



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Stanly Ranch Advertising and Marketing Program

Sotheby's
INTERNATIONAL REALTY

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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Stanly Ranch

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

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 Napa Valley.

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

**LET'S DO
GREAT THINGS TOGETHER**

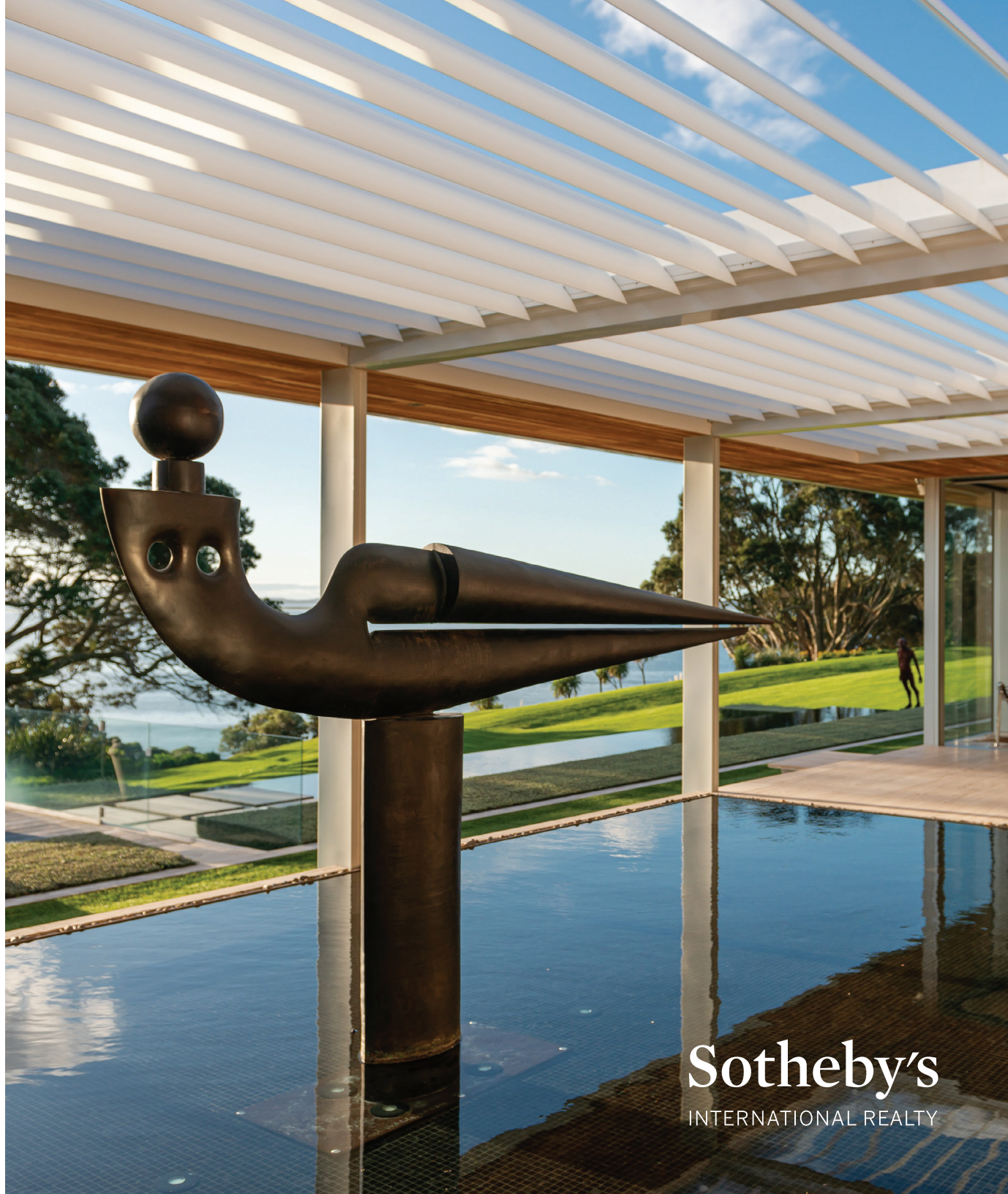
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Sotheby's
Auction House
Offerings



Sotheby's
INTERNATIONAL REALTY

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, Texas, New York, Florida, Illinois, Colorado, Nevada, Washington, Arizona

Maximum 5 states per deployment

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

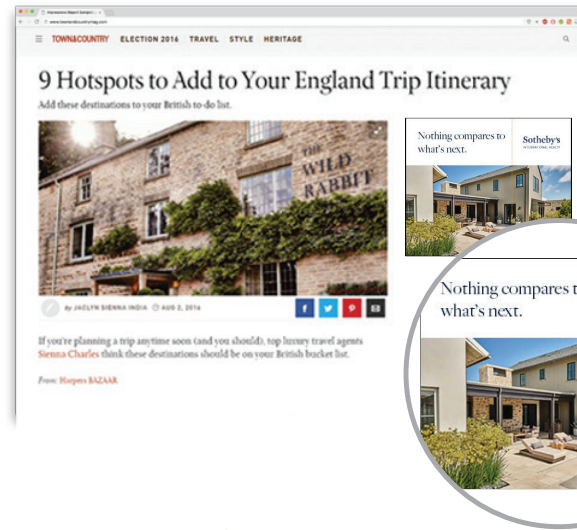
Impressions Campaign

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: **Stanly Ranch**
- Flight Dates: **March 2024 - June 2024**
- Impressions: **4,000,000**
- 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™

BARRON'S



THE WALL STREET JOURNAL.

FOX BUSINESS

Forbes

Bloomberg
Markets



ELLE DECOR



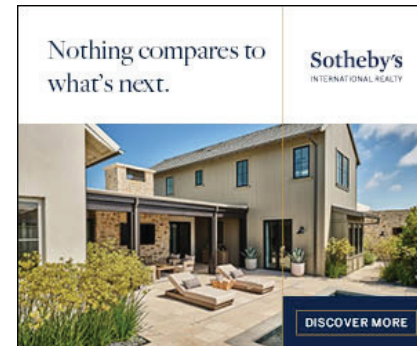
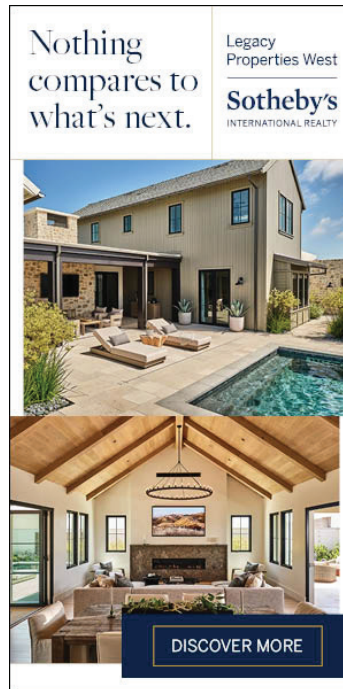
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

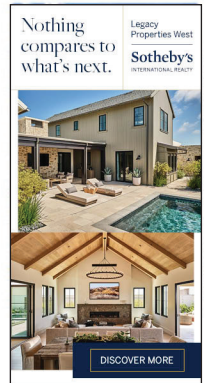
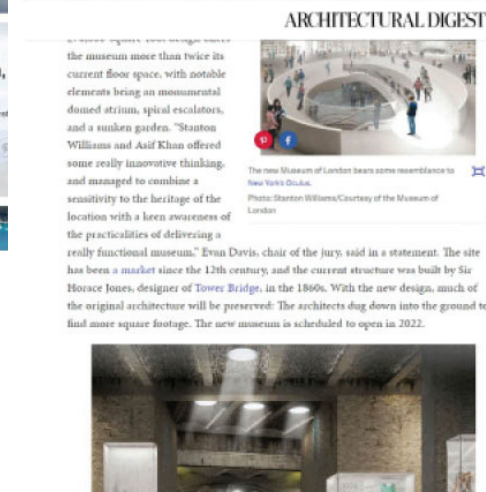
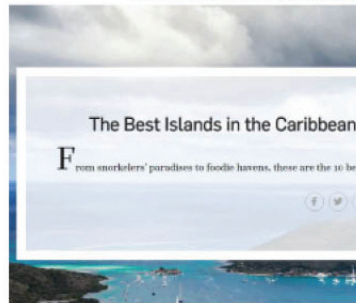
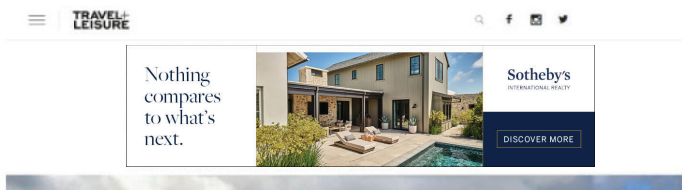
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

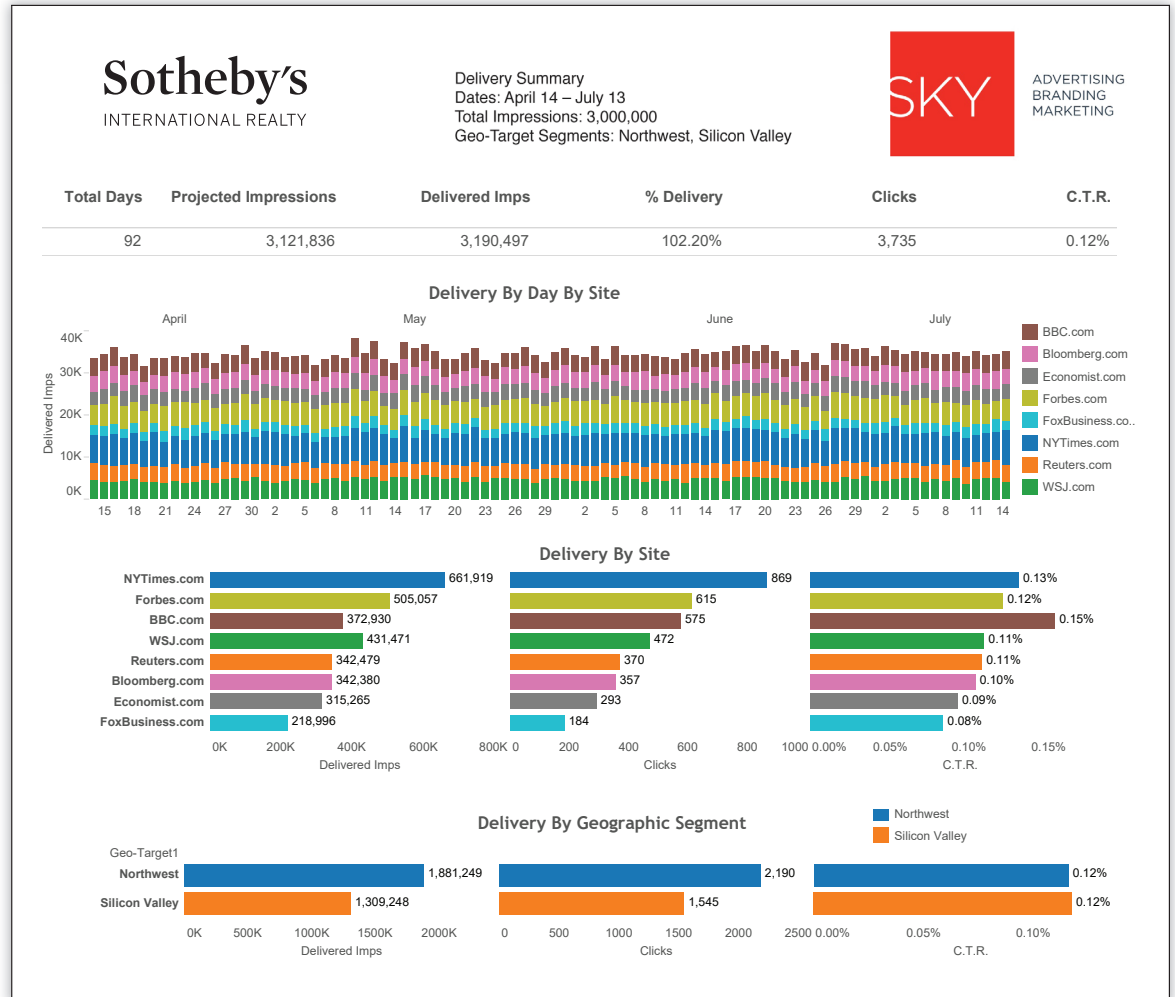


Comprehensive Reporting For Your Customized Campaign

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 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 San Francisco, Los Angeles, Houston, Dallas, Seattle, and New York metros.

The programs are scheduled to start March 2024 and run for four months and deliver an estimated 4,000,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance and design websites.
- A custom intent segment, that will allow us to show banners to adults who are actively looking for Napa Valley real estate and living across the San Francisco, Los Angeles, Houston, Dallas, Seattle, and New York metros.
- An behavioral segment to target Outdoor Enthusiasts living across the San Francisco, Los Angeles, Houston, Dallas, Seattle, and New York metros.

SITE SPECIFIC

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

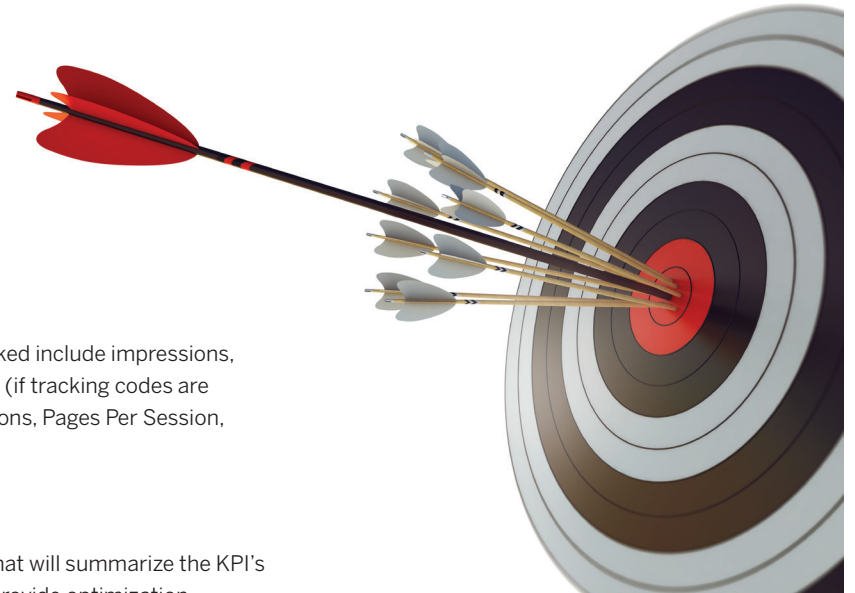
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

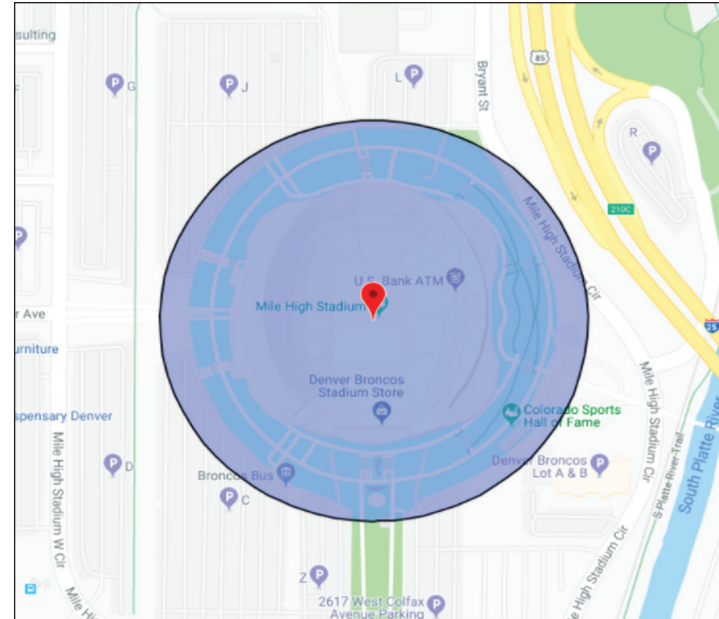
Auberge Resorts Collection - Stanly Ranch

Media	Geo-Target	March				April					May				June				Impressions	
		01	08	15	22	29	05	12	19	26	04	11	18	25	01	08	15	22		29
Bloomberg.com	San Francisco Metro, Los Angeles Metro, Houston Metro, Dallas Metro, Seattle Metro, New York Metro																			1,950,000
WSJ.com																				
Barrons.com																				
Investors.com																				
Reuters.com																				
Forbes.com																				
FoxBusiness.com																				
CNBC.com																				
ArchitecturalDigest.com	San Francisco Metro, Los Angeles Metro, Houston Metro, Dallas Metro, Seattle Metro, New York Metro																			275,000
ElleDecor.com																				
Custom Intent - Napa Valley Area Real Estate	San Francisco Metro, Los Angeles Metro, Houston Metro, Dallas Metro, Seattle Metro, New York Metro																			825,000
Behaviorial - Outdoor Enthusiasts	San Francisco Metro, Los Angeles Metro, Houston Metro, Dallas Metro, Seattle Metro, New York Metro																			950,000
Total Digital																				4,000,000

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

- From: **\$1,500/Month**

Comprehensive Digital

OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.



BENEFITS OF OTT AND CTV ADVERTISING

With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

CONNECTED TV AND OVER-THE-TOP (OTT) ADVERTISING BENEFITS

- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

OTT AND VIDEO PRE-ROLL: \$1,500/MONTH

50,000 impressions

Comprehensive Digital

ONLINE AUDIO ADS

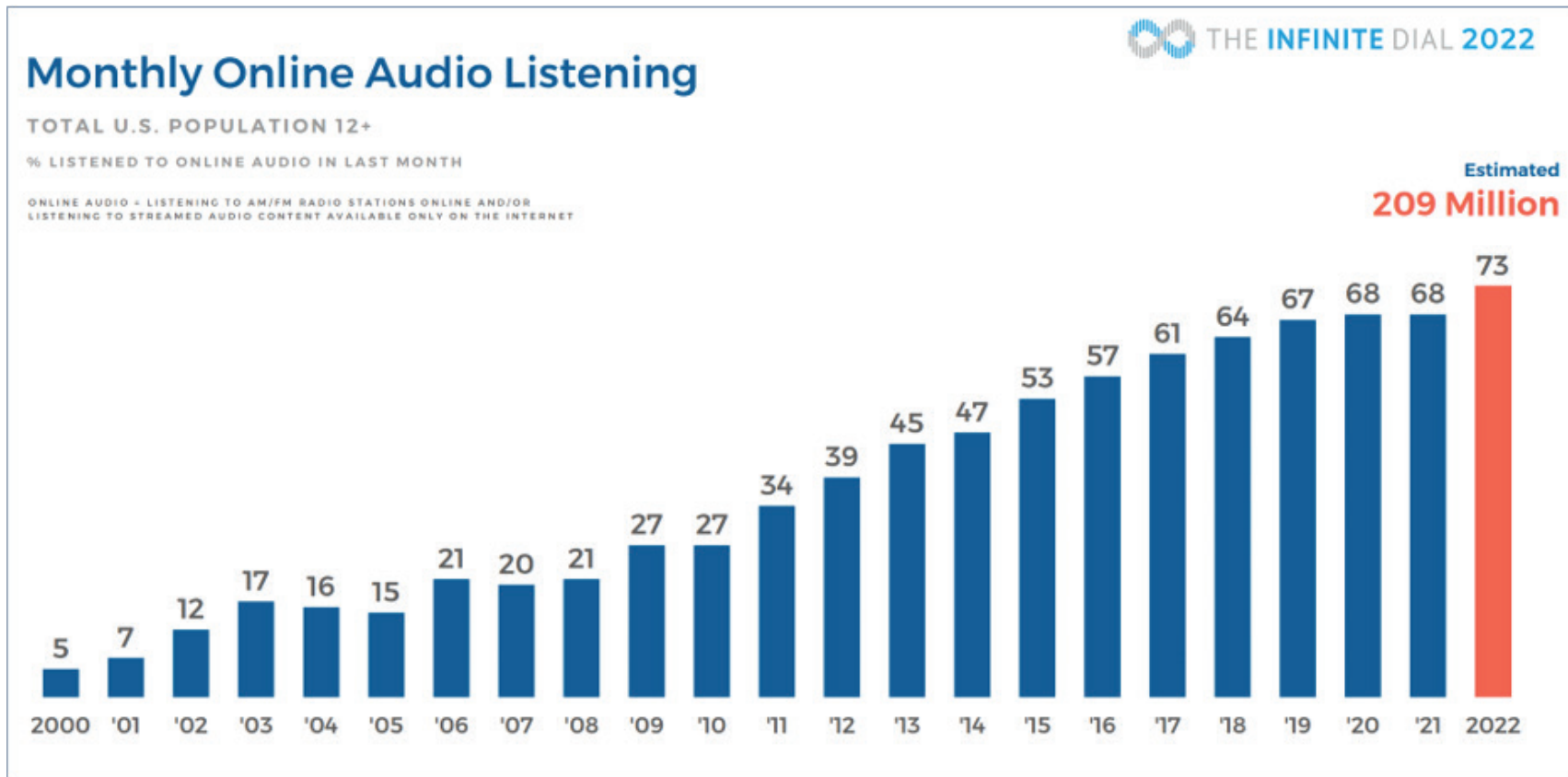
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

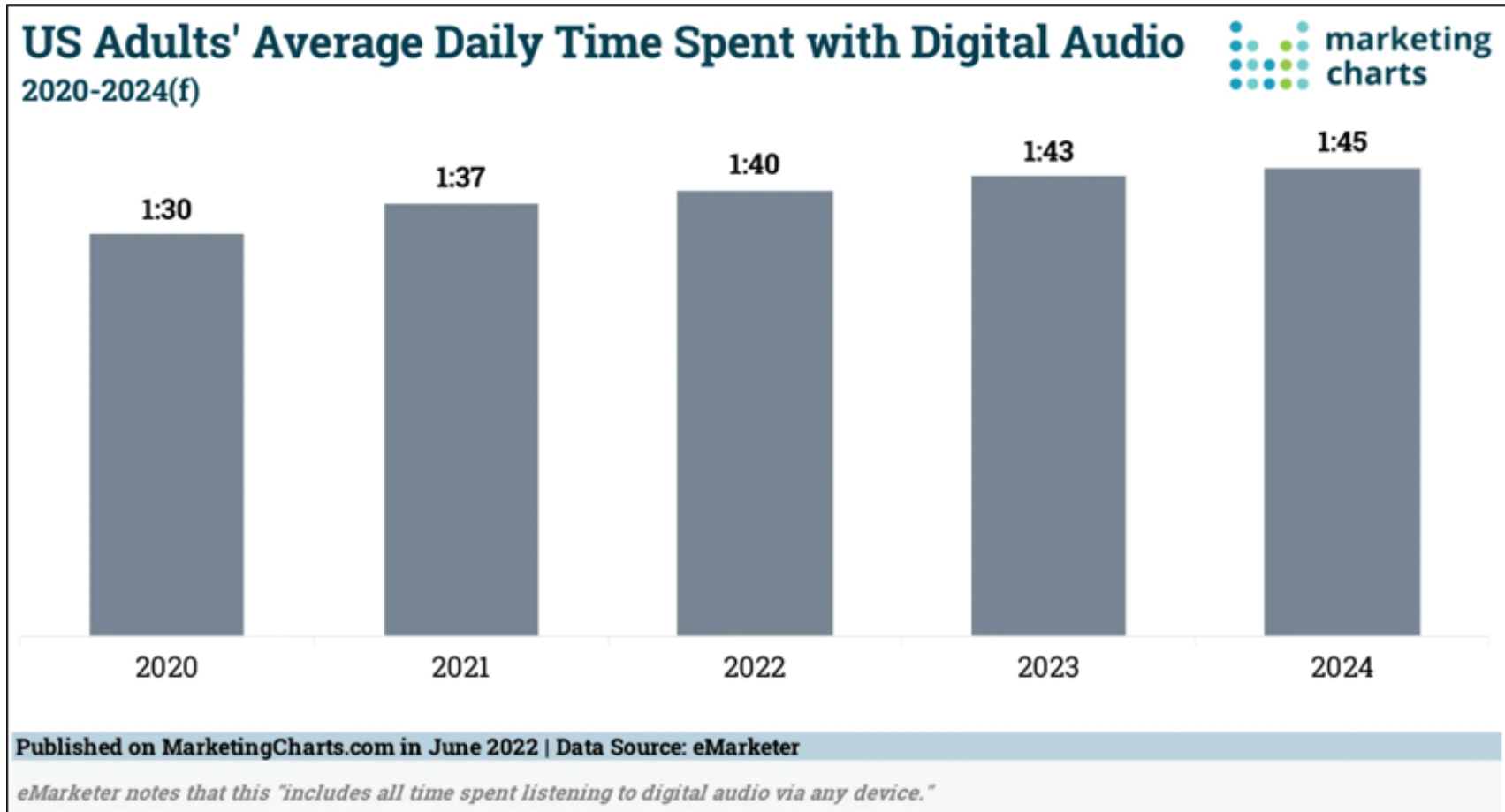
PRICE: STARTING AT \$1,500 MONTH



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local 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 or website.

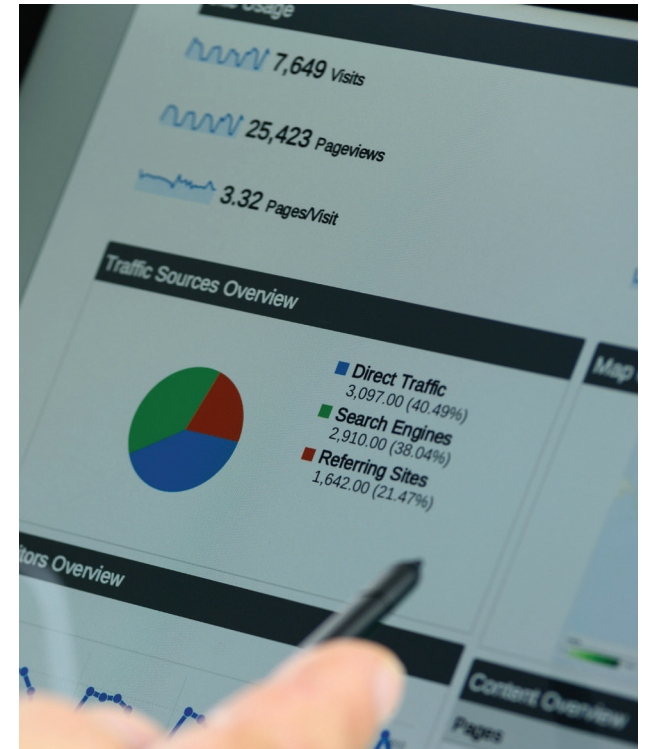


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

PROGRAM COST
CAMPAIGN SETUP \$750 ONE TIME WAIVED
\$6,000/MONTH



Google AdWords

GEOTARGETING

- San Francisco Metro
- LA Metro
- Austin
- Dallas
- Houston
- Seattle
- New York Metro

AUDIENCES & DEMOGRAPHICS

Which can include:

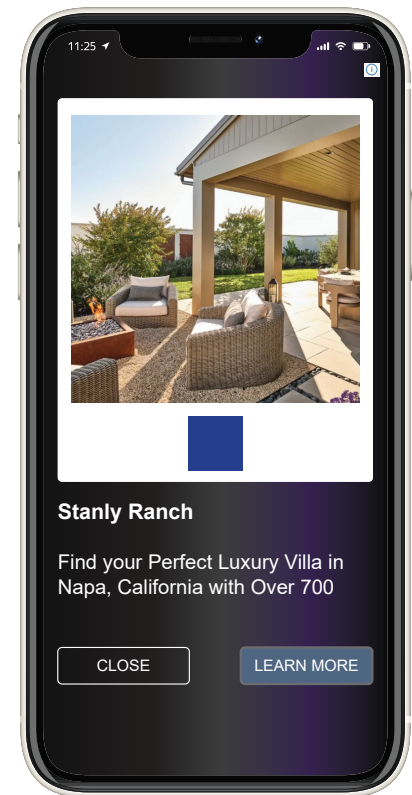
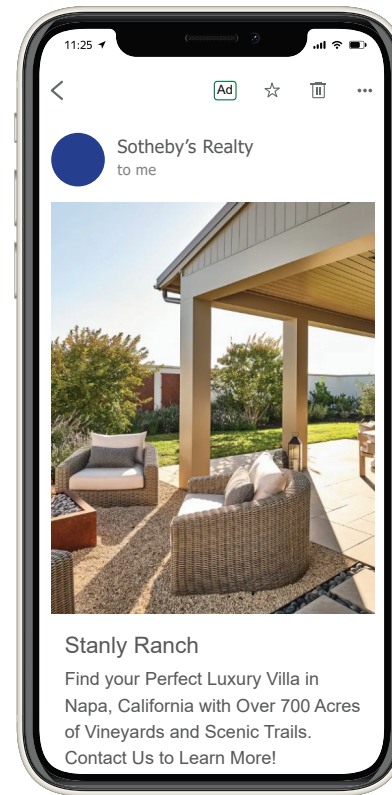
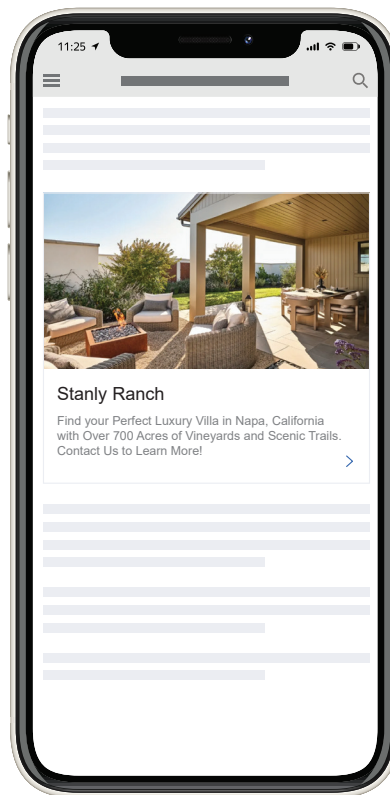
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Outdoor Enthusiasts
- Site Visitors/Retargeting
- Beauty & Wellness

DESCRIPTIONS/LONG HEADLINES

- Find your Perfect Luxury Villa in Napa, California with Over 700 Acres of Vineyards and Scenic Trails. Contact Us to Learn More!
- Discover Stanly Valley, Napa's Hidden Gem. Designed by Forest Studio & EBTA Architects, These Homes Seamlessly Blend Indoor and Outdoor Living. Find Your Dream Home Today!
- Live Amidst the Beauty of Napa's Vineyards with Stanly Valley. Create Your Sanctuary in Wine Country.

SHORT HEADLINES

- Stanly Ranch
- Contact Us Today
- Live Amongst the Vineyards
- Find Your Dream Home
- Napa, California



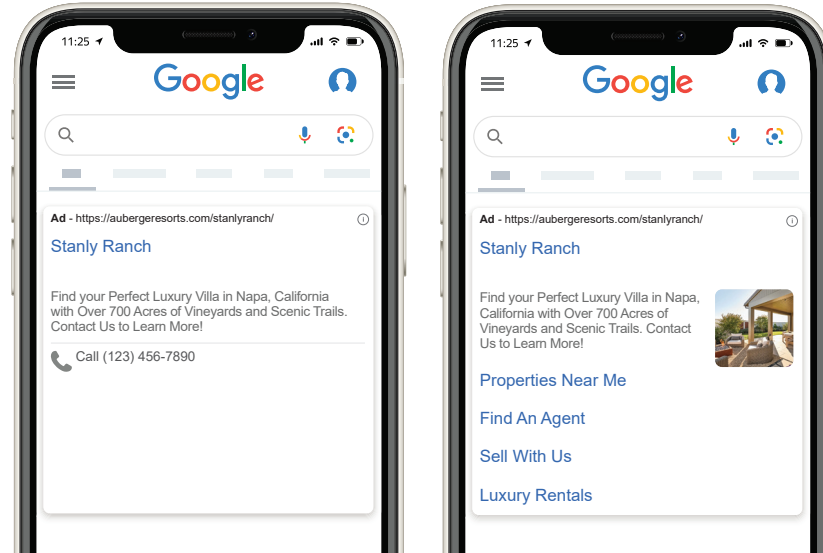
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 17,350

KEYWORD SAMPLE:

- “vineyard home for sale napa”
- “luxury villa for sale napa”
- “california vineyard home for sale”
- “94559 home for sale”
- “luxury real estate napa”
- “wine country villa for sale”



Stanly Ranch

Ad Find your Perfect Luxury Villa in Napa, California with Over 700 Acres of Vineyards and Scenic Trails. Contact Us to Learn More!

Sotheby's Realty

Learn more

Ad - <https://aubergeresorts.com/stanlyranch/residences/own> (123) 456-7890

Stanly Ranch

Find your Perfect Luxury Villa in Napa, California with Over 700 Acres of Vineyards and Scenic Trails. Contact Us to Learn More!

Properties Near Me
Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us
List Your Home
Be Where the World is Looking

Find An Agent
Worldwide Agents
Local Experts

Luxury Rentals
Homes for Rent in Your Area
Exclusive Listings



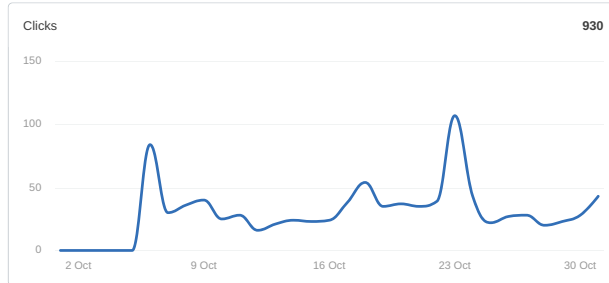
Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

Stanly Ranch

Google Ads Impressions 85,229	Google Ads Clicks 930	Google Ads CTR 1.09%	Google Ads Phone Calls 9	Average Cost-Per-Click \$1.52	Google Ads Interaction R... 1.14%
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Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"real estate boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

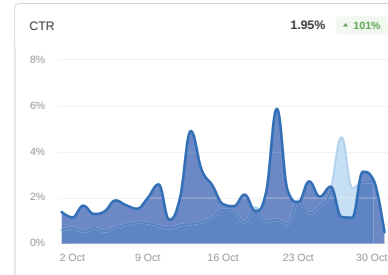
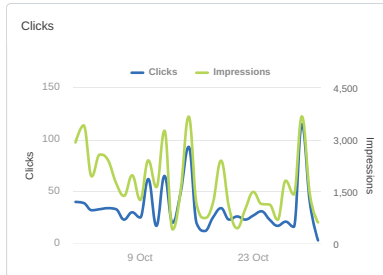
MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



October 2023

October KPI's



Total Impressions ▼ 46%	Total Clicks ▲ 9%	Phone Calls ▲ 71%	Interaction Rate ▲ 218%	CTR ▲ 101%	Average CPC ▲ 7%
53,704	1,049	12	4.17%	1.95%	\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

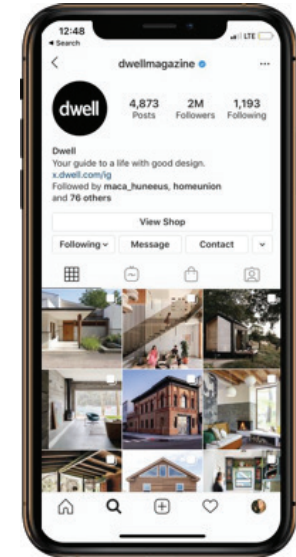
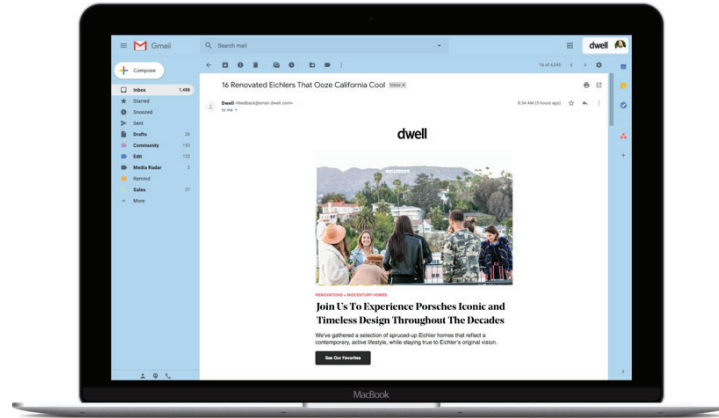
KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
real estate in dc	40	114	40
va real estate agent	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

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).



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

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

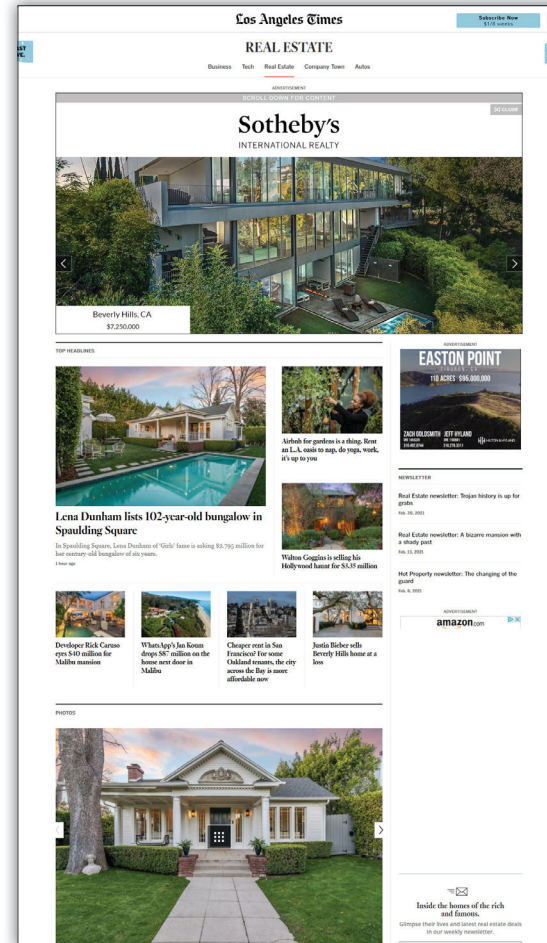


LA Times

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



DIGITAL

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**

PRICE: \$1,350/DEPLOYMENT

Los Angeles Times

The Wall Street Journal Online (WSJ.com)

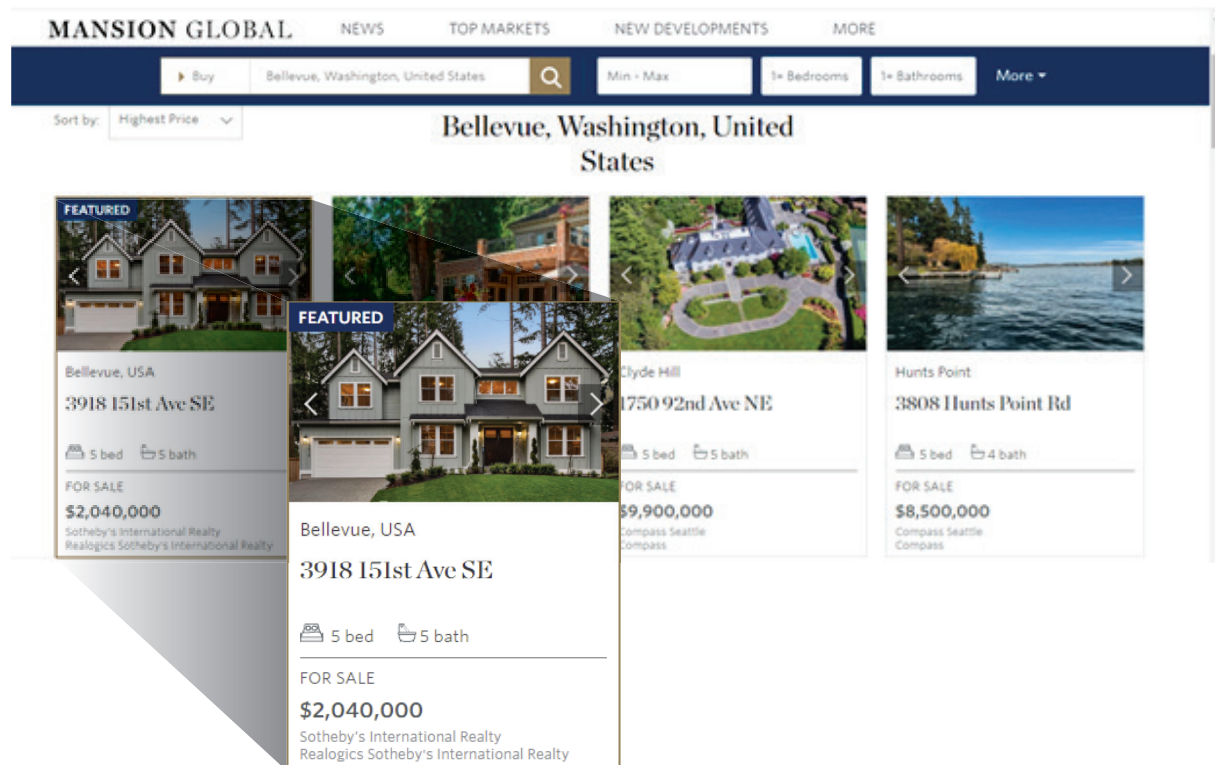
FEATURED PROPERTY UPGRADES

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)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,250

Buy Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
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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 Blaine 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	\$7,900,000
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	\$23,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$30,000,000
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



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

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Print Offerings



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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
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THE WALL STREET JOURNAL.

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • MSJ.com

DOW JONES 30,952.91 NASDAQ 100 10,919.33 SPY FUND 372.11 A.D. 10-Y TREAS. 2.572% 10-Y T-BILL 0.18% 90-D 1.142% 5-Y 1.69% EURO 112.72 YEN 107.32

What's News

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **What's News**

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **What's News**

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **What's News**

Fed Cuts Rates Amid Virus Fears

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

By Nick Timonen

WASHINGTON—The Federal Reserve unveiled an emergency rate cut on Wednesday, the first since 2008, as it sought to avert a financial crisis. The central bank has typically raised rates to cool an overheating economy, but now it is cutting them to stimulate growth. The Fed's move is the first since 2008, when the U.S. economy was

The market's move Tuesday showed the extent to which investors worry the central bank cut on measures that could amplify any economic shock. U.S. stocks were up 1.5% in early trading, with the S&P 500 up 1.5% and the Dow Jones Industrial Average up 1.5%. The Nasdaq Composite was up 1.5% and the Russell 2000 Index was up 1.5%. The 10-year Treasury yield fell 1.5 basis points to 2.572%.

The Fed's move is the first since 2008, when the U.S. economy was

Shaky Ground

More opens theory of how to fix bond market

By Nick Timonen

WASHINGTON—The Fed's move to cut rates has opened a new theory of how to fix the bond market. The theory is that the Fed should buy more Treasury bonds to lower yields and stimulate growth.

Tennessee Twisters Kill at Least 25

By Anne Cooper-Petersen

MEMPHIS (AP)—A deadly twister struck Tennessee on Tuesday, killing at least 25 people in the rural area. The twister was a powerful, rotating storm that tore through the area, causing significant damage and loss of life.

World Wide

Biden outlined a string of... **World Wide**

Biden outlined a string of... **World Wide**

Biden outlined a string of... **World Wide**

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

Former Vice President Joe Biden took a string of major Tuesday victories, while Sen. Bernie Sanders won delegates in California, as the year begins away from the Democratic presidential campaign.

By Nick Timonen

WASHINGTON—Former Vice President Joe Biden took a string of major victories on Tuesday, including a win in California. Sen. Bernie Sanders also won a significant victory in California, securing a large number of delegates.

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The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

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INSIDE BACK COVER: \$2,242

OPP PROPERTY SHOWCASE: \$2,242

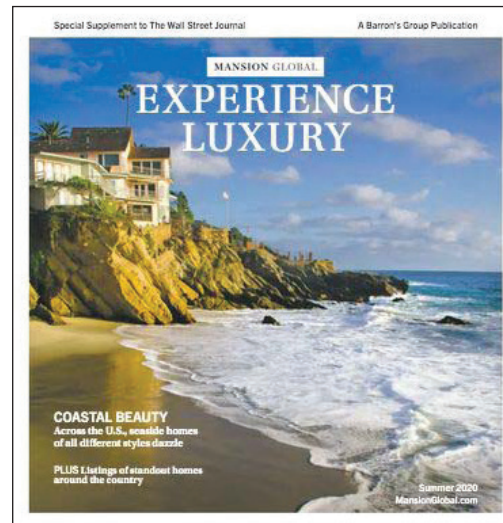
PREMIUM SPREAD

INSIDE FRONT COVER SPREAD: \$5,070

PRE-TOC: \$4,680

IMMEDIATELY POST TOC: \$4,485

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- Distribution: **NYC Metro Area**

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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.



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Sandbanks
Exuma, The Bahamas




Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Seaview Light House
#JL@bahamas.com

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

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 11 1/2 bath 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 for water sports.

SIRBAHAMAS.COM/ID/X29,67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.com
DRE#02156201

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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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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Lunch with the FT Ft chief Bernie Ecclestone: 'I break the rules'

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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**
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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



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Elite Agent
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#JL@bahamas.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. Like a beachside spa, directly into the ocean for water sports.



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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3537
eric@ericsantorino.com
DRE#02156503

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 parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.



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Schedule,
Pricing & Reach
2024



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Proposed Schedule, Pricing & Reach 2024

Plan 2024	Ad Description	March	April	May	June	Media Total	Reach
Media							
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	California, Texas, New York, Florida, Illinois, Colorado, Nevada, Washi	\$ 2,500.00		\$ 2,500.00		\$ 5,000.00	50,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 9,800.00	4,000,000
Million Impressions	Targeting - SF Metro, LA Metro, Seattle, New York Metro, Connecticut, Texas						
Google Adwords							
Google AdWords; Display; Performance Max; Bing	Digital PPC program	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 13,250.00	\$ 31,250.00	
Comprehensive Digital							
OTT/Connected TV & Video Preroll	Behavioral Custom program			\$ 3,000.00	\$ 3,000.00	\$ 6,000.00	200,000
Online Audio	Behavioral Custom program			\$ 3,000.00	\$ 3,000.00	\$ 6,000.00	120,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 6,000.00	240,000
Dwell.com							
Real Estate Package	Custom Article with Homepage and eNewsletter promo			\$ 6,000.00		\$ 6,000.00	110,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,000.00	26,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	Bonus	\$ 325.00	\$ 650.00	850,000
Custom Email	Custom Email			\$ 1,350.00		\$ 1,350.00	30,000
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage		\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 6,450.00	492,000
Mansion Global New Development Profile	Profile page - 3 months			\$ 1,000.00		\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00	17,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	Bonus	\$ -	
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 3,180.00	\$ 3,180.00	\$ 7,950.00	2,577,696
The Wall Street Journal							
Mansion Global Experience Luxury	Premium Full page				\$ 2,242.00	\$ 2,242.00	100,000
The New York Times							
The New York Times Takeover	Full page w/ Digital promotion		\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	504,000
Financial Times							
Financial Times	Property Spot		\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
Financial Times	Quadruple Property Spot				\$ 3,000.00	\$ 3,000.00	210,457
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover			\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	441,560
The San Francisco Silicon Valley Takeover							
The San Francisco Silicon Valley Takeover	Exclusive Insert - Full page	\$ 725.00				\$ 725.00	36,000
TOTAL						\$ 106,272.00	10,646,407

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