



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

67 Trent Jones Way Advertising and Marketing Program

LIV | 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 67 Trent Jones Way

SKY Advertising is excited to present to LIV Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 67 Trent Jones Way.

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

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

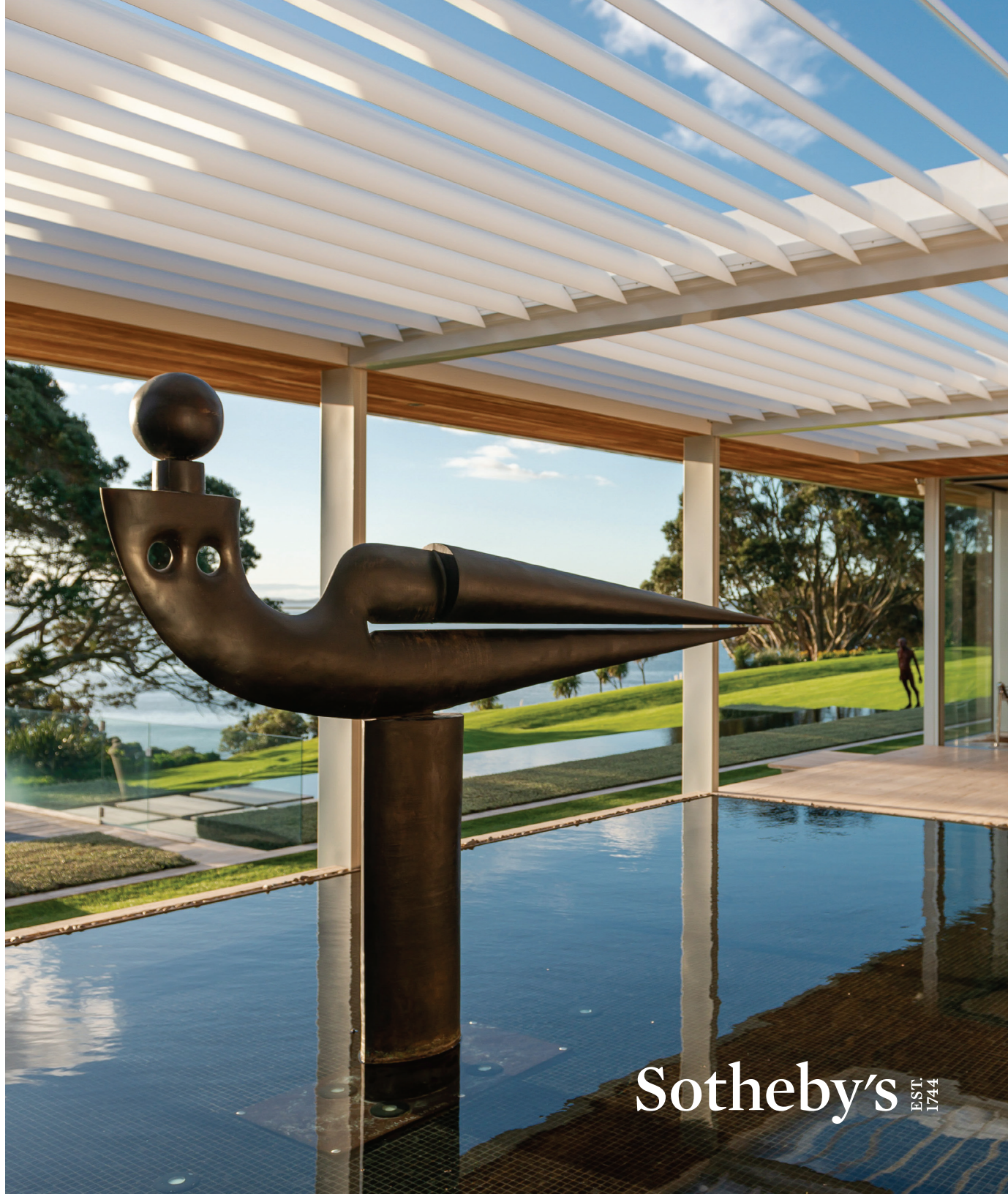
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Sotheby's
Auction House
Offerings



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

Texas, Colorado.

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: **67 Trent Jones Way**
- Flight Dates: **December 2023 - February 2024**
- Impressions: **1,500,000**
- 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.

**Bloomberg
Markets**

BARRON'S

INVESTOR'S BUSINESS DAILY®

THE WALL STREET JOURNAL.



Forbes

FOX BUSINESS



FORTUNE



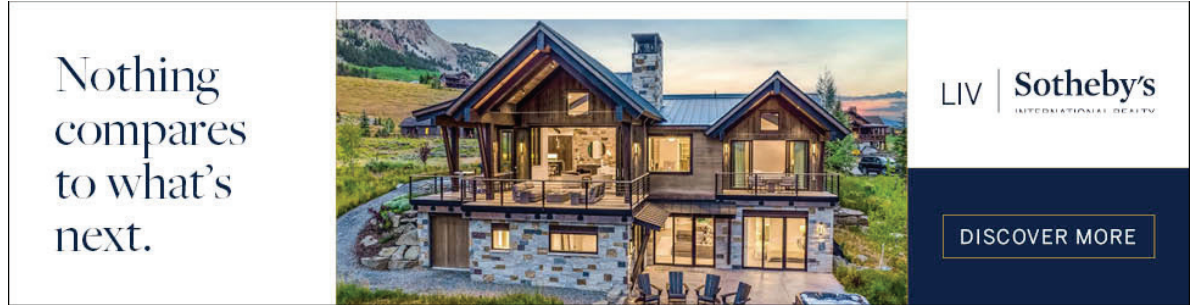
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

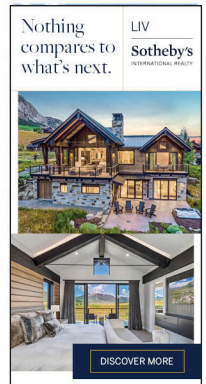
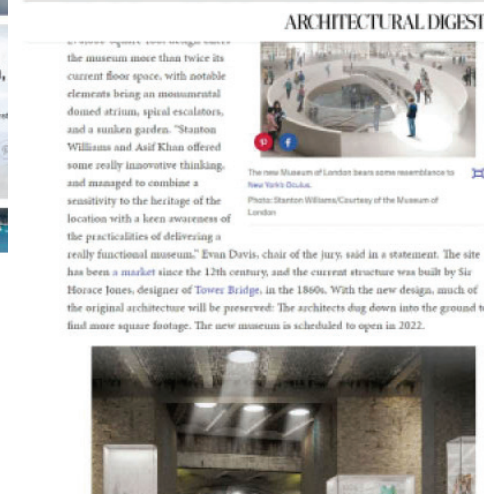
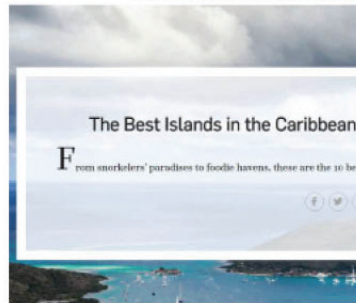
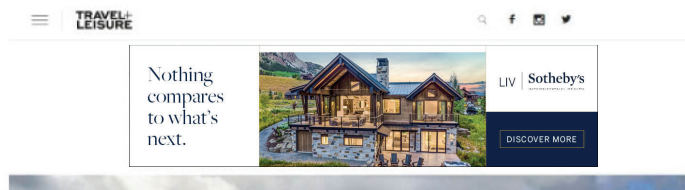
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

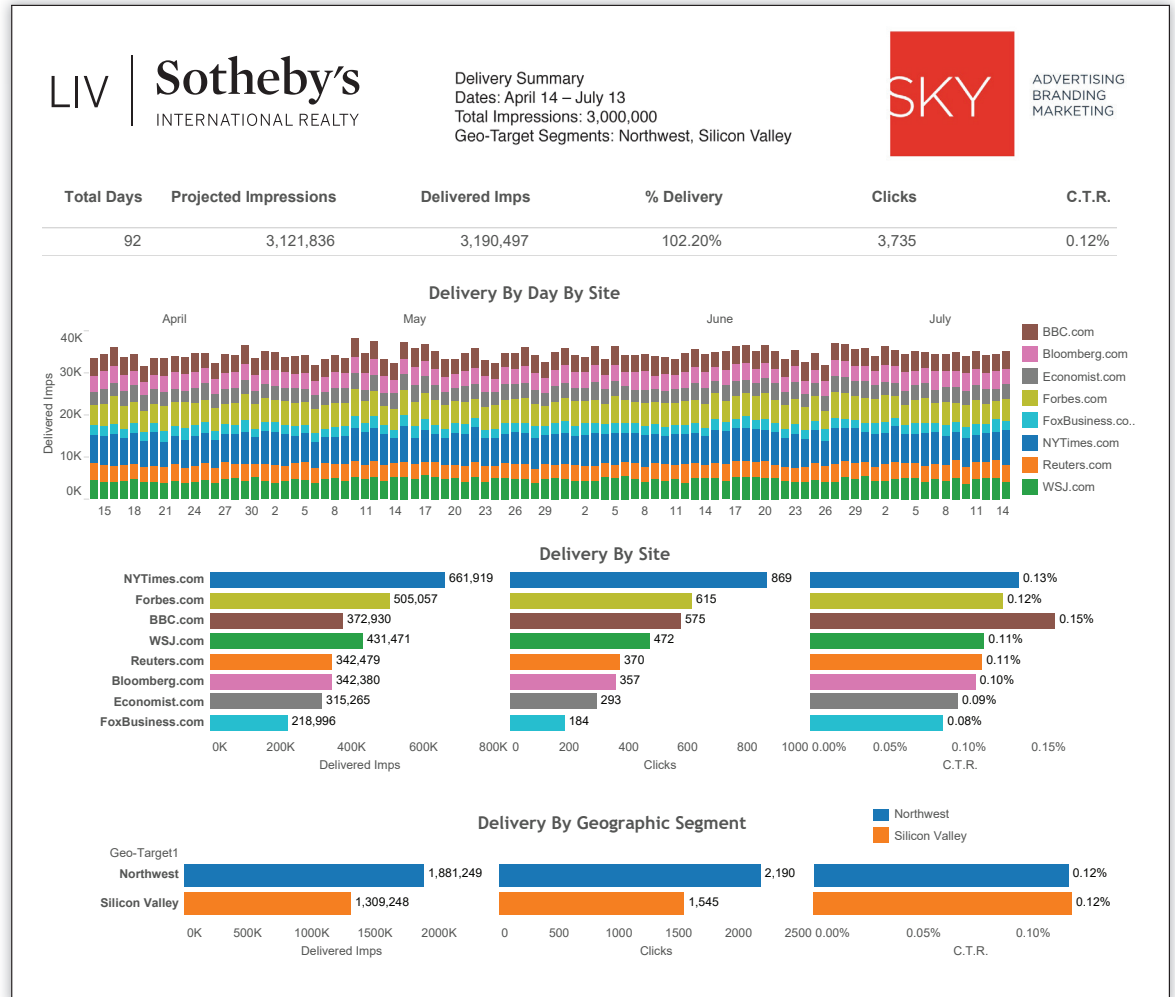


Comprehensive Reporting For Your Customized Campaign

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 Texas Metro Areas - Dallas, Houston, and the Grand Junction-Montrose DMA.

The program, with a projected start date of December 1st and will run for three months delivering 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 the Texas Metro Areas - Dallas, Houston on top global business and finance websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Rocky Mountain area real estate and living in the Texas Metro Areas - Dallas, Houston.
- An in-market segment that will allow us to show banners to adults actively searching for new build residential real estate and living in the Grand Junction-Montrose DMA.
- A behavioral segment that will allow us to show banners to Ski Enthusiasts living in in the Texas Metro Areas - Dallas, Houston.
- A behavioral segment that will allow us to show banners to Outdoor Enthusiasts living in in the Texas Metro Areas - Dallas, Houston.

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.

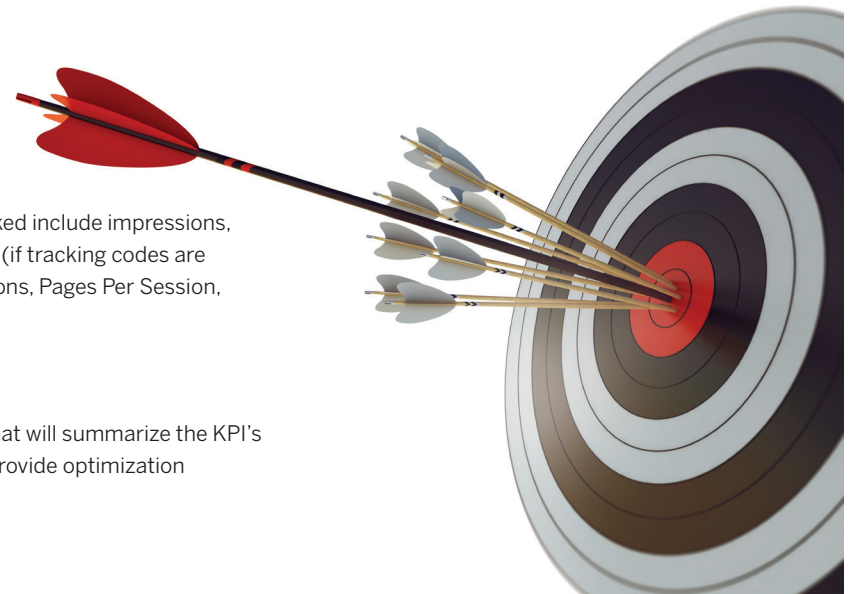
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

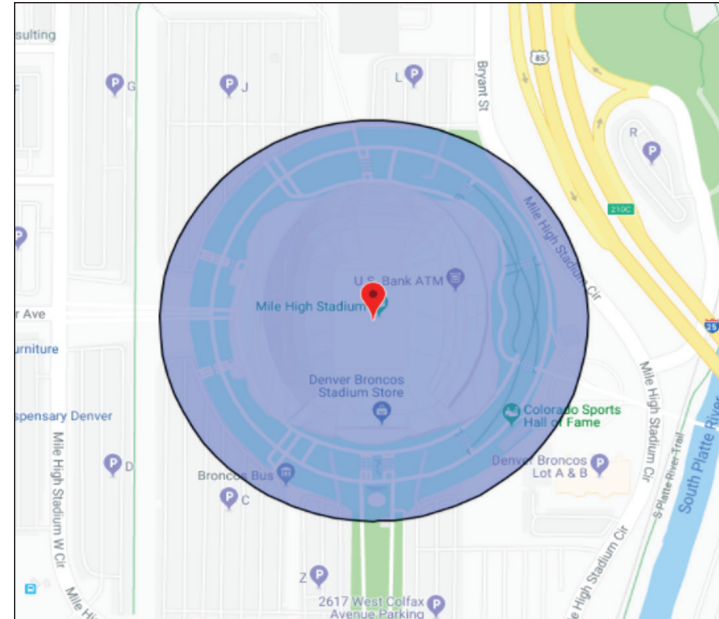
LIV SIR 67 Trent Jones Way

Media	Geo-Target	December				January				February				Impressions
		01	08	15	22	29	05	12	19	26	02	09	16	
WSJ.com	Texas Metro Areas - Dallas, Houston													475,000
Bloomberg.com														
Barrons.com														
Investors.com														
CNBC.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
Behavioral - Outdoor Enthusiasts	Texas Metro Areas - Dallas, Houston													275,000
Behavioral - Ski Enthusiasts	Texas Metro Areas - Dallas, Houston													275,000
Custom Intent - Rocky Mountain Area Real Estate	Texas Metro Areas - Dallas, Houston													250,000
In Market - New Build Residential Real Estate	Grand Junction/Montrose DMA													225,000
Total Digital														1,500,000

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- **PRICE: \$1,500/MONTH**

Comprehensive Digital

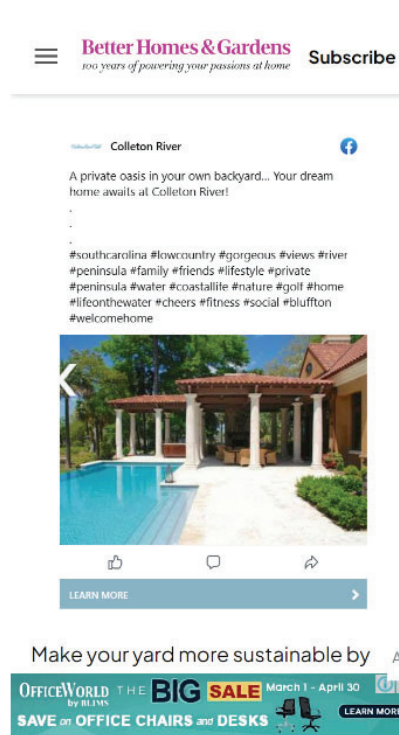
SOCIAL MIRROR ADS

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

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

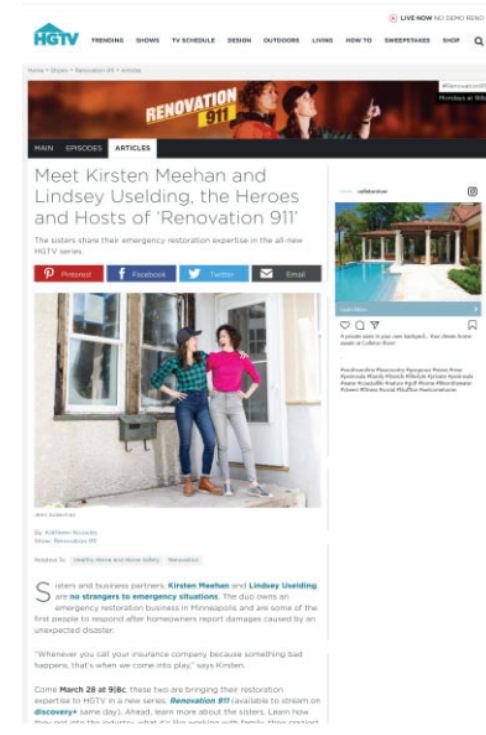
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

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



PRICE: STARTING AT \$1,500 PER MONTH

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
44528 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
44988 Vista Del Sol, Fremont, CA
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 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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[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

Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

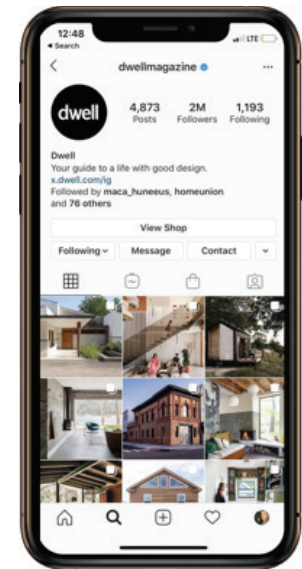
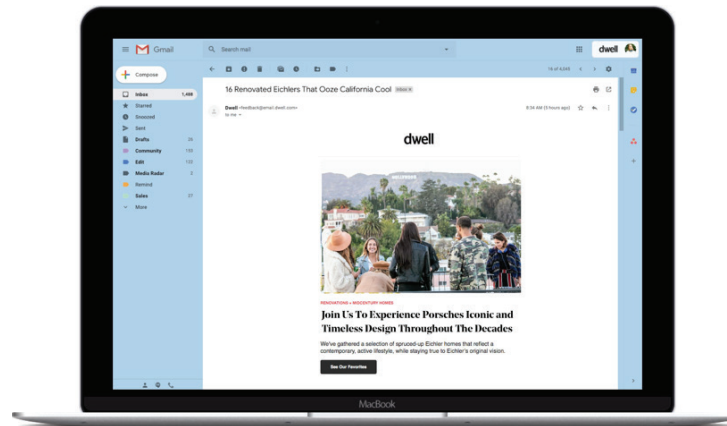
PACKAGE 1

CUSTOM REAL ESTATE ARTICLE.

This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.

PRICE: \$6,000



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 'About', 'USD', 'Sign in / Register', and 'Become a Seller'. Below is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. A large banner features a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below this is a featured 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 LISTINGS' button and a 'Featured Agent' section for Nick Swinburne.

This screenshot displays the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar is a grid of featured luxury properties, each with a thumbnail image and a brief description, such as '5 Bedrooms - Pent...', 'Elegant French Styl...', and 'Magnificent Seclu...'. A 'News about luxury real estate' section is also visible, with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The page includes a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

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

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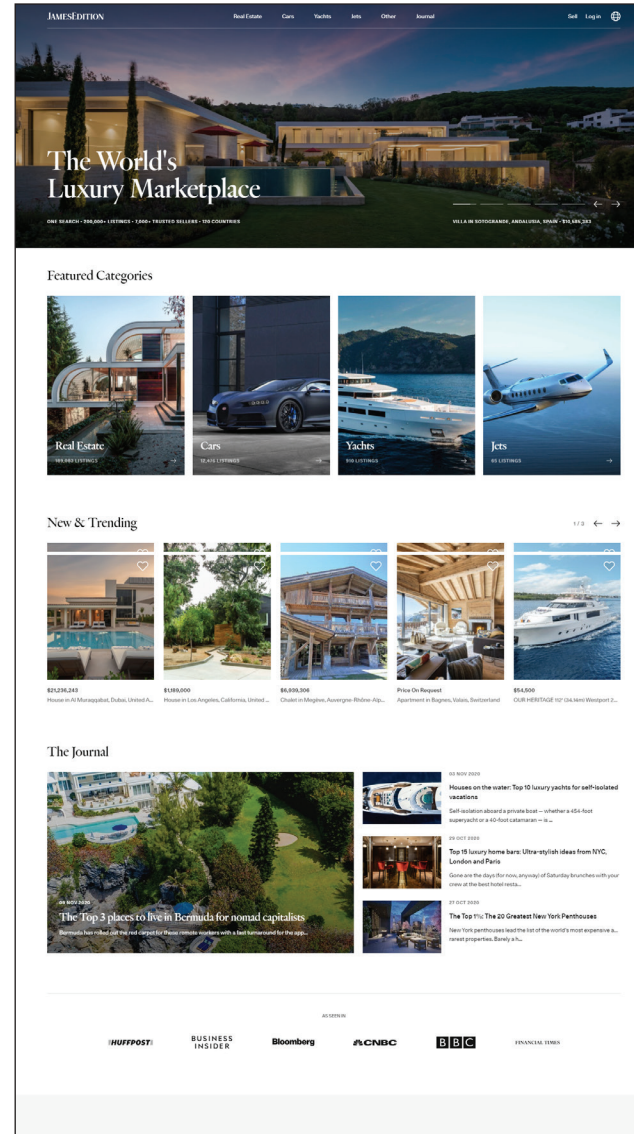
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

SOCIAL MEDIA POST

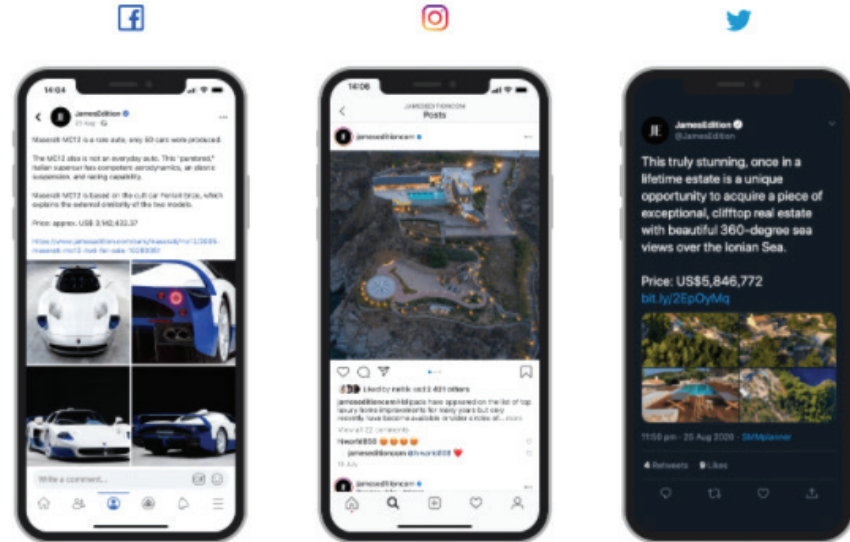
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

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

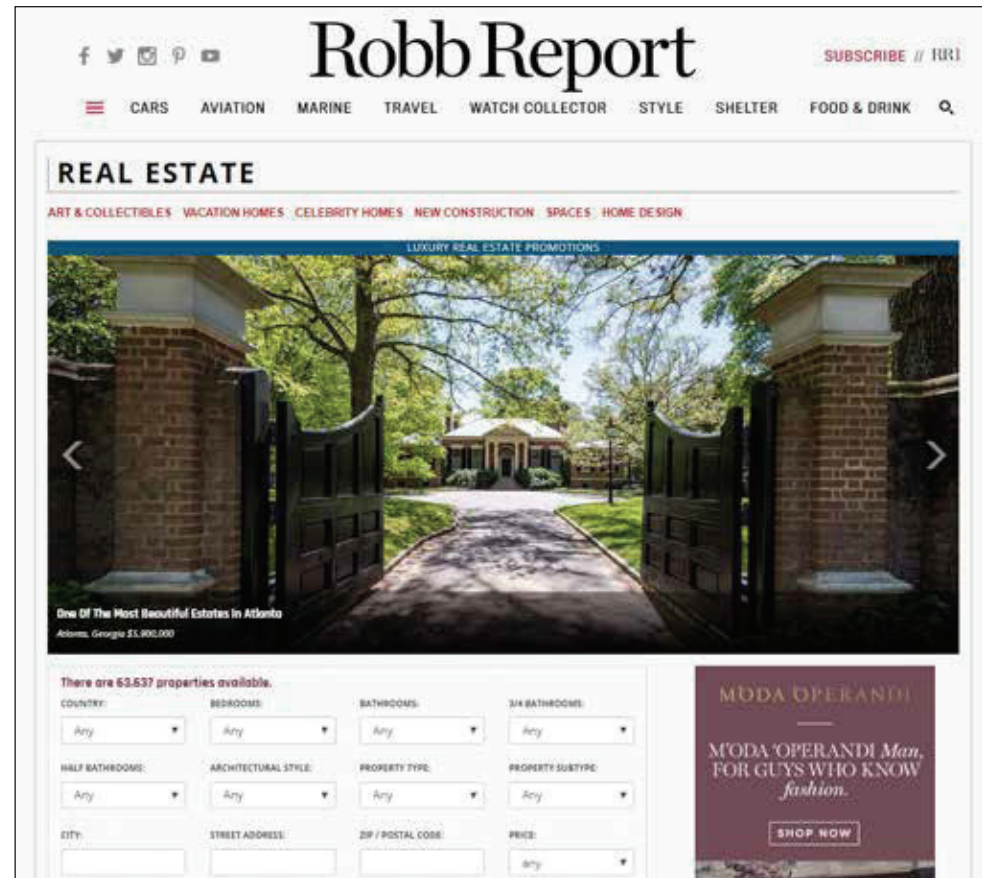
REAL ESTATE MEDIA BAR

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: \$1,250



The Wall Street Journal Online (WSJ.Com)

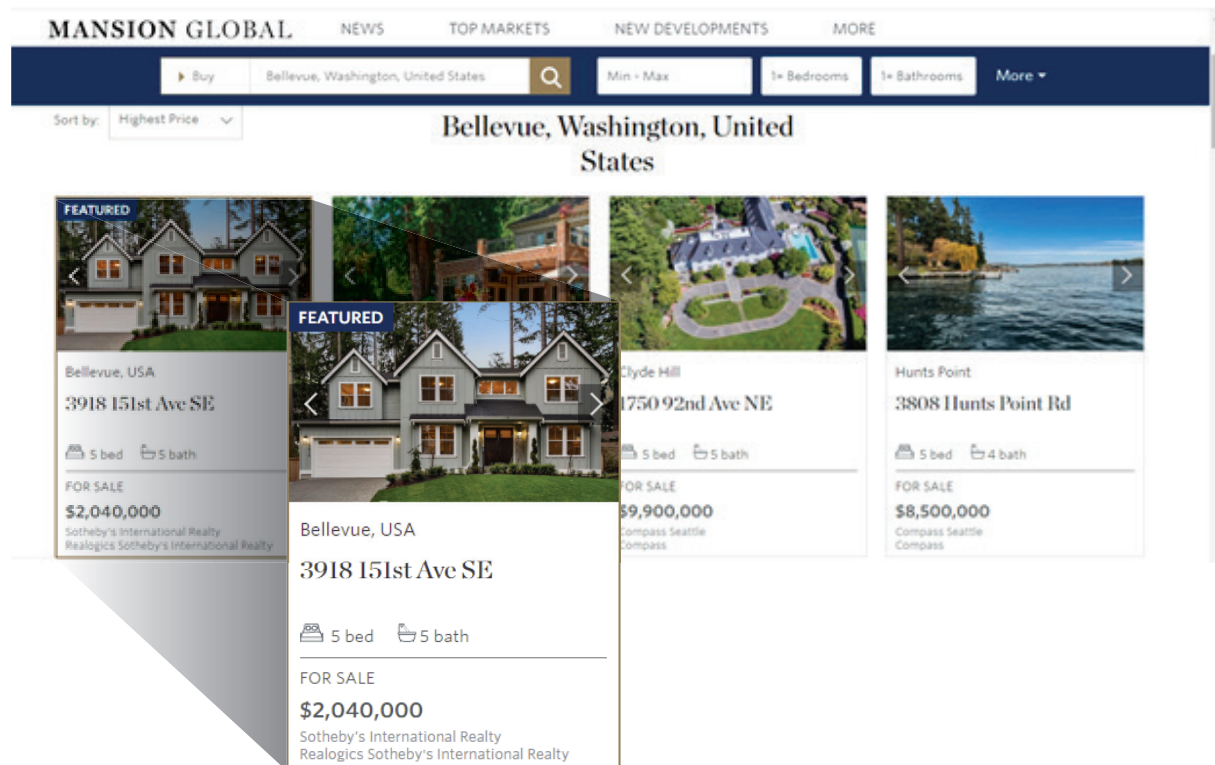
FEATURED PROPERTY UPGRADES

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)

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. 3860 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2280 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5660 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. 8518 McLean, 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	\$762,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	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 Following
 @ArchDigest
 We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by  iStock AllChances 

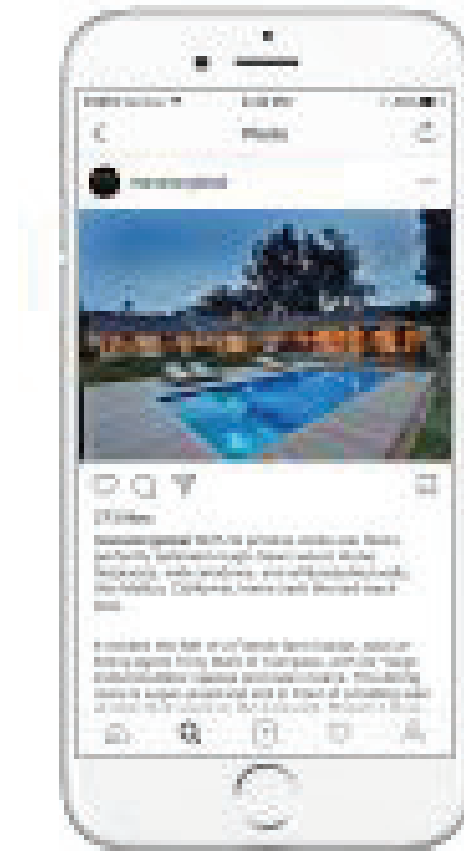
The Wall Street Journal Online (WSJ.Com)

@MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

PRICE: \$1,775



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PRICE: \$650 SINGLE SPOT, COLOR NATIONAL

Includes Bonus 30 Day Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



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

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

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

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

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

World-Wide
Biden received a string of Super Tuesday primary victories and Super Tuesday delegates in California as the race for the White House continues to intensify.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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PALM ALTO, CALIFORNIA 12770 waverly.com \$1,200,000 USD sirbahamas.com/id/46936 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874	POMONA, CALIFORNIA 3011 hammond.com \$1,200,000 USD sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874	ROSE, CALIFORNIA 2711 gowhill.com \$1,200,000 USD sirbahamas.com/id/46938 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874	SAN DIEGO, CALIFORNIA 2770 A Street Street \$1,200,000 USD sirbahamas.com/id/46939 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874	SAN FRANCISCO, CALIFORNIA 10411 18th Street \$1,200,000 USD sirbahamas.com/id/46940 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874
GREENSBORO, CONNECTICUT 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HARTFORD, CONNECTICUT 2111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46942 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	MILWAUKEE, WISCONSIN 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46943 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	MIAMI BEACH, FLORIDA 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46944 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	MIAMI BEACH, FLORIDA 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46945 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
ALPINE, MASSACHUSETTS 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46946 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	BOSTON, MASSACHUSETTS 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46947 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	LENOX, MASSACHUSETTS 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46948 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	SPRINGFIELD, MASSACHUSETTS 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46949 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	PRINCETON, NEW JERSEY 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46950 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050
NEW YORK, NEW YORK 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46951 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	NEW YORK, NEW YORK 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46952 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	NEW YORK, NEW YORK 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46953 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	NEW YORK, NEW YORK 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46954 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	SCOTTSDALE, NEW YORK 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46955 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050
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HOUSTON, TEXAS 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46961 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	HOUSTON, TEXAS 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46962 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	HOUSTON, TEXAS 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46963 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	AMARILLO, UTAH 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46964 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	KANSAS, UTAH 1111 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46965 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023-2024

Plan 1	Ad Description	December	January	February	Media Total	Reach
Media						
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	Texas, Colorado	\$ 2,500.00			\$ 2,500.00	25,000
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Million Impressions	Targeting - Dallas and Houston Metros					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	60,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00	40,000
Dwell.com						
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo		\$ 6,000.00		\$ 6,000.00	110,000
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00			\$ 1,600.00	750,000
e-Newsletter	e-Newsletter		\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature			\$ 1,000.00	\$ 1,000.00	148,000
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
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Property upgrades	Property upgrades	Bonus		Bonus	\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00	76,200
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages			\$ 1,100.00	\$ 1,100.00	
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
TOTAL						
					\$ 37,025.00	4,779,048

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

Proposed Schedule, Pricing & Reach 2023-2024

Plan 2 Media	Ad Description	December	January	February	Media Total	Reach
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	Texas, Colorado	\$ 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 - Dallas and Houston Metros					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	60,000
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
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 Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00	76,200
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages			\$ 1,100.00	\$ 1,100.00	
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
TOTAL						
					\$ 21,760.00	3,762,048

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