



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

16196 Old Jonesboro Road Advertising and Marketing Program

Premier | **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 16196 Old Jonesboro Road

SKY Advertising is excited to present to Premier Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 16196 Old Jonesboro Road.

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 Bristol, VA.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

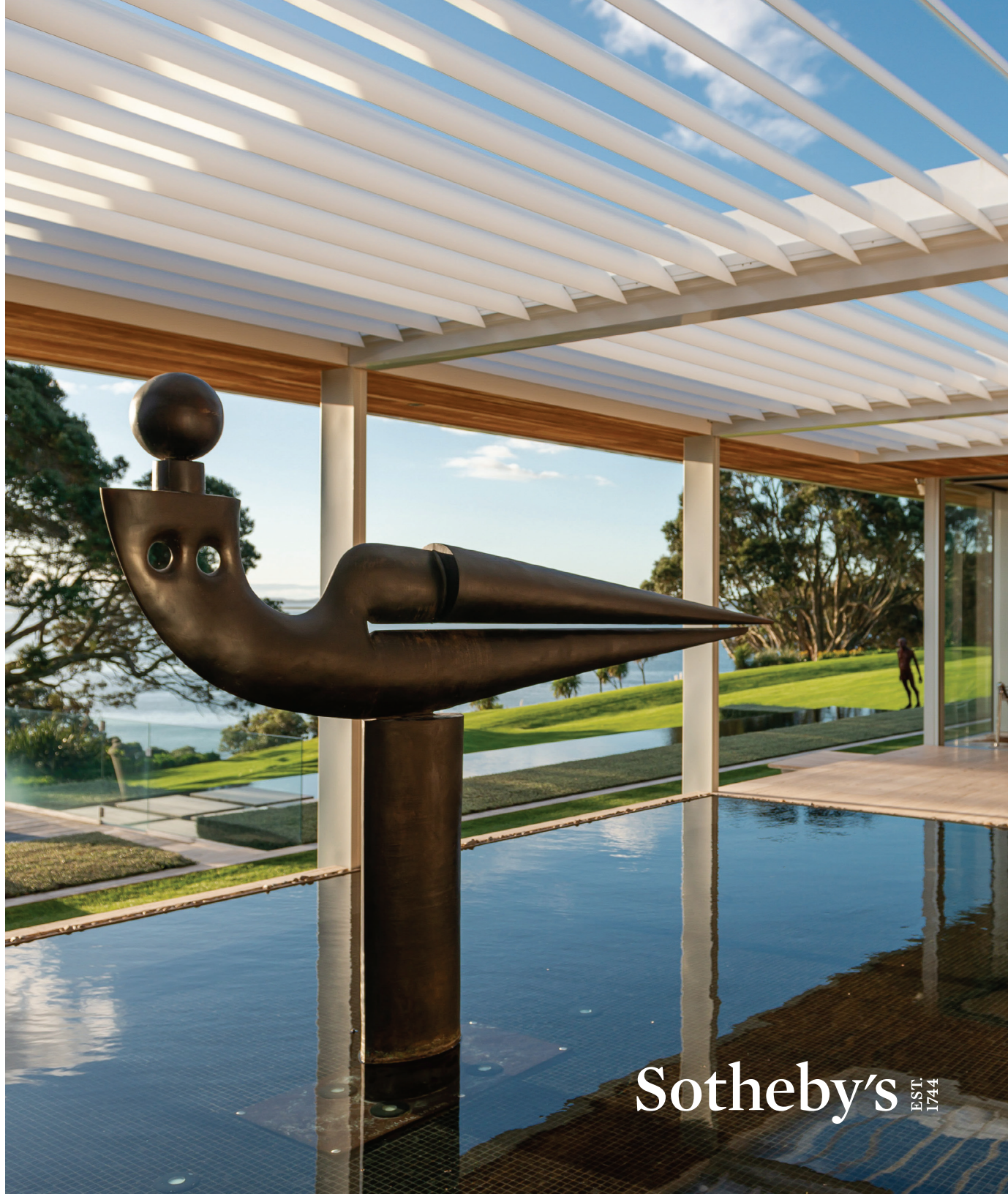
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

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, Connecticut, California, Texas, North Carolina

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

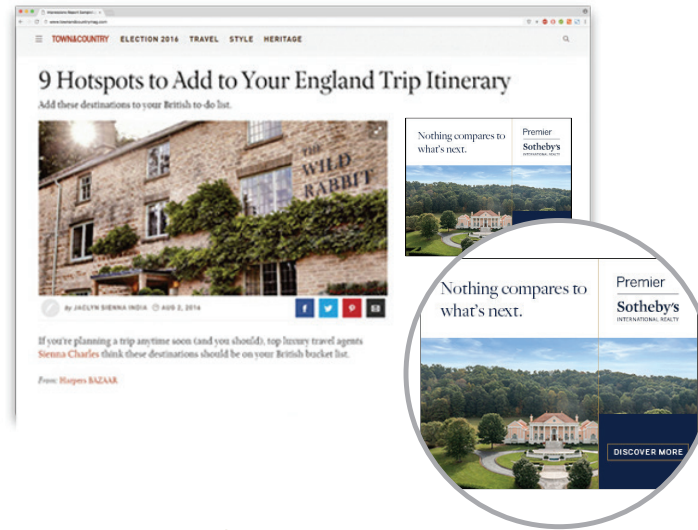
Impressions Campaign

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: **16196 Old Jonesboro Road**
- Flight Dates: **January 2024 - March 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.

INVESTOR'S BUSINESS DAILY®

Citizen Times
PART OF THE USA TODAY NETWORK

The Charlotte Observer

THE WALL STREET JOURNAL.

FINANCIAL POST

Forbes

FOX BUSINESS

 REUTERS

BARRON'S



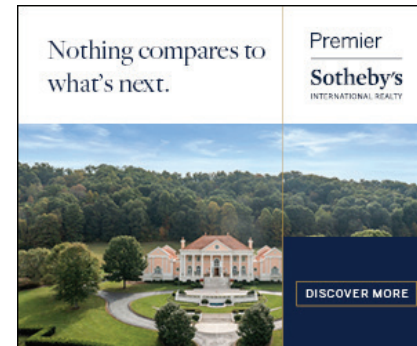
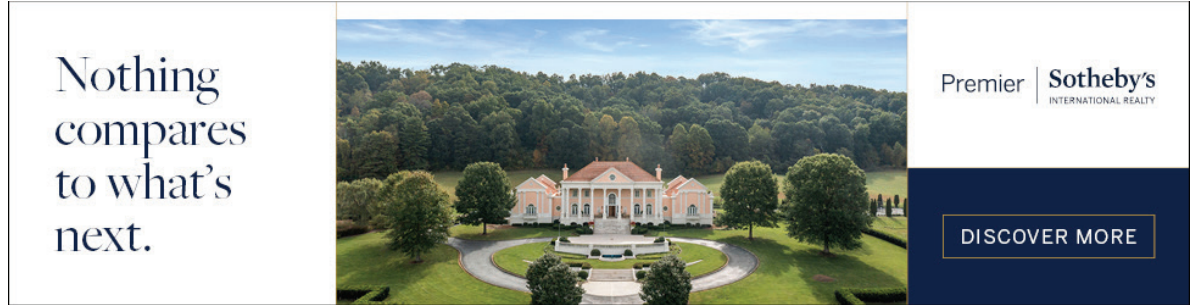
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

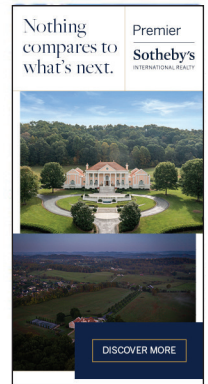
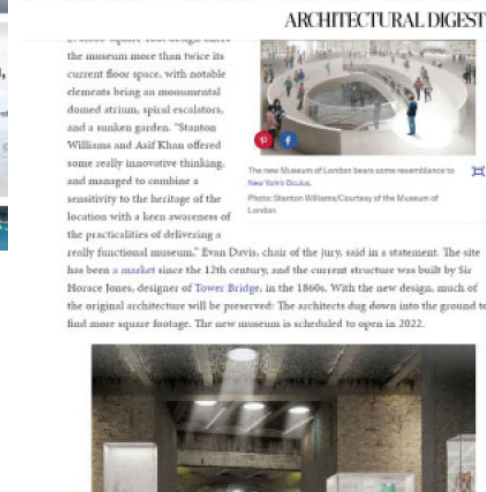
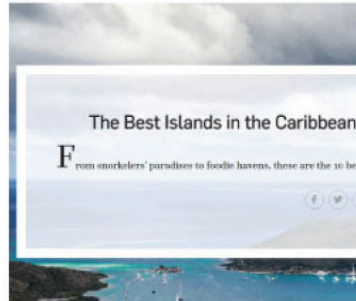
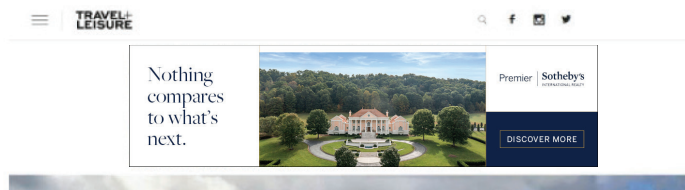
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

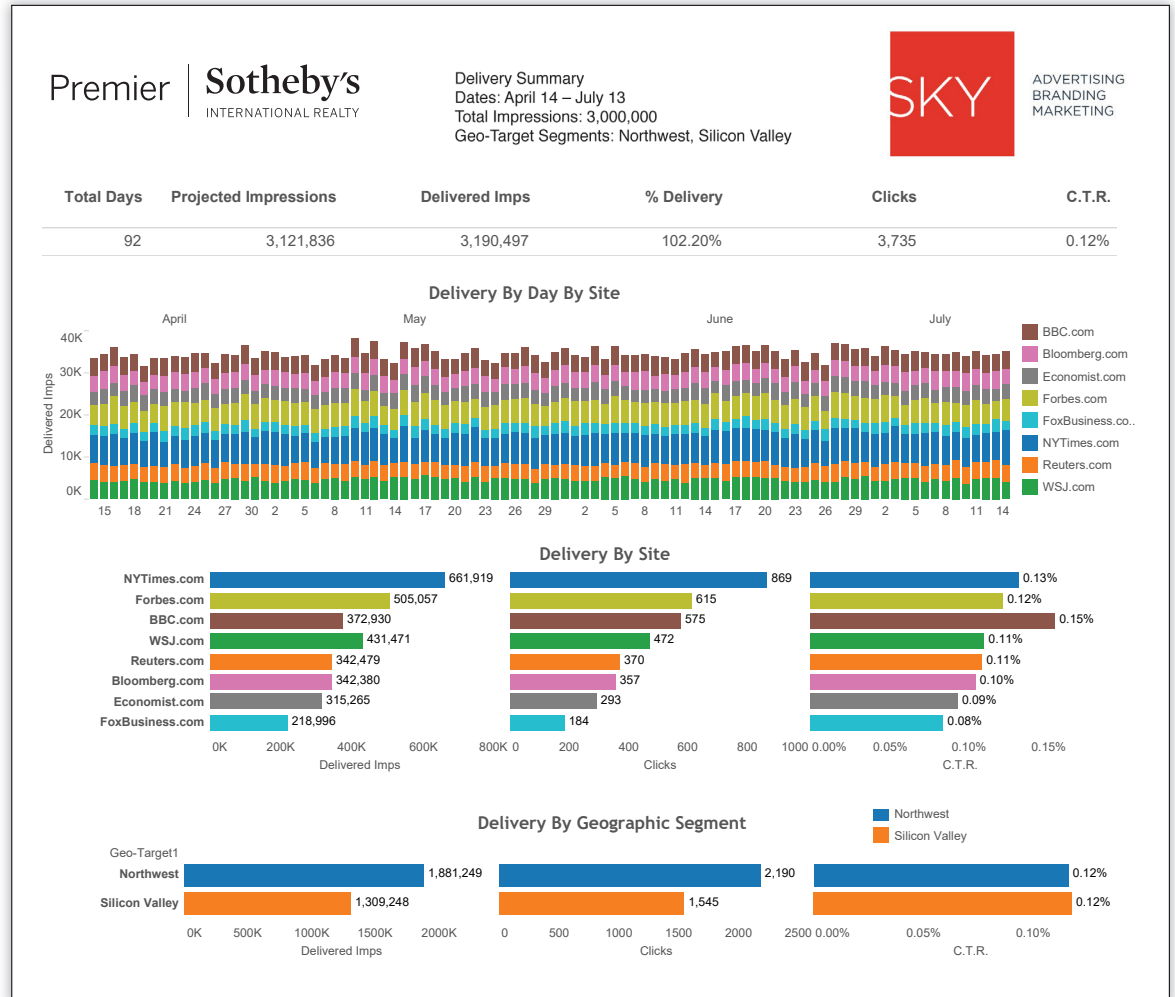


Comprehensive Reporting For Your Customized Campaign

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 the Northeast, Texas and California, Tri-Cities, Asheville, and Charlotte.

The program, with a projected start date of January 1st, 2024 and will run for three months delivering an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Asheville, and Charlotte on top local news websites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the Northeast, Texas and California, Asheville, and Charlotte on top global business and finance websites.
- A behavioral segment that will allow us to show banners to Golf Enthusiasts living in Northeast, Texas and California, Asheville, and Charlotte.
- An In-Market segment that will allow us to show banners to adults actively searching for Residential real estate and living in the Tri-Cities DMA.

SITE SPECIFIC

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

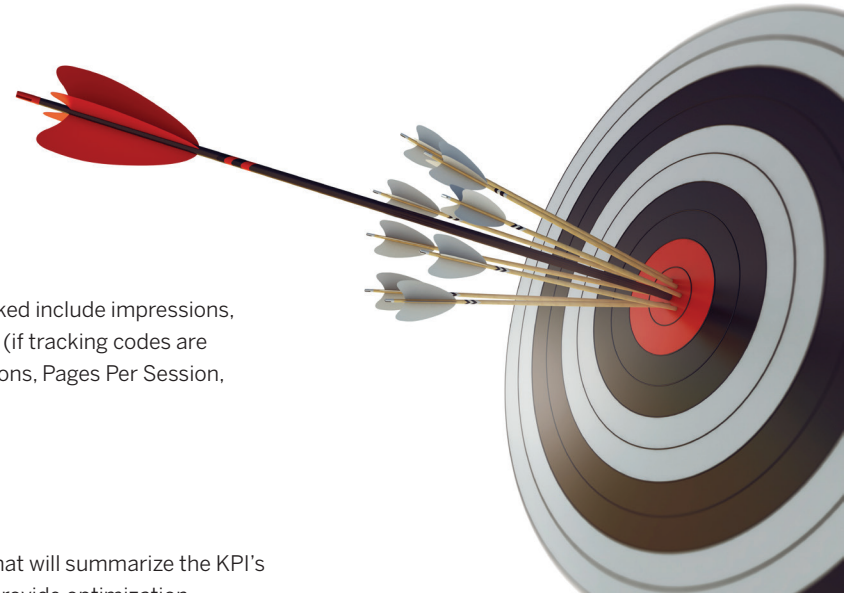
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

Premier SIR - 16196 Old Jonesboro Road															
Media	Geo-Target	January					February				March			Impressions	
		1	8	15	22	29	5	12	19	26	4	11	18		25
CharlotteObserver.com	Asheville, and Charlotte														125,000
Citizen-times.com															
Forbes.com	Northeast, Texas and California, Asheville, and Charlotte														325,000
WSJ.com															
Reuters.com															
FinancialPost.com															
FoxBusiness.com															
Barrons.com															
Investors.com															
Behavioral -Golf Enthusiasts	Northeast, Texas and California, Asheville, and Charlotte														125,000
In-Market - Residential Real Estate	Tri-Cities DMA														175,000
Total Impressions													750,000		

Comprehensive Digital

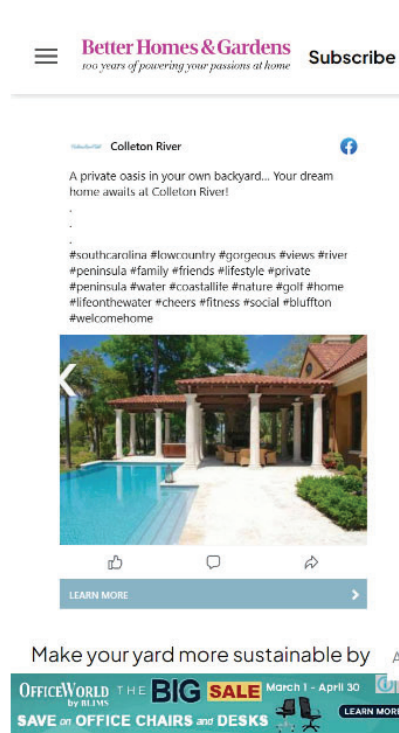
SOCIAL MIRROR ADS

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.

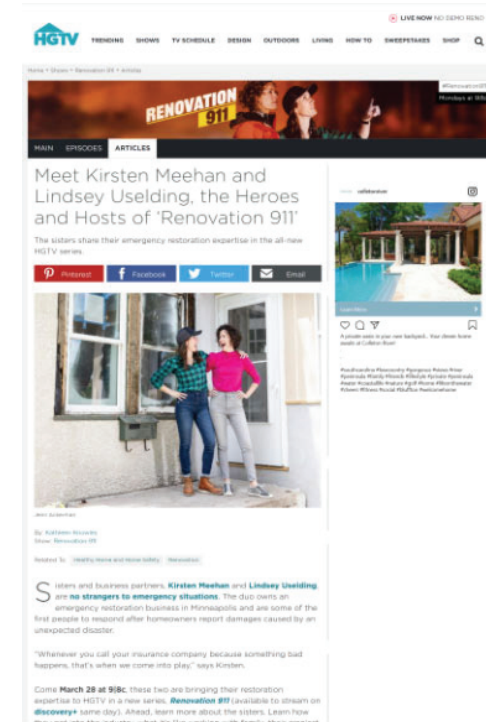
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



PRICE: STARTING AT \$1,500 PER MONTH

Comprehensive Digital

Client: Sotheby's Premier -Feeder Markets

Digital Campaign Planner

Date Created: 10/30/2023



ENDURING
ELEVATING
EVOLVING

GEOGRAPHIC TARGET:

Cities Provided

Campaign Duration: 1/1/2024 - 4/1/2024	Jan-24	Feb-24	Mar-24	Total
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth HNWI / Affluent				
Individual AND Home Value Estimate \$1,000,000-\$1,999,999;				
Home Value Estimate \$2,000,000 - \$2,999,999; Home Value				
Estimate \$3,000,000-\$4,999,999; Home Estimate \$5,000,000-				
\$9,999,999; Golf; Equestrian				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	100,000	100,000	100,000	300,000
TOTAL CAMPAIGN INVESTMENT:	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	174,821
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	57.20%

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

DIGITAL

Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.




AUDIENCE

- Select High Income Zip Codes
- Net Worth > \$13 Million
- Household Income > \$500K
- 20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295

Sotheby's
INTERNATIONAL REALTY




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



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

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

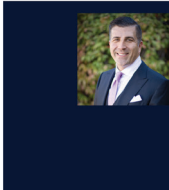
[View Property](#)



Tuscan Vineyard Oasis in Mission Hills
44909 Vista Del Sol, Fremont, CA
\$7,998,000

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

[View Property](#)



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Fremont, CA 94539
(415) 895-9442
jsabath@gmail.com

[View Website](#)

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

Google AdWords



Target consumers who are “inmarket”, active in the Real Estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing/site.

CAMPAIGN SETUP & OPTIMIZATION

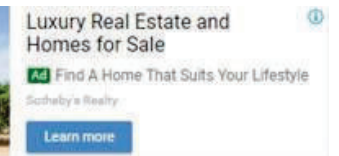
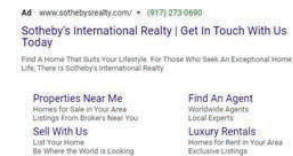
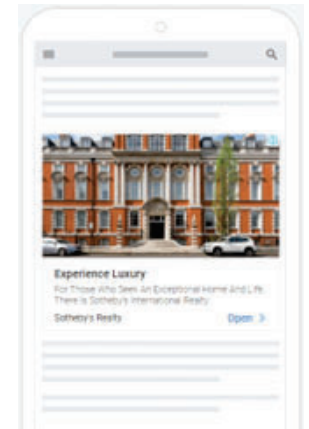
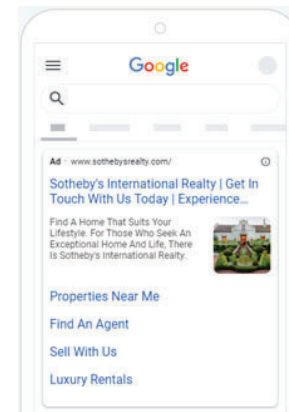
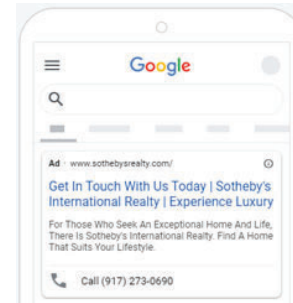
Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Budget Pacing
- Optimize geotargeting, audience targeting, and ad schedule

Estimated Monthly Searches: 12,800.

GEO-TARGETING:

- Charlotte
- Ashville
- Bristol
- Johnson City
- Kingsport
- Abington



AUDIENCES /DEMOGRAPHICS:

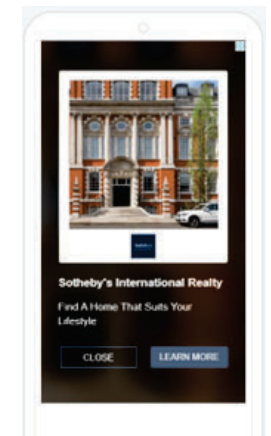
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Retargeting
- Site Visitors
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/ LONG HEADLINES:

- Blend Modern Luxury and Old-World Elegance with this 5-Bedroom 9-Bathroom Bristol Estate. Your Dream Home is a Click Away.
- Discover Your Dream Home on this Stunning 69-Acre Bristol Estate, Just Minutes from Historic Abingdon.
- Own a Piece of Virginia Luxury with this \$7.5M Sprawling Estate Located

SHORT HEADLINES:

- Bristol VA Luxury Estate
- Premier Sotheby's International Realty
- Loretta Marie Trayer
- Contact Us Today



MONTHLY MANAGEMENT:

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

PROGRAM COST STARTING FROM \$750/MONTH
+ \$750 ONE TIME CAMPAIGN SETUP CHARGE

DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 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

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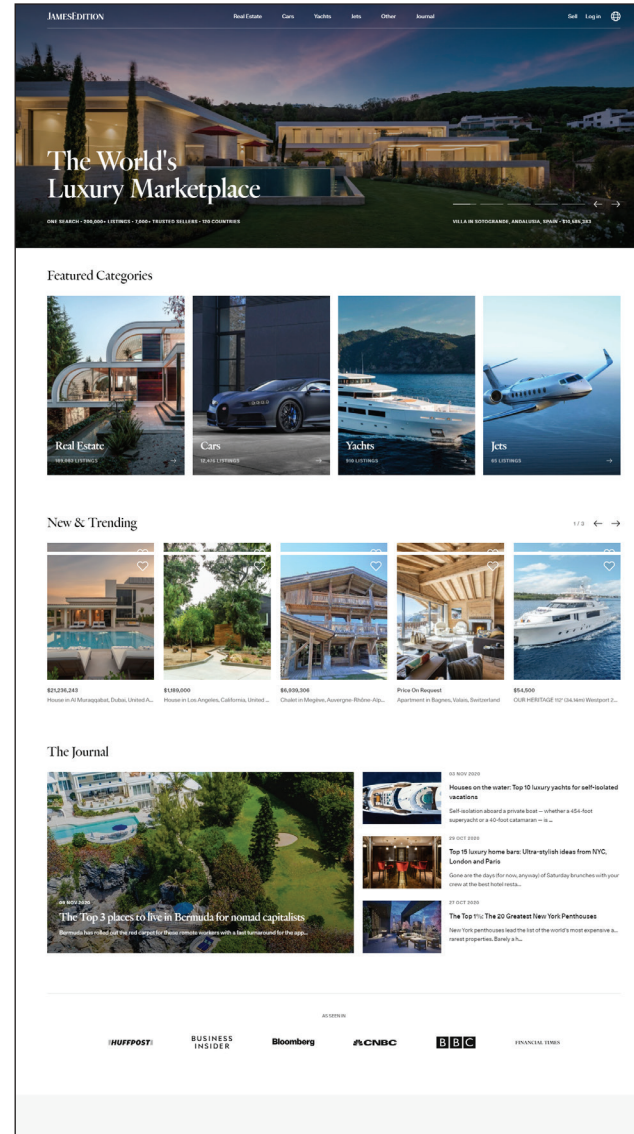
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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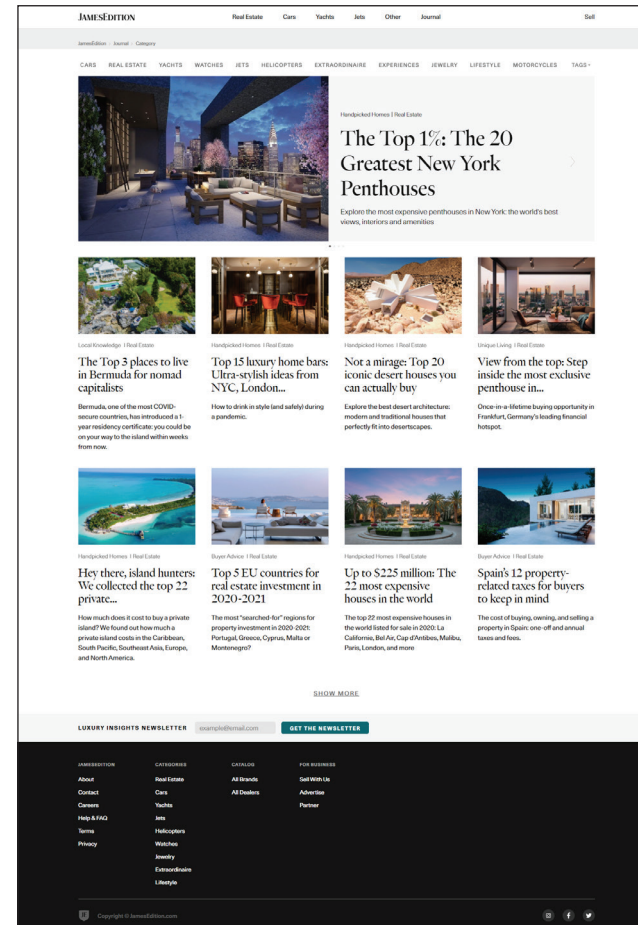
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

NEWSLETTER TOP & ARTICLE: \$5,500

NEWSLETTER TRENDING & ARTICLE: \$3,300



jamesedition.com

SOCIAL MEDIA POST

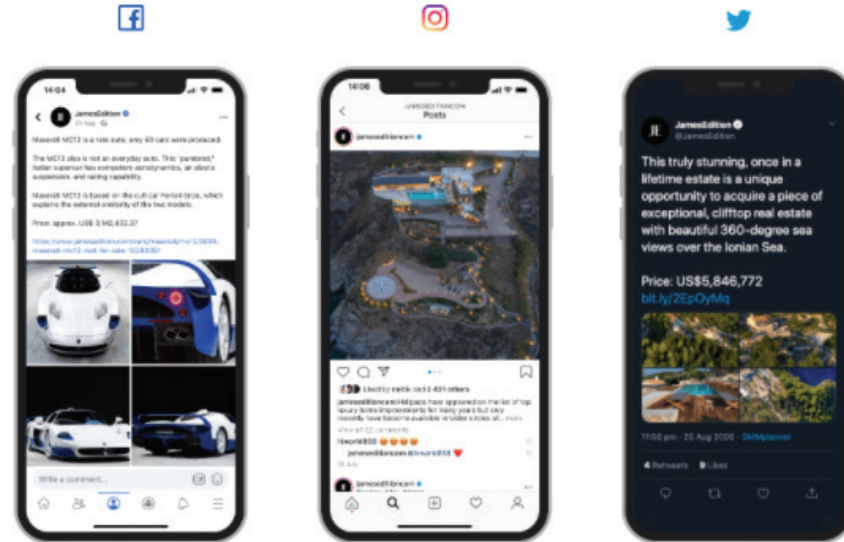
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

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



PHOTO

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

PHOTO: \$500

PHOTO PLUS

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

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

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

VIDEO: \$1,800

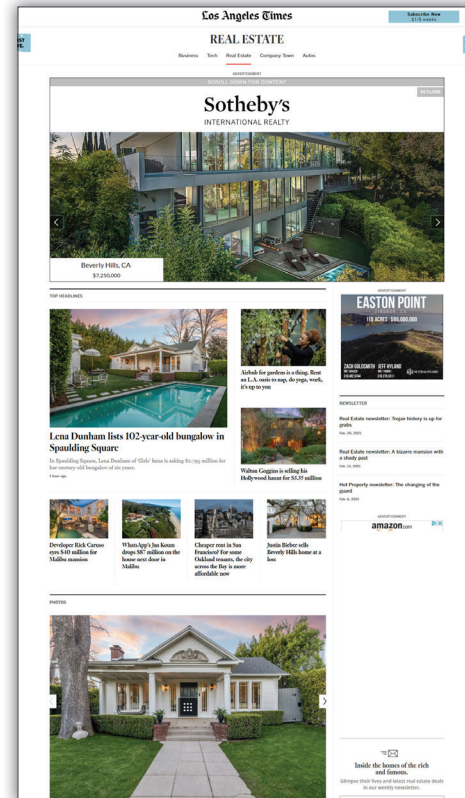
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325 MONTH

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



RobbReport.Com

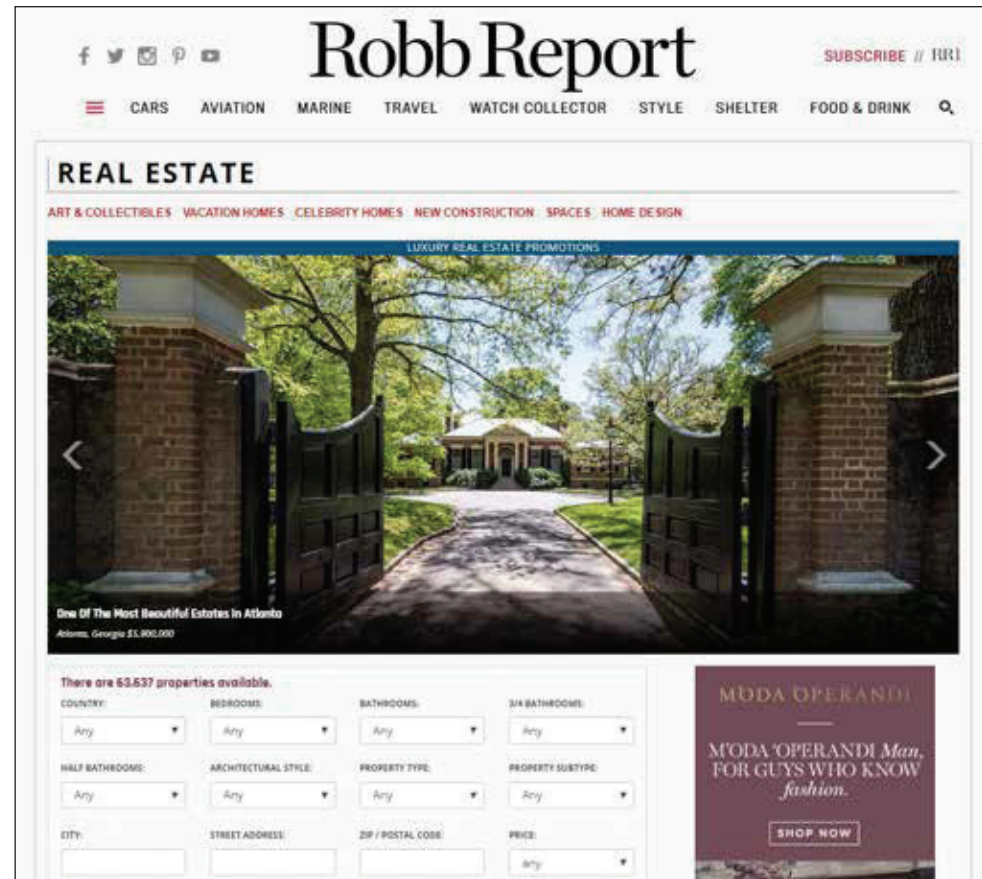
REAL ESTATE MEDIA BAR

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: \$1,250



The Wall Street Journal Online (WSJ.Com)

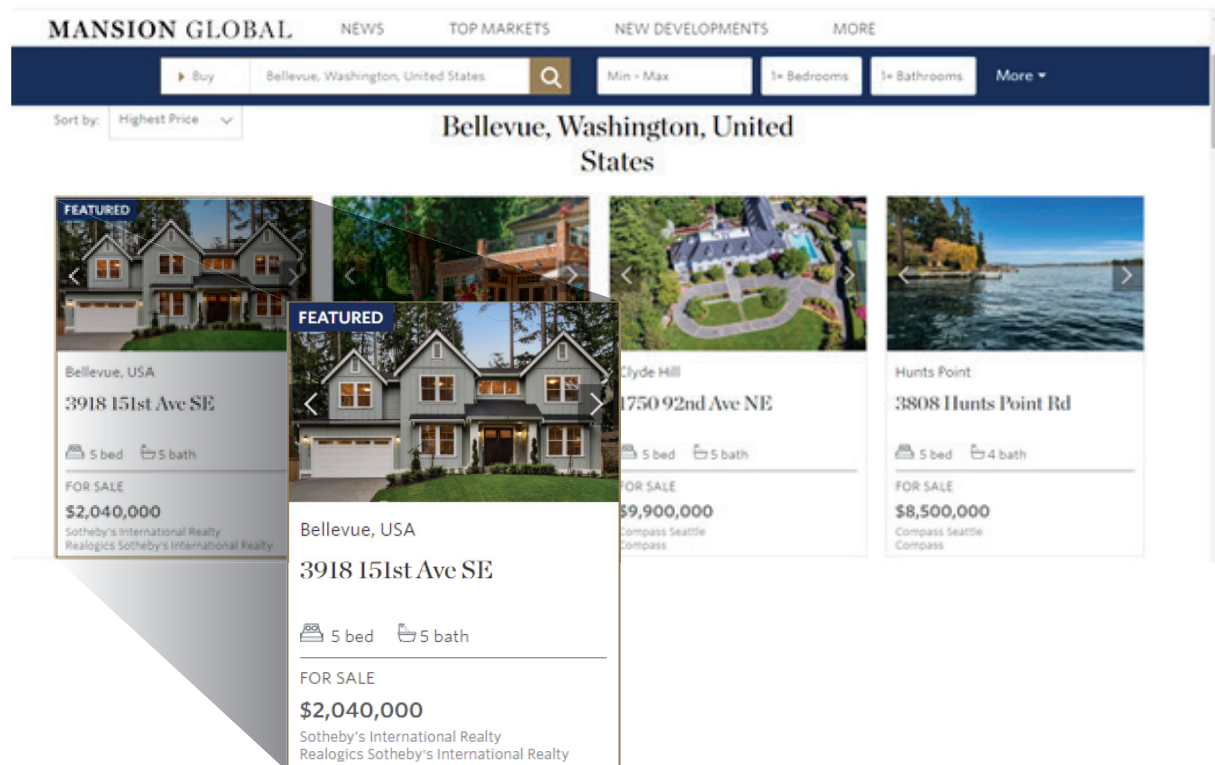
FEATURED PROPERTY UPGRADES

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

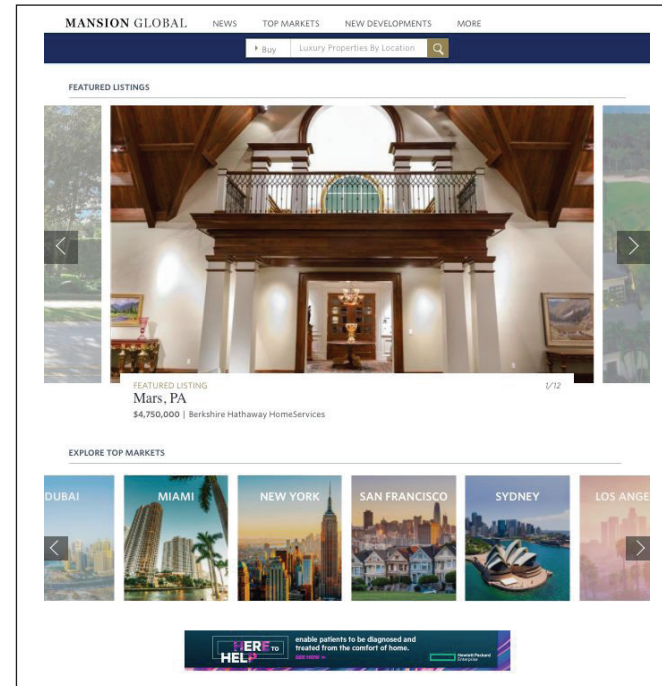


The Wall Street Journal Online (WSJ.Com)

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.

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What's News

Business 2 Financier

The Fed expanded an emergency half percent rate cut and cut its policy rate to 0% after central bank takes biggest emergency action since '08 crisis

By Ben El-Mechaieq

Reserve slashed an emergency half-percent rate cut and cut its policy rate to 0% after central bank takes biggest emergency action since '08 crisis

The Fed's Knowledge

Reserve slashed an emergency half-percent rate cut and cut its policy rate to 0% after central bank takes biggest emergency action since '08 crisis

Target, Kohl's and other retailers made new face-to-face transactions from the coronavirus outbreak. **B1**

Madison Ave CEO makes a move to get the job done by getting the Fed to get the job done. **B1**

Bankers raised Fed's monetary policy to its sole chief, ending an unusual federal management structure. **B1**

Therapy plans to spend to pay about \$1.1 billion to acquire technology company. **B1**

The Supreme Court took a vote on how to proceed with the return money paid through implementation schemes. **B1**

An outage that hit people's ability to use their bank accounts led to a major outage in the Midwest. **B1**

Major paid a record price for a new power plant. **B1**

U.S. and a record price for a new power plant. **B1**

U.S. and a record price for a new power plant. **B1**

Fed Cuts Rates Amid Virus Fears

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

By Ben El-Mechaieq

Reserve slashed an emergency half-percent rate cut and cut its policy rate to 0% after central bank takes biggest emergency action since '08 crisis

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Tennessee Twisters Kill at Least 25

At least 25 people were killed and dozens injured during a severe weather outbreak in Tennessee.

By Anne-Cecile Proulx

Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They struck homes and businesses and left hundreds of people without power.

Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

By David E. Bonior

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

Shaky Ground

The market's recent moves have left investors in a state of uncertainty.

By Matt Bernard

The market's recent moves have left investors in a state of uncertainty.

World-Wide

Global markets saw mixed performance as investors reacted to the Fed's move.

By [Author]

Global markets saw mixed performance as investors reacted to the Fed's move.

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Nothing compares to what's next.

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Web's Far Right Can Hear Itself As Trump Talks

Edge in Polls Might Not Tip House Seats

Chearing the Spread of Once-Fringe Views

Outcasts Hinges on a Handful of Trump

It's Not Heaven, It's Brooklyn.

The 20,000 racers in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. **Page F-22.**

Spending Millions in a Bid to Avoid Sanctions

By BENJAMIN SVETKEY

The U.S. is looking for ways to pressure Russia and other countries to stop supporting terrorism. **Page F-10.**

Partisan Routs Of New Query On The Census

By MICHAEL WIND

WASHINGTON — When it comes to the census, the White House and Democrats are at odds. **Page F-10.**

Called to Serve, Utah Mayor Always Answered

By JEFF TREMPER

INDEPENDENCE, Utah — The 100th anniversary of the Utah National Guard is being celebrated in the state capital. **Page F-10.**









































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

By RICHARD HENNET

ATLANTA — The words, from the Russian president, were not surprising. **Page F-10.**

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72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.632.2710
c. 516.661.5400

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

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

DANIELE GALE / AGENT / **OBIRA RUSSELL**

Central Gate Sotheby's INTERNATIONAL REALTY

Sandbanks Exuma, The Bahamas

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

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

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

SIREXAHAMAS.COM/ID/V29V.67

Bahamas | Sotheby's INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.534.3557
eric@ericrealestate.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.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's INTERNATIONAL REALTY

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**

\$730 PROPERTY SPOT, COLOR

Global

EXUMA, THE BAHAMAS



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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Save for the Wild
Wild knowledge is the best defense for your home.

Sign of the Times
South Korea's real estate market is on the rise.

Study in style
Homeowners in the UK are looking for ways to improve their homes.

The home of prime property: propertylistings.com

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Food and drink festive special

Tips from top global chefs

Lunch with the FT
FT chief Bernie Ecclestone: "I break the rules"

Schulz reversal raises Merkel's survival hopes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kazan's Problem

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

EXUMA, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	BRADSHIRE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 USD sirbahamas.com/id/46932 FRANK AZAMI frank.azami@sirbahamas.com +1 480.388.0280	SCOTTSDALE, ARIZONA 9779 East Bismarck Drive \$1,000,000 USD sirbahamas.com/id/46933 FRANK AZAMI frank.azami@sirbahamas.com +1 480.388.0280	SCOTTSDALE, ARIZONA 12801 North Church Road \$1,000,000 USD sirbahamas.com/id/46934 FRANK AZAMI frank.azami@sirbahamas.com +1 480.388.0280	ATHLETON, CALIFORNIA 451 Cypress Road \$1,000,000 USD sirbahamas.com/id/46935 MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2828
PALO ALTO, CALIFORNIA 1527H Aveley.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2828	PESQUIM, CALIFORNIA 3913 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2828	ROSE, CALIFORNIA 2715 Poplar.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2828	SAN DIEGO, CALIFORNIA 2716 N Ocean Street \$4,000,000 Pacific Sotheby's International Realty REN KOCY ren.kocy@sirbahamas.com +1 760.512.5128	SAN FRANCISCO, CALIFORNIA North Hill Lane.com \$4,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.771.8888
BIRMINGHAM, CONNECTICUT 1000 Park Drive.com \$4,000,000 Matt Bernard matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 Krisz Blak krisz.blak@sirbahamas.com +1 203.373.2883	ATLANTA, GEORGIA 1100 Peachtree Dunwoody Drive \$4,000,000 Russell Post Molly Taylor russell.post@sirbahamas.com +1 404.522.7700	ATLANTA, GEORGIA 1100 Peachtree Dunwoody Drive \$4,000,000 Susan Bryan Karly Thiele susan.bryan@sirbahamas.com +1 770.712.1888	MIAMI BEACH, FLORIDA 1000 Park Drive.com \$4,000,000 Cory D'Espe Mazie Regan cory.despe@sirbahamas.com +1 770.712.1888
ALFORD, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Marta Piper marta.piper@sirbahamas.com +1 413.627.4999	BOSTON, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Luis Alan Jeff Suman luis.alan@sirbahamas.com +1 413.627.4999	LENOX, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 George Cain george.cain@sirbahamas.com +1 978.961.8888	ROSELLE TOWNSHIP, NEW JERSEY 1000 Park Drive.com \$4,000,000 Jordan Henderson jordan.henderson@sirbahamas.com +1 409.941.2020	PRINCETON, NEW JERSEY 1000 Park Drive.com \$4,000,000 Jordan Henderson jordan.henderson@sirbahamas.com +1 409.941.2020
NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 East Side Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.693.8888	NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 East Side Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.693.8888	NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Downtown Manhattan Brokerage MARIE F. ALAN-BLUM MIKAI FIELD marie.alan-blum@sirbahamas.com +1 212.693.8888	NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Downtown Manhattan Brokerage MARIE F. ALAN-BLUM MIKAI FIELD marie.alan-blum@sirbahamas.com +1 212.693.8888	SCOTTSDALE, NEW YORK 1000 Park Drive.com \$4,000,000 Scottsdale Manhattan Brokerage MARIE F. ALAN-BLUM MIKAI FIELD marie.alan-blum@sirbahamas.com +1 212.693.8888
UNWILLO, NORTH CAROLINA 1000 Park Drive.com \$4,000,000 1007 Farming Chalk Drive \$4,000,000 MARILYN WISLEY marilyn.wisley@sirbahamas.com +1 813.791.2888	PROVIDENCE, RHODE ISLAND 1000 Park Drive.com \$4,000,000 101 Congdon Street \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 401.274.4000	CHARLESTON, SOUTH CAROLINA 1000 Park Drive.com \$4,000,000 706 S. 11th Street \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	STATE OF PAINE, SOUTH CAROLINA 1000 Park Drive.com \$4,000,000 11000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	AUSTIN, TEXAS 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888
AUSTIN, TEXAS 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	HOUSTON, TEXAS 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	WIMBERLEY, TEXAS 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	KANAS, UTAH 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	KANAS, UTAH 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888
PHOENIX, ARIZONA 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	PHOENIX, ARIZONA 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	PHOENIX, ARIZONA 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	PHOENIX, ARIZONA 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888	PHOENIX, ARIZONA 1000 Park Drive.com \$4,000,000 1000 Park Drive.com \$4,000,000 THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sirbahamas.com +1 843.452.8888

SOtheby'sREALTY.COM

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**

FULL PAGE: \$610

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

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



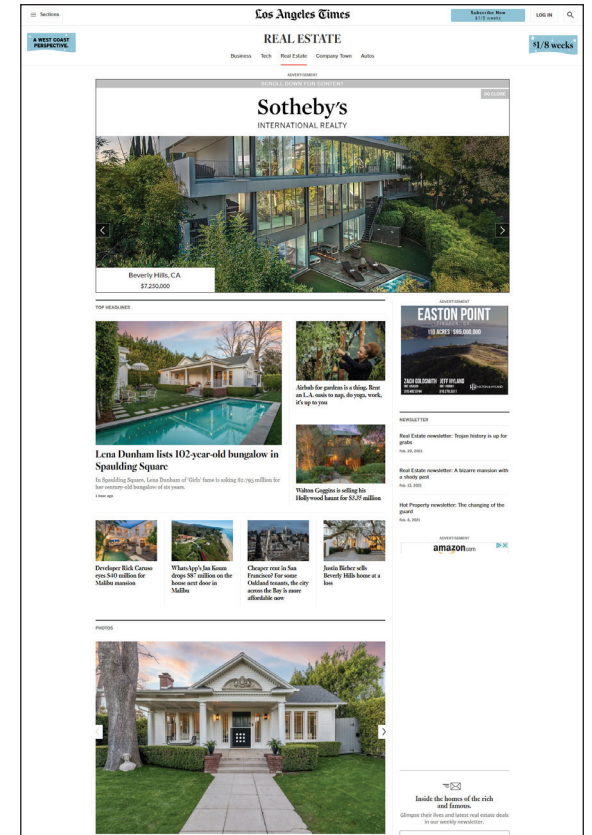
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$390/SPOT

Full color with 30 day Lighthouse Placement



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	January	February	March	Media Total	Reach
Media						
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	New York, Connecticut, California, Texas, North C	\$ 2,500.00			\$ 2,500.00	25,000
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - California, Northeast, Texas, North Carolina					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,850.00	\$ 1,100.00	\$ 1,100.00	\$ 4,050.00	38,400
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00	40,000
Nob Hill Gazette						
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
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00			\$ 1,600.00	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
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus	\$ 325.00	425,000
Robbreport.com						
Robbreport.com	Real Estate media bar	\$ 1,250.00			\$ 1,250.00	6,000
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
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 Takeover	Full page w/ Digital promotion		\$ 750.00		\$ 750.00	168,000
Financial Times						
Financial Times	Property Spot		\$ 730.00	\$ 730.00	\$ 1,460.00	420,914
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 390.00	\$ 390.00	220,780
The Los Angeles Times	Takeover		\$ 610.00		\$ 610.00	220,780
TOTAL					\$ 36,050.00	6,160,333

*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		January	February	March	Media Total	Reach
Media	Ad Description					
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	New York, Connecticut, California, Texas, North Carolina	\$ 2,500.00			\$ 2,500.00	25,000
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - California, Northeast, Texas, North Carolina					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,850.00	\$ 1,100.00	\$ 1,100.00	\$ 4,050.00	38,400
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00	40,000
Nob Hill Gazette						
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
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	148,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus	\$ 325.00	425,000
Robbreport.com						
Robbreport.com	Real Estate media bar	\$ 1,250.00			\$ 1,250.00	6,000
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 Takeover	Full page w/ Digital promotion	\$ 750.00			\$ 750.00	168,000
Financial Times						
Financial Times	Property Spot		\$ 730.00		\$ 730.00	210,457
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 390.00	\$ 390.00	220,780
The Los Angeles Times	Takeover	\$ 610.00			\$ 610.00	220,780
TOTAL					\$ 27,870.00	5,391,876

*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	Media Total	Reach
Media						
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	New York, Connecticut, California, Texas, North Carolina	\$ 2,500.00			\$ 2,500.00	25,000
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - California, Northeast, Texas, North Carolina					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,500.00	\$ 750.00	\$ 750.00	\$ 3,000.00	38,400
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00		\$ 500.00	\$ 1,000.00	13,000
JamesEdition						
e-Newsletter	e-Newsletter			\$ 1,500.00	\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 500.00		\$ 500.00	148,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus	\$ 325.00	425,000
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 Takeover	Full page w/ Digital promotion	\$ 750.00			\$ 750.00	168,000
Financial Times						
Financial Times	Property Spot		\$ 730.00		\$ 730.00	210,457
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 390.00	\$ 390.00	220,780
The Los Angeles Times	Takeover	\$ 610.00			\$ 610.00	220,780
TOTAL					\$ 21,175.00	4,589,376

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