



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 12 Cincinnati Avenue Advertising and Marketing Program

ONE | 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 12 Cincinnati Avenue

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the 12 Cincinnati Avenue.

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 property in St Augustine, FL.

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, New Jersey, Massachusetts

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: **12 Cincinnati Avenue**
- Flight Dates: **December 2023 - February 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.



Forbes

Bloomberg  
Markets





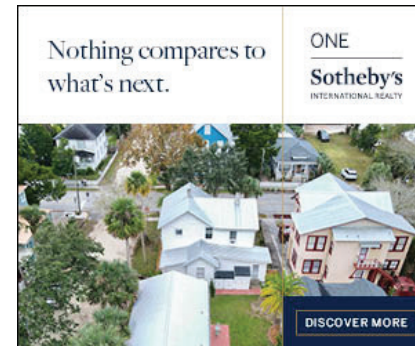
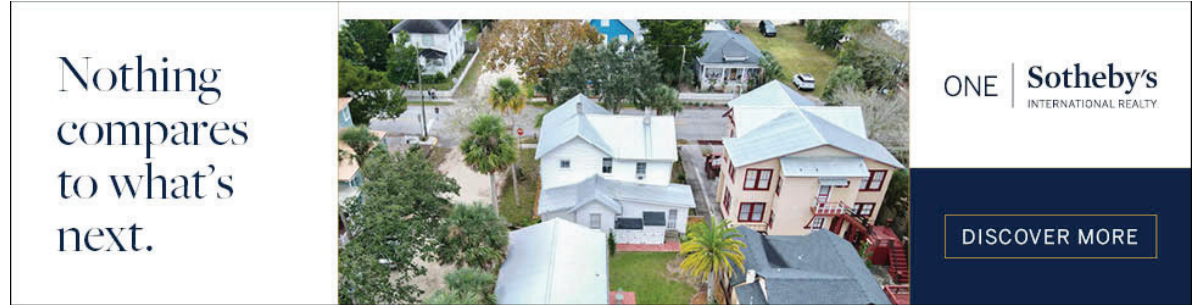
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

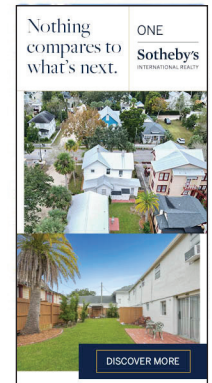
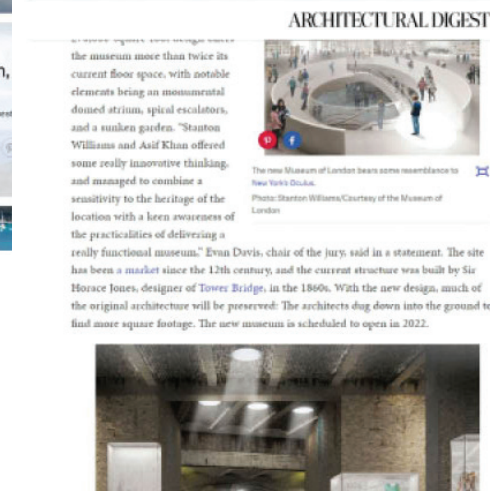
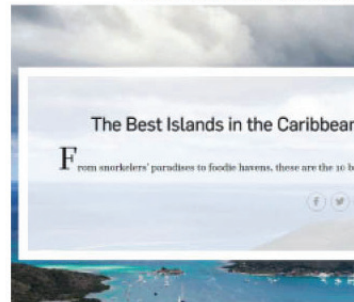
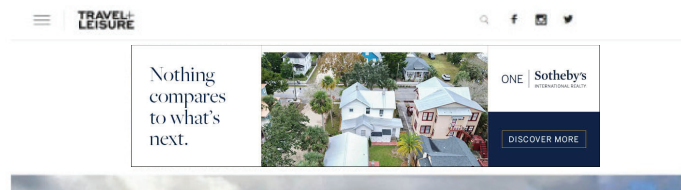
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

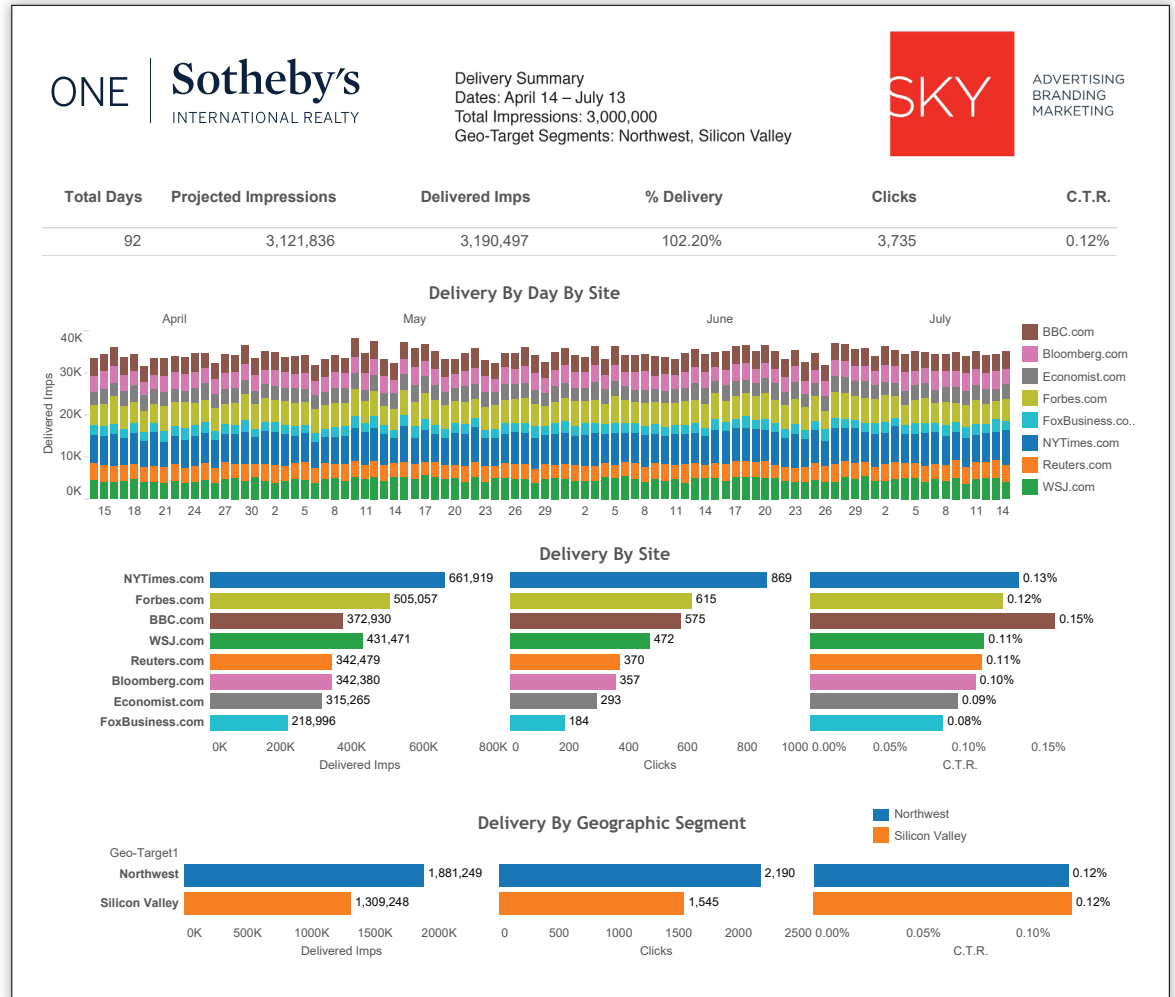


# Comprehensive Reporting For Your Customized Campaign

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.

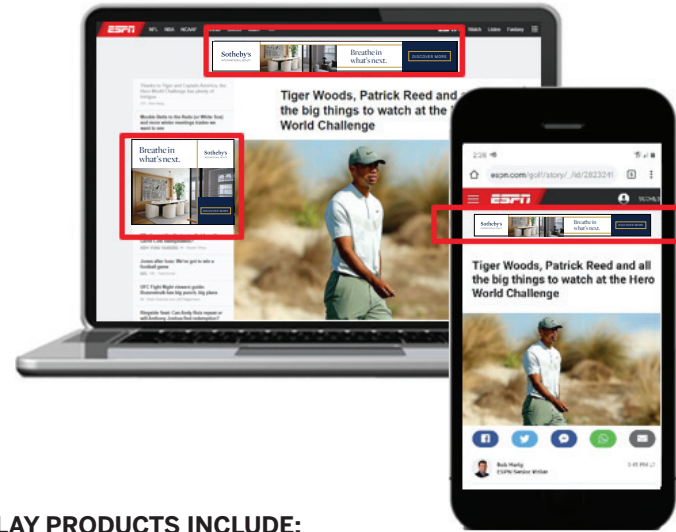
## IMPRESSIONS PROGRAM SAMPLE REPORT



# Comprehensive Digital

## DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



### TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM AT \$1,500 PER ONE MONTH



# 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.

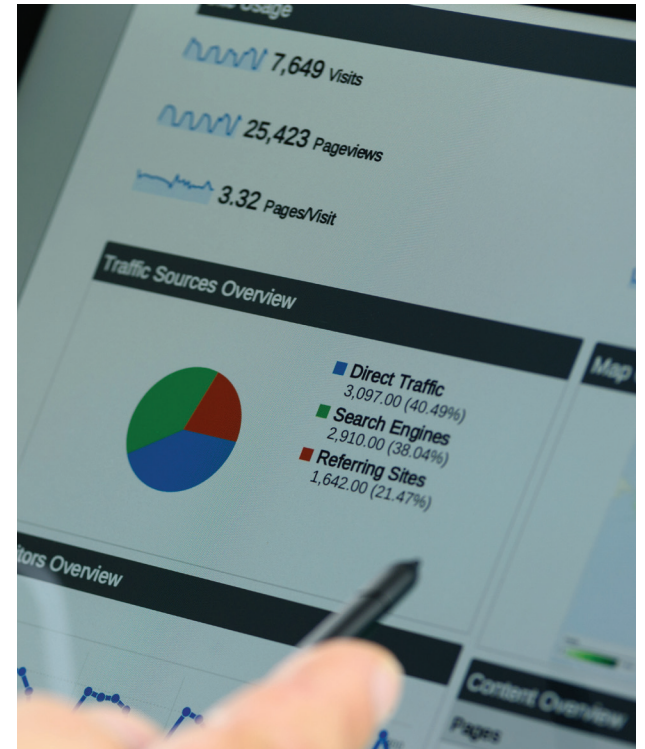


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 CHARGE  
\$1,200/MONTH



# Crain's New York Business

## REAL ESTATE DAILY ENEWSLETTER

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

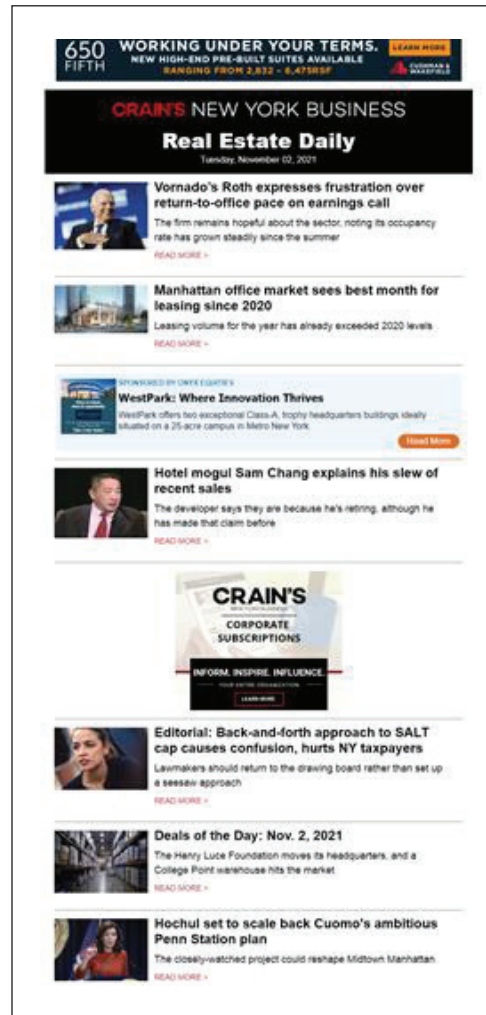
## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

## REAL ESTATE DAILY E-NEWSLETTER

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

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



# loopnet.com

With more than 10 million monthly unique visitors, and 20x the traffic of our closest competitor, LoopNet is by far the most visited network. LoopNet connects you with your next tenant faster, helping you spend less time on market.

## PROPERTY CAMPAIGN

PRICE: TBD

The screenshot displays the LoopNet website homepage. At the top, there is a navigation bar with a 'Menu' icon, the LoopNet logo, and links for 'Log In', 'Sign Up', and 'Advertise'. The main header features a large banner with the text 'Find your next commercial property' and a search interface with dropdown menus for 'For Sale', 'For Lease', 'Auctions', and 'Businesses For Sale'. Below the search bar, there are two input fields: 'Enter a property type' and 'Enter a location', followed by a red 'Search' button. The main content area is divided into several sections:

- Featured Office Design:** Includes articles like 'What It's Like to Open a Coworking Space in a Pandemic', 'Landmark Clock Tower Turned Office Shows How History Can Help Destinizing', and 'Chicago Office Boasts Advanced COVID-19 Features'.
- Featured Retail Design:** Includes articles like 'Furnishings Go to Work in This Functional Showroom', '5 Uses for Closing or Underperforming Malls', and 'Here's One Type of Retailer That's Buying Up Store Properties in the Pandemic'.
- Featured Hospitality Design:** Includes articles like 'Historic Brooklyn Restaurant is Ready for its Rebirth', 'Outdoor Winter Dining: Strategies for the Pandemic and Beyond', and 'Hotels Try Out Ghost Kitchens to Maximize Food and Beverage Space'.
- Market Insights:** A large tile for 'Ten-X' (The world's largest online commercial estate auction platform) with a 'View Catalogue' button. Other tiles include 'Next Auction Events: Feb 22 - 24: Over \$135 million of properties selling in February' and 'Multi-Family Investing: 5 Multi-Family Trends to Watch in 2021'.
- Investment & Taxation:** Tiles for 'TAXES, FINANCE & LEGAL: COVID-19 Commercial Property Tax Assessments: Brace for Impact', 'BUYING FOR INVESTMENT: Among Emerging Real Estate Markets, Bold Entrepreneurs Bank on 'Boutique'', and 'TRENDS: Exploring the Experiential Office Concept'.
- Real Estate Leasing & Buying:** A section titled 'Learn About Commercial Real Estate Leasing & Buying' with four sub-sections: 'Office Leasing/Buying', 'Retail & Restaurant', 'Industrial & Warehouse', and 'Buildout & Design'.

# The Wall Street Journal Online (WSJ.com)

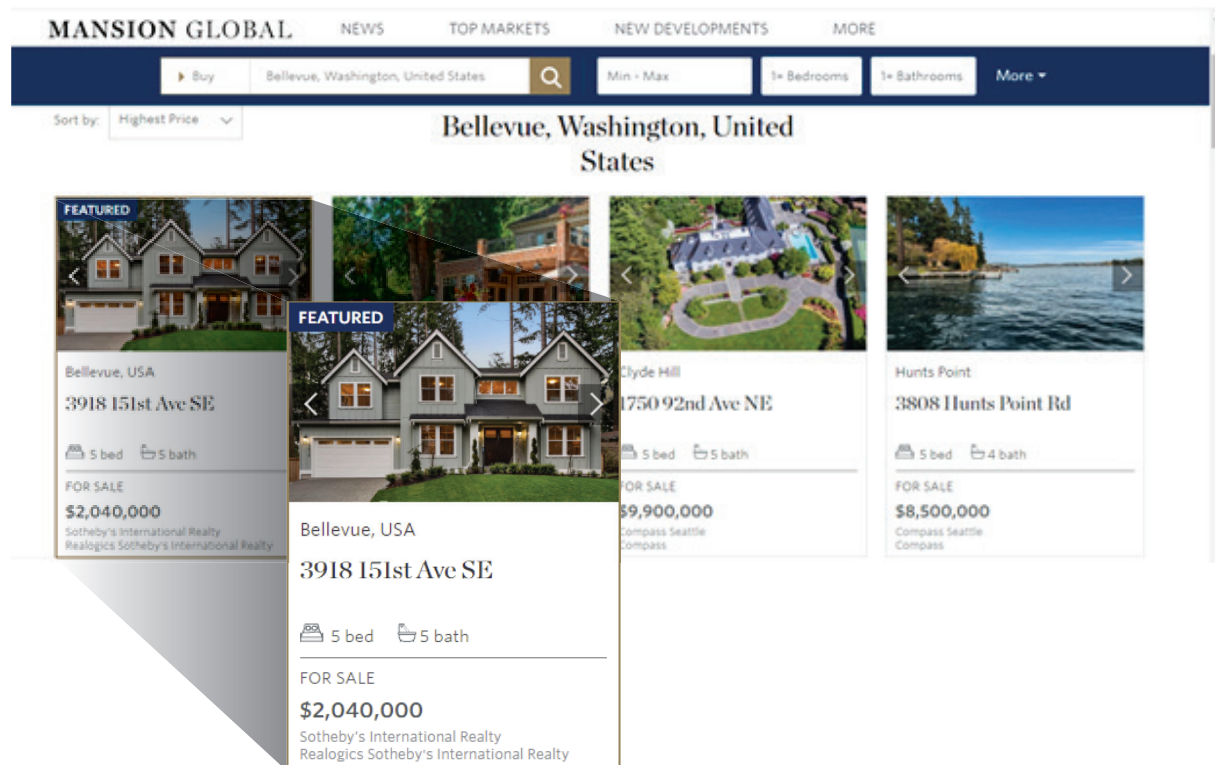
## FEATURED PROPERTY UPGRADES

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)

## WEEKLY ENEWSLETTER

- Out on Fridays
- **100%** SOV
- **50,000** Opt in subscribers

PRICE: \$1,775

[Trouble viewing this email? View in web browser.](#)

THE WALL STREET JOURNAL.



REAL ESTATE

**Coronavirus is baring its teeth** to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

### Do air purifiers and filters kill viruses?

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.

Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. 📧

Happy reading!

*-Kerry Barger, digital editor of Mansion*

## Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM BARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

## Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGELZBL/DOORBORG NEWS

As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

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

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

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

2X7, NORTHEAST REGION: \$1,510

**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 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.

**What's News: Business 2 Financier**  
 The Fed expanded an emergency half percent rate cut and cut reserve requirements to help stabilize markets. Major U.S. stock indexes fell around 2%. The yen fell against the dollar.

**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

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>LAKE, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Drive \$1,600,000   sirbahamas.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 202.336.0249	<b>SCOTTSDALE, ARIZONA</b> 10778 East Hornsuck Drive \$1,800,000   sirbahamas.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 202.336.0249	<b>SCOTTSDALE, ARIZONA</b> 6902 North 43rd Street \$1,800,000   sirbahamas.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 202.336.0249	<b>ATHLETON, CALIFORNIA</b> 1517 Vinyard Road \$1,800,000   sirbahamas.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874
<b>PALM ALTO, CALIFORNIA</b> 12770 waverly.com \$1,275,000   sirbahamas.com/id/46936 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>POMONA, CALIFORNIA</b> 3011 hamptonwood.com \$1,275,000   sirbahamas.com/id/46937 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>ROSE, CALIFORNIA</b> 2711 gowhill.com \$1,275,000   sirbahamas.com/id/46938 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>SAN DIEGO, CALIFORNIA</b> 2770 A Street Street \$1,275,000   sirbahamas.com/id/46939 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>SAN FRANCISCO, CALIFORNIA</b> Nob Hill \$1,275,000   sirbahamas.com/id/46940 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874
<b>GREENSBORO, CONNECTICUT</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46941 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>HARTFORD, CONNECTICUT</b> 2000 northfield.com \$1,275,000   sirbahamas.com/id/46942 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>MAYLAND, FLORIDA</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46943 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>MIAMI BEACH, FLORIDA</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46944 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>MIAMI BEACH, FLORIDA</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46945 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874
<b>ALPHEA, MASSACHUSETTS</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46946 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>BOSTON, MASSACHUSETTS</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46947 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>LENOX, MASSACHUSETTS</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46948 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>SPRINGFIELD, MASSACHUSETTS</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46949 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>PRINCETON, NEW JERSEY</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46950 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874
<b>NEW YORK, NEW YORK</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46951 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>NEW YORK, NEW YORK</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46952 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>NEW YORK, NEW YORK</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46953 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>NEW YORK, NEW YORK</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46954 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>SCOTTSDALE, NEW YORK</b> 11100 northfield.com \$1,275,000   sirbahamas.com/id/46955 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874
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**Sandbanks Exuma, The Bahamas**




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**Sandbanks | Exuma**  
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- Circulation: **214,131**
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<p><b>PALO ALTO, CALIFORNIA</b></p>  <p><b>1527H Aveleya.com</b> \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.482.4776</p>	<p><b>PESQUIM, CALIFORNIA</b></p>  <p><b>3913 Hampton Road.com</b> \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.482.4776</p>	<p><b>ROSE, CALIFORNIA</b></p>  <p><b>2715 Poplar.com</b> \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.482.4776</p>	<p><b>SAN DIEGO, CALIFORNIA</b></p>  <p><b>2716 N Coast Street</b> \$4,000,000   sirbahamas.com/id/46936 Pacific Sotheby's International Realty <b>REN KOCY</b> ren.kocy@sirbahamas.com +1 760.512.5128</p>	<p><b>SAN FRANCISCO, CALIFORNIA</b></p>  <p><b>North Hill Lane.com</b> \$4,000,000 San Francisco Sotheby's International Realty <b>WENDY STOKER</b> wendy.stoker@sirbahamas.com +1 415.774.8070</p>
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<p><b>ATLANTA, MASSACHUSETTS</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Atlanta Sotheby's International Realty <b>MARTHA PIER</b> martha.pier@sirbahamas.com +1 413.627.4599</p>	<p><b>BOSTON, MASSACHUSETTS</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Boston Sotheby's International Realty <b>LOIS KUNIN   JEFF SIMONIAN</b> lois.kunin@sirbahamas.com +1 417.947.1105</p>	<p><b>LENOX, MASSACHUSETTS</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Lenox Sotheby's International Realty <b>GEORGE CAIN</b> george.cain@sirbahamas.com +1 978.961.8055</p>	<p><b>ROSELLE TOWNSHIP, NEW JERSEY</b></p>  <p><b>51 West Nether Road</b> \$1,700,000   sirbahamas.com/id/46940 Roselle Township Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.941.2050</p>	<p><b>PRINCETON, NEW JERSEY</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000   sirbahamas.com/id/46941 Princeton Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.941.2050</p>
<p><b>NEW YORK, NEW YORK</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 New York Sotheby's International Realty <b>WESTON PETERSON</b> weston.peterson@sirbahamas.com +1 212.850.2000</p>	<p><b>NEW YORK, NEW YORK</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 New York Sotheby's International Realty <b>WESTON PETERSON</b> weston.peterson@sirbahamas.com +1 212.850.2000</p>	<p><b>NEW YORK, NEW YORK</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 New York Sotheby's International Realty <b>WESTON PETERSON</b> weston.peterson@sirbahamas.com +1 212.850.2000</p>	<p><b>NEW YORK, NEW YORK</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 New York Sotheby's International Realty <b>WESTON PETERSON</b> weston.peterson@sirbahamas.com +1 212.850.2000</p>	<p><b>SCOTTSDALE, NEW YORK</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000   sirbahamas.com/id/46942 Scottsdale Sotheby's International Realty <b>WESTON PETERSON</b> weston.peterson@sirbahamas.com +1 212.850.2000</p>
<p><b>UNWILLE, NORTH CAROLINA</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Unwille Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>	<p><b>PROVIDENCE, RHODE ISLAND</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Providence Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>	<p><b>CHARLESTON, SOUTH CAROLINA</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Charleston Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>	<p><b>SEASIDE, SOUTH CAROLINA</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000   sirbahamas.com/id/46943 Seaside Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>	<p><b>AUSTIN, TEXAS</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000   sirbahamas.com/id/46944 Austin Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>
<p><b>AUSTIN, TEXAS</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Austin Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>	<p><b>HOUSTON, TEXAS</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Houston Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>	<p><b>WIMBERLEY, TEXAS</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000   sirbahamas.com/id/46945 Wimberley Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>	<p><b>KANAS, UTAH</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000   sirbahamas.com/id/46946 Kanab Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>	<p><b>KANAS, UTAH</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000   sirbahamas.com/id/46947 Kanab Sotheby's International Realty <b>MARILYN WISLEY</b> marilyn.wisley@sirbahamas.com +1 813.791.2880</p>
<p><b>FLORIDA BEACHES</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Florida Beaches Sotheby's International Realty <b>KUMARA WILCOXSON</b> kumara.wilcoxon@sirbahamas.com +1 512.423.2035</p>	<p><b>HOUSTON, TEXAS</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Houston Sotheby's International Realty <b>VICTORIA HINTON</b> victoria.hinton@sirbahamas.com +1 713.298.4932</p>	<p><b>HOUSTON, TEXAS</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000 Houston Sotheby's International Realty <b>GARY ADAMS</b> gary.adams@sirbahamas.com +1 512.762.8387</p>	<p><b>KANSAS, UTAH</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000   sirbahamas.com/id/46948 Kanab Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.532.0246</p>	<p><b>KANSAS, UTAH</b></p>  <p><b>10000 North Ave.com</b> \$4,000,000   sirbahamas.com/id/46949 Kanab Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.532.0246</p>



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2023-2024

Media	Ad Description	December	January	February	March	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	New York, Connecticut, New Jersey, Massachusetts	\$ 2,500.00				\$ 2,500.00	25,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Northeast						
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,950.00	\$ 1,200.00	\$ 1,200.00		\$ 4,350.00	
<b>Comprehensive Digital</b>							
Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
<b>WSJ.com</b>							
WSJ.com e-Newsletter	Friday e-Newsletter	\$ 1,775.00				\$ 1,775.00	50,000
Property upgrades	Property upgrades			Bonus		\$ -	
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000
<b>LoopNet</b>							
LoopNet	Property Campaign	TBD				\$ -	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - Northeast Region	2 x 7	\$ 1,510.00	\$ 1,510.00			\$ 3,020.00	296,000
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade			\$ 650.00		\$ 650.00	644,424
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00		\$ 760.00	423,111
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
<b>Financial Times</b>							
Financial Times	Property Spot			\$ 750.00		\$ 750.00	210,457
<b>TOTAL</b>						\$ 25,790.00	3,031,992

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