



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

770 Madison Avenue
Advertising and
Marketing Program

Sotheby's
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 770 Madison Avenue

SKY Advertising is excited to present to NYC Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring buyer awareness to the 770 Madison Avenue.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for property in New York, NY.

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**

JANINE JONES
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212-677-2714
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

New York, New Jersey, Connecticut

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: **770 Madison Avenue**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **3,000,000**
- Clicks through to the website of your choice.

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



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

Telegraph.co.uk

THE WALL STREET JOURNAL.


South China Morning Post

Forbes

Bloomberg
Markets

 REUTERS

The
Economist

GULF NEWS 



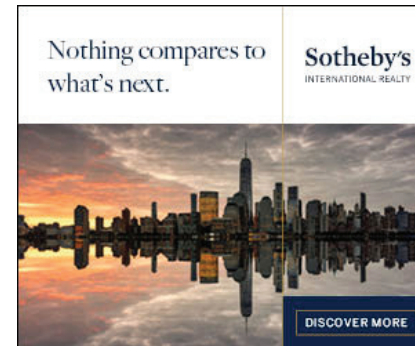
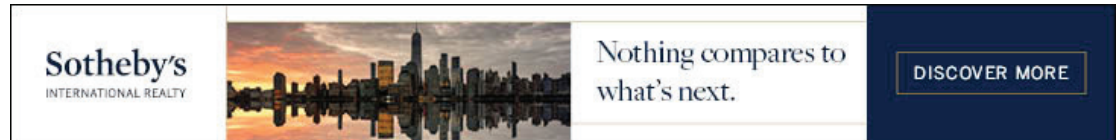
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

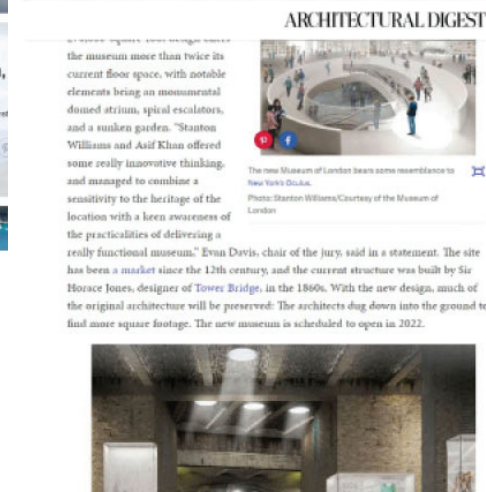
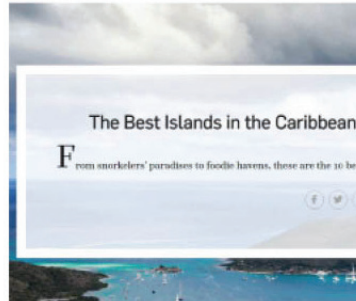
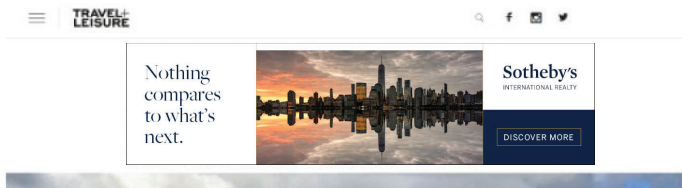
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

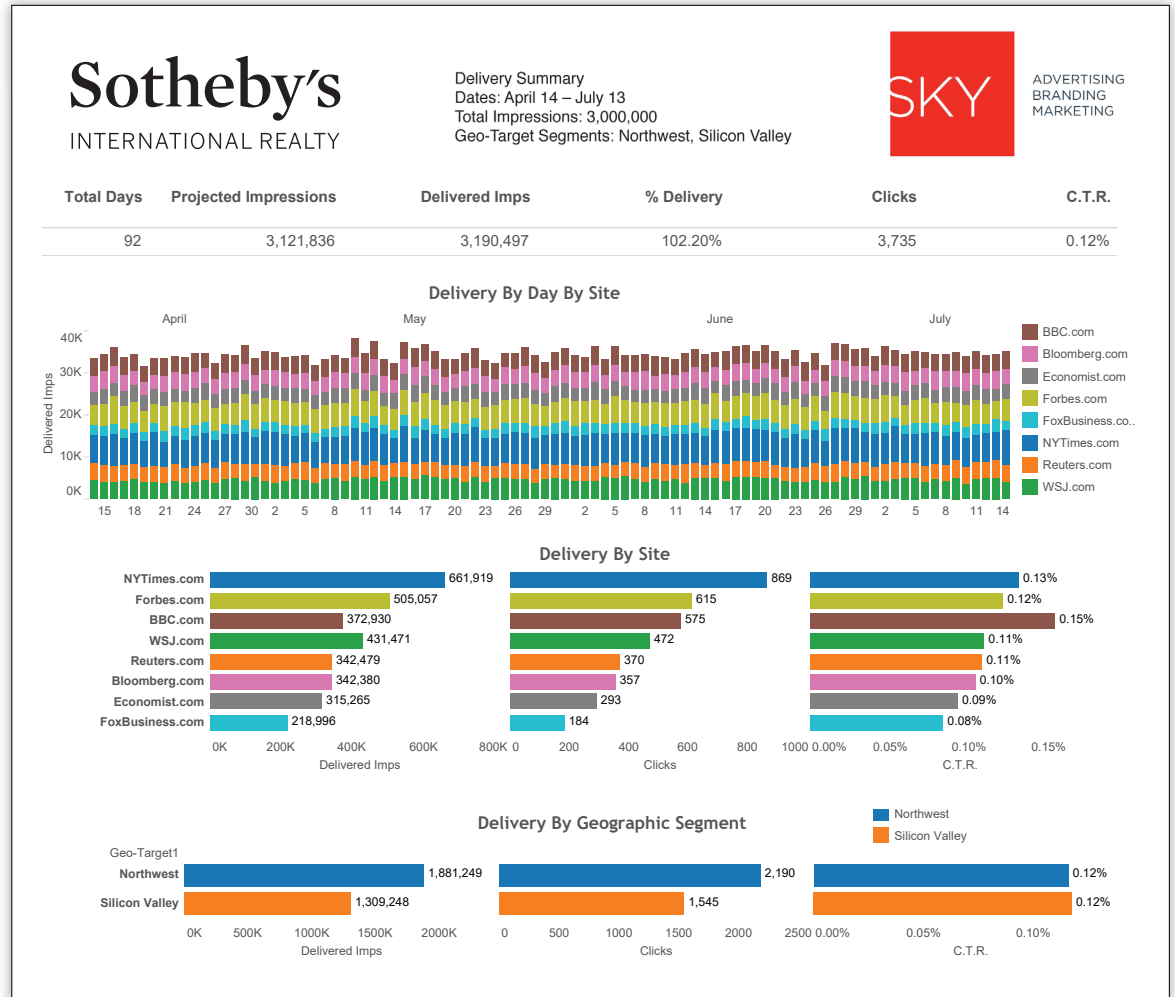


Comprehensive Reporting For Your Customized Campaign

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

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

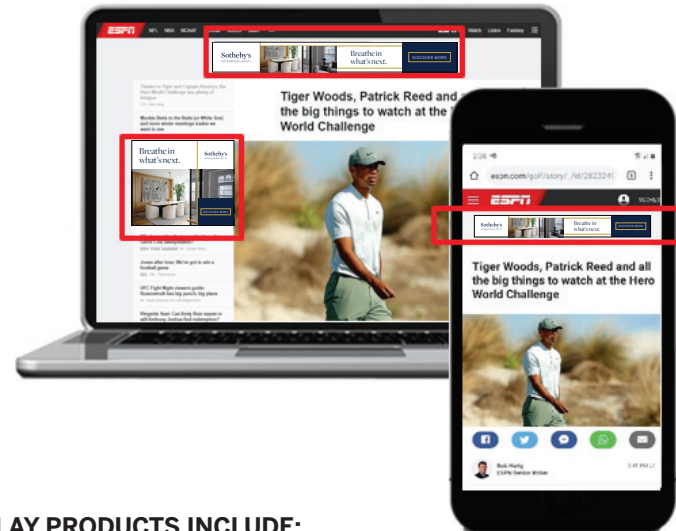
IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

DISPLAY

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



TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

Commercial Observer

The must-have resource for industry executives, delivering the information and analysis they need to make smarter decisions, close deals faster, and edge out the competition.

For over a decade, Commercial Observer has defined the trends, innovations and individuals at the forefront of the commercial real estate landscape.

Through critical insight, expert analysis, timely news, and informative events, Commercial Observer empowers the players who wield unparalleled influence on the industry's path forward.

- 81% Executive Level
- \$1.8M + Average HHI
- 97% Directly Involved in Deal Making
- \$14B Average Deal Size
- \$450B Reader-Controlled Business Budget
- 40.2M Average Reader-Controlled Sq. Feet

E-NEWSLETTER

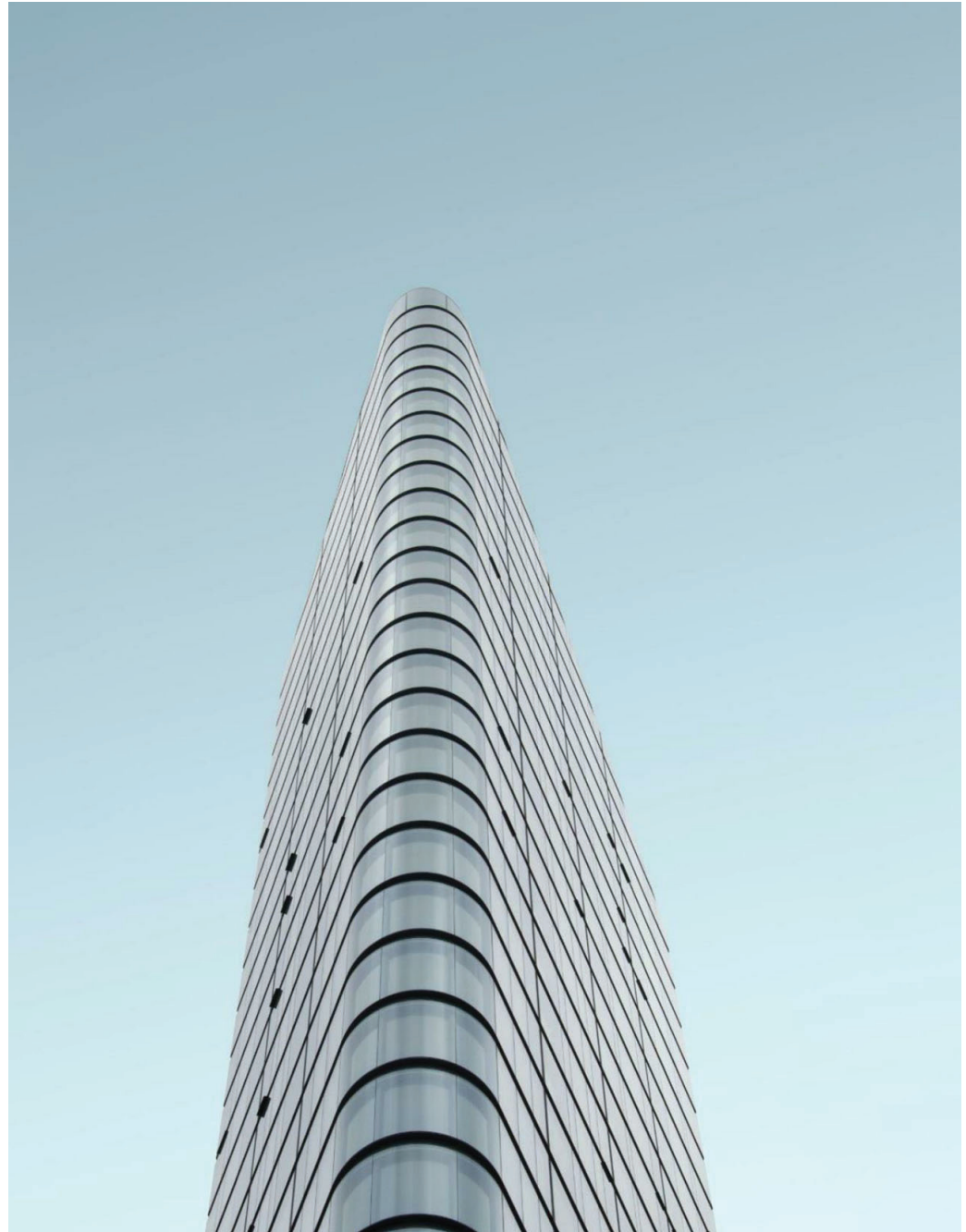
NEW YORK: \$3,475/DAILY

SPONSORED EMAIL

NEW YORK: \$14,000

CUSTOM CONTENT

BRAND VOICE ARTICLE: \$14,250



LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

**PRICE: FROM \$2,000/MONTH
TARGETING DEVELOPERS**



bisnow.com

Bisnow is the largest producer of news and events within the commercial real estate industry across North America, Canada, the UK and Ireland.

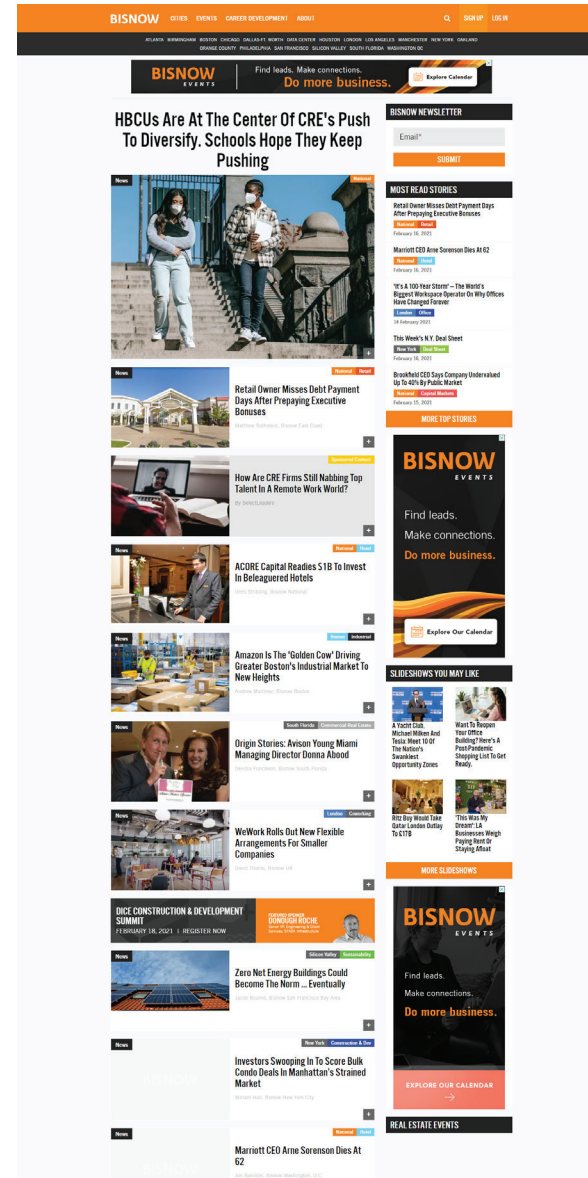
Bisnow's mission is to inform, connect and advance the commercial real estate community to do more business. We aspire to be the most data-driven and humanizing digital media, live events and intelligence platform in the galaxy — and through this effort, drive the industry to do smarter business. From events and news to branded content and video, our singular voice, attitude and perspective reaches 18 million all-digital readers and more than 100,000 industry insiders who attend our 300+ Bisnow events each year. Operating in more than 50 cities across North America and Europe, we tend to think globally, but strive to connect people hyper-locally.

- Market: **New York**
- Subscribers: **94,000**

AUDIENCE BREAKDOWN:

- **23%** Commercial Brokers
- **18%** Owner / Developer (GP & LP)
- **18%** Lenders (Debt & Equity Capital Partners)
- **9%** Property Management
- **5%** Law Firm / Legal Services

CUSTOM CAMPAIGN : TBD



Crain's New York Business

REAL ESTATE DAILY NEWSLETTER

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

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

NEWSLETTER REAL ESTATE DAILY

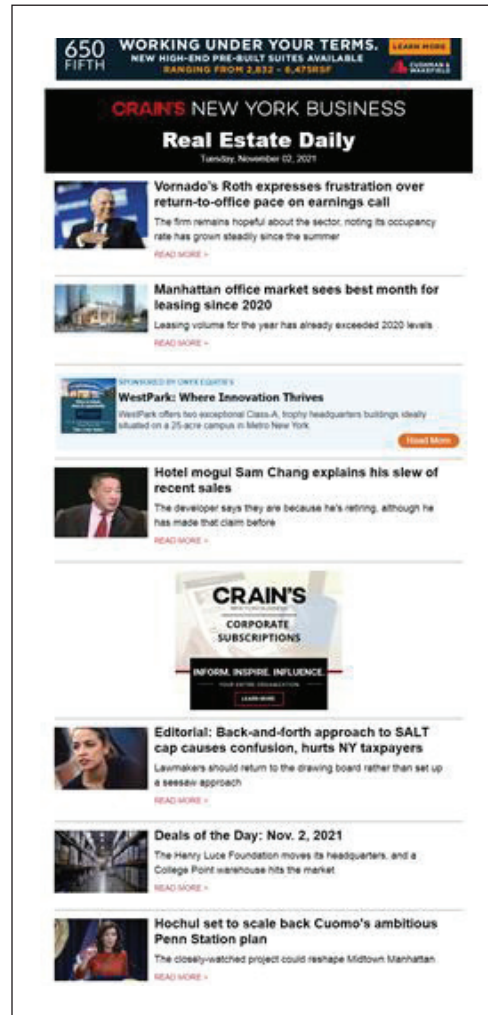
Real Estate Daily

A snappy roundup of real estate scoops, analysis and Deals of the Day built for New York real estate enthusiasts.

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

\$2,750 (M-F) 5 SENDS

\$4,375 100% SOV (M-F) 5 SENDS



SPONSORED EMAIL

\$9,000: 10K+ EMAILS

\$16,500 25K+ EMAILS



SPONSORED CONTENT - PRODUCED BY STUDIO

\$9,000 1X

\$24,300 3XS

SPONSORED CONTENT - SUBMITTED BY ADVERTISER

\$6,000 1X

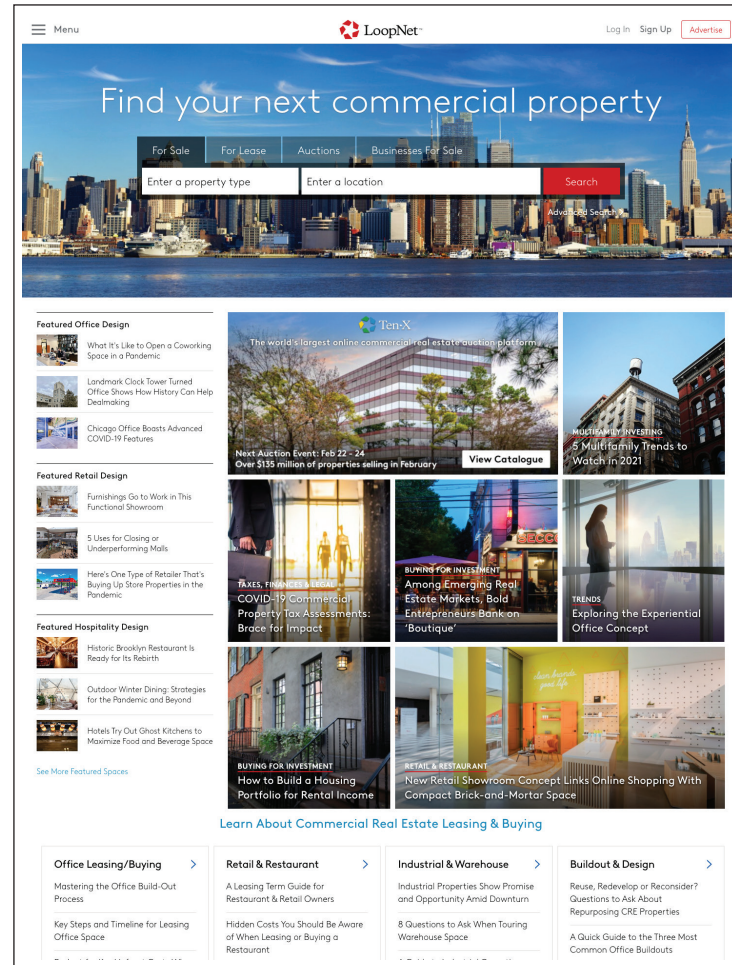
\$16,200 3XS

loopnet.com

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

AD CAMPAIGN SUMMARY

- Campaign will reach both the Brokers & Tenant audience while they are actively in market searching. Public Sites include CoStar, LoopNet, CityFeet, Showcase. Our clients market their properties for a ½ year which is similar to the cost of a modest broker event.
- Diamond Ad is 1st Highest Level of Exposure, Platinum Ad is the 2nd highest level of exposure.
- Campaign includes CoStar & LoopNet Display Ads & Retargeting Ads.
- Retargeting features: Property Retargeting, Tenant Pro-Active Targeting, and Contact Targeting.
- Diamonds and Platinum includes CoStar Search Results Banner ads. Banner sits in the listing submarket.
- Professional Media/Photography Shoot – CoStar Architectural Photography Team
- HD Video Tour
- Matterport 3D Tours.
- Photos
- LoopNet Listing Detail - Professional Curated Listing with Copy Writers.
- Custom Designed Banner Ads – by professional designer.
- Ad Tech: Analytics Dashboard. Signature Ad Campaigns comes with a Real Time Dashboard to track and monitor ad campaign performance. Total Views, Clicks, Time Spent, Visitor Details: Brokerage Shops, Direct Tenants/ie Company Name, along with insights to what other properties are they looking at.



**PRICE RANGE
PLAZA DISTRICT
RANGE \$5,000 - \$22,000 PER MONTH, DEPENDING ON AD LEVEL PACKAGE.
SIGNATURE ADS ARE PURCHASED ON 6-MONTH OR 12MONTH, CAMPAIGN DURATIONS.
RATES ABOVE ARE CURRENT AS OF 12/05/2023.
SUBJECT TO CHANGE ***

**UPPER EASTSIDE DISTRICT
RANGE \$500-\$2,400 PER MONTH, DEPENDING ON AD LEVEL PACKAGE.
SIGNATURE ADS ARE PURCHASED ON 6-MONTH OR 12MONTH, CAMPAIGN DURATIONS.
RATES ABOVE ARE CURRENT AS OF 12/05/2023.
SUBJECT TO CHANGE ***

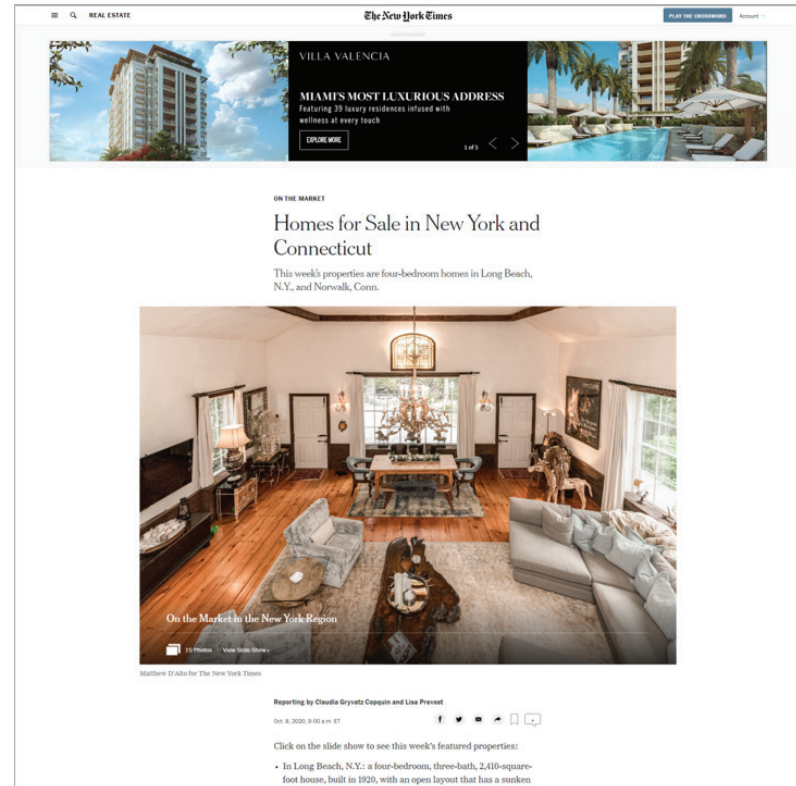
NYTimes.com

FLEX FRAME BANNER SLIDESHOW

String together a story with Slideshows. Seamless, fast-loading, and engaging, the Slideshow enables brands to showcase multiple looks or complementary products through a series of sequential images.

- National and International Geo-targeting
- Demographic and Behavioral Targeting

PRICE: FROM \$12,500



The Wall Street Journal Online (WSJ.com)

WEEKLY ENEWSLETTER

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

PRICE: \$1,775,

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

THE WALL STREET JOURNAL.



REAL ESTATE

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

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

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

Do air purifiers and filters kill viruses?

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

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

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

Happy reading!

-Kerry Berger, digital editor of Mansion

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



JIM BARTISCH

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

Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/NEWS

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

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$\$\$3.680,00

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 101 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,900,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$792,028	3,130	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY


Architectural Digest @ArchDigest
Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by  AllChives 

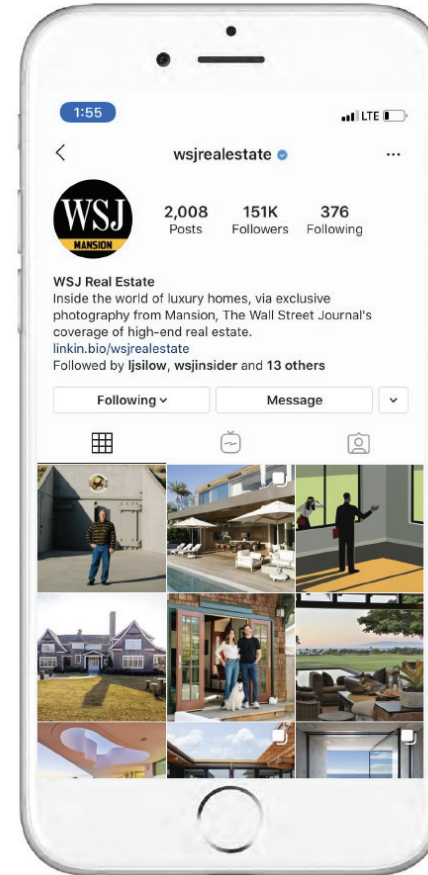
The Wall Street Journal Online (WSJ.com)

@WSJREALESTATE INSTAGRAM

Spotlight your brand to our mobile-first audience with a social Instagram post directly on @WSJRealEstate editorial handle.

- Followers: **154K**

PRICE: \$3,600 POST



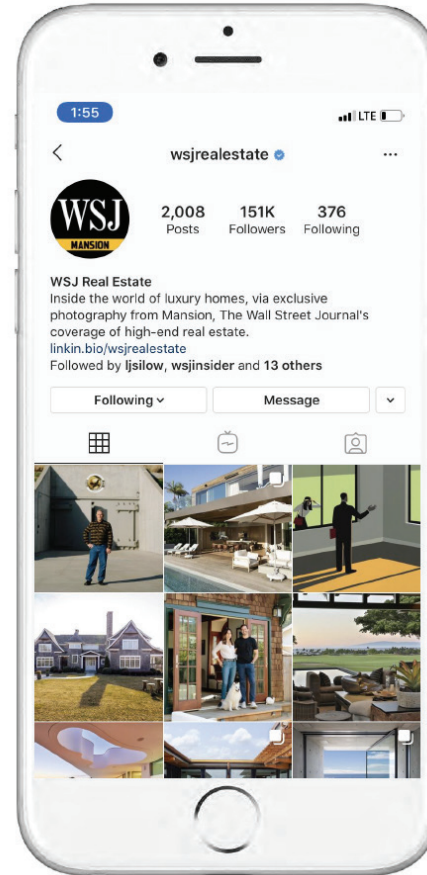
The Wall Street Journal Online (WSJ.com)

WSJ.COM TILE UNIT

Spotlight your brand to our mobile-first audience with a social Instagram post directly on @WSJRealEstate editorial handle.

- Followers: **154K**

FIXED POSITION ON WSJ REAL ESTATE FRONT:
\$3,000/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 resonating results than ever before.

- Circulation: 1,100,000
- Readership: 4,500,000
- Male / Female: 62% / 38%
- Average HHI: \$278,000
- Average age: 50

PRINT - PROPERTY REPORT TOMBSTONE:

Long favored by the business real estate community, tombstone ads are used to announce deals, acknowledge promotions and publicize significant transactions and events.

Two National tombstone (2x5) opportunities are available WEEKLY within the Wednesday Property Report presentation.

DIGITAL:

Extend your message and reach across the franchise by adding a digital component to reach real estate professionals, investors, developers and financiers.

DIGITAL PLACEMENTS OPTIONS (CHOICE OF 1):

- WSJ Digital Network with content targeting to commercial real estate
- WSJ Digital Network with audience targeting to senior business decision makers
- WSJ Digital Network run of Business
- WSJ Digital Network run of Investment

PRICE: TBD

**Tombstone Combo:
2X5 National Tombstone + Digital**

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV No. 52

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
By Anna Coxon Pines and James C. Collins

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.

Minnesota Resorts Are On Thin Ice
Shah's Bay CEO says the state's ski resorts are in jeopardy

SalesForce. #1 CRM.
Annual report of the CRM Applications Research Group. 2019-2020. Source: Research Now. Download your free report.

The New York Times

BUSINESS SECTION

PRICE: \$18,750 HALF PAGE

"All the News That's Fit to Print" **The New York Times** Late Edition Today, Nov. 5, 2018. Includes one and one-half pages of news, including the 11th Annual Climate Change Summit, and the 11th Annual Climate Change Summit. Includes one and one-half pages of news, including the 11th Annual Climate Change Summit, and the 11th Annual Climate Change Summit.

VOL. CLXVIII ... No. 56,137 ... NEW YORK, MONDAY, NOVEMBER 5, 2018 ... \$3.00



It's Not Heaven, It's Brooklyn.
The 50,000 runners in this year's New York City Marathon enjoyed Mar-a-Lago, ideal conditions and a fast course. Pages F1-D2.

Web's Far Right Edge in Polls Might Not Tip House Scales
Outcomes Hinge on a Handful of Tossups

Spending Millions in a Bid to Avoid Sanctions Of New Query On the Census

Called to Serve, Utah Mayor Always Answered

Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'

Parishion Roots Of New Query On the Census

Spending Millions in a Bid to Avoid Sanctions Of New Query On the Census

Called to Serve, Utah Mayor Always Answered

Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'

PRINT

Commercial Observer

Get on the Desks of New York City's Most Powerful Players. Align with award-winning editorial content and drive awareness among the leading commercial real estate executives in New York City.

Distributed to 12,000 hard copies and 20,000 digital flipbook readers weekly, Commercial Observer lands on the desks and in the inboxes of CRE decision makers every week - driving qualified, valuable leads.

- 26,520 Weekly Print Readership in NYC
- 70% Read Our Issues Regularly
- 97% Directly Involved in Deal Making
- \$14B Average Deal Size
- \$450B Reader-Controlled Business Budget
- 40.2M Average Reader-Controlled Sq. Feet

PRICE: \$12,000 FULL PAGE



Crain's New York Business

Crain's essential journalism, events and content experiences offer innovative solutions that drive conversations — and conversions.

HALF PAGE: \$11,900

ASKED & ANSWERED Wedding bliss out of the wedding capital process PAGE 10

CRAIN'S
NEW YORK BUSINESS
www.crain.com | 516.491.1000

DISCORD In Grid
plans some restaurants
the opportunity
to expand PAGE 3

THE LIST LARGEST PRIVATELY HELD COMPANIES Is a new record this close in a challenging year? PAGE 27

SPOTLIGHT
The top companies listed on NYB, awaiting their spots from last year

#1 HEARST
\$11.3B

#2 Bloomberg LP
\$10.5B

#3 Horizon Media Inc.
\$8.5B

MISSING THE GREEN
Golf's popularity surge clipped Trump Organization's prospects, leading to a loss of annual revenue

BY ANDREW LUSTON
Golf's popularity surge clipped Trump Organization's prospects, leading to a loss of annual revenue

Talent-hungry tech firms test four-day workweek

7 City Council members jockeying to be speaker

GOING FROM NEWSPAPERS TO PASTRIES ON PARK AVENUE

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**

HALF PAGE, COLOR: \$8,500



The Real Deal

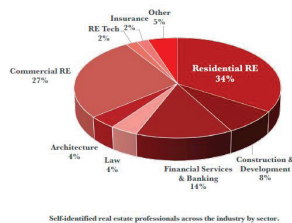
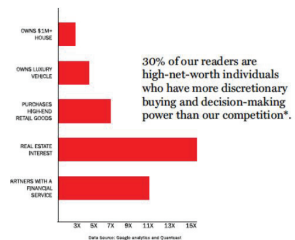
For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges



Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- **National – Monthly**

PRICE: \$5,000 FULL PAGE

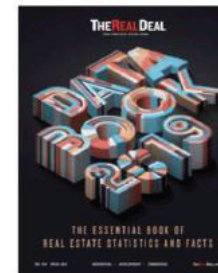
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NATIONAL

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- 480,000/annual



DATA BOOK

Circulation:

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