



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Ridgetop Village Advertising and Marketing Program

LIV | Sotheby's
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Ridgetop Village

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

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 Wheat Ridge, CO.

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

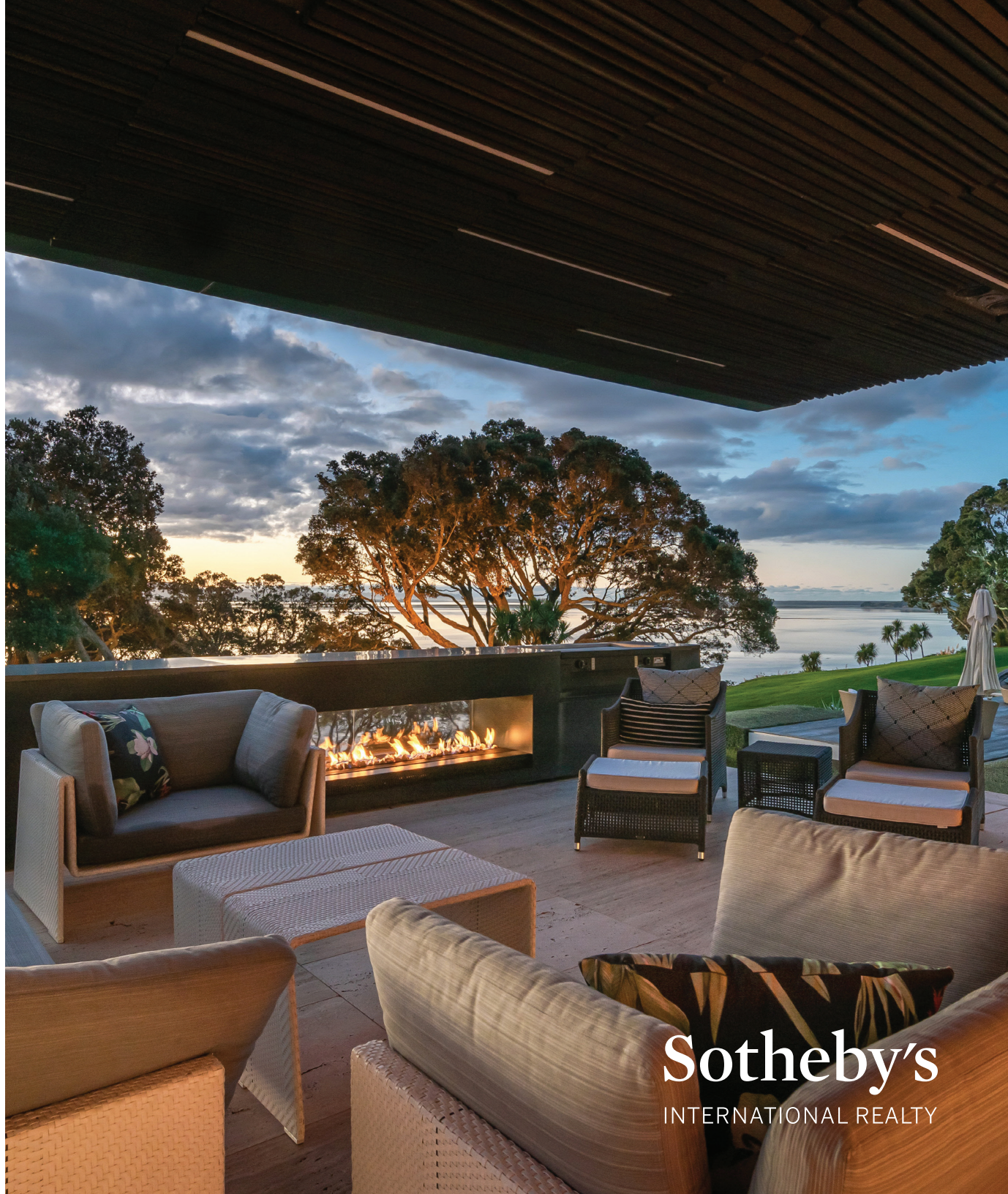
TARGETED AREAS

Colorado, California, Texas

PRICE: \$2,500



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: **Ridgetop Village**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

THE WALL STREET JOURNAL.

BARRON'S

INVESTOR'S BUSINESS DAILY

THE BUSINESS
JOURNALS

FORTUNE

REUTERS

Forbes

FOX BUSINESS

CNBC



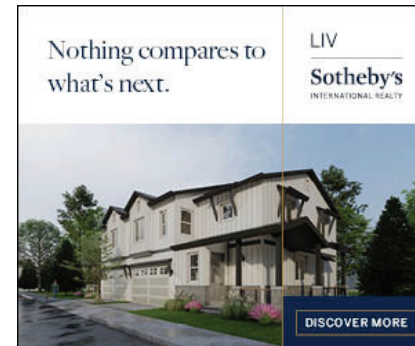
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

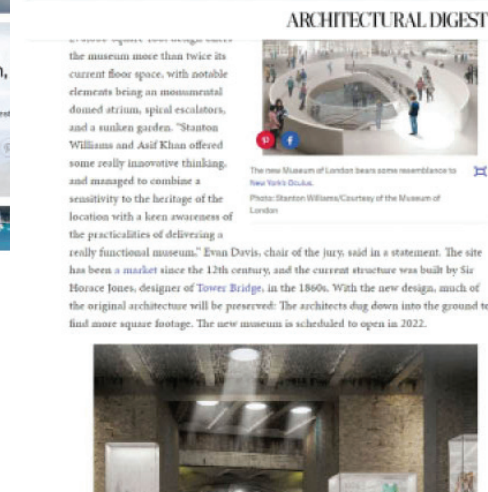
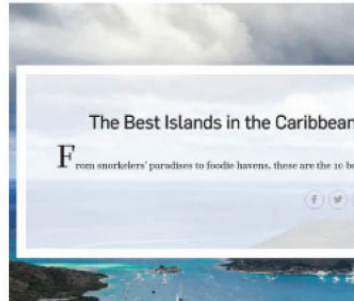
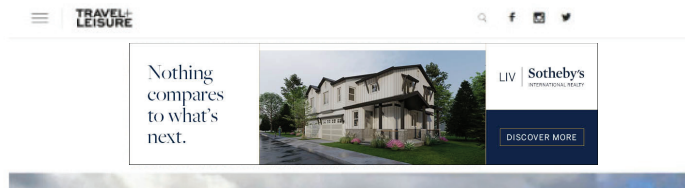
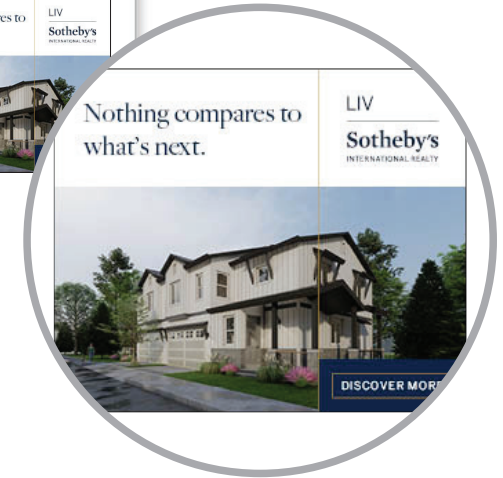
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

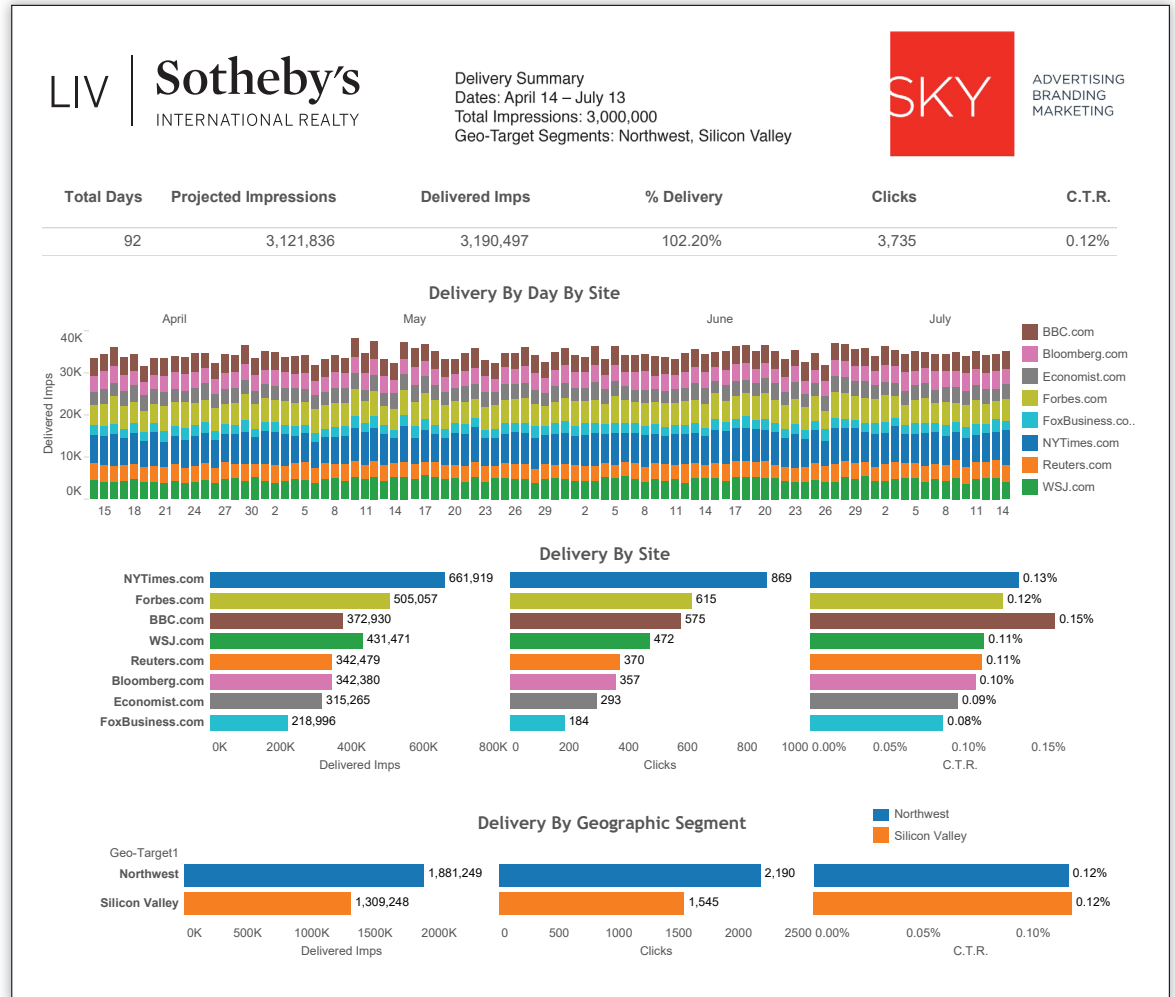


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Texas and California.

The program, with a projected start date of January 1st and will run for three months delivering an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the Texas and California on top global business and finance websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Rocky Mountain area real estate and living in Texas and California.
- An in-market segment that will allow us to show banners to adults actively searching for new build residential real estate and living in the Denver DMA.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com and more to extend the overall reach of the program.

BEHAVIORAL TARGETING

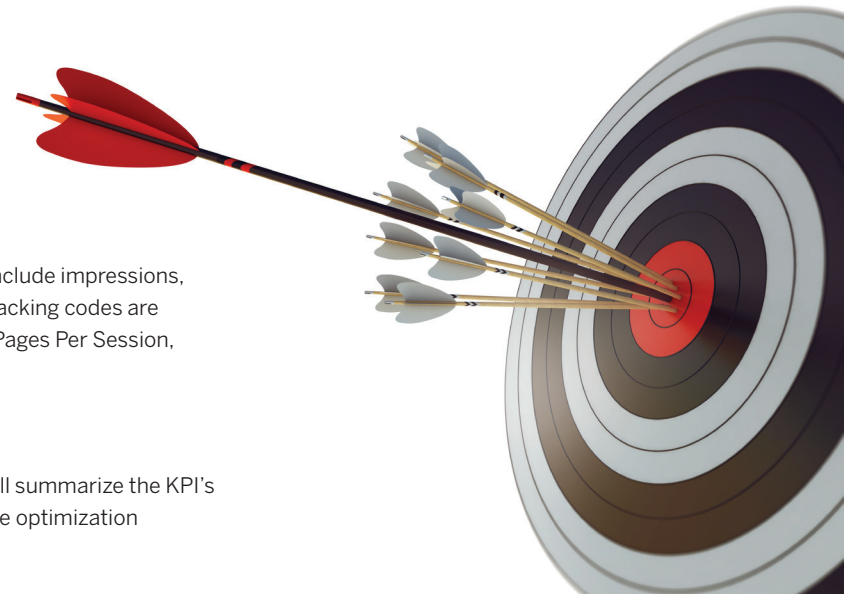
We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



Impressions Scheduling

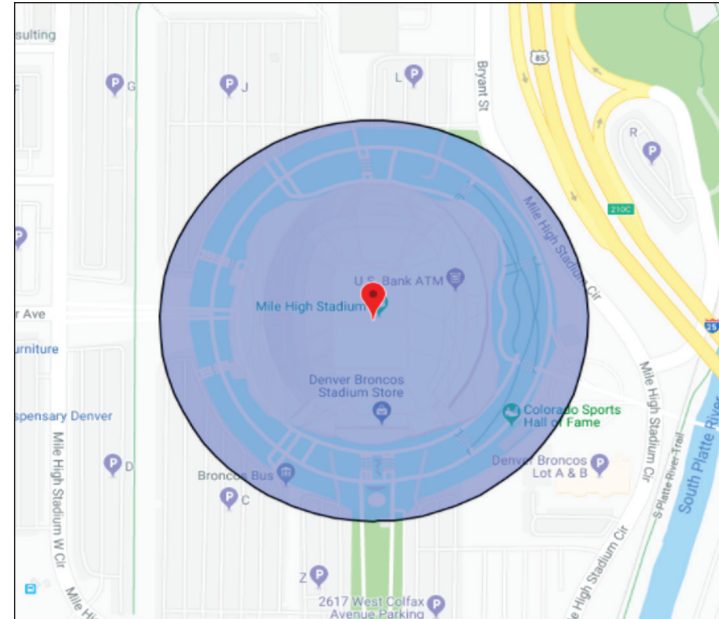
LIV SIR Ridgetop Village

Media	Geo-Target	January				February				March				Impressions
		01	08	15	22	29	05	12	19	26	04	11	18	
WSJ.com	California, Texas													
Barrons.com														
Investors.com														
Bizjournals.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
Custom Intent - Rocky Mountain Area Real Estate	California, Texas													375,000
In Market - New Build Residential Real Estate	Denver DMA													350,000
Total Digital														1,500,000

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/month

Comprehensive Digital

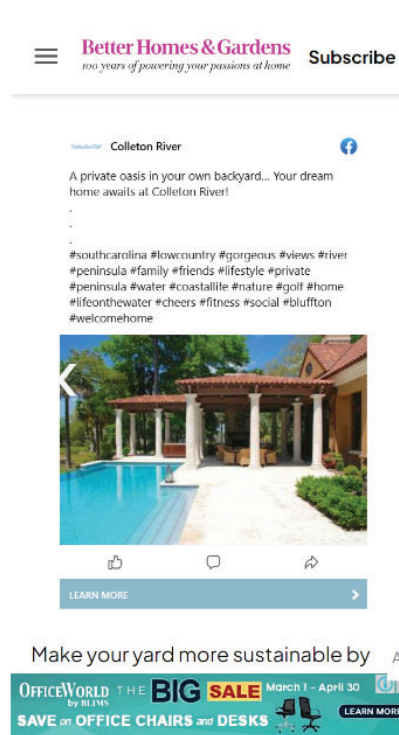
SOCIAL MIRROR ADS

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

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

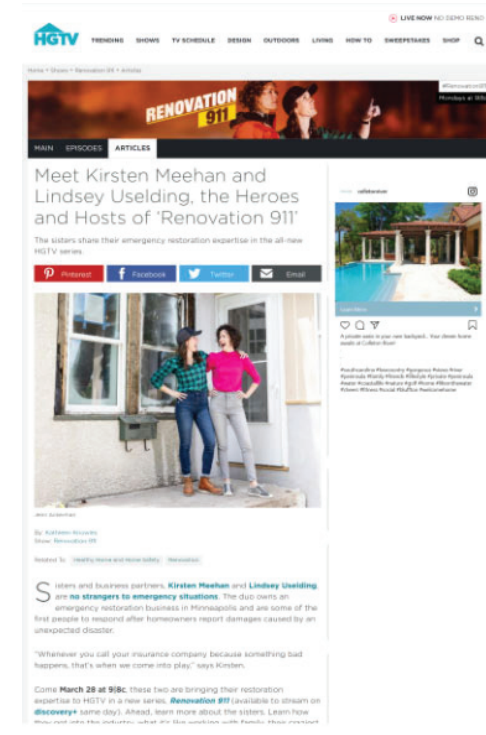
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



PRICE: FROM \$1,500 PER MONTH

Comprehensive Digital

ONLINE AUDIO ADS

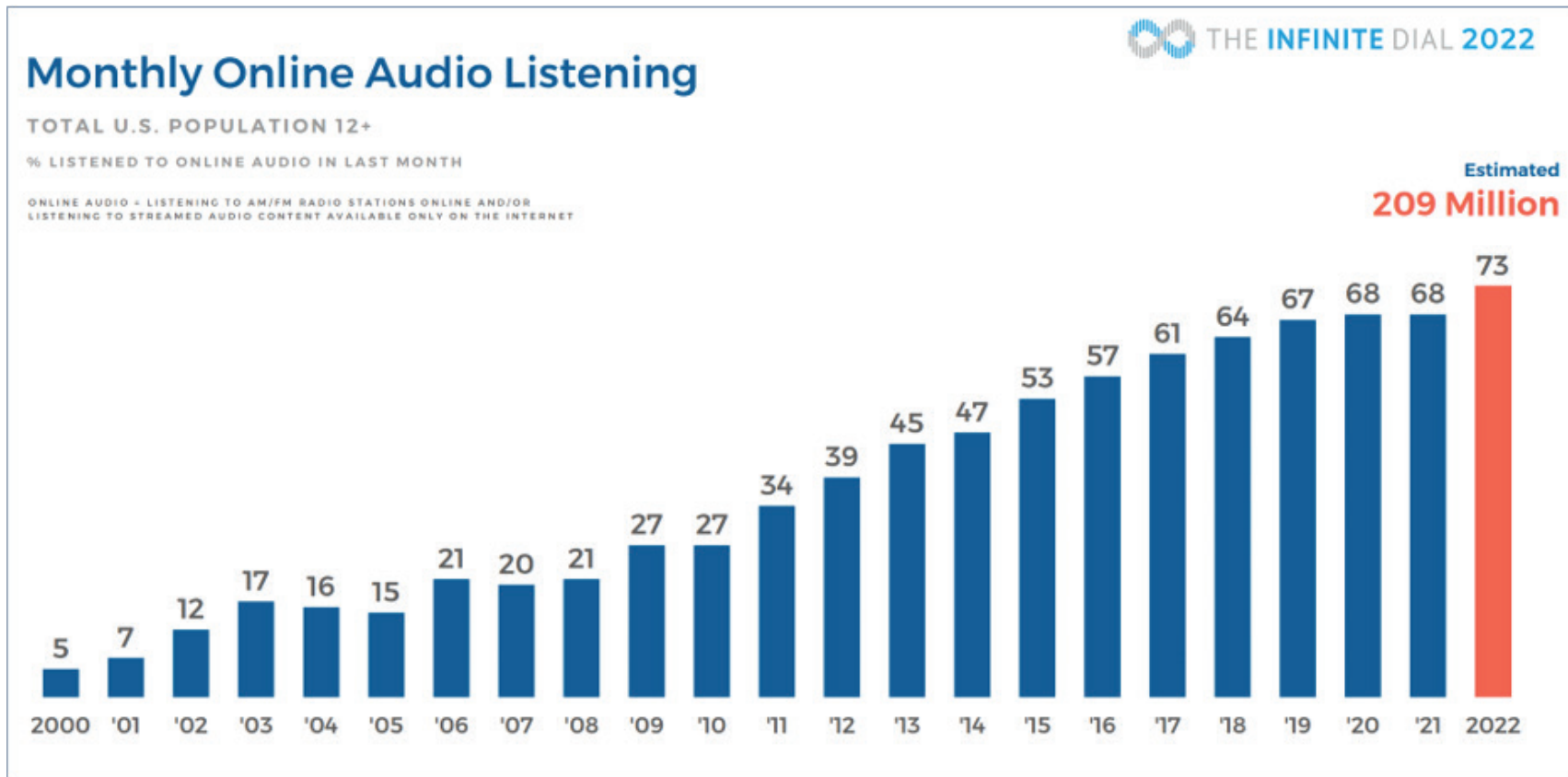
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- 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.

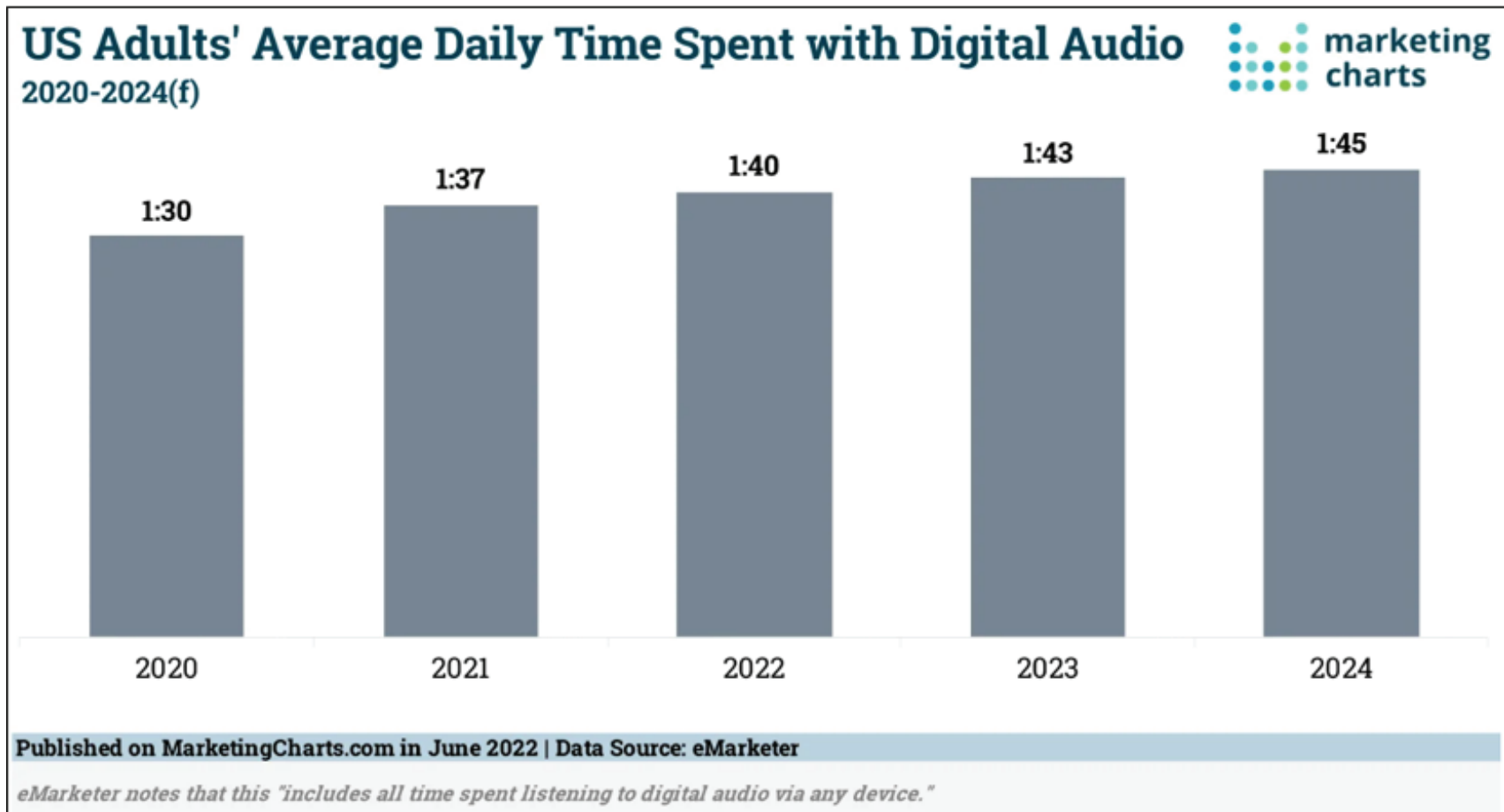
PRICE: FROM \$1,500/MONTH



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))

Comprehensive Digital

Client: Sotheby's LIV

Digital Campaign Planner



Date Created: 12/11/2023

GEOGRAPHIC TARGET:

80212, 80214, 80215,
80033, 80034

Campaign Duration: 12/31/2023-03/31/2024	Jan-24	Feb-24	Mar-24	Total
ONLINE AUDIO				
Behavioral Targeting: High Net Worth; Luxury Living; Luxury Homes				
AI Targeting				
Total Potential Impressions	30,000	30,000	30,000	90,000
Cost Per Thousand	\$50.00	\$50.00	\$50.00	\$50.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	30,000	30,000	30,000	90,000
TOTAL CAMPAIGN INVESTMENT:	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Online Audio Available Monthly Impressions Estimate:	82,937
Percentage of Targeted Online Audio inventory purchased with this campaign:	36.17%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

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.

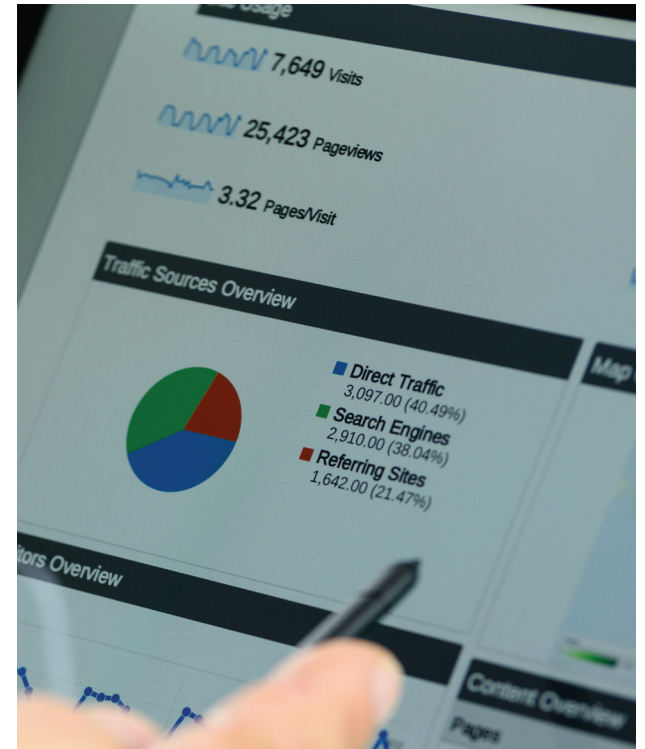


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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:
\$750 CAMPAIGN SET UP
\$1,350/MONTH



Google AdWords

GEOTARGETING

- Colorado
- California
- Texas

AUDIENCES & DEMOGRAPHICS

Which can include:

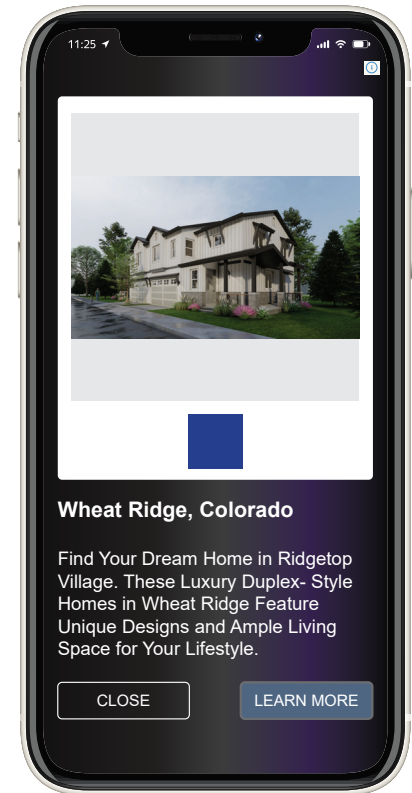
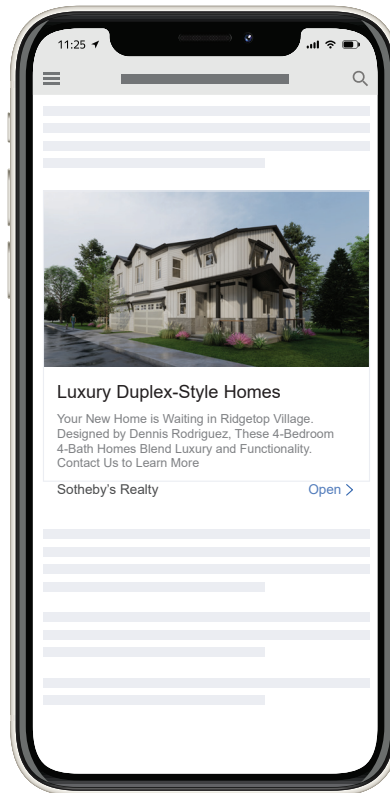
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Winter Sports Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Find Your Dream Home in Ridgetop Village. These Luxury Duplex- Style Homes in Wheat Ridge Feature Unique Designs and Ample Living Space for Your Lifestyle.
- Your New Home is Waiting in Ridgetop Village. Designed by Dennis Rodriguez, These 4-Bedroom 4-Bath Homes Blend Luxury and Functionality. Contact Us to Learn More.
- City Living Meets the Comfort of Home in Ridgetop Village. Choose Your Ideal Layout, Schedule a Site Tour, and Own One of These Magnificent Homes.

SHORT HEADLINES

- Ridgetop Village
- Luxury Duplex-Style Homes
- Wheat Ridge, Colorado
- Find Your Dream Home



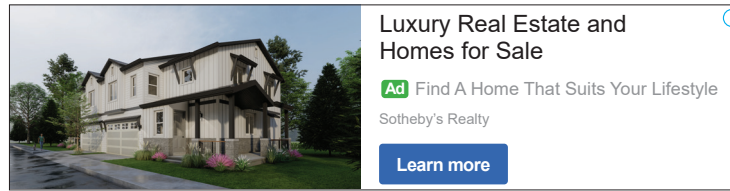
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 6,300

KEYWORD SAMPLE:

- 4 bedroom home for sale near denver
- 4 bedroom home for sale wheat ridge
- duplex for sale near denver
- duplex for sale near me
- duplex for sale near me
- duplex for sale wheat ridge
- home for sale near denver
- home for sale wheat ridge
- house for sale near denver
- house for sale wheat ridge
- luxury communities in wheat ridge
- luxury duplex for sale
- luxury duplex for sale near denver
- luxury duplex for sale near me
- luxury duplex wheat ridge
- luxury duplexes wheat ridge
- luxury home for sale near denver
- luxury home for sale near me
- luxury home for sale wheat ridge
- luxury home wheat ridge
- luxury house for sale
- luxury house for sale near me
- luxury house for sale near me
- luxury house wheat ridge
- luxury property wheat ridge
- luxury real estate near me
- luxury real estate wheat ridge
- luxury sothebys
- international realty in wheat ridge
- luxury sothebys international realty wheat ridge
- new developments wheat ridge
- one sotheby's international realty wheat ridge
- real estate wheat ridge colorado
- sothebys for sale wheat ridge
- sothebys international realty in wheat ridge
- sothebys international realty wheat ridge
- sothebys real estate wheat ridge
- sothebys realty wheat ridge
- sothebys wheat ridge real estate
- wheat ridge duplex for sale
- wheat ridge home for sale
- wheat ridge house for sale
- wheat ridge luxury duplex
- wheat ridge luxury duplexes for sale
- wheat ridge luxury home
- wheat ridge luxury house
- wheat ridge luxury houses for sale
- wheat ridge luxury property
- wheat ridge luxury real estate
- wheat ridge luxury real estate for sale
- wheat ridge luxury sothebys international realty
- wheat ridge real estate sothebys
- wheat ridge real estate sothebys international realty
- wheat ridge sothebys international realty



Ad - www.ridgetopvillage.com/ (123) 456-7890

Ridgetop Village

Find Your Dream Home in Ridgetop Village. These Luxury Duplex- Style Homes in Wheat Ridge Feature Unique Designs and Ample Living Space for Your Lifestyle.

Properties Near Me

Homes for Sale in Your Area
 Listings From Brokers Near You

Sell With Us

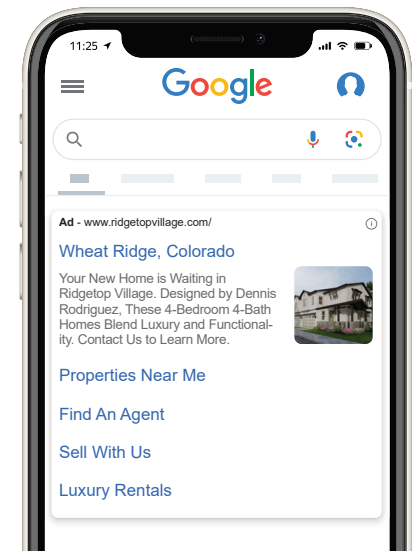
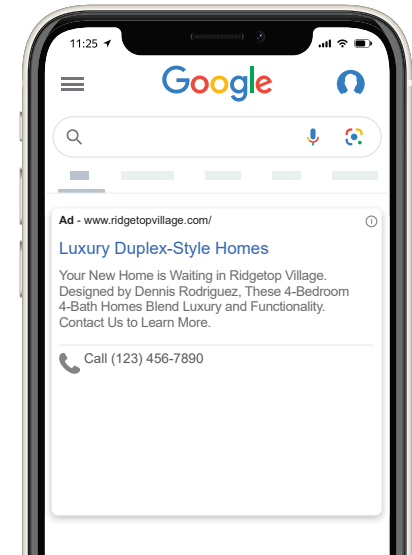
List Your Home
 Be Where the World is Looking

Find An Agent

Worldwide Agents
 Local Experts

Luxury Rentals

Homes for Rent in Your Area
 Exclusive Listings





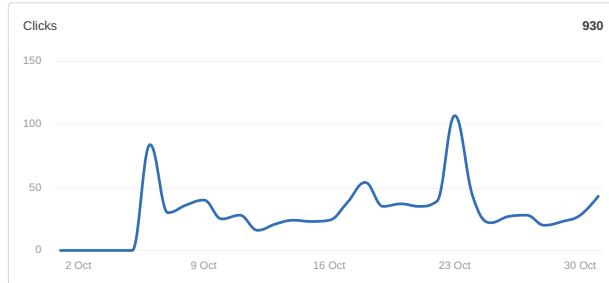
Google AdWords

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.

Ridgetop Village

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



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
"home for sale 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

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

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

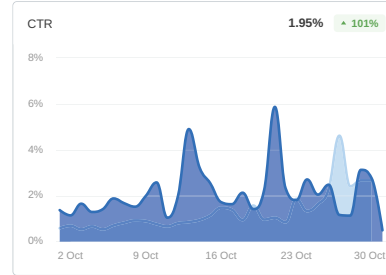
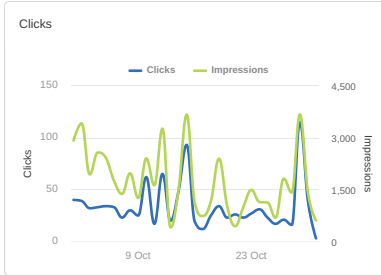
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



Ridgetop Village
October 2023

Ridgetop Village

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$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
michael rankin 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

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

San Francisco, Peninsula and Silicon Valley



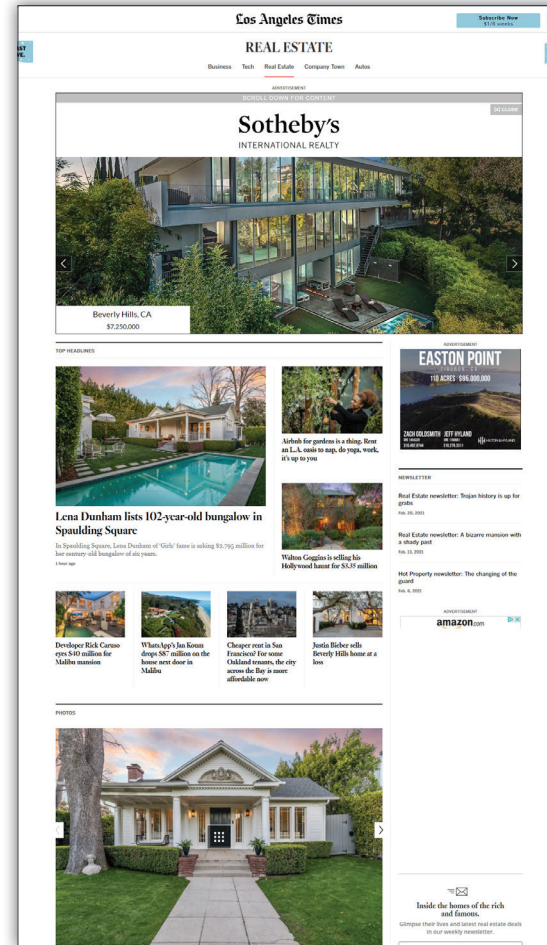
LA Times

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

Maximum 30 featured properties
Included with the Hot Property Print Placement



The Wall Street Journal Online (WSJ.com)

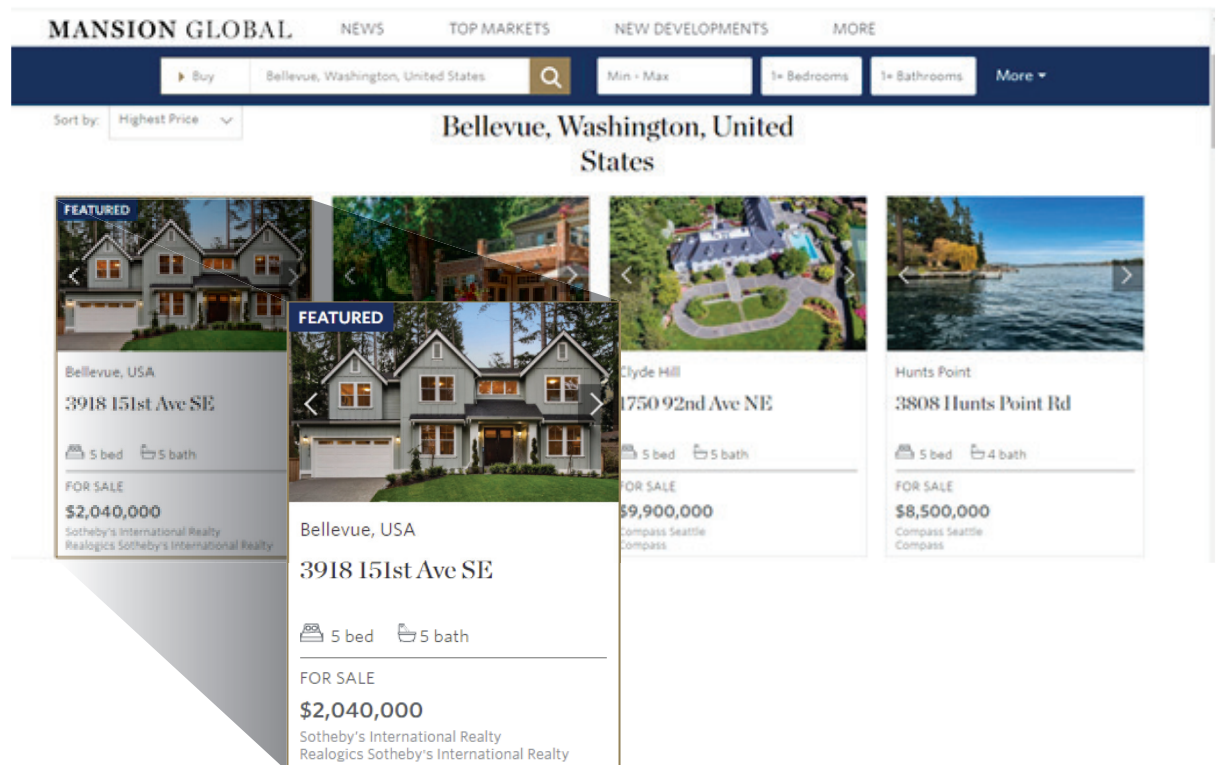
FEATURED PROPERTY UPGRADES

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 90 DAYS

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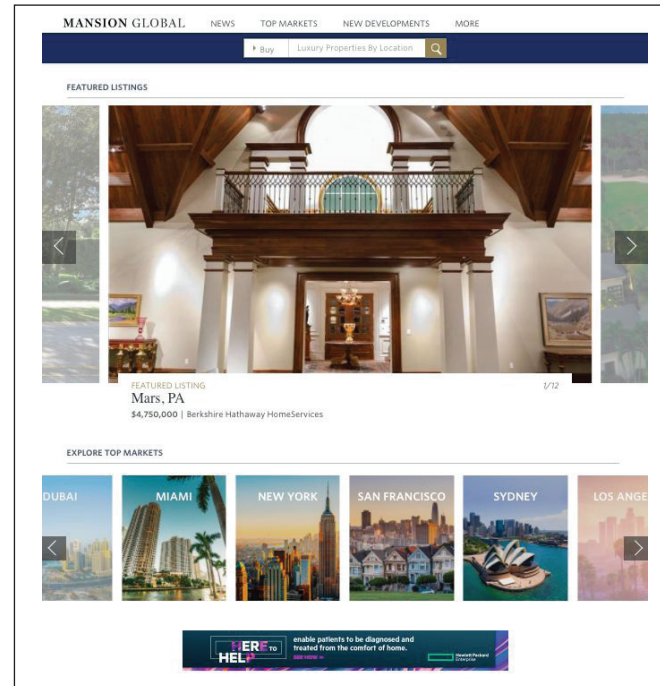
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Fed Cuts Rates Amid Virus Fears
Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

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 two 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 outlined a string of Super Tuesday primary tactics and Super Tuesday candidates broke away from the field for one of the contests, presidential nominee Joe Biden.

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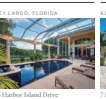



























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The New York Times

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Web's Far Right Can Hear Itself As Trump Talks

Chearing the Spread of Once-Fringe Views

By KEVIN WOODS and JILL MIYOSHI

On Wednesday, as news outlets reported on the far-right fringe of the Web, the far-right fringe of the Web itself was reporting on the far-right fringe of the Web. The far-right fringe of the Web is a place where people who are not part of the mainstream can find each other and talk back. It is a place where people who are not part of the mainstream can find each other and talk back. It is a place where people who are not part of the mainstream can find each other and talk back.

Edge in Polls Might Not Tip House Seats

Outcomes Hang on a Handful of Swing States

By NATE CHENEY

Democrats expect to gain control of the House in the 2018 midterms, but it is not clear how many seats they will actually win. The outcome will depend on a handful of swing states that are currently in play. These states, which appear on the map in shades of gray, are the ones that will determine the outcome of the election. They are the ones that will determine the outcome of the election. They are the ones that will determine the outcome of the election.

It's Not Heaven, It's Brooklyn

The 2018 census in this year's New York City Marathon enjoyed blue skies, record-high participation and a fast course. Pages F7-D2.

Spending Millions in a Bid to Avoid Sanctions

By BENJAMIN SVETKEY

The U.S. Treasury is looking for ways to avoid imposing sanctions on the Russian government. It is looking for ways to avoid imposing sanctions on the Russian government. It is looking for ways to avoid imposing sanctions on the Russian government. It is looking for ways to avoid imposing sanctions on the Russian government.

Called to Serve, Utah Mayor Always Answered

By JEFF TREMPER

INSTEAD OF SERVING IN THE U.S. ARMY, MAYOR BOB BROWN OF UTAH WAS CALLED TO SERVE IN THE U.S. ARMY. HE WAS CALLED TO SERVE IN THE U.S. ARMY. HE WAS CALLED TO SERVE IN THE U.S. ARMY. HE WAS CALLED TO SERVE IN THE U.S. ARMY.

Offering Little Pool, Pesticid Accuses Georgia Rival of 'Hack'

By RICHARD HENNEY

ATLANTA — The words, from the mouth of a Georgia politician, were not surprising. The words, from the mouth of a Georgia politician, were not surprising. The words, from the mouth of a Georgia politician, were not surprising.

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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**

PRICE: \$750 PROPERTY SPOT

Global

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House & Home

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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

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Water Mill, New York

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\$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.
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- **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**

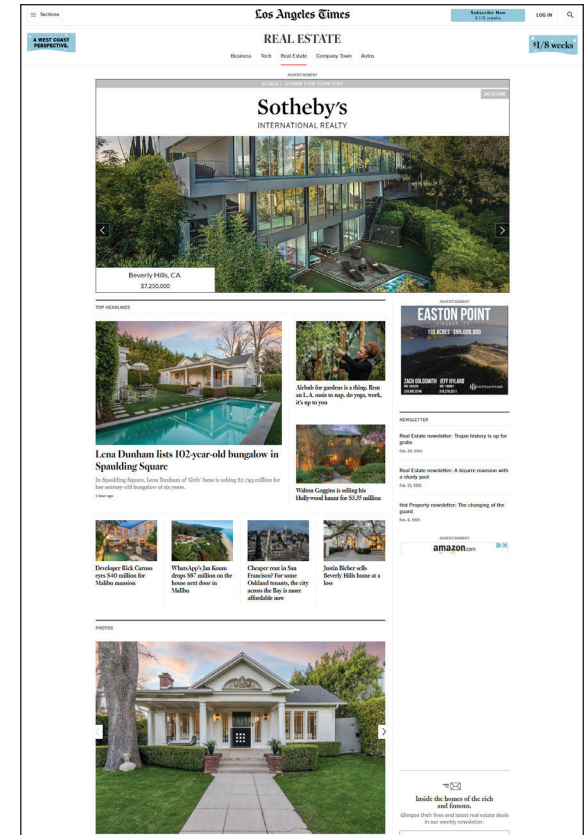


LA TIMES DIGITAL LIGHTHOUSE

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



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<p>ACTIVE</p> <p>1735 19th Street 3C 3 Bed 2 Bath 2,043 SF \$1,425,000 MLS 7188833</p> <p>Corey Wadley 303.913.3743</p>	<p>ACTIVE</p> <p>5615 Julian Street 4 Bed 2 Bath 1,720 SF \$840,000 MLS 3648883</p> <p>Jenny Apel 303.570.9690</p>	<p>ACTIVE</p> <p>8880 East 105th Court 3 Bed 4 Bath 2,012 SF \$495,000 MLS 9443352</p> <p>Jill Samuels 303.912.0606</p>	<p>PENDING</p> <p>4570 W Moncrieff Pl 3 Bed 3 Bath 2,332 SF \$940,000 MLS 6236001</p> <p>Liz Luna 303.475.1170</p>	<p>ACTIVE</p> <p>2141 Osceola Street 4 Bed 3 Bath 2,918 SF \$1,600,000 MLS 9164786</p> <p>Jenny Apel 303.570.9690</p>	<p>PENDING</p> <p>4650 Reed Street 4 Bed 3 Bath 2,958 SF \$675,000 MLS 8894829</p> <p>Luis Serrano 303.455.2466</p>

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<p>ACTIVE</p> <p>16580 E 106th Way 3 Bed 3 Bath 2,707 SF \$650,000 MLS 3908101</p> <p>Rachel Finn 630.935.9394</p>	<p>ACTIVE</p> <p>2016 S Pennsylvania 5 Bed 5 Bath 2,707 SF \$1,800,000 MLS 8702939</p> <p>Bart Rhein 720.837.5959</p>	<p>ACTIVE</p> <p>2222 2225 Hooker St 6 Bed 4 Bath 3,073 SF \$1,295,000 MLS 3457275</p> <p>Jenny Apel 303.570.9690</p>	<p>PENDING</p> <p>26408 E 69th Drive 4 Bed 2 Bath 2,341 SF \$899,900 MLS 1617792</p> <p>Kelsey Walters 720.560.0265</p>	<p>ACTIVE</p> <p>4736 W 30th Avenue 4 Bed 2 Bath 2,018 SF \$925,000 MLS 5017641</p> <p>Elizabeth Clayton 303.506.3448</p>	<p>ACTIVE</p> <p>6200 W 12th Ave #133 3 Bed 2 Bath 1,734 SF \$1,400,000 MLS 4918221</p> <p>Jenny Apel 303.570.9690</p>

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AUDIENCE

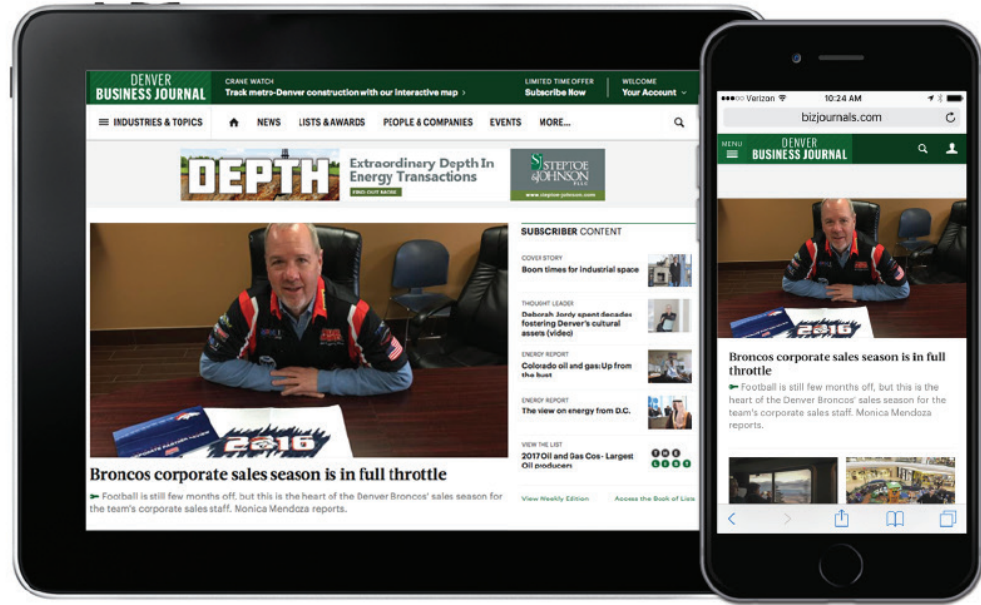
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Schedule, Pricing & Reach



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Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	January	February	March	April	Media Total	Reach
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Colorado, California, Texas	\$ 2,500.00				\$ 2,500.00	25,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - California, Texas, Denver Metro						
Google Adwords							
Google Adwords	Digital PPC program	\$ 2,100.00	\$ 1,350.00	\$ 1,350.00		\$ 4,800.00	18,900
Comprehensive Digital							
Streaming Audio	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	90,000
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00				\$ 500.00	6,500
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,250			\$ 1,250.00	
Property upgrades	Property upgrades		Bonus	Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00	\$ 650.00		\$ 1,300.00	1,288,848
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
Conde Nast Magazines Regional Pages							
Architectural Digest - Denver	Full Page			\$ 2,340.00		\$ 2,340.00	9,000
Financial Times							
Financial Times	Property Spot		\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00			\$ 425.00	220,780
The Los Angeles Times	Takeover			\$ 660.00		\$ 660.00	220,780
Local Media							
Neighborhood Gazette							
Neighborhood Gazette	Half Page	\$ 1,090.00	\$ 1,090.00	\$ 1,090.00		\$ 3,270.00	46,500
Neighborhood Gazette	Insert	\$ 1,472.50	\$ 1,472.50	\$ 1,472.50		\$ 4,417.50	46,500
Denver Business Journal							
Denver Business Journal	Print	TBD				\$ -	
Denver Business Journal	Morning Edition Email	TBD				\$ -	
Denver Business Journal	Home of the Day		\$5,000			\$ 5,000.00	
TOTAL						\$ 34,835.00	5,336,833
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							