



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 6600 N Highway A1A 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 6600 N 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 6600 N 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**

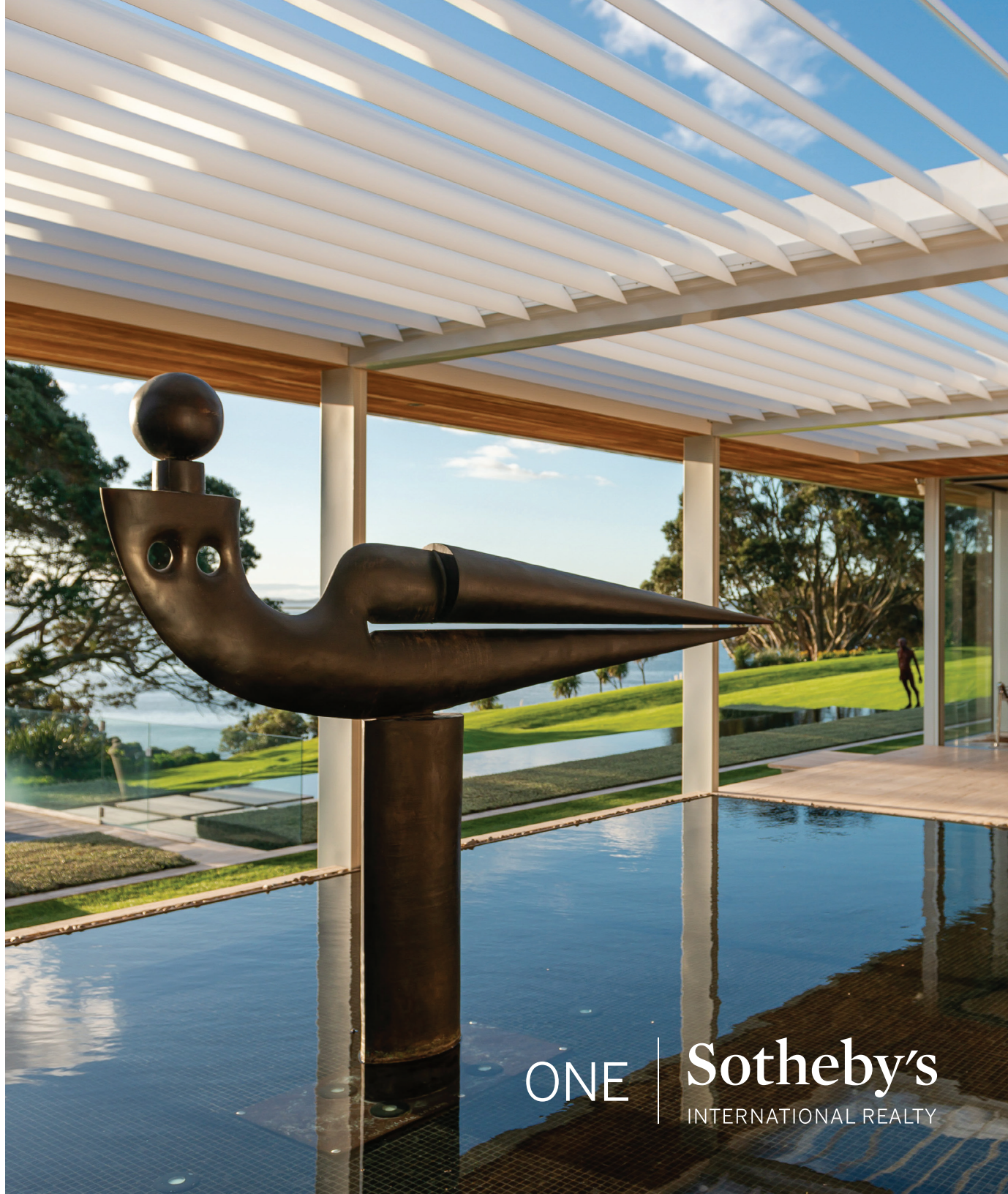
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**JIMMY CINTRÓN**  
*Account Executive*  
**212-677-0083**  
**jimmy@skyad.com**

Sotheby's  
Auction House  
Offerings



ONE | 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, New York, Massachusetts, Connecticut, Illinois

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



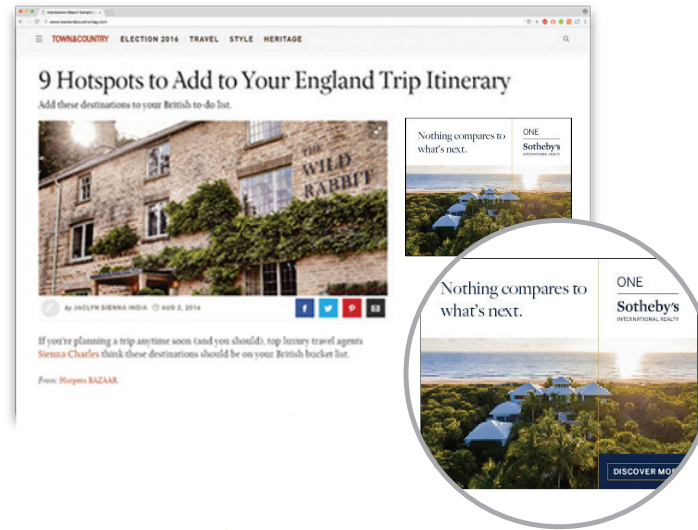
# Impressions Campaign

**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: **6600 N Highway A1A**
- 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

Bloomberg  
Markets

THE WALL STREET JOURNAL.

The  
Economist

Forbes

 REUTERS





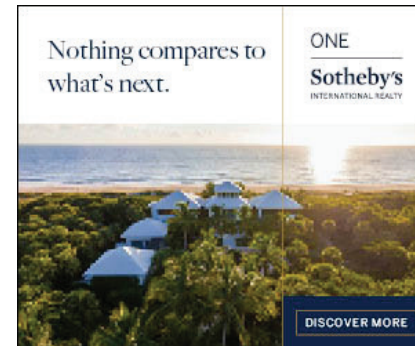
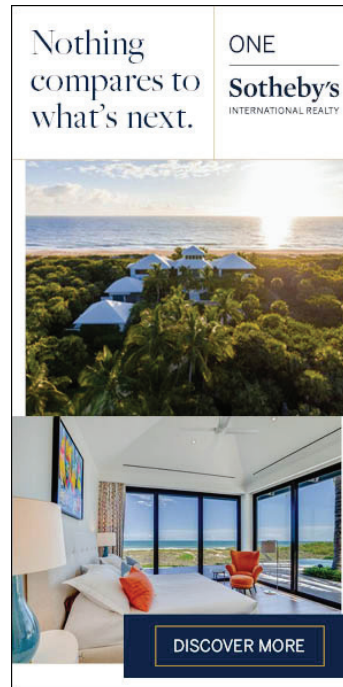
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

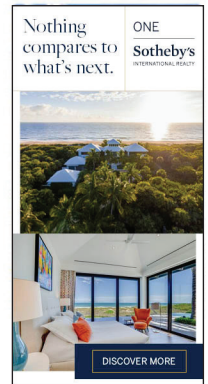
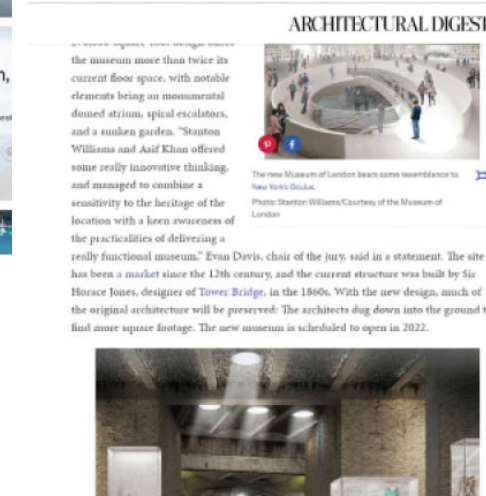
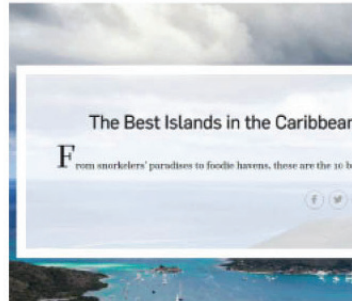
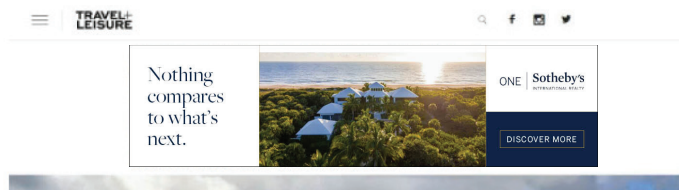
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

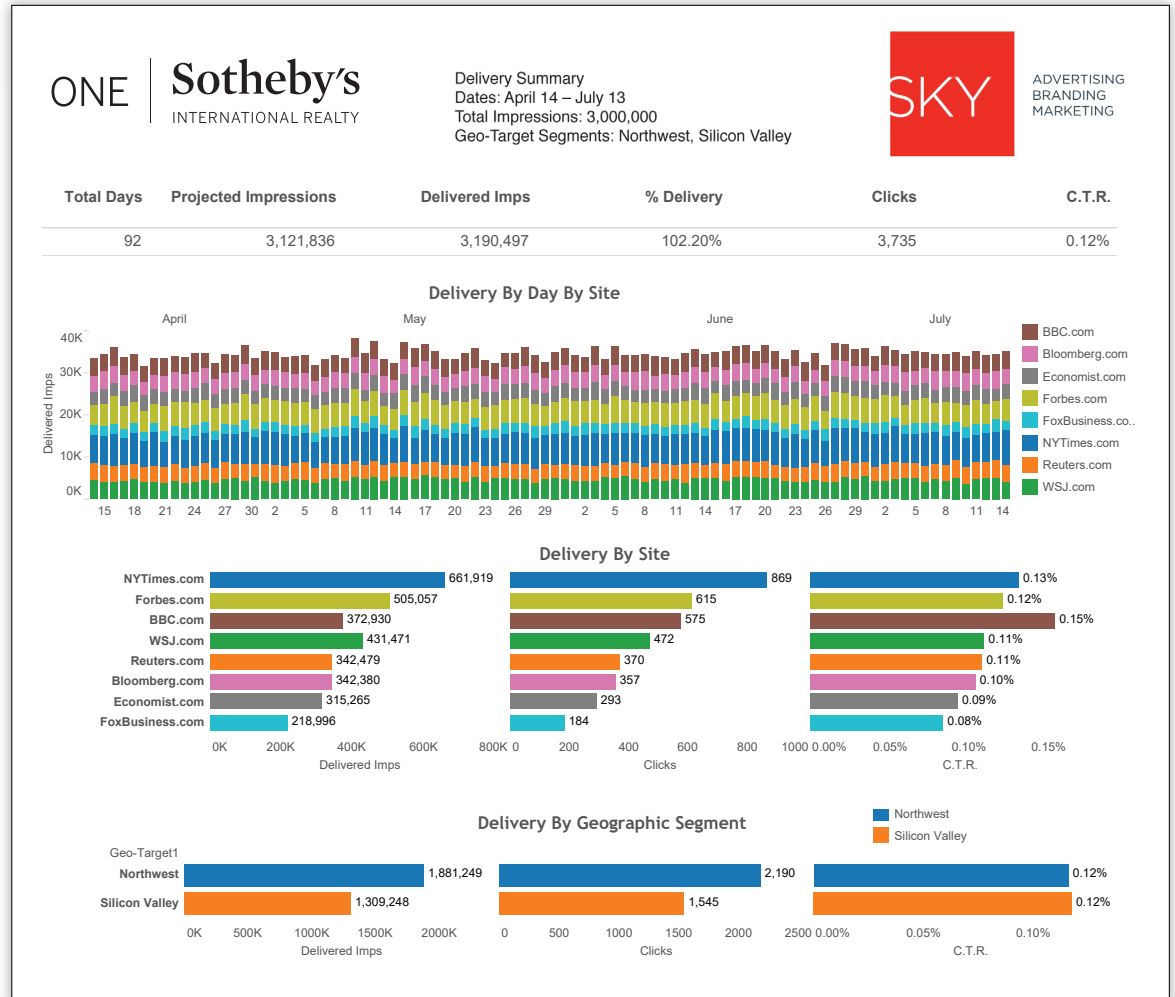


# Comprehensive Reporting For Your Customized Campaign

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

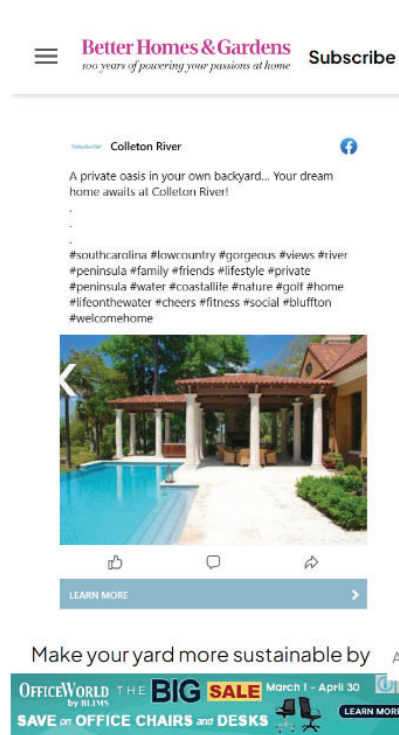
## SOCIAL MIRROR ADS

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.

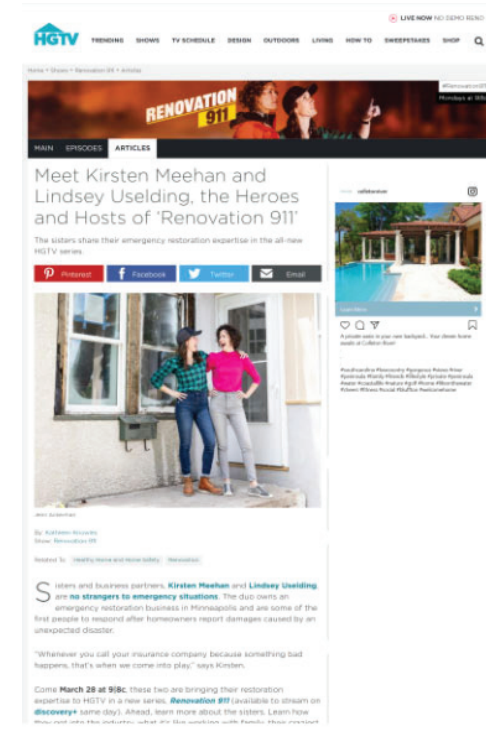
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



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

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# 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

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

---

PRICE: \$500 PER LISTING

**San Francisco, Peninsula and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

**JamesEdition** About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Cars 7,350 Real Estate 76,216 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Entertainment 6 Jewelry 2,099

**The Global Luxury Marketplace:**  
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

**MOST POPULAR**

<b>Ferrari 488 GTB</b> Ipswich, CA, United States \$71,999	<b>Chevrolet Corvette</b> Ipswich, CA, United States \$71,999	<b>Shannon Villa Over...</b> Ipswich, Spain \$4,785,907	<b>Ram 2500</b> Ipswich, CA, United States \$45,999
<b>Rio 109 - Luxury pe...</b> Rio De Janeiro, Brazil \$4,463,559	<b>Audi S7</b> Ipswich, CA, United States \$34,999	<b>McLaren 550C</b> Ipswich, CA, United States \$199,999	<b>Ferrari California</b> Ipswich, CA, United States \$114,999

**JAMES SPOTTING**

Two Level Duplex On Private Ponds  
View all cars  
View all real estate  
View all watches  
VIEW ALL

**RICH LIST**

**DOUBLE DOWN 214 Codecase 2010/20...**  
West Palm Beach, FL, United States  
\$38,000,000  
Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future  
Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Banky network.  
The 10 Most Sought-After Properties and Attractive Locations  
308 lovers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number  
VIEW ALL LISTS

**Featured Agent**

**Nick Swinburne**  
As an established licensed REALTOR® with over a decade of real estate experience serving the Sea to Sky corridor and the Vancouver North Shore, I have a proven track record of providing home sellers and buyers unparalleled service and...  
READ MORE

**LATEST STORIES**

**Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z CEOs**  
JamesEdition is revealing the car-buying habits of wealthy petrochemicals. From the classic 911 to the latest Bugatti and Pagani models, you can find...  
READ MORE

**Most exclusive neighborhoods of Hong Kong**  
The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the rankings for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's).  
READ MORE

**The Bahamas: Inside the most exclusive gated communities**  
If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol...  
READ MORE

**Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal**  
Where can one find the Algarve's most prestigious properties? Most a prime area often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of...  
READ MORE

**VIEW ALL STORIES**

**JamesEdition** About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Home Real Estate

**Find luxury Real Estate and Homes for sale**

VIEW ALL HOMES  
SPAIN | NEW YORK | PARIS

Type location Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

**Nothing compares.**  
ST. KITTS & NEVIS

**Featured luxury properties**

<b>5 Bedrooms - Pent...</b> \$2,734,418	<b>Stunning Sherwoo...</b> Lake Sherwood, CA... \$3,250,000	<b>Envious Estate by ...</b> Langgiri, MA, Indi... \$2,995,000	<b>Modern Apartment...</b> New York, Indi... \$2,724,332
<b>Elegant French Styl...</b> Bainoa, Algier... \$8,800,000	<b>Playa Nix</b> Playa, Mexico \$12,000,000	<b>Koningshof</b> Convers, Netherlan... \$8,759,573	<b>Magnificent Seclu...</b> Horseshoe, Indi... \$3,950,000
<b>Extraordinary Ooea...</b> Swanport, MA, U... \$5,990,000	<b>Maimok Paradise ...</b> Maimok, Arabi... \$2,750,000	<b>Kiltreagh House</b> Nangh, Ireland \$2,650,261	<b>7 +/- Acres for pote...</b> Matthews, NC, U... \$995,000

**News about luxury real estate** View all

**Most exclusive neighborhoods of Hong Kong**  
Posted 2019-07-17  
The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the rankings for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's).  
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READ MORE

**Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring**  
Posted 2019-05-23  
Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination...  
READ MORE

**Site Links**  
Home  
Cars

**Tools**  
Stores  
Rich List

**About JamesEdition**  
JamesEdition is a global  
Success stories

**Top Brands**  
Ferrari  
Aston Martin  
Audi  
Bentley

# jamesedition.com

## ROTATING GALLERY

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

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

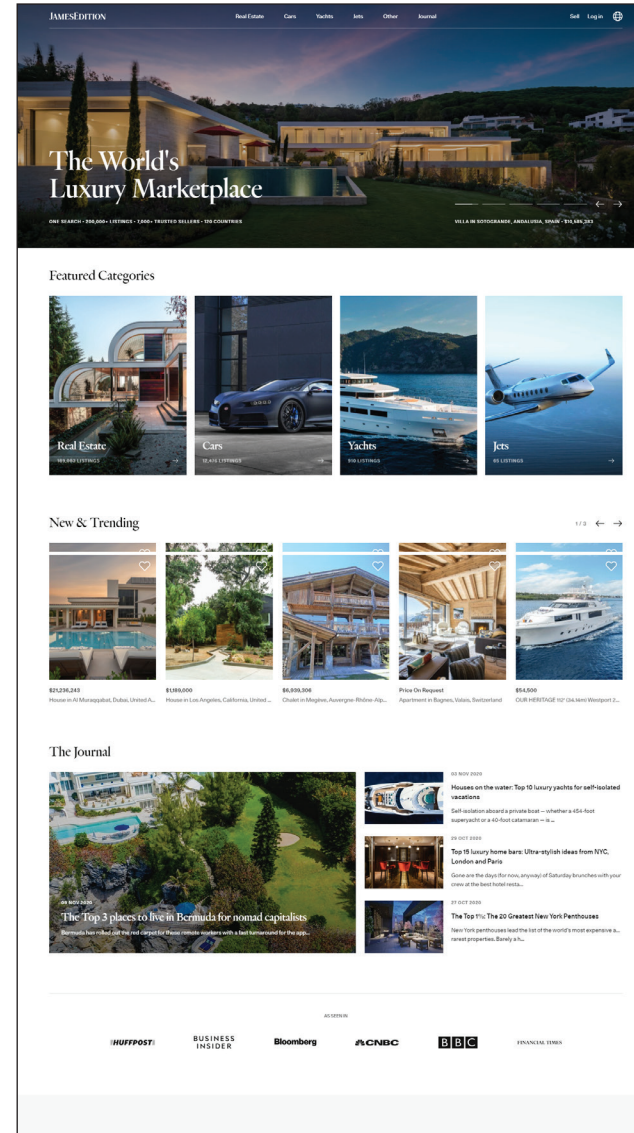
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000/MONTH

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600/MONTH





# jamesedition.com

## SOCIAL MEDIA POST

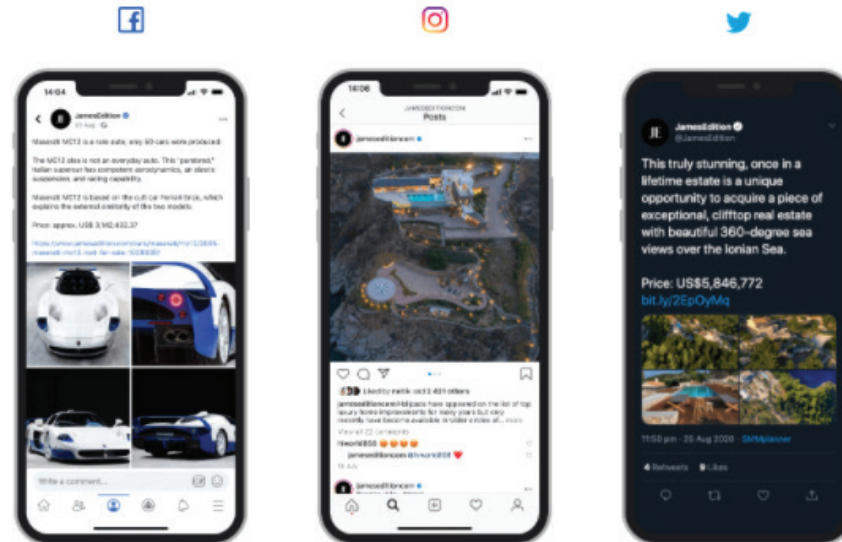
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

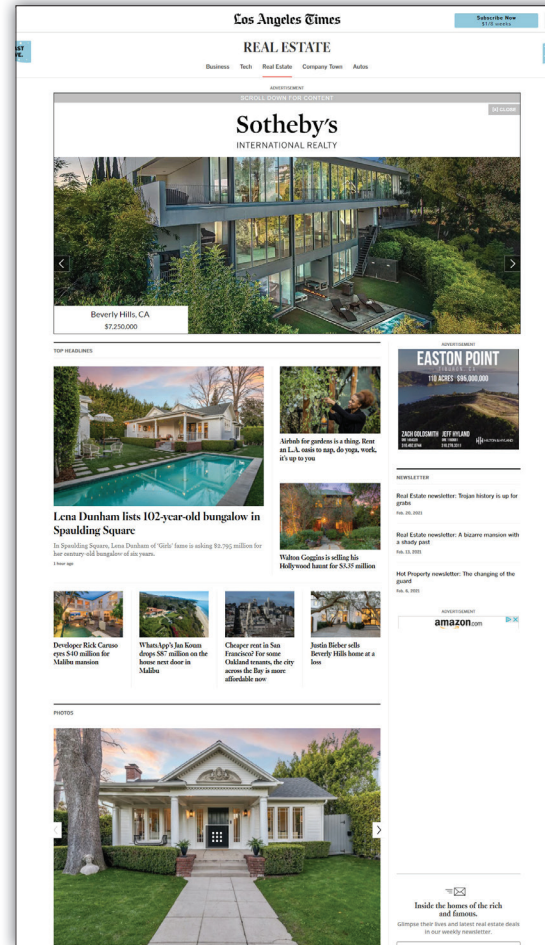
VIDEO: \$1,800

# 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 MONTH



# The Wall Street Journal Online (WSJ.com)

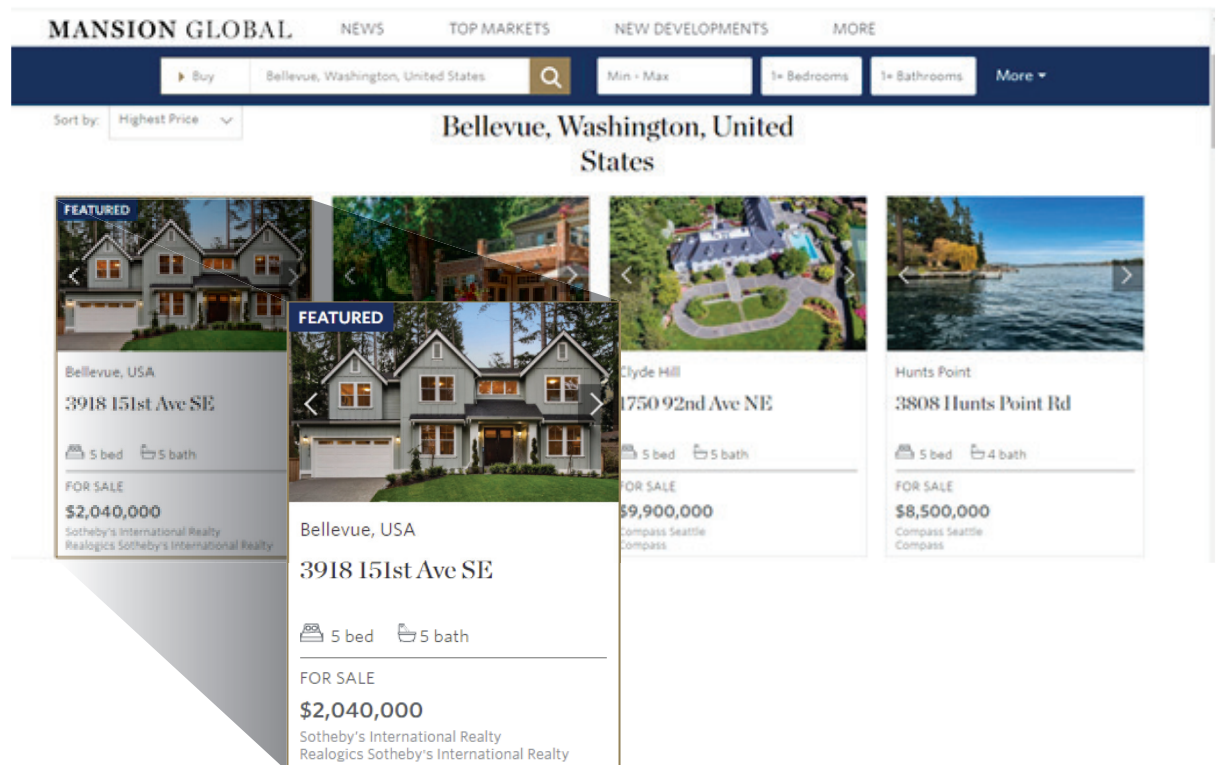
## FEATURED PROPERTY UPGRADES

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**

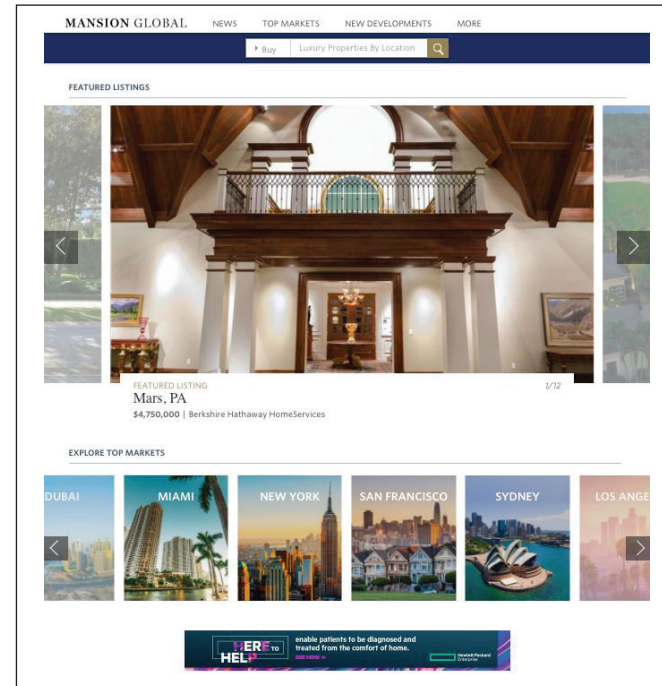


# The Wall Street Journal Online (WSJ.com)

## 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



# 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

**THE WALL STREET JOURNAL**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX 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 slept, according to the National Weather Service.

**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**  
 Fed cut rates to 0% and lowered reserve requirements to help ease credit conditions. The Fed also announced that it will purchase up to \$500 billion of Treasury bills and \$200 billion of agency debt.

**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.

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**The New York Times**

**"All the News That's Fit to Print"**

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**Late Edition**  
Today, don't forget, vote and don't let the 2018 elections slip away. It's Election Day, Monday, Nov. 5. Newsroom closed, printing suspended. Last page on Nov. 5 with high 'til midnight, page 18.

**Web's Far Right Can Hear Itself As Trump Talks**  
Chearing the Spread of Once-Fringe Views  
By KEVIN ROSEN AND ALI MITTON  
On Wednesday, as news outlets reported on the latest developments in the White House, a group of web-based opinion columns, often written by fringe-right ideologists, were celebrating the news that President Trump was taking a hard line against the media. The columns, which appeared on the pages of several web-based opinion columns, often written by fringe-right ideologists, were celebrating the news that President Trump was taking a hard line against the media. The columns, which appeared on the pages of several web-based opinion columns, often written by fringe-right ideologists, were celebrating the news that President Trump was taking a hard line against the media.

**It's Not Heaven. It's Brooklyn.**  
The 2018 season in this year's New York City Marathon enjoyed blue skies, record-high conditions and a fast course. Page F7-22.

**Spending Millions in a Bid to Avoid Sanctions**  
By BENJAMIN BRIGGS  
The move, it is said, was made by a group of people in Washington and others in Brussels to help avoid U.S. sanctions on Huawei. The move, it is said, was made by a group of people in Washington and others in Brussels to help avoid U.S. sanctions on Huawei.

**Partisan Rorts Of New Query On The Census**  
By MICHAEL WIND  
WASHINGTON — When a survey of 10,000 Americans was conducted last week, it was found that 50 percent of respondents said they would not answer the census. The survey was conducted by the Brookings Institution, a Washington-based think tank.

**Called to Serve, Utah Mayor Always Answered**  
By PETER TRINERSTE  
NIGHTS OFFERED, Utah — The 101st anniversary of the Utah Statehood is being celebrated in the state capital of Salt Lake City. The 101st anniversary of the Utah Statehood is being celebrated in the state capital of Salt Lake City.

**Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'**  
By RICHARD HENNETT  
ATLANTA — The words, from the mouth of a Georgia politician, were not surprising considering the stakes. The Russian politician was accusing a Georgia rival of a 'hack'.

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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**

\$750 PROPERTY SPOT, COLOR

**EXUMA, THE BAHAMAS**



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PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

## House & Home

FTWeekend

**Save to the Will**  
 Will knowledge is essential to ensure your assets are distributed as you wish. FTWeekend provides free knowledge on how to write a will.

**Sign of the Times**  
 South Korea's real estate market is showing signs of a recovery. FTWeekend provides free knowledge on the latest market trends.

**Study in style**  
 Homeowners in the UK are looking for ways to improve their homes. FTWeekend provides free knowledge on the latest interior design trends.

**The home of prime property: properplanning.com**

**FTWeekend** US Edition

**Food and drink festive special**  
 Tips from top global chefs

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

**Schulz reversal raises Merkel's survival hopes**  
 SPD chief ready to join coalition talks

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

**Uber and the cost of the Kazan's Problem**

**Adventures on two wheels**

**Sarah Jessica Parker**

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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**
  - Saturday e-edition subscribers: **164,780**

PRICE: \$660

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
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MALIBU CALIFORNIA

Photos by: [unreadable]

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

Headed by a 2.5-acre directly adjacent to the 22-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 1800's style estate on nearly 1000 sq. ft. of land, a three-bedroom cottage, a two-garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE, COMPAGENT/DEBRA RUSSELL

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The Rosewood Farm Estate  
Southampton, New York

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

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Vanessa Moore  
Executive Broker  
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vanessa@sothebyrealty.com

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.

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



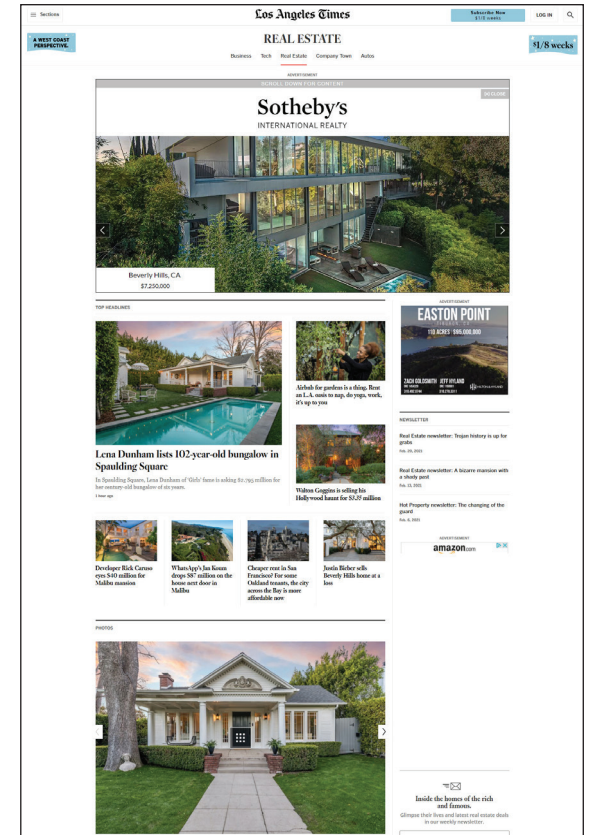
## LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425/SPOT

Full color with 30 day Lighthouse Placement



Schedule,  
Pricing & Reach  
2023-2024



# 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	California, New York, 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 - California, Northeast, Chicago, South Florida						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula an	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
<b>JamesEdition</b>							
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
<b>LA Times</b>							
Lighthouse Fixed Position	Hot Property Page	\$ 325.00	\$ 325.00	Bonus		\$ 650.00	850,000
<b>WSJ.com</b>							
Property upgrades	Property upgrades			Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module	\$ 1,275.00				\$ 1,275.00	164,000
<b>Chicago Tribune</b>							
Chicago Tribune	Custom Email 50k	\$ 1,200.00				\$ 1,200.00	50,000
<b>Print</b>							
<b>The Wall Street Journal</b>							
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>Chicago Tribune</b>							
Chicago Tribune	Takeover				\$ 725.00	\$ 725.00	150,000
<b>Financial Times</b>							
Financial Times	Property Spot			\$ 750.00		\$ 750.00	210,457
<b>The Los Angeles Times</b>							
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