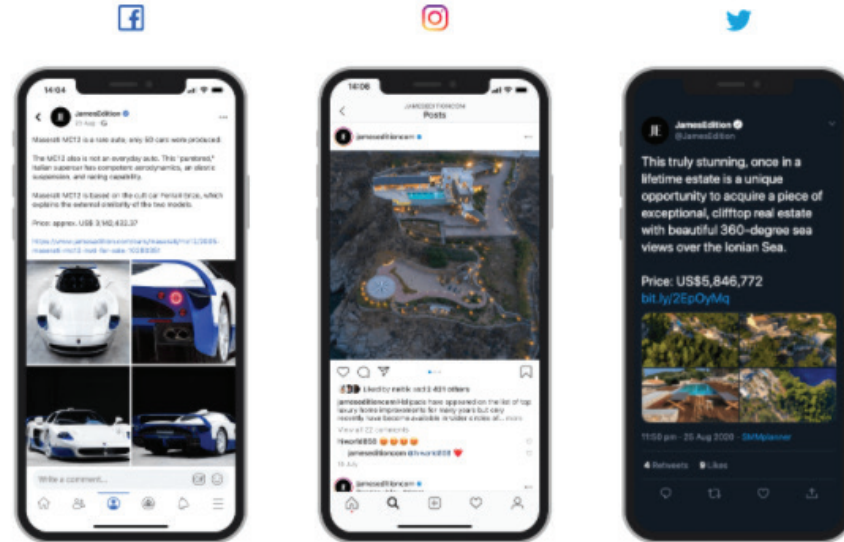
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

# JetSet

## 12 MONTH GLOBAL DIGITAL CAMPAIGN

### EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

### Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

### 12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large aerial photograph of the Diamante resort complex. To the right of the article is a vertical sidebar with a 'TRACK RECORD' banner, social media icons for Twitter and Instagram, and a 'JetSet' subscription prompt. The article text includes details about the resort's location in Cabo San Lucas, Mexico, and its partnership with Tiger Woods Design (TWD). It describes the '18 Cardinal' course as a challenging 7,300-yard layout designed by Tiger Woods, highlighting its unique features like the 'Dunes Course' and '18 Cardinal' course. The article also mentions the resort's amenities, including a clubhouse, spa, and fitness center. At the bottom, there's a 'SHARE ON' section with social media icons and an 'ABOUT THE AUTHOR' section for JetSet magazine.



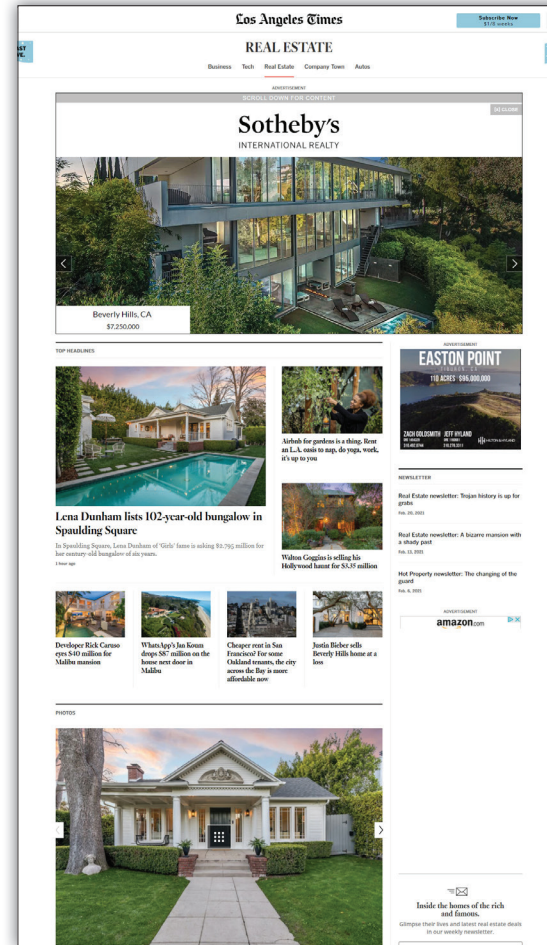
# LA Times

## 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

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# 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**

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**PRICE: \$1,350/DEPLOYMENT**

# Los Angeles Times

# Luxury Estate

## LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

### SHOWCASE LISTING + ELITE LISTING PACKAGES

#### PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS.



# RobbReport.Com

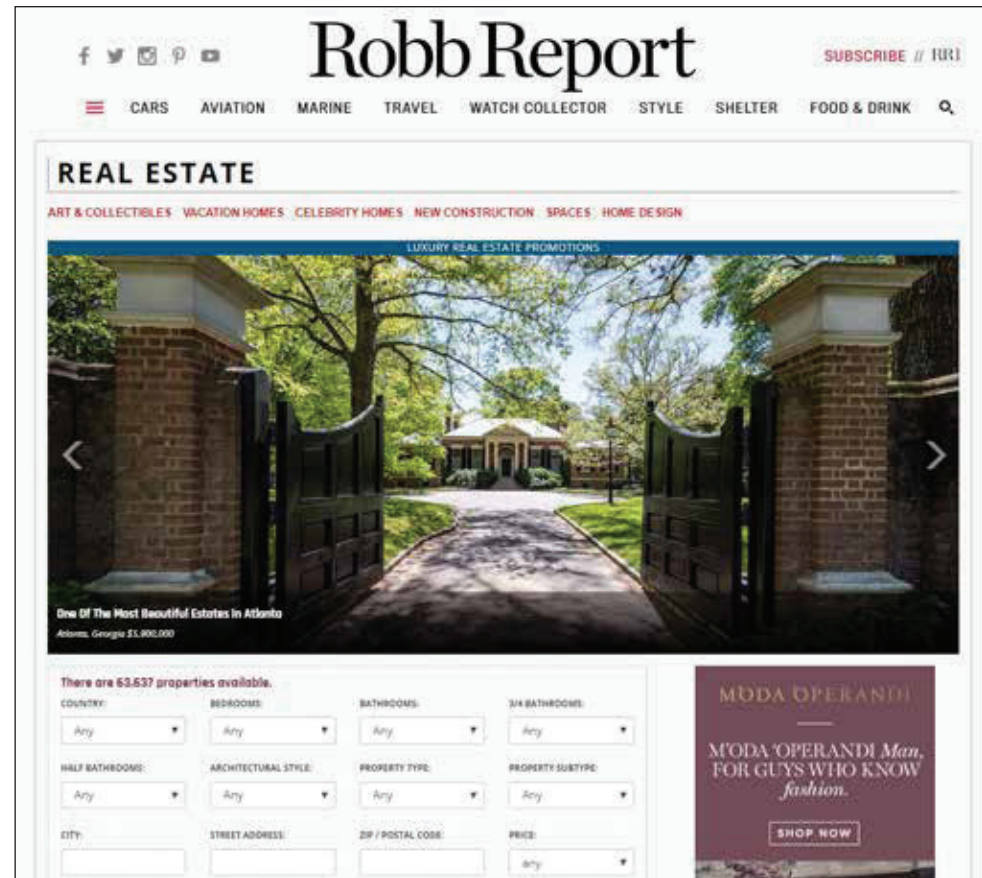
## REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$1,350



# Simply Abu Dhabi

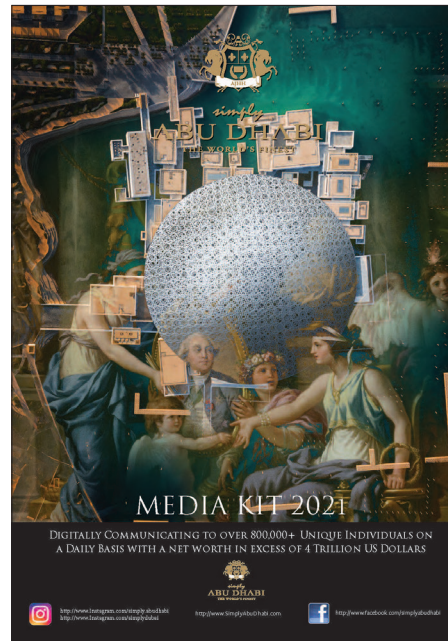
Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

## INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST



# The Wall Street Journal Online (WSJ.Com)

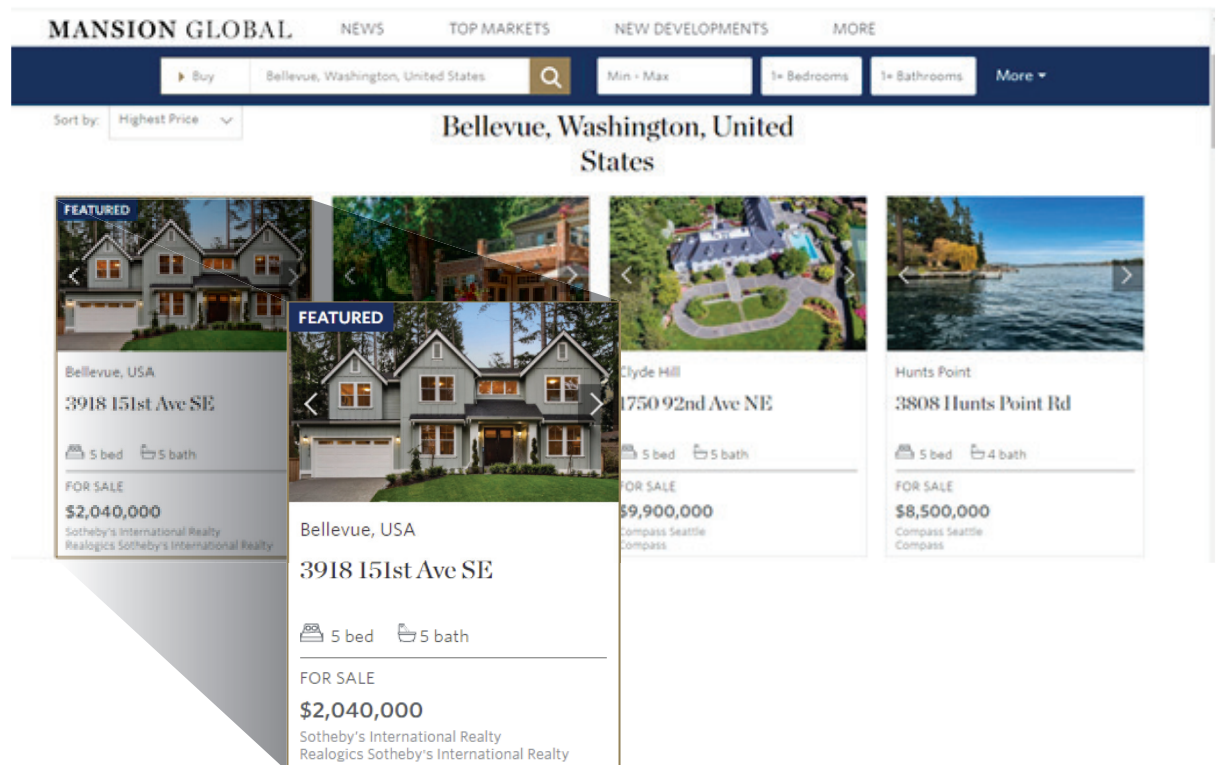
## FEATURED PROPERTY UPGRADES

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)

## MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

**Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.**



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

**BY THE NUMBERS**

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,130	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

**TRENDING TODAY**

**Architectural Digest** @ArchDigest Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

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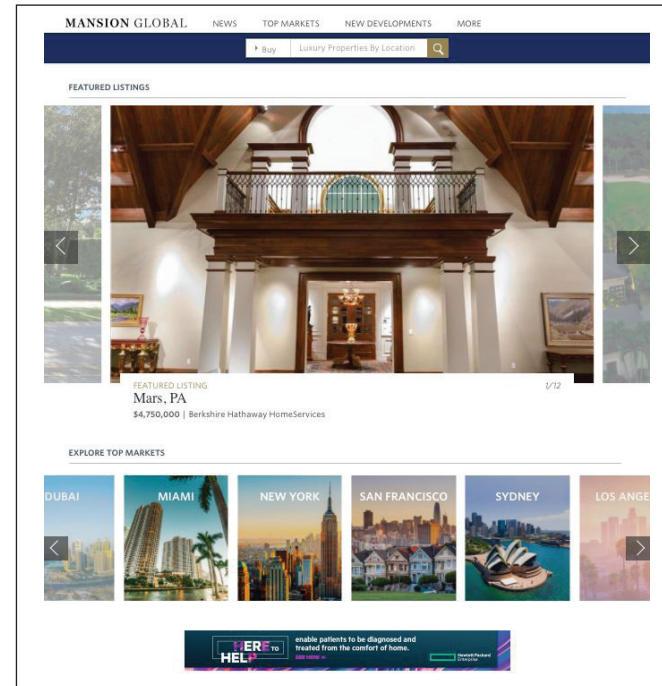


# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



# Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750



The screenshot shows the 'BOAT BRIEFING' section of the Boat International website. At the top, there's a navigation bar with the 'BOAT' logo and a link 'No Images? Click here'. Below the navigation bar is a large image of a boat's steering wheel with the text 'BOAT BRIEFING' overlaid. Underneath, there's a section titled 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo. The main content area is divided into two sections: 'LATEST BROKERAGE NEWS' and 'LATEST YACHT NEWS'. Each section contains a grid of article cards. Each card features a small image of a yacht, a headline, and a 'READ MORE' button. The 'LATEST BROKERAGE NEWS' section includes articles about Benetti Harmony III, Benetti Rutila E, Codecasa Regina d'Italia II, and Trinity La Dea II. The 'LATEST YACHT NEWS' section includes articles about a new 60 metre Amels motor yacht and Lürssen's 130 metre+ Project Lightning.

# Print Offerings



# 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: \$795 SINGLE SPOT, COLOR

2X7 WESTERN, COLOR: \$2,000  
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**THE WALL STREET JOURNAL.**  
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52 • WSJ.com • \$4.00

**What's News**  
Fed Cuts Rates Amid Virus Fears

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

**Business 2 Finance**  
The Fed eased an emergency half percent rate cut and more than 100 banks announced that the coronavirus epidemic is raising recession risks. Major U.S. stock indexes fell around 2%. The yield on the 10-year U.S. Treasury note fell around 1%.

**The Fed's move**... The Fed reduced the federal funds rate to a range between 0% and 0.25%, the first time it has done so since 2008. It also announced that it will purchase \$700 billion of Treasury bills and \$400 billion of corporate bonds. This is the first time the Fed has used its "credit facilities" to purchase corporate bonds.

**Shaky Ground**  
Borrowers may have to wait to get a mortgage. The Fed's move to lower rates is a double-edged sword. While it may help borrowers get lower rates, it also means that the Fed is buying more bonds, which could lead to higher inflation.

**Tennessee Twisters Kill at Least 25**  
Tornadoes ripped through the state while many residents were sleeping in their homes.

**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 Sanders took the lead in California.

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Each listing includes the following information:

- CITY, STATE:** (e.g., Dallas, TX)
- WebSite or Address:** (e.g., 1234 Main St, Dallas, TX)
- Company:** (e.g., Sotbeby's International Realty)
- AGENT NAME:** (e.g., John Doe)
- AGENT PHONE:** (e.g., +1 214 456 7890)

# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PRICE: \$760/SINGLE SPOT, COLOR

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Bahamas Sotheby's International Realty  
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**The New York Times**

Today, don't forget to read and share the New York Times. It's the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

**Web's Far Right Can Hear Itself As Trump Talks**  
*Chearing the Spread of Once-Fringe Views*  
By KEVIN WOOD and JILL MONTGOMERY

**Edge in Polls Might Not Tip House Seats**  
*Outcomes Hang on a Handful of Trump*  
By NATE CIVINS

**It's Not Heaven, It's Brooklyn**  
The 40,000 residents in this year's New York City Marathon enjoyed blue skies, overcast 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 force U.S. companies to divest themselves of assets in Russia. Pages F1-F4.

**Partisan Rhetoric Of New Query On the Census**  
By MICHAEL WIND

**Offering Little Pool, Pizzicotto Accuses Georgia Rival of 'Hack'**  
By RICHARD HENNET

# 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**

PRICE: \$750 FULL PAGE, COLOR



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Real Estate Salesperson  
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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 five 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/DOBRA RUSSELL**

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Sandbanks  
Exuma, The Bahamas



**Jacqueline Lightburn**  
Elite Agent  
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260 Seaview Light House  
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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 sweeping pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean/water sports.

SIBAHAMAS.COM/ID/V29V67

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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 15,000 sq ft oceanfront lot spanning two acres 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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# Architectural Digest Regional Pages

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## FULL PAGE, COLOR:

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

FULL PAGE, COLOR  
SAN DIEGO: \$2,300  
SF/NORTH BAY: \$2,300



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# Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

## ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

LUXURY HOMES FEATURE: \$4,500





# Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

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

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Global

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## House & Home

FTWeekend

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South Korea's bid to buy end of London price falls

**Study in style**  
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**Lunch with the FT**  
FT chief Bernie Ecclestone: "I break the rules"

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**Adventures on two wheels**

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# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- 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.
- 
- Full Page color ad using Sotheby's International Realty Design Vault template
  - Western Los Angeles coverage
  - Saturday Print Circulation: **56,000**
  - Saturday e-edition subscribers: **164,780**

PRICE: \$660/FULL PAGE

# 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.

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- **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**

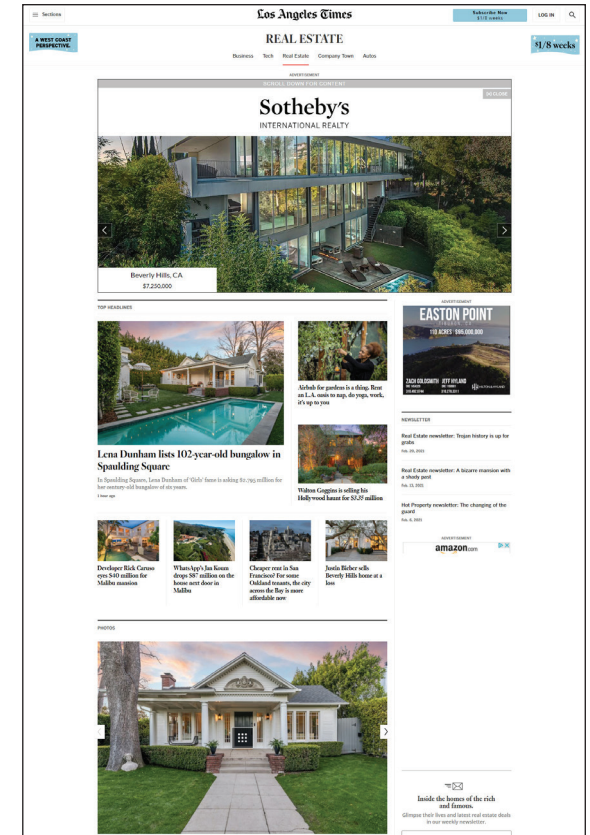


## LA TIMES DIGITAL LIGHTHOUSE

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: \$425/SPOT



# Ocean Home Magazine

## THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

### Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE + DIGITAL BANNERS: \$3,000

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com  
\$18,500,000  
St. Helena Brokerage  
**ARTHUR D. GOODRICH**  
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PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

# OCEAN HOME

The Luxury Coastal Lifestyle Magazine  
ISSUE 1 - 2019/2020

## TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



DESTINATION CALIFORNIA  
MALIBU MODERN BY DOUG BURDGE,  
CLASSIC LUXURY IN MONTECITO

**Sotheby's**  
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SOthebysREALTY.COM

# San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE W/ DIGITAL PROMOTION: \$725



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\$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.



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Sandbanks  
Exuma, The Bahamas



**Jacqueline Lighthorn**  
Elite Agent  
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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. Like a luxury spa, directly into the ocean for water sports.



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**Eric Santorino**  
Elite Agent  
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DRE#02156501

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

Stunning single story 15,000 sq ft oceanfront lot spanning two acres 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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# Schedule, Pricing & Reach



# Proposed Schedule, Pricing & Reach 2024

Plan 2	Ad Description	January	February	March	April	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Half Page			\$ 1,820.00		\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email	\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Bespoke Geo-Targeted Emails	California, Washington, New York, Connecticut			\$ 3,000.00		\$ 3,000.00	7,500
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter						
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Select CA Metros, Seattle, NY Metro						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>							
Rotating Gallery Home Page	Featured Banner		\$ 2,000.00			\$ 2,000.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 3,300.00				\$ 3,300.00	294,000
e-Newsletter	e-Newsletter				\$ 1,500.00	\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00		\$ 650.00	850,000
Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar	\$ 1,350.00				\$ 1,350.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Property upgrades	Property upgrades		Bonus	Bonus		\$ -	
<b>Boat International</b>							
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$1,100				\$ 1,100.00	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - Western	2 x 7" Ad	\$ 2,000.00				\$ 2,000.00	148,000
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 795.00	\$ 795.00		\$ 1,590.00	1,288,848
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00		\$ 750.00	168,000
<b>Conde Nast Magazines</b>							
Architectural Digest - San Diego	Full Page			\$ 2,300.00		\$ 2,300.00	8,000
<b>Elite Traveler</b>							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>							
Financial Times	Property Spot		\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00			\$ 425.00	220,780
The Los Angeles Times	Takeover			\$ 660.00		\$ 660.00	220,780
<b>San Francisco / Silicon Valley Takeover</b>							
San Francisco / Silicon Valley Takeover	Full page w/ Digital promotion		\$ 725.00			\$ 725.00	34,200
<b>TOTAL</b>						\$ 50,330.00	7,989,033

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

# Proposed Schedule, Pricing & Reach 2024

Plan 2	Ad Description	January	February	March	April	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Half Page			\$ 1,820.00		\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	California, Washington, New York, Connecticut	\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter			\$ 3,000.00		\$ 3,000.00	7,500
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Select CA Metros, Seattle, NY Metro						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>							
Rotating Gallery Home Page	Featured Banner		\$ 2,000.00			\$ 2,000.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 3,300.00				\$ 3,300.00	294,000
e-Newsletter	e-Newsletter				\$ 1,500.00	\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00		\$ 650.00	850,000
Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar	\$ 1,350.00				\$ 1,350.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Property upgrades	Property upgrades		Bonus	Bonus		\$ -	
<b>Boat International</b>							
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$1,100				\$ 1,100.00	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - Western	2 x 7" Ad	\$ 2,000.00				\$ 2,000.00	148,000
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00	\$ 650.00		\$ 1,300.00	1,288,848
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00		\$ 750.00	168,000
<b>Conde Nast Magazines</b>							
Architectural Digest - San Diego	Full Page			\$ 2,300.00		\$ 2,300.00	8,000
<b>Elite Traveler</b>							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>							
Financial Times	Property Spot		\$ 730.00	\$ 730.00		\$ 1,460.00	420,914
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00			\$ 390.00	220,780
The Los Angeles Times	Takeover			\$ 660.00		\$ 660.00	220,780
TOTAL						\$ 49,965.00	7,989,033

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



# Proposed Schedule, Pricing & Reach 2024

Plan 3	Ad Description	January	February	March	April	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter			\$ 3,000.00		\$ 3,000.00	7,500
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Select CA Metros, Seattle, NY Metro						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>							
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		\$ 1,000.00			\$ 1,000.00	148,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00		\$ 650.00	850,000
Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar	\$ 1,350.00				\$ 1,350.00	6,000
<b>WSJ.com</b>							
Property upgrades	Property upgrades		Bonus	Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module	\$ 1,275.00				\$ 1,275.00	164,000
<b>Boat International</b>							
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$1,100				\$ 1,100.00	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - Western	2 x 7" Ad	\$ 2,000.00				\$ 2,000.00	148,000
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 795.00	\$ 795.00		\$ 1,590.00	1,288,848
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00		\$ 750.00	168,000
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 750.00	\$ 750.00			\$ 1,500.00	420,914
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00				\$ 425.00	220,780
The Los Angeles Times	Takeover			\$ 660.00		\$ 660.00	220,780
<b>San Francisco / Silicon Valley Takeover</b>							
San Francisco / Silicon Valley Takeover	Full page w/ Digital promotion	\$ 725.00				\$ 725.00	34,200
TOTAL						\$ 32,755.00	6,255,033
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							