



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

West Hartwell Lane Advertising and Marketing Program



Kurfiss

Sotheby's
INTERNATIONAL REALTY

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- 26 2024



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure West Hartwell Lane

SKY Advertising is excited to present to Kurfiss Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to West Hartwell Lane.

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 Philadelphia, PA.

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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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

Pennsylvania, 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: **West Hartwell Lane**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

Bloomberg
Markets

Forbes

The
Economist



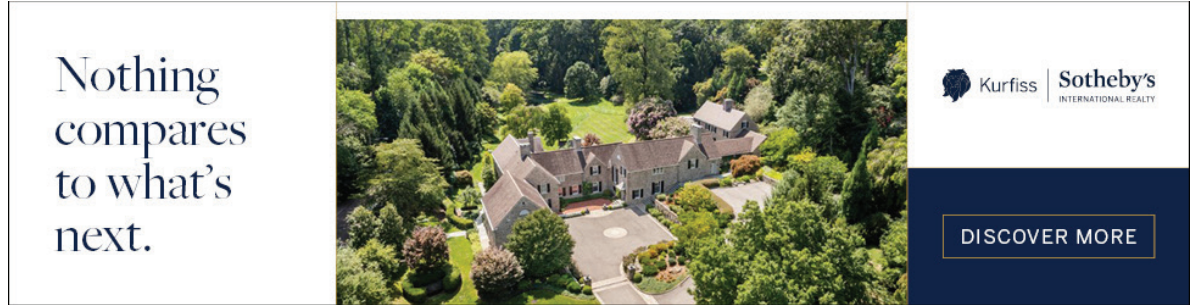
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

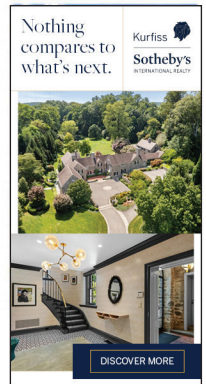
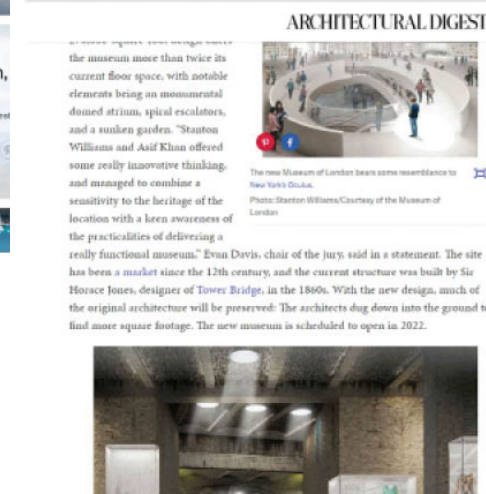
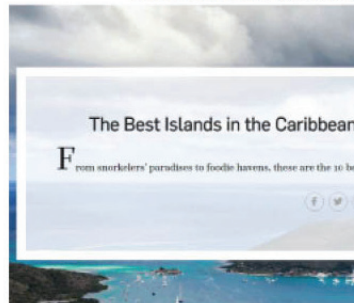
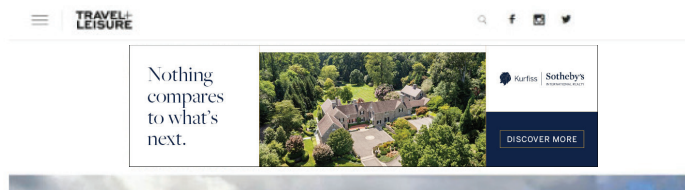
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

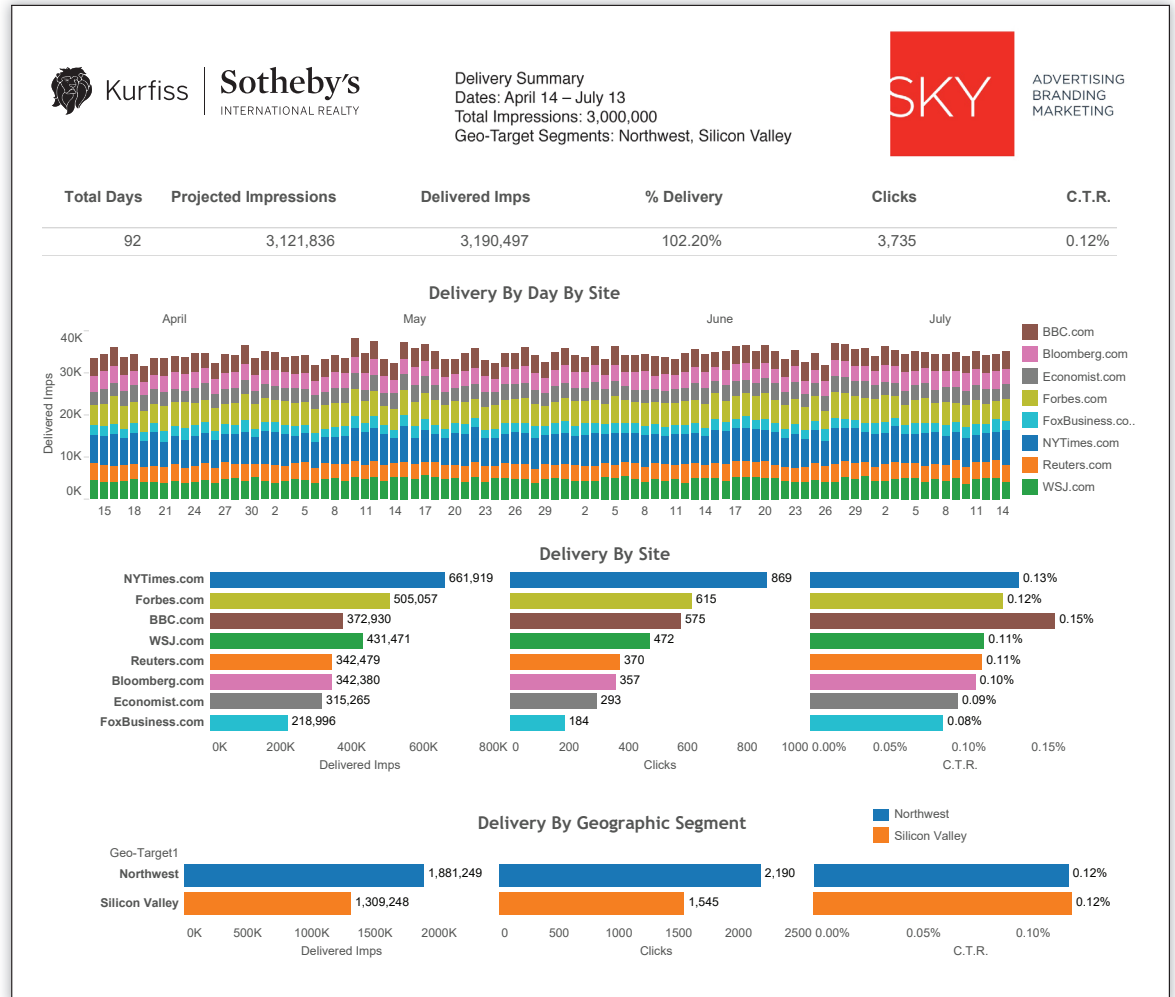


Comprehensive Reporting For Your Customized Campaign

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



Circa Old Houses

CIRCA's core mission is to connect real estate agents and homeowners selling old houses to people specifically looking to buy a property with history and character. From fixer-uppers to luxury estates, colonial architecture, to mid-century masterpieces – all homes of extraordinary quality built before 1971 are on their radar. CIRCA's audience trusts their expertise in showcasing only the most visually stunning historical homes currently on the market.

CIRCAOLDHOUSE.COM

- Monthly page views: **2M**
- Instagram: **386K**
- Facebook: **105K**
- YouTube: **44K**

SOCIAL MEDIA MARKETING OPPORTUNITIES

- @circahouses
- 90-day listing with Instagram Story.

PRICE: \$270/LISTING



Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS.



The Wall Street Journal Online (WSJ.com)

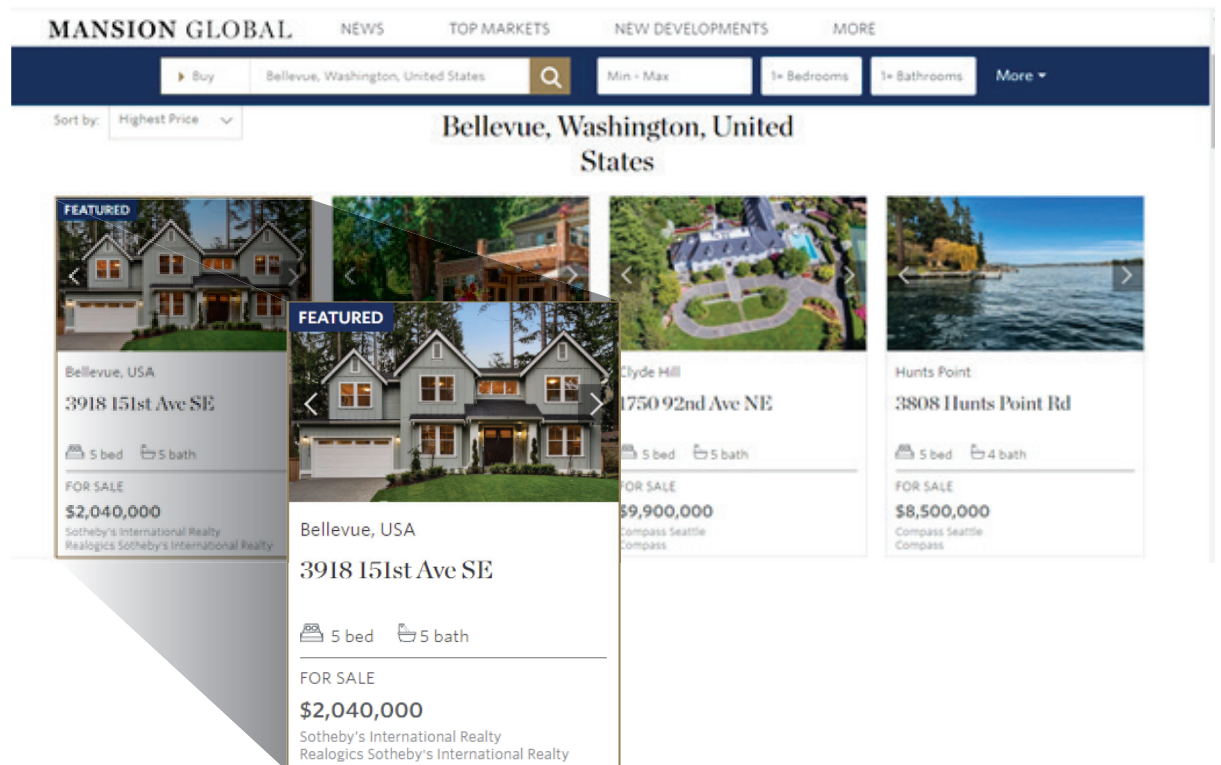
FEATURED PROPERTY UPGRADES

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

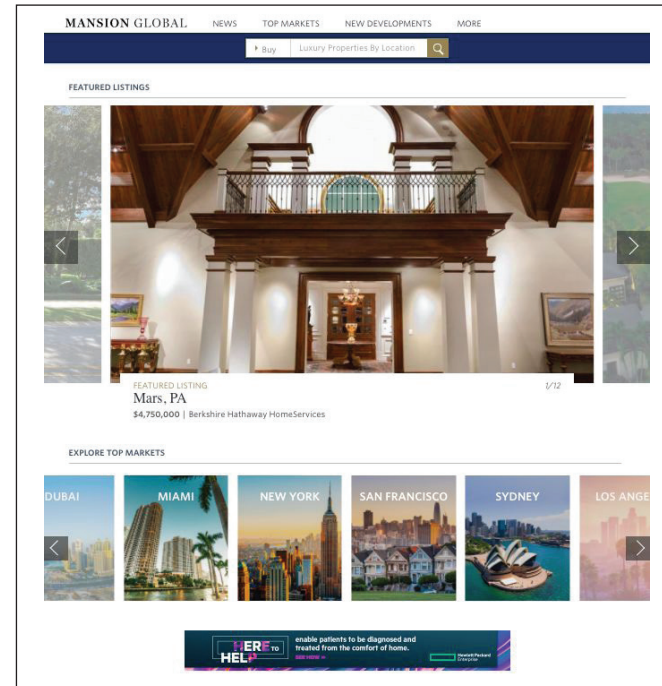


The Wall Street Journal Online (WSJ.com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
Bahamas Sotheby's International Realty
GEORGE DAMIANOS
george.damianos@sirbahamas.com
+1 242.424.9699

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52 • WSJ.com • \$4.00

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

Tennessee Twisters Kill at Least 25
Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They smashed homes and businesses and left 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 received a string of Super Tuesday primary victories and Super Tuesday delegates in California as the two candidates broke away from the field for the first time in the race for the White House.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LAUREL, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 952.388.0240	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,000,000 sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 952.388.0240	SCOTTSDALE, ARIZONA 6907 North 43rd Street \$1,000,000 sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 952.388.0240	ATHLETON, CALIFORNIA 151 Vinyon Road \$1,000,000 sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874
PALM ALTO, CALIFORNIA 12770 waverly.com \$1,000,000 sirbahamas.com/id/46936 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874	POMONA, CALIFORNIA 3011 hammond.com \$1,000,000 sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874	ROSE, CALIFORNIA 2711 gowall.com \$1,000,000 sirbahamas.com/id/46938 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874	SAN DIEGO, CALIFORNIA 2770 A Street Street \$1,000,000 sirbahamas.com/id/46939 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874	SAN FRANCISCO, CALIFORNIA 10411 18th Street \$1,000,000 sirbahamas.com/id/46940 Bahamas Sotheby's International Realty WENDY STOROCK wendy.storock@sirbahamas.com +1 415.851.2874
GREENSBORO, CONNECTICUT 1110 northmain.com \$1,000,000 sirbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HARTFORD, CONNECTICUT 2200 northmain.com \$1,000,000 sirbahamas.com/id/46942 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743	MILFORD, CONNECTICUT 1000 northmain.com \$1,000,000 sirbahamas.com/id/46943 Bahamas Sotheby's International Realty RUSSELL POST russell.post@sirbahamas.com +1 203.538.3743	MIAMI BEACH, FLORIDA 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46944 Bahamas Sotheby's International Realty RUSSELL POST russell.post@sirbahamas.com +1 203.538.3743	MIAMI BEACH, FLORIDA 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46945 Bahamas Sotheby's International Realty RUSSELL POST russell.post@sirbahamas.com +1 203.538.3743
ALPINE, MASSACHUSETTS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46946 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	BOSTON, MASSACHUSETTS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46947 Bahamas Sotheby's International Realty LOUIS KUSHAN louis.kushan@sirbahamas.com +1 617.841.3050	LENOX, MASSACHUSETTS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46948 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 617.841.3050	SPRINGFIELD, MASSACHUSETTS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46949 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 413.841.3050	PRINCETON, NEW JERSEY 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46950 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 413.841.3050
NEW YORK, NEW YORK 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46951 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	NEW YORK, NEW YORK 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46952 Bahamas Sotheby's International Realty BECKY'S GILL becky.gill@sirbahamas.com +1 212.262.5023	NEW YORK, NEW YORK 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46953 Bahamas Sotheby's International Realty BECKY'S GILL becky.gill@sirbahamas.com +1 212.262.5023	NEW YORK, NEW YORK 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46954 Bahamas Sotheby's International Realty BECKY'S GILL becky.gill@sirbahamas.com +1 212.262.5023	SCOTTSDALE, NEW YORK 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46955 Bahamas Sotheby's International Realty BECKY'S GILL becky.gill@sirbahamas.com +1 212.262.5023
CHARLOTTE, NORTH CAROLINA 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46956 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	PROVIDENCE, RHODE ISLAND 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46957 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	CHARLOTTE, SOUTH CAROLINA 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46958 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	LOT OF PAGES, SOUTH CAROLINA 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46959 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	ARVIN, TEXAS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46960 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880
HOUSTON, TEXAS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46961 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	HOUSTON, TEXAS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46962 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	HOUSTON, TEXAS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46963 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	ARMAK, UTAH 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46964 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	KANAB, UTAH 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46965 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880
VICTORIA, BRITISH COLUMBIA 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46966 Bahamas Sotheby's International Realty KIMARA WILCOXSON kimara.wilcoxon@sirbahamas.com +1 604.739.2880	LANGFORD, BRITISH COLUMBIA 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46967 Bahamas Sotheby's International Realty KIMARA WILCOXSON kimara.wilcoxon@sirbahamas.com +1 604.739.2880	HOUSTON, TEXAS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46968 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	HOUSTON, TEXAS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46969 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880	HOUSTON, TEXAS 11100 Collins Avenue, Club 8 \$1,000,000 sirbahamas.com/id/46970 Bahamas Sotheby's International Realty MARILYN WILCOXSON marilyn.wilcoxon@sirbahamas.com +1 813.275.2880

The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

PRICE: \$750 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook

Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

Represented by: **Jeannette Maloney** MRE, SLS

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gale Circle Of Excellence
6 502.602.2710
c. 505.660.5400

72 Post Road
9 BR | 6 BA | 15.54 ACRES
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

Danielle Gale | **AGENT/DOBRA RUSSELL**

Sotheby's International Realty

Sandbanks Exuma, The Bahamas

Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
#JL@bahamas.com

Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean for water sports.

SIRBAHAMAS.COM/ID/V29V.67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

Stunning single story 15,000 sq ft oceanfront lot spanning two acres with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty

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

Global

EXUMA, THE BAHAMAS



Leaf Cay
 \$19,995,000 USD | sirbahamas.com/id/46931
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 george.damianos@sirbahamas.com
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PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Never let the Will
 Will knowledge is the best defense free knowledge
 BY ANNE BRADY

Sign of the Times
 South Beach real estate ends London price falls
 BY ANDREW HARRIS

Study in style
 Harrods is no chore
 BY PATRICIA PEARCE

The home of prime property: [propertyfindings.com](#)

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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

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

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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	BRADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.286.0280	SCOTTSDALE, ARIZONA 9979 East Bismarck Drive \$4,000,000 sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.286.0280	SCOTTSDALE, ARIZONA 12887 North Church Road \$2,000,000 sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.286.0280	ATHLETON, CALIFORNIA 451 Cypress Road \$6,700,000 sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.286.0280
PALO ALTO, CALIFORNIA 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.481.4776	PESQUIM, CALIFORNIA 3973 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS VAN HEUTEN CANG michael.deyfus@sirbahamas.com +1 408.481.4776	ROSE, CALIFORNIA 275 Joplin.com \$4,000,000 Golden Gate Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.286.0280	SAN DIEGO, CALIFORNIA 2716 N Coast Street \$1,000,000 sirbahamas.com/id/46936 Pacific Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 760.513.1518	SAN FRANCISCO, CALIFORNIA Nob Hill Lane.com \$4,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.778.1889
BROOKHAVEN, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty KRISSE BLAKE krisse.blake@sirbahamas.com +1 203.373.2883	WILMINGTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@sirbahamas.com +1 203.373.2883	WYLAND, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty SUSAN BRYAN KARYN THULE susan.bryan@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty CODY DARE MAZIE REGAN cody.dare@sirbahamas.com +1 203.373.2883
ALFORD, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.627.4999	BOSTON, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty LOIS KUNIN JEFF SIMONIAN lois.kunin@sirbahamas.com +1 413.627.4999	LEDA, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty GEORGE CAIN george.cain@sirbahamas.com +1 978.363.8955	ROSELLE TOWNSHIP, NEW JERSEY 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 908.943.2050	PARMINGTON, NEW JERSEY 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 908.943.2050
NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.905.8423	NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MAURA F. DEAN-BLOOM NIKKI FELD maura.dean-bloom@sirbahamas.com +1 212.905.8423	NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MAURA F. DEAN-BLOOM NIKKI FELD maura.dean-bloom@sirbahamas.com +1 212.905.8423	NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MAURA F. DEAN-BLOOM NIKKI FELD maura.dean-bloom@sirbahamas.com +1 212.905.8423	SCOTTSDALE, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MAURA F. DEAN-BLOOM NIKKI FELD maura.dean-bloom@sirbahamas.com +1 212.905.8423
UNWILLE, NORTH CAROLINA 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty KUMARA WILCOXON kumara.wilcoxon@sirbahamas.com +1 512.423.0216	PROVIDENCE, RHODE ISLAND 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 781.288.4932	CHARLESTON, SOUTH CAROLINA 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty GRAY ADAMS gray.adams@sirbahamas.com +1 512.782.8387	STATE OF PAINE, SOUTH CAROLINA 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 408.532.0246	AUSTIN, TEXAS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 408.532.0246
AUSTIN, TEXAS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty KUMARA WILCOXON kumara.wilcoxon@sirbahamas.com +1 512.423.0216	HOUSTON, TEXAS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 781.288.4932	WIMBERLEY, TEXAS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty GRAY ADAMS gray.adams@sirbahamas.com +1 512.782.8387	KANAS, UTAH 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 408.532.0246	KANAS, UTAH 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 408.532.0246

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	January	February	March	April	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Pennsylvania, New York, New Jersey, Connecticut	\$ 2,500.00				\$ 2,500.00	25,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Philadelphia, New York Pittsburg, Tri-State area						
Circa Old Houses							
Circa Old Houses	Social Media Post	\$ 270.00				\$ 270.00	
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Property upgrades	Property upgrades		Bonus			\$ -	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00				\$ 1,100.00	
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00			\$ 650.00	644,424
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
The New York Times	Featured Listing	\$ 1,500.00				\$ 1,500.00	381,268
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00		\$ 750.00	168,000
Conde Nast Magazines							
Architectural Digest - Philadelphia	Full Page				\$ 2,340.00	\$ 2,340.00	12,000
Financial Times							
Financial Times	Property Spot		\$ 750.00			\$ 750.00	210,457
TOTAL						\$ 18,270.00	2,962,260

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