



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 459 Elk Ridge Advertising and Marketing Program

LIV | Sotheby's  
INTERNATIONAL REALTY

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25 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 459 Elk Ridge

SKY Advertising is excited to present to LIV Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 459 Elk Ridge.

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 Telluride, 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**

**JANINE JONES**  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

**PAULA DAVIDSON**  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

**SARA HELENI**  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

**CHLOE STEELY**  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto:chloe@skyad.com)

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, Texas

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

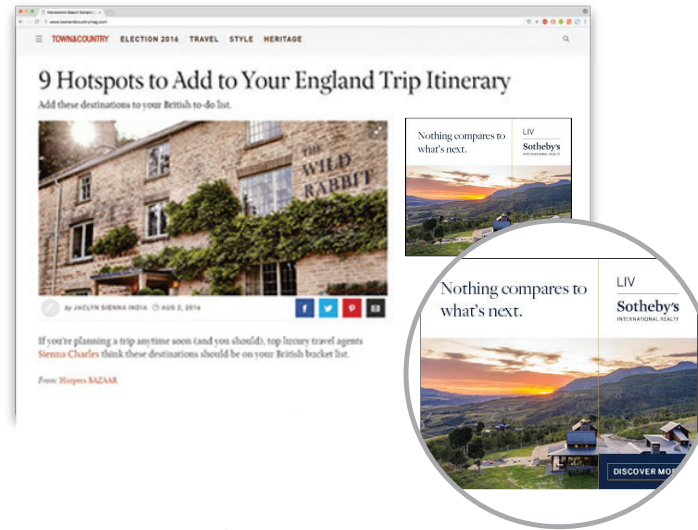
# Impressions Campaign

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

|   |                |
|---|----------------|
| <b>250K Impressions per month:</b>      | <b>\$1,195</b> |
| <b>500K Impressions per month:</b>      | <b>\$1,625</b> |
| <b>1 Million Impressions per month:</b> | <b>\$2,450</b> |
| Three Month Minimum                     |                |



Minimum 3 month commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist





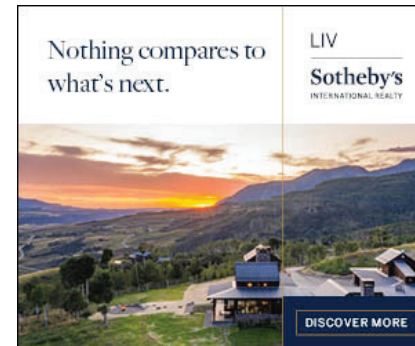
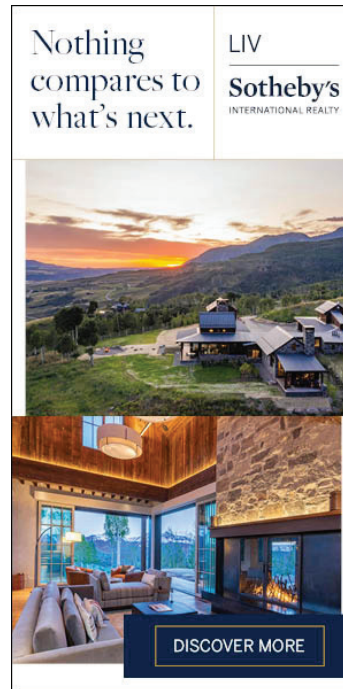
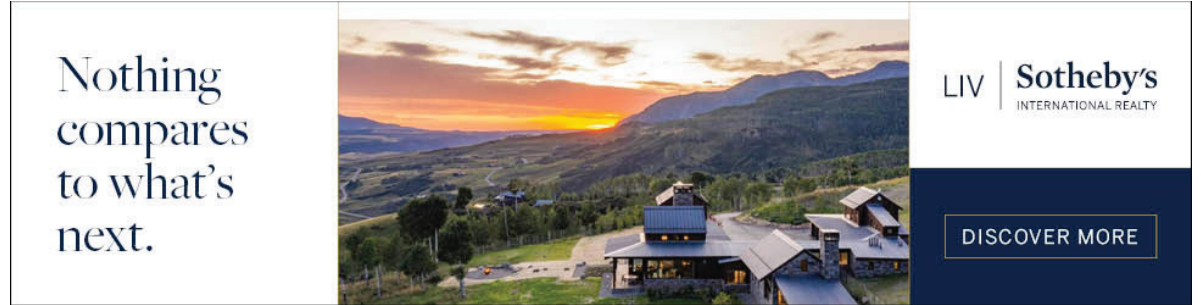
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

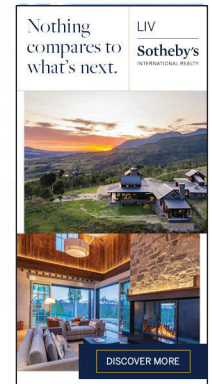
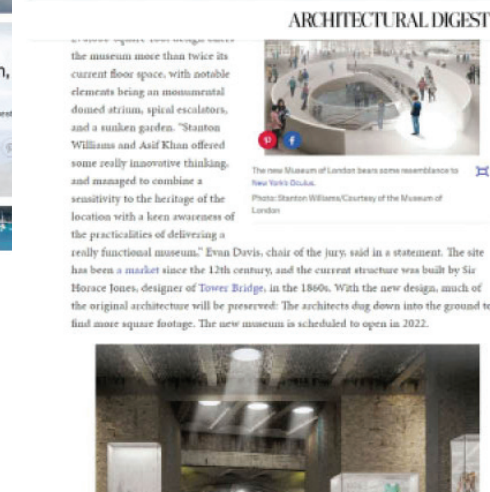
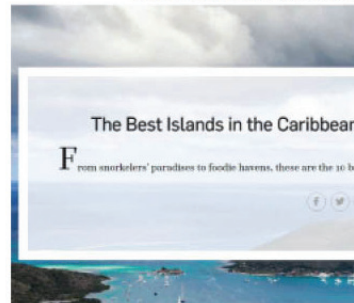
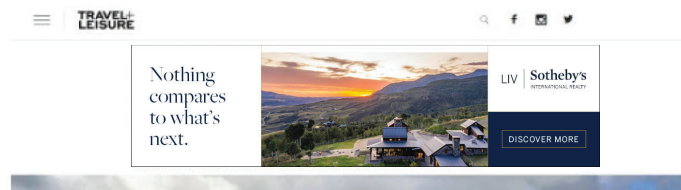
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

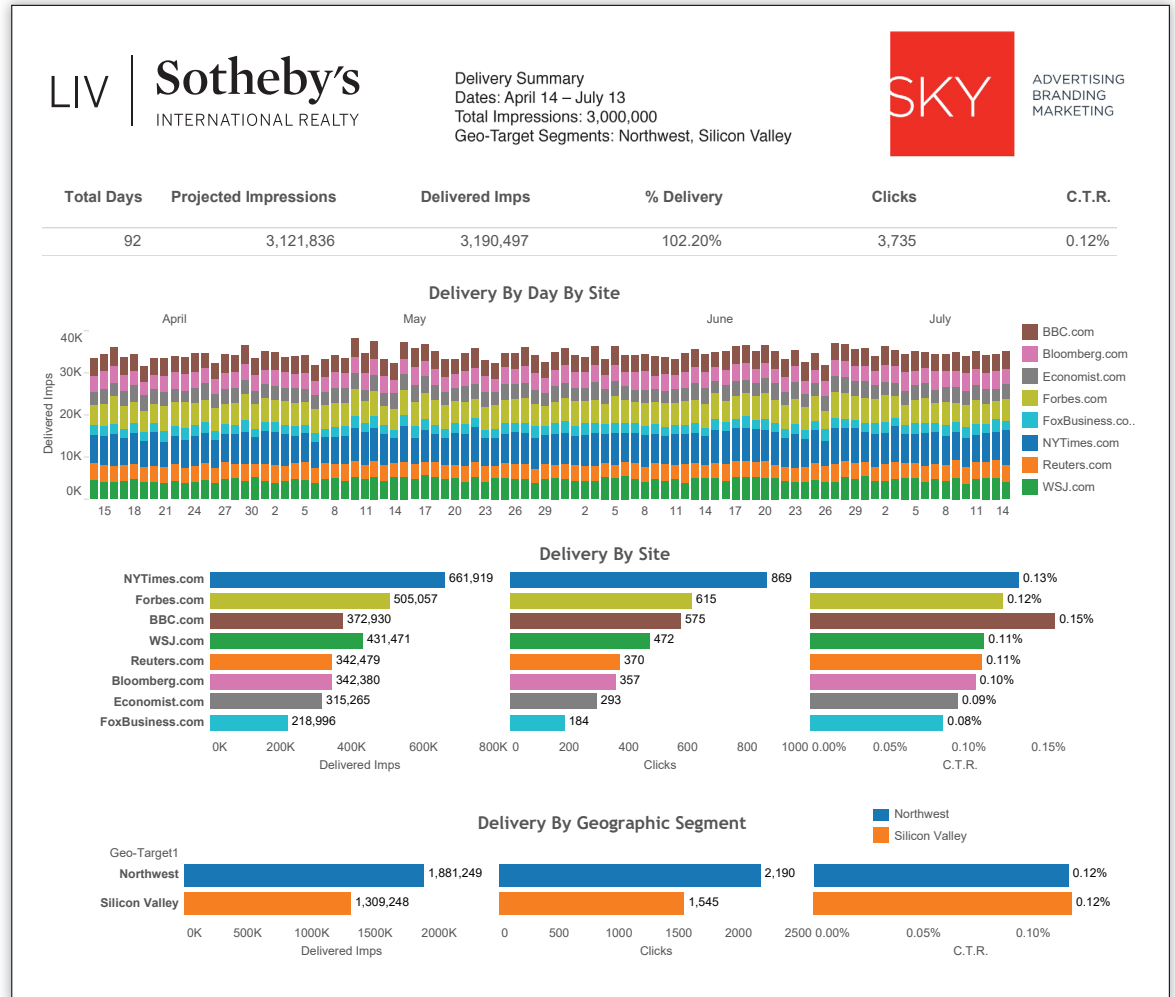


# Comprehensive Reporting For Your Customized Campaign

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.

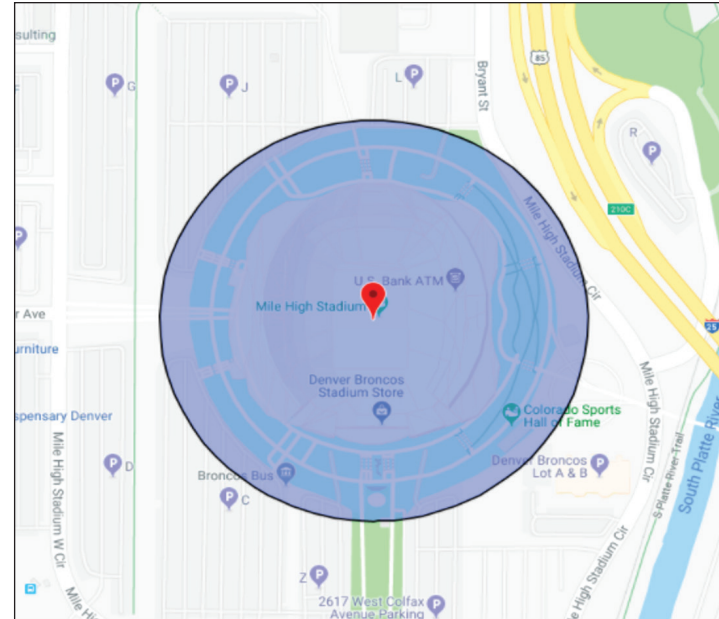
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

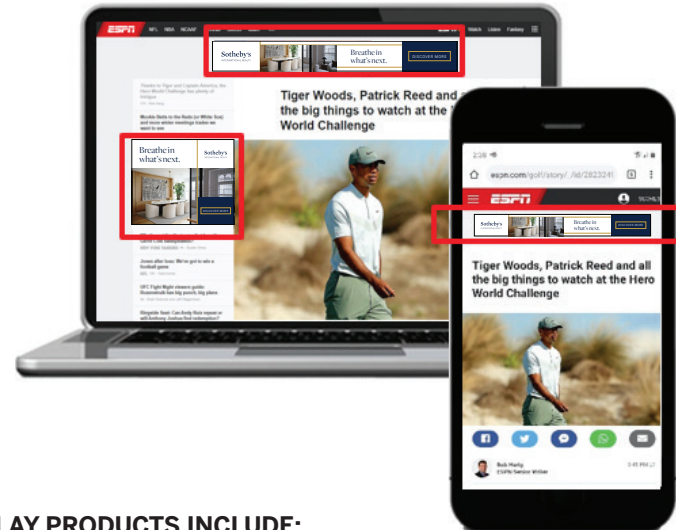
### TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/month

# Comprehensive Digital

## 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 to target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500 PER MONTH

# Comprehensive Digital

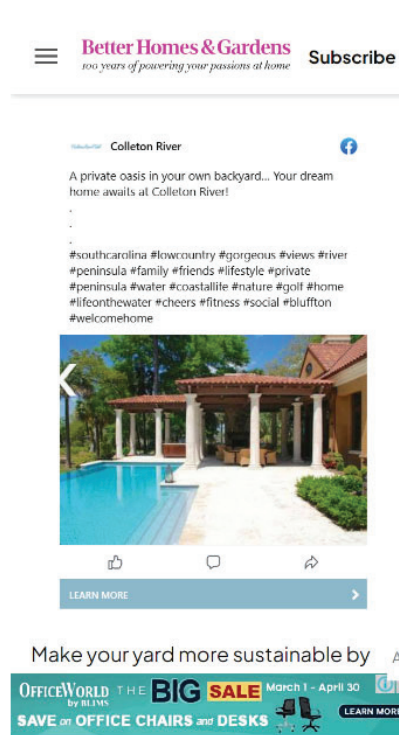
## SOCIAL MIRROR ADS

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.

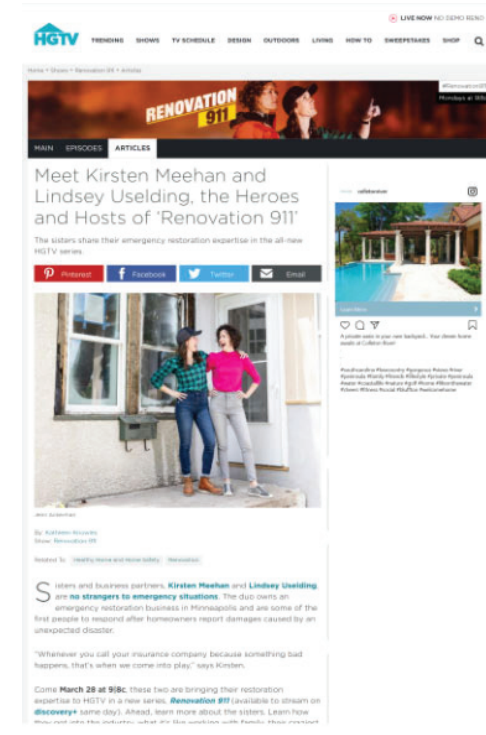
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

## DIGITAL

# Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images, and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.



## AUDIENCE

- Select High Income Zip Codes
- Net Worth > \$13 Million
- Household Income > \$500K
- 20,000 Total Emails

CUSTOM EMAIL: \$2,295

**Sotheby's**  
INTERNATIONAL REALTY



Explore the latest luxury properties in the Bay Area  
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.  
**Schedule a private tour today.**



**The Epitome of Luxury Bay Living**  
44528 Vista Grande Court, Fremont, CA  
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.


[View Property](#)



**Tuscan Vineyard Oasis in Mission Hills**  
44988 Vista Del Sol, Fremont, CA  
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



**Joseph Sabeh Jr.**  
DRE's CalBRE# 01295925  
Realtor  
Venture Sotheby's International Realty  
43513 Mission Boulevard  
Fremont, CA 94539  
(415) 385-6442  
jsabeh@gmail.com

[View Website](#)

Thank you for being part of our mailing list.  
You can use [this link](#) to stop receiving our emails.  
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world.' This is followed by a 'MOST POPULAR' section with a grid of featured items: Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa Over..., and Ram 2500. Below this is a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section with a photo of a yacht. The bottom section includes 'LATEST STORIES' with an image of a red sports car and a 'Featured Agent' section for Nick Swinburne.

The screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar with 'Type location' and a 'Search' button. Below the search bar is a large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. To the right, there's a section titled 'Find luxury real estate and homes for sale' with a sub-section 'VIEW ALL HOMES SPAIN | NEW YORK | PARIS'. Below this is a grid of featured luxury properties, each with a small image and a title: '5 Bedrooms - Pent...', 'Stunning Sherwoo...', 'Enviably Estate By...', 'Modern Apartment...', 'Elegant French Styl...', 'Playa Nix', 'Koninghof', 'Magnificent Seclu...', 'Extraordinary Ocea...', 'Maimok Paradise ...', 'Kiltreagh House', and '7+/- Acres for pote...'. At the bottom, there's a 'News about luxury real estate' section with several articles, including 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.



# jamesedition.com

## ROTATING GALLERY

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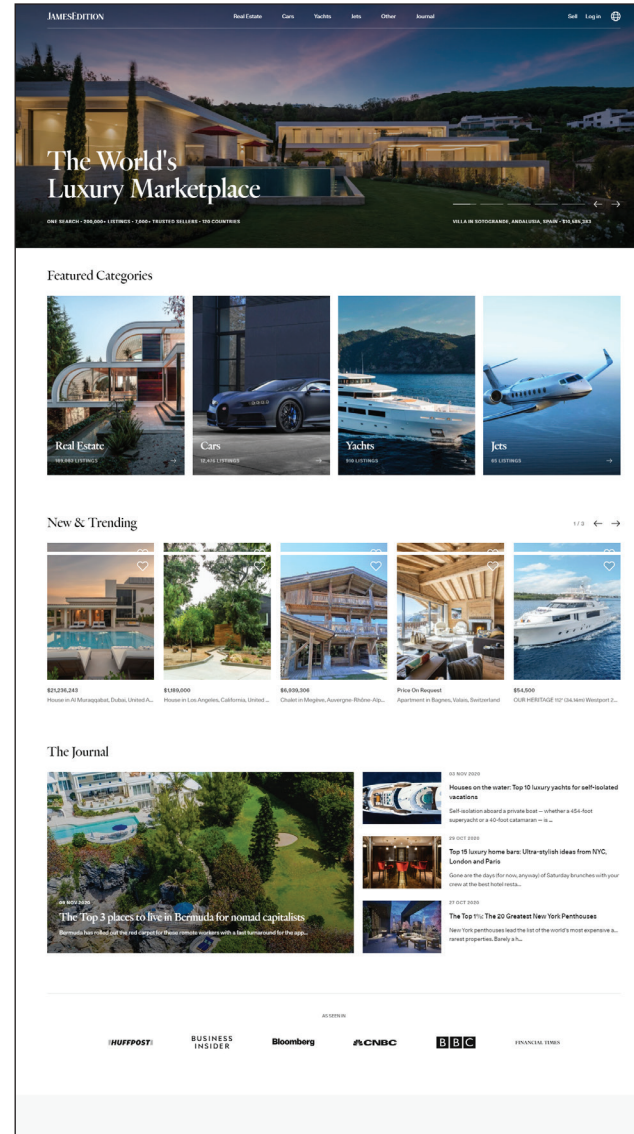
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# Luxury Estate

## LUXURY ESTATE

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

With its 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)

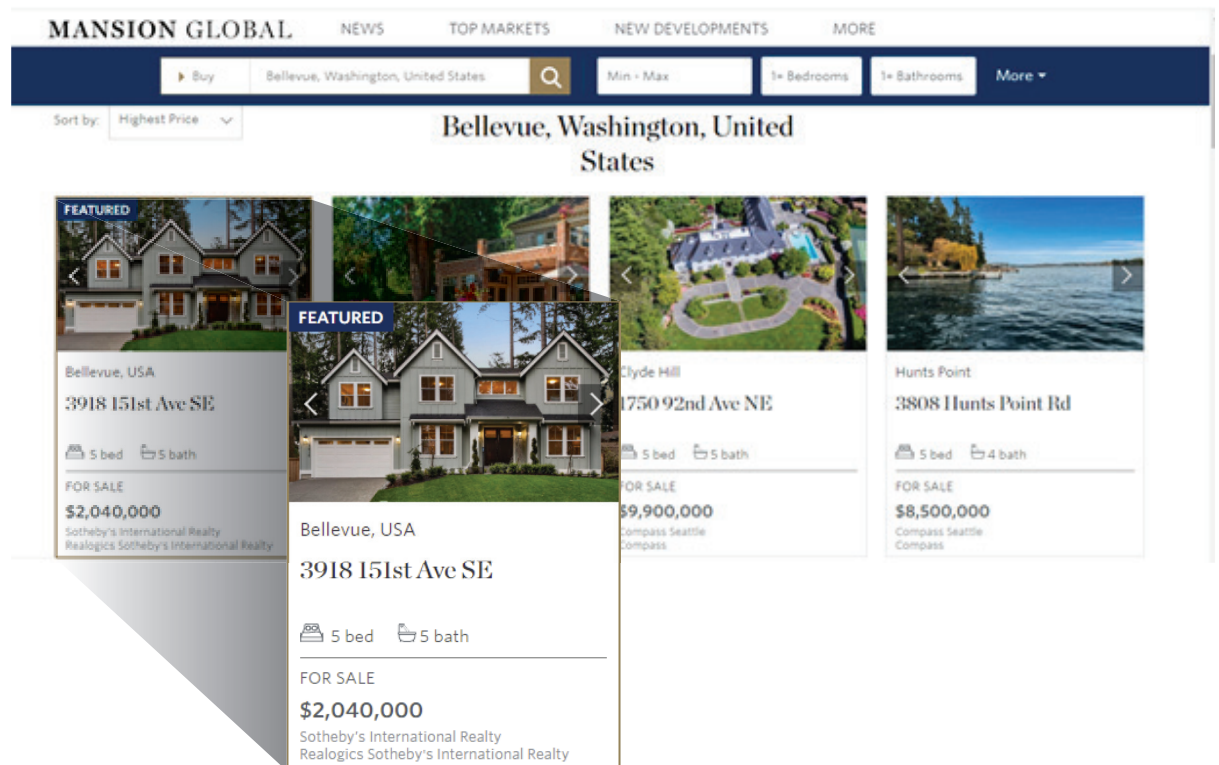
## FEATURED PROPERTY UPGRADES

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

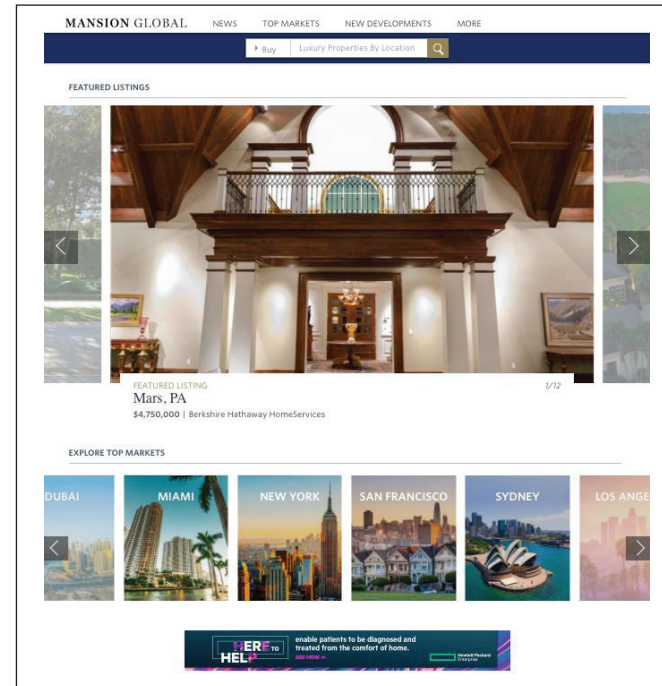


# The Wall Street Journal Online (WSJ.com)

## 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: \$795 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

**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

**Shaky Ground**  
 The market's rescue: The Fed cut the interest rate to zero, but the virus is still spreading. Analysts say the economy could be in for a long, hard recovery.

**Tennessee Twisters Kill at Least 25**  
 A storm system that hit the state while many residents were away for the weekend killed at least 25 people and destroyed homes and businesses.

**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 Sanders won the California election on the same day.

**What's News**  
 The Fed expanded an emergency half percent rate cut and announced that the coronavirus spread is raising recession risk. Many U.S. stock prices fell around 2%.

CITY, STATE

Website or Address  
 \$X,XXX,XXX | sothebysrealty.com/id/rfid  
 Company  
 AGENT NAME  
 agentname@sothebys.realty +1 123.456.7890

**Sotheby's INTERNATIONAL REALTY** Nothing compares to what's next.

|   |   |   |   |
|---|---|---|---|
| <br>CITY, STATE<br>Website or Address<br>\$X,XXX,XXX   sothebysrealty.com/id/rfid<br>Company<br>AGENT NAME<br>agentname@sothebys.realty +1 123.456.7890 | <br>CITY, STATE<br>Website or Address<br>\$X,XXX,XXX   sothebysrealty.com/id/rfid<br>Company<br>AGENT NAME<br>agentname@sothebys.realty +1 123.456.7890 | <br>CITY, STATE<br>Website or Address<br>\$X,XXX,XXX   sothebysrealty.com/id/rfid<br>Company<br>AGENT NAME<br>agentname@sothebys.realty +1 123.456.7890 | <br>CITY, STATE<br>Website or Address<br>\$X,XXX,XXX   sothebysrealty.com/id/rfid<br>Company<br>AGENT NAME<br>agentname@sothebys.realty +1 123.456.7890 |
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| <br>CITY, STATE<br>Website or Address<br>\$X,XXX,XXX   sothebysrealty.com/id/rfid<br>Company<br>AGENT NAME<br>agentname@sothebys.realty +1 123.456.7890 | <br>CITY, STATE<br>Website or Address<br>\$X,XXX,XXX   sothebysrealty.com/id/rfid<br>Company<br>AGENT NAME<br>agentname@sothebys.realty +1 123.456.7890 | <br>CITY, STATE<br>Website or Address<br>\$X,XXX,XXX   sothebysrealty.com/id/rfid<br>Company<br>AGENT NAME<br>agentname@sothebys.realty +1 123.456.7890 | <br>CITY, STATE<br>Website or Address<br>\$X,XXX,XXX   sothebysrealty.com/id/rfid<br>Company<br>AGENT NAME<br>agentname@sothebys.realty +1 123.456.7890 |
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# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2024

| Media   | Ad Description                                    | January     | February    | March       | Media Total  | Reach     |
|---|---|-------------|-------------|-------------|--------------|-----------|
| <b>Sotheby's Auction House: Digital</b>         |   |             |             |             |              |           |
| Sotheby's Bespoke Geo-Targeted Emails           | Email   |             |             |             |              |           |
| Sotheby's Bespoke Geo-Targeted Emails           | Colorado, Texas                                   | \$ 2,500.00 |             | \$ 2,500.00 | \$ 5,000.00  | 50,000    |
| <b>Digital</b>                                  |   |             |             |             |              |           |
| <b>Million Impressions*</b>                     |   |             |             |             |              |           |
| Million Impressions                             | Digital Banner Program                            | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | \$ 4,875.00  | 1,500,000 |
| Million Impressions                             | Targeting - Denver, Dallas, Houston               |             |             |             |              |           |
| <b>Comprehensive Digital</b>                    |   |             |             |             |              |           |
| Social Mirror                                   | Behavioral Custom program                         | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 4,500.00  | 300,000   |
| Display   | Behavioral Custom program                         | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 4,500.00  | 450,000   |
| <b>Geofencing - Event and Location</b>          |   |             |             |             |              |           |
| Geofencing - Event and Location                 | Target specific events and locations              | \$ 1,500.00 |             |             | \$ 1,500.00  | 60,000    |
| <b>Smart Solutions Eblast</b>                   |   |             |             |             |              |           |
| Smart Solutions Eblast                          | Custom Email                                      | \$ 2,295.00 |             |             | \$ 2,295.00  | 40,000    |
| <b>JamesEdition</b>                             |   |             |             |             |              |           |
| Rotating Gallery Home Page                      | Featured Banner                                   |             |             | \$ 2,000.00 | \$ 2,000.00  | 750,000   |
| Rotating Gallery Real Estate Page               | Featured Banner                                   | \$ 1,600.00 |             |             | \$ 1,600.00  | 750,000   |
| e-Newsletter                                    | e-Newsletter                                      |             | \$ 1,500.00 |             | \$ 1,500.00  | 294,000   |
| <b>WSJ.com</b>                                  |   |             |             |             |              |           |
| 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 | Mansion Global Homepage Featured Listing Module   |             |             | \$ 1,275.00 | \$ 1,275.00  | 164,000   |
| <b>Luxury Estate</b>                            |   |             |             |             |              |           |
| Luxury Estate                                   | Showcase Listing + Elite Listing Packages         | \$ 1,100.00 |             |             | \$ 1,100.00  |           |
| <b>Print</b>                                    |   |             |             |             |              |           |
| <b>The Wall Street Journal</b>                  |   |             |             |             |              |           |
| The Wall Street Journal - National              | Property Spot w/Digital Featured Property Upgrade |             | \$ 795.00   |             | \$ 795.00    | 644,424   |
| TOTAL   |   |             |             |             | \$ 33,090.00 | 5,166,424 |

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