



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2430 S Highway A1A Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

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30 2023-2024



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 2430 S Highway A1A

SKY Advertising is excited to present to One Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 2430 S Highway A1A.

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 Vero Beach, 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

California, New York, Massachusetts, Connecticut, Illinois

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: **2430 S Highway A1A**
- Flight Dates: **December 2023 - February 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.



Forbes

**Bloomberg
Markets**



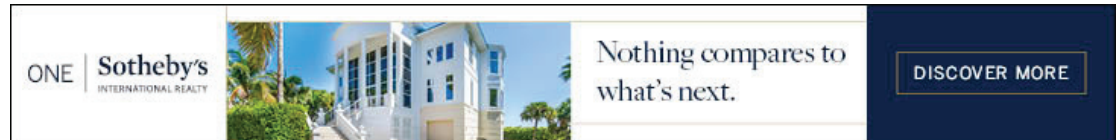
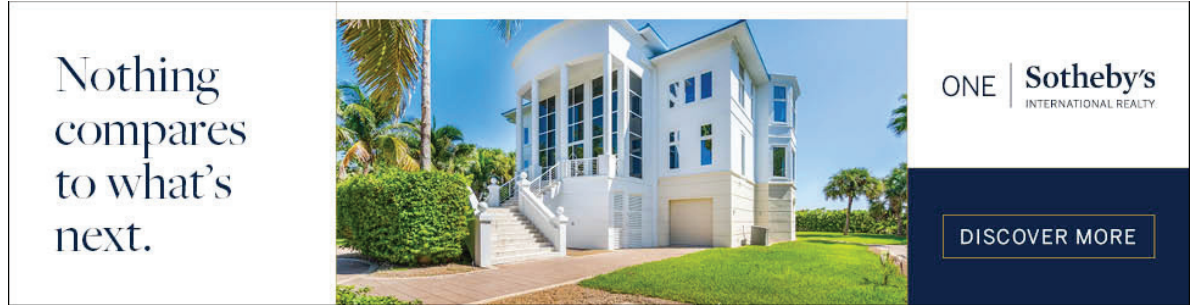
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

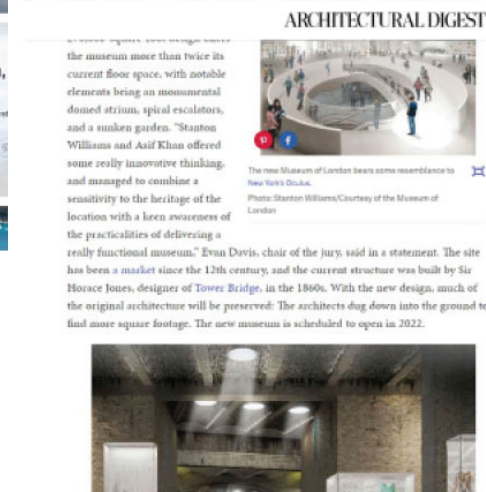
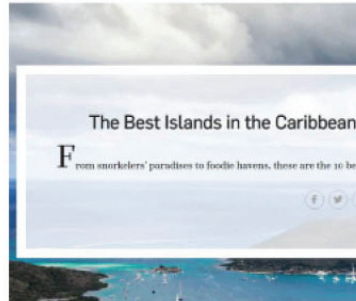
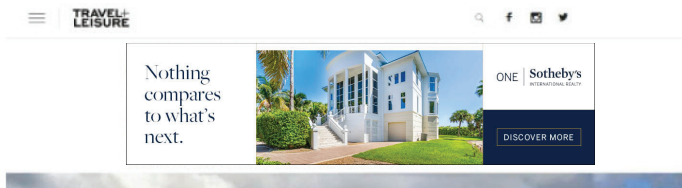
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

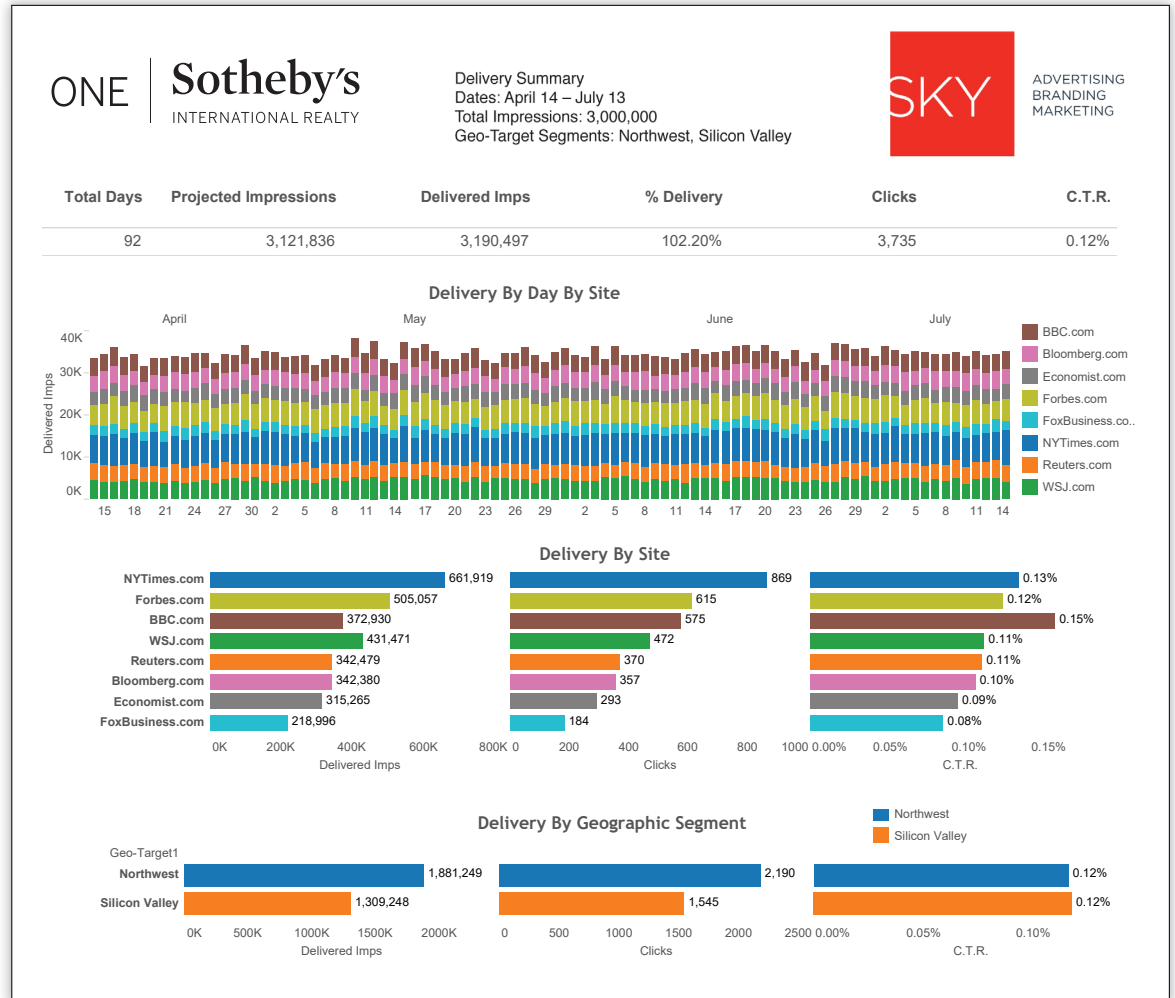


Comprehensive Reporting For Your Customized Campaign

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

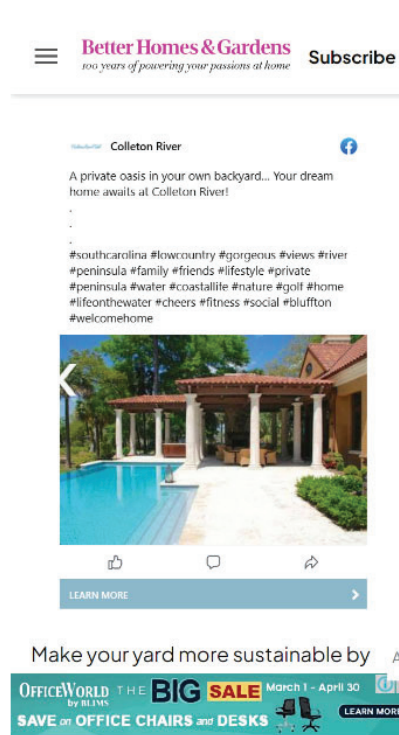
SOCIAL MIRROR ADS

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.

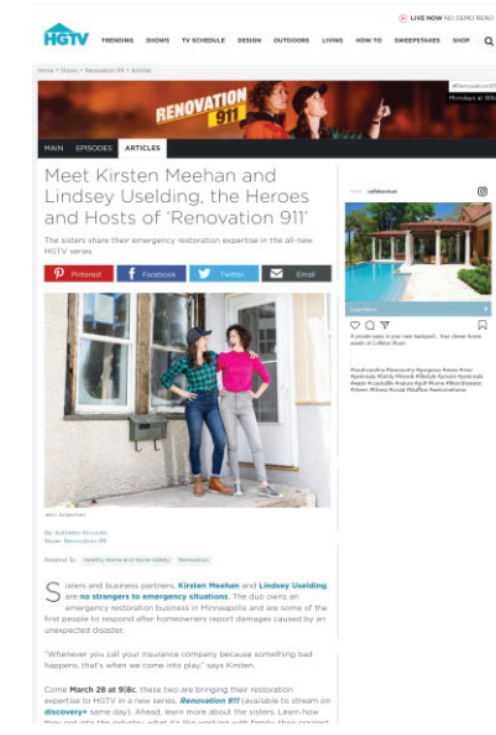
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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: FROM \$1,500/MONTH

Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

-
- 50K: \$1,200
 - 100K: \$1,950
 - 150K: \$2,375



DIGITAL

Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

Upgrade your listings for increased visibility to capture the attention of the UHNW.

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. A search bar is on the right. Below the navigation is a large banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A featured section titled 'MOST POPULAR' displays several luxury cars with their prices: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$4,785,907), Shannan Villa Over... (\$4,459,999), Ram 2500 (\$45,999), Audi S7 (\$34,999), McLaren 550C (\$199,999), and Ferrari California (\$114,999). There are also sections for 'JAMES SPOTTING' (Two Level Duplex On Palmwood Ponds), 'RICH LIST' (DOUBLE DOWN 214 Codecas 2010/20...), and 'LATEST STORIES' (Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z doos). A 'Featured Agent' section highlights Nick Swinburne.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location filter set to 'SPAIN | NEW YORK | PARIS'. A featured property is 'THE PENTHOUSES AT GOLDEN PEAK' for \$23,900,000. Below this is a 'Featured luxury properties' grid with various listings like '5 Bedrooms - Pent...', 'Stunning Sherwoo...', 'Enviably Estate By...', and 'Modern Apartment...'. There's also a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page has navigation links for 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

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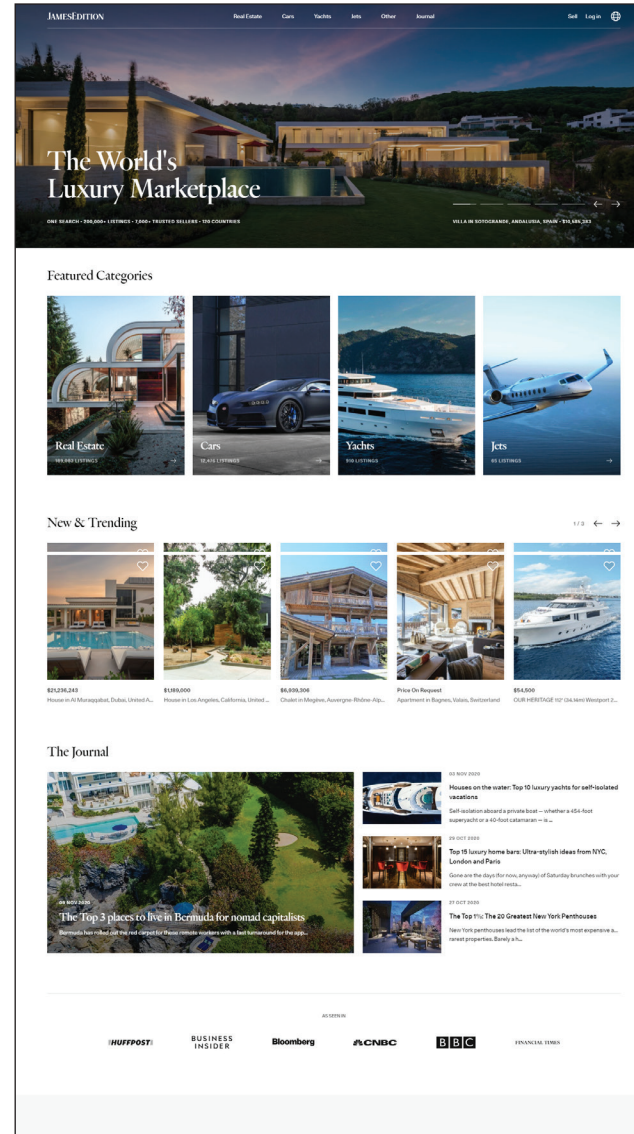
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000/MONTH

REAL ESTATE PAGE

FEATURED BANNER: \$1,600/MONTH



jamesedition.com

SOCIAL MEDIA POST

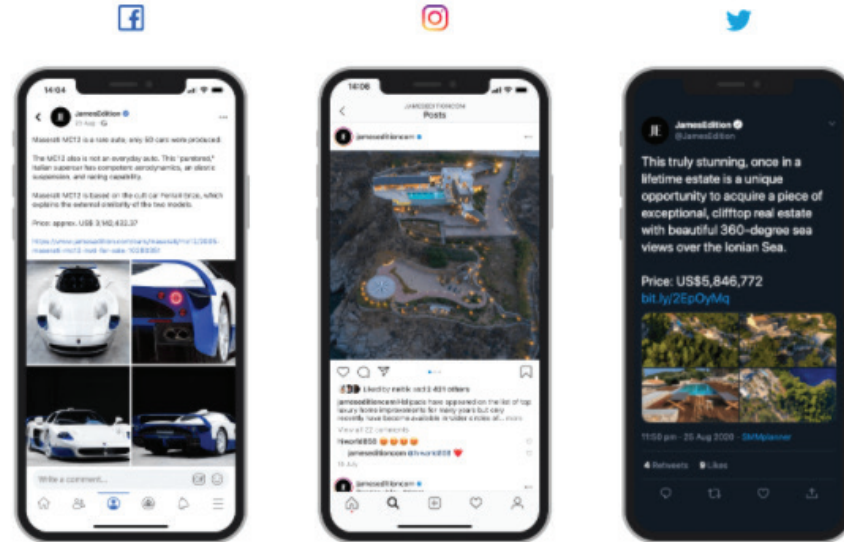
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

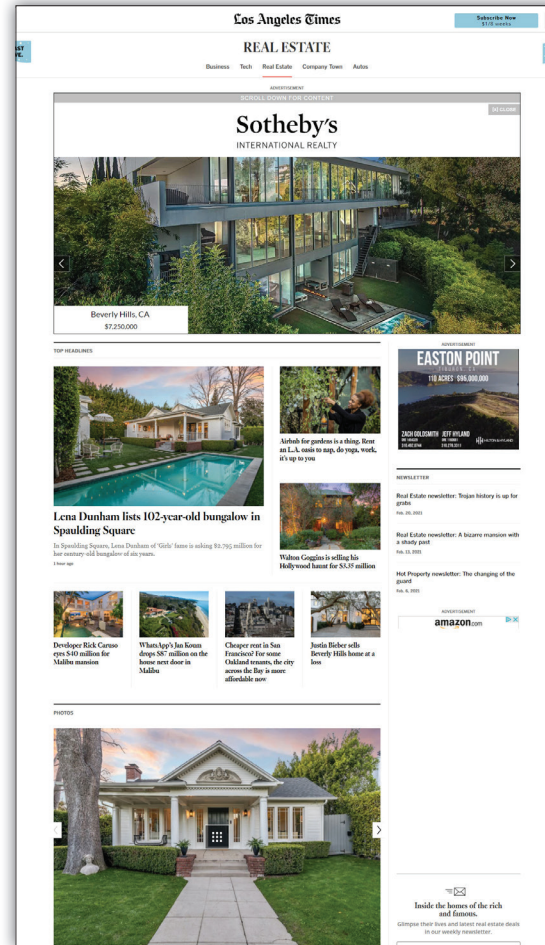
VIDEO: \$1,800

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



The Wall Street Journal Online (WSJ.com)

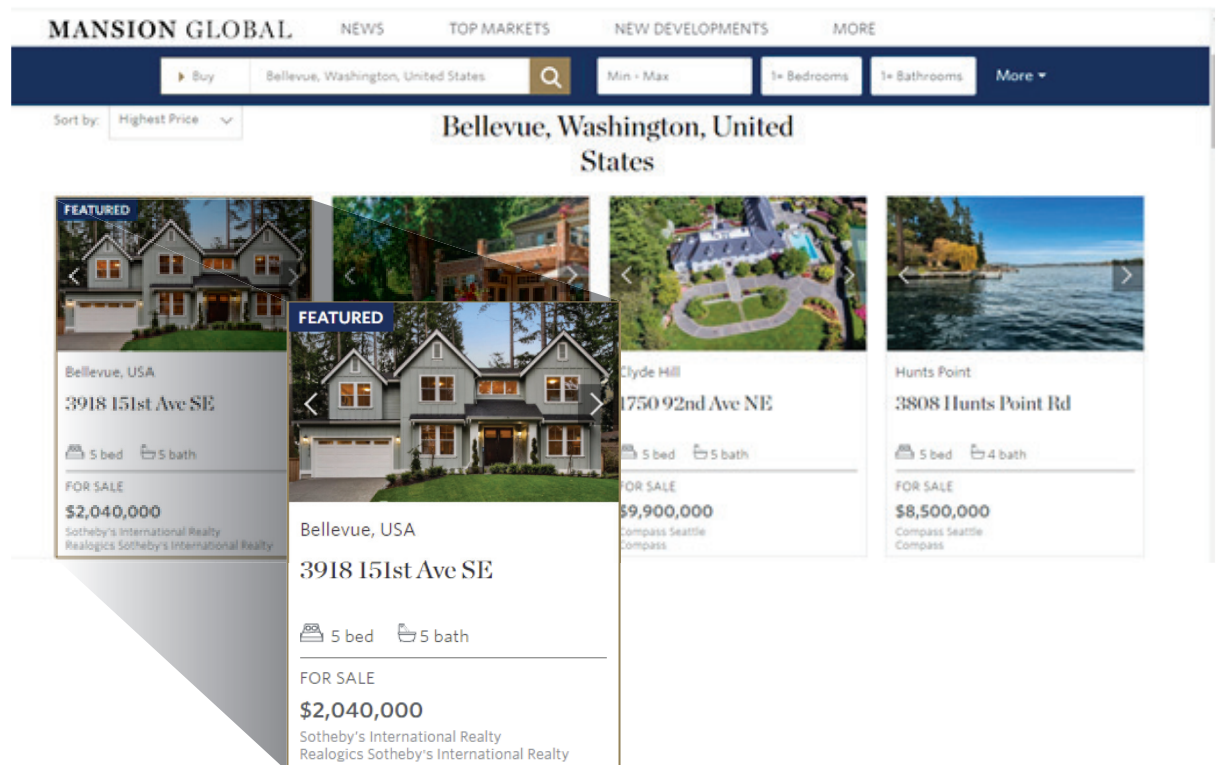
FEATURED PROPERTY UPGRADES

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

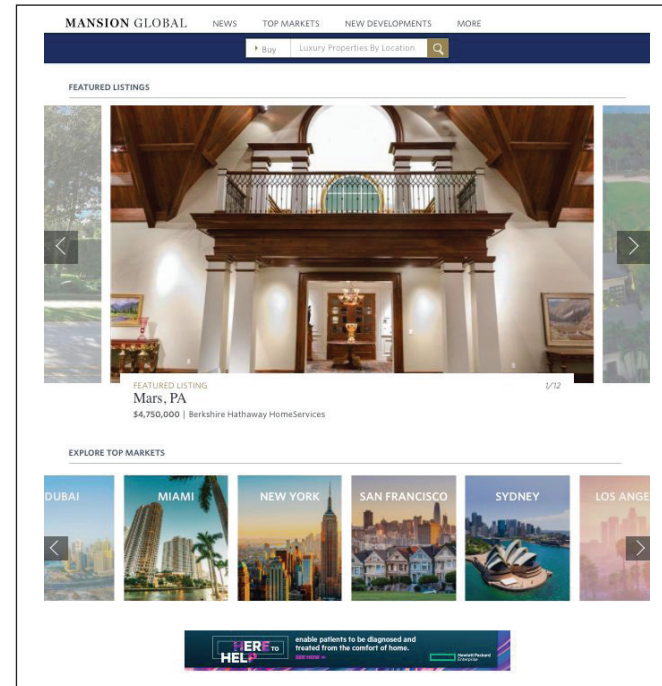


The Wall Street Journal Online (WSJ.com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

- 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

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 method a string of Super Tuesday primary victories and Super Tuesday wins in California as the first candidate to break away from the field in the race for the White House.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LEAF CAY, 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	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,800,000 sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.388.0240	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,800,000 sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.388.0240	SCOTTSDALE, ARIZONA 6907 North 43rd Street \$1,800,000 sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.388.0240	ATHLETON, CALIFORNIA 151 Vinyon Road \$1,800,000 sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.881.5874
PALM ALTO, CALIFORNIA 12770 westerly.com Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.881.5874	POMONA, CALIFORNIA 3011 hammond.com Sotheby's International Realty MICHAEL DREYFUS & ANDREW HAYES michael.dreyfus@sirbahamas.com +1 415.881.5874	ROSE, CALIFORNIA 2711 golden.com Sotheby's International Realty MICHAEL DREYFUS & ANDREW HAYES michael.dreyfus@sirbahamas.com +1 415.881.5874	SAN DIEGO, CALIFORNIA 2710 Ocean Street \$1,800,000 sirbahamas.com/id/46936 Bahamas Sotheby's International Realty ANDREW HAYES andrew.hayes@sirbahamas.com +1 619.521.2128	SAN FRANCISCO, CALIFORNIA No. 1818, 1816, 1814, 1812, 1810, 1808, 1806, 1804, 1802, 1800, 1798, 1796, 1794, 1792, 1790, 1788, 1786, 1784, 1782, 1780, 1778, 1776, 1774, 1772, 1770, 1768, 1766, 1764, 1762, 1760, 1758, 1756, 1754, 1752, 1750, 1748, 1746, 1744, 1742, 1740, 1738, 1736, 1734, 1732, 1730, 1728, 1726, 1724, 1722, 1720, 1718, 1716, 1714, 1712, 1710, 1708, 1706, 1704, 1702, 1700, 1698, 1696, 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UNWILLED, NORTH CAROLINA 1000 Park Drive.com \$1,000,000 1907 Farmingdale Drive \$1,000,000 www.sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MARILYN WISLEY marilyn.wisley@sirbahamas.com +1 813.791.2880	PROVIDENCE, RHODE ISLAND 1000 Park Drive.com \$1,000,000 131 Congdon Street \$1,000,000 www.sirbahamas.com/id/46938 Bahamas Sotheby's International Realty THE MCKINLEY GOLD GROUP the.mckinleygoldgroup@sirbahamas.com +1 813.791.2880	CHARLESTON, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 706 S. 11th.com \$1,000,000 www.sirbahamas.com/id/46939 Bahamas Sotheby's International Realty MARILYN WISLEY marilyn.wisley@sirbahamas.com +1 813.791.2880	STATE OF PAINE, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 131W. Warren Island.com \$1,000,000 www.sirbahamas.com/id/46940 Bahamas Sotheby's International Realty THE EMPTON GROUP the.emptongroup@sirbahamas.com +1 843.452.8000	AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 801 Madison.com \$1,000,000 www.sirbahamas.com/id/46941 Bahamas Sotheby's International Realty ANITA WILCOX anita.wilcox@sirbahamas.com +1 914.452.8000
AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46942 Bahamas Sotheby's International Realty KUMARA WILCOX kumara.wilcox@sirbahamas.com +1 512.423.2035	HOUSTON, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46943 Bahamas Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 713.298.4932	WIMBERLEY, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46944 Bahamas Sotheby's International Realty GARY ADAMS gary.adams@sirbahamas.com +1 512.782.8887	KANAS, UTAH 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46945 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 408.532.0246	KANAS, UTAH 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46946 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 408.532.0246

Los Angeles Times Takeover

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
 - **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
 - **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
 - **32%** of readers are more likely to own a second home or real estate property.
-
- Full Page color ad using Sotheby's International Realty Design Vault template
 - Western Los Angeles coverage
 - Saturday Print Circulation: **56,000**
 - Saturday e-edition subscribers: **164,780**

PRICE: \$660

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Your next move can be next level.

Nothing compares.
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MALIBU CALIFORNIA

Photos provided by James Lohmeyer | JLOHM@SIR.COM

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus. Spectacular Old Westbury. \$4,900,000

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,900,000

Headquartered in an estate directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom single-family estate, a country house, 10 barns, 13 three-car garages, a pool, a tennis court, a large garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELGALE.COM/AGENT/DEBRA_RUSSELL

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Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

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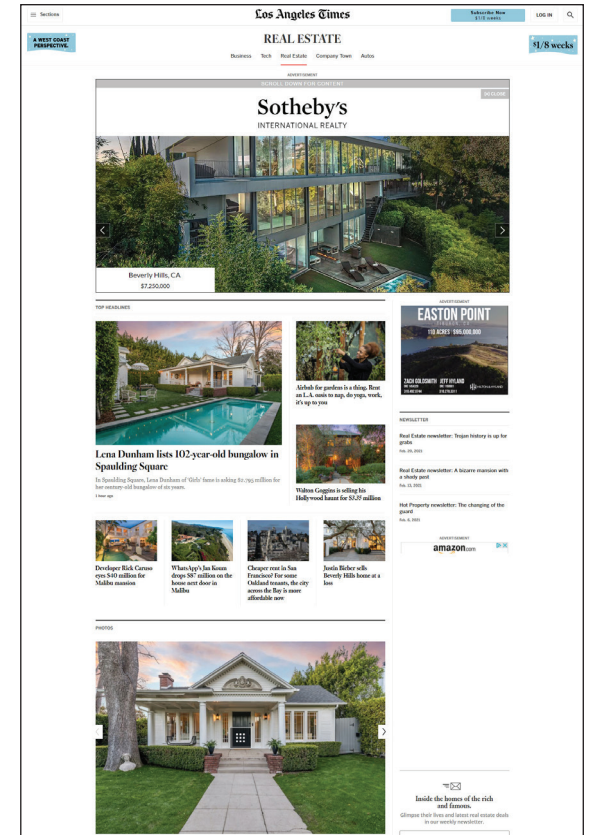
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425/SPOT

Full color with 30 day Lighthouse Placement



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023-2024

Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	California, New York, Massachusetts:	\$ 2,500.00				\$ 2,500.00	25,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - California, Northeast, Chicago, South Florida						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula an	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
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
LA Times							
Lighthouse Fixed Position	Hot Property Page	\$ 325.00	\$ 325.00	Bonus		\$ 650.00	850,000
WSJ.com							
Property upgrades	Property upgrades			Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module	\$ 1,275.00				\$ 1,275.00	164,000
Chicago Tribune							
Chicago Tribune	Custom Email 50k	\$ 1,200.00				\$ 1,200.00	50,000
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade			\$ 650.00		\$ 650.00	644,424
The New York Times							
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
Chicago Tribune							
Chicago Tribune	Takeover				\$ 725.00	\$ 725.00	150,000
Financial Times							
Financial Times	Property Spot			\$ 750.00		\$ 750.00	210,457
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 390.00		\$ 390.00	220,780
The Los Angeles Times	Takeover				\$ 660.00	\$ 660.00	220,780
TOTAL						\$ 23,495.00	5,381,552

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