



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Zunda Towers Advertising and Marketing Program

Latvia | 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 Zunda Towers

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

Your strategic blueprint is composed of select print media to cast a wide net, and digital products that are highly targeted to individuals looking for development opportunity in Riga, Latvia.

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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**CHLOE STEELY**  
*Account Executive*  
**212-677-2557**  
**chloe@skyad.com**

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



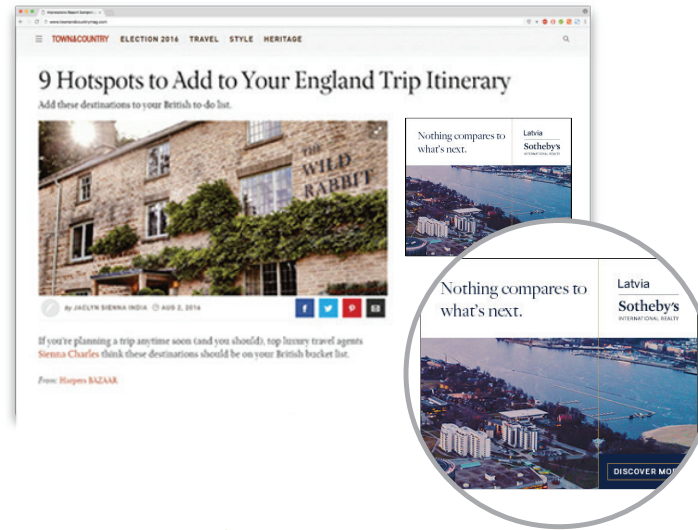
# Impressions Campaign

**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: **Zunda Towers**
- Flight Dates: **February 2024 - April 2024**
- Impressions: **3,000,000**
- 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 WALL STREET JOURNAL.



Forbes



Les Echos



De Telegraaf



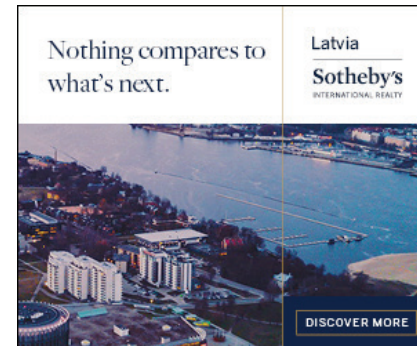
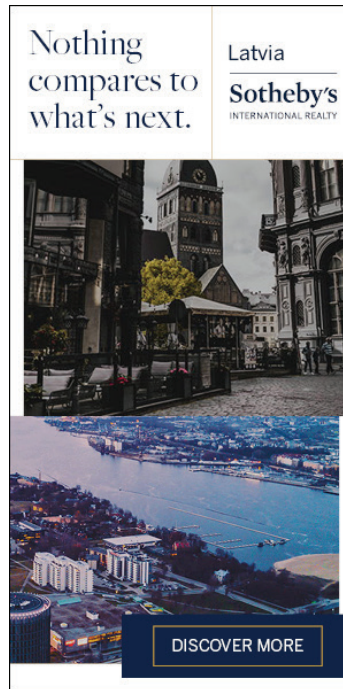
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

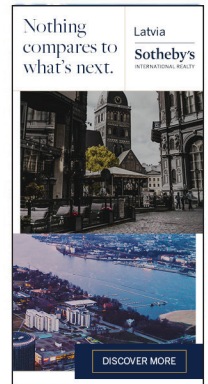
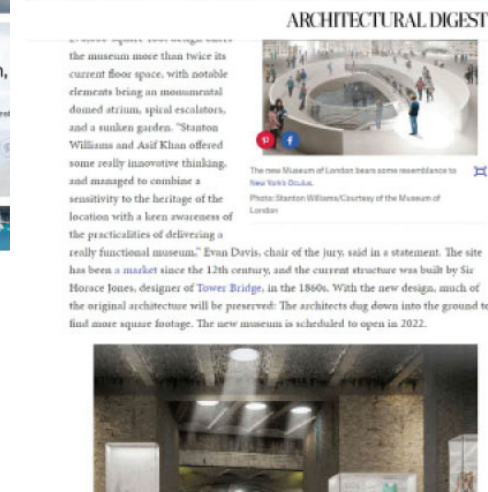
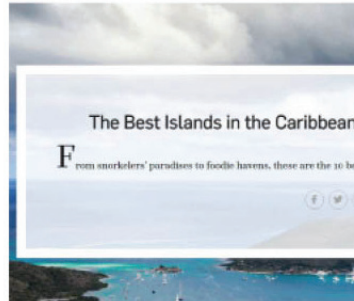
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites



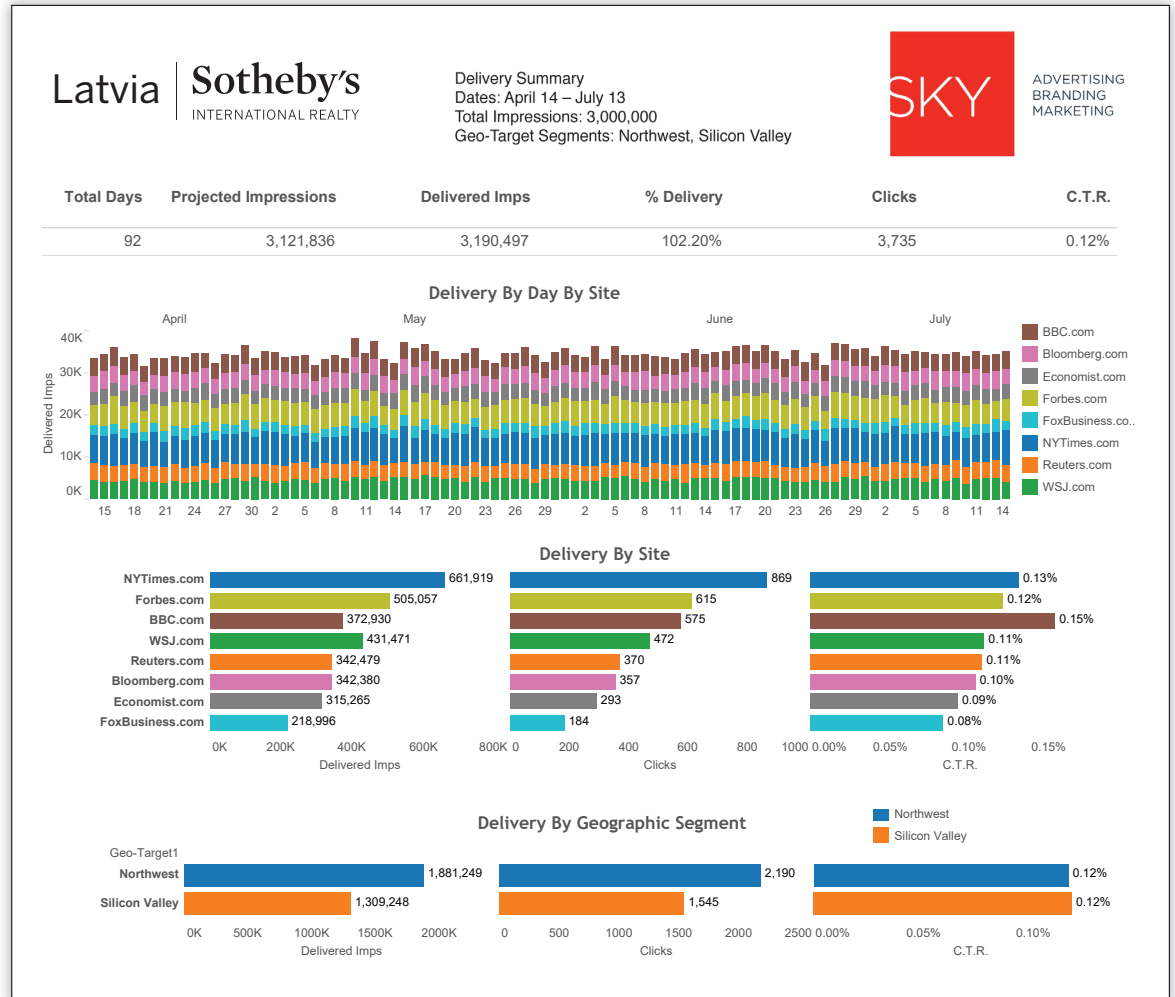


# Comprehensive Reporting For Your Customized Campaign

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 Germany, France, Belgium, Finland, Netherlands, Sweden, Spain, United Kingdom.

The program, with a projected start date of February 1st and will run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience, living in Germany, France, Belgium, Finland, Netherlands, Sweden, Spain, United Kingdom in a premium editorial environment on top business/finance websites.
- A behavioral targeting segment that will allow us to reach Avid Investors living in Germany, France, Belgium, Finland, Netherlands, Sweden, Spain, United Kingdom in a premium editorial environment on top business/finance, news, design and political websites.

## SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Barrons.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.

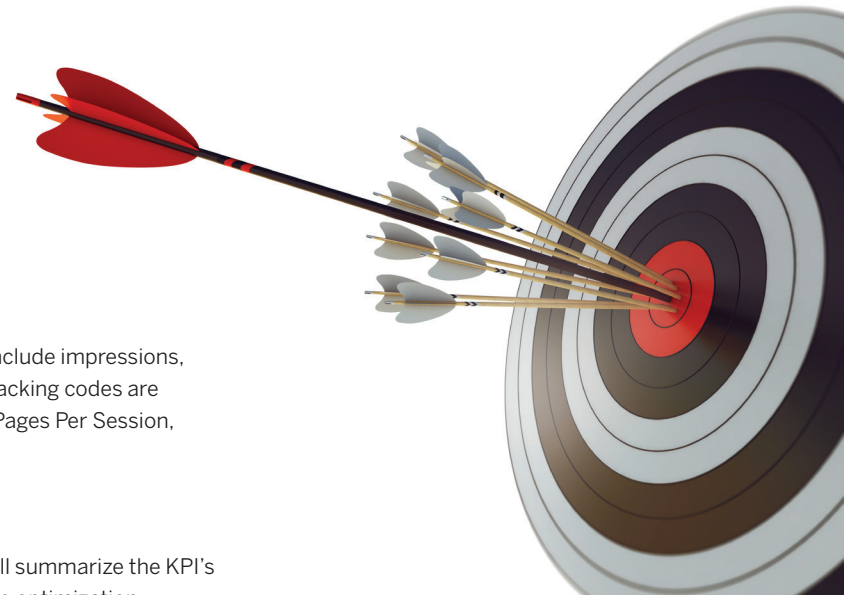
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

## 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

Latvia SIR - Zunda Towers

Media	Geo-Target	February				March			April			Impressions		
		1	8	15	22	29	7	14	21	28	4		11	18
NYTimes.com	Germany, France, Belgium, Finland, Netherlands, Sweden, Spain, United Kingdom													
Forbes.com														
Reuters.com														
FT.com														
Economist.com														
CNBC.com														
WSJ.com														
FAZ.net														
lesechos.fr														
telegraaf.nl														
lalibre.be														
Expansion.com														
Avid Investors	Germany, France, Belgium, Finland, Netherlands, Sweden, Spain, United Kingdom													
<b>Total Impressions</b>												<b>3,000,000</b>		

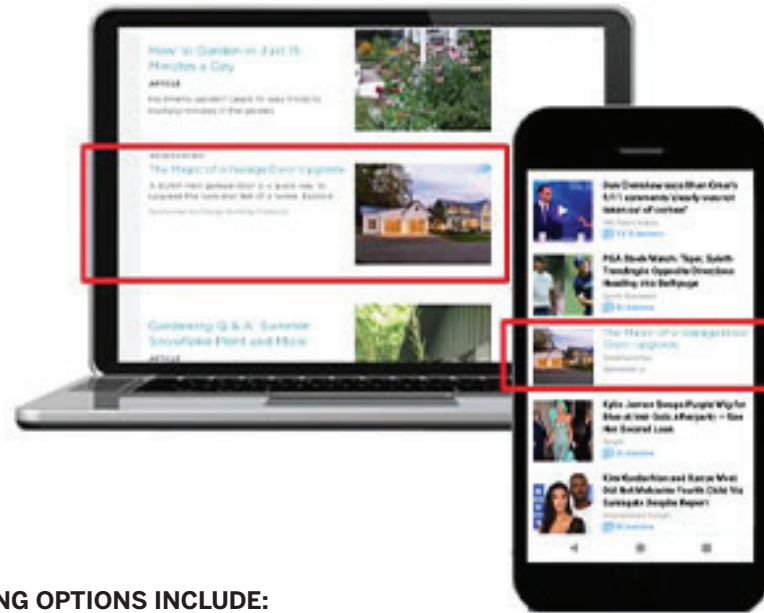
# Comprehensive Digital

## NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

## HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



## TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – 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.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

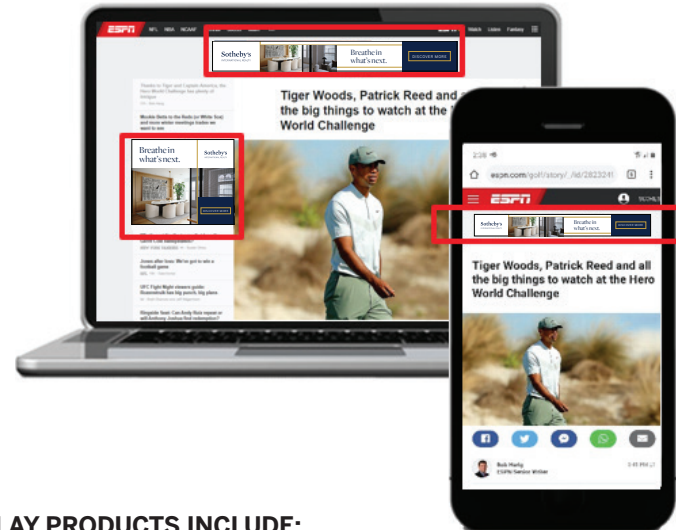
PRICE: FROM \$1,500/MONTH



# 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- 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/MONTH

# Comprehensive Digital

Client: Latvia SIR

Digital Campaign Planner

**Sotheby's**  
INTERNATIONAL REALTY

Date Created: 1/3/2024  
GEOGRAPHIC TARGET:

London and Dubai

Campaign Duration: 01/15/2024 - 04/15/2024	Jan-24	Feb-24	Mar-24	Total
<b>DISPLAY ADS</b>				
Behavioral Targeting: Real Estate Developer; Has Real Estate Investments; Real Estate > Apartments & Residential Rentals; Real Estate Investors > 10+ Properties				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	300,000	300,000	300,000	900,000
<b>Cost Per Thousand</b>	\$10.00	\$10.00	\$10.00	\$10.00
<b>Investment Projection</b>	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00
<b>NATIVE DISPLAY ADS</b>				
Behavioral Targeting: Real Estate Developer; Has Real Estate Investments; Real Estate > Apartments & Residential Rentals; Real Estate Investors > 10+ Properties				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	300,000	300,000	300,000	900,000
<b>Cost Per Thousand</b>	\$10.00	\$10.00	\$10.00	\$10.00
<b>Investment Projection</b>	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	600,000	600,000	600,000	1,800,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$6,000.00	\$6,000.00	\$6,000.00	\$18,000.00

Display Available Monthly Impressions Estimate:	750,935
Percentage of Targeted Display inventory purchased with this campaign:	39.95%
Native Available Monthly Impressions Estimate:	15,649,920
Percentage of Targeted Native inventory purchased with this campaign:	1.92%

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.



# 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.

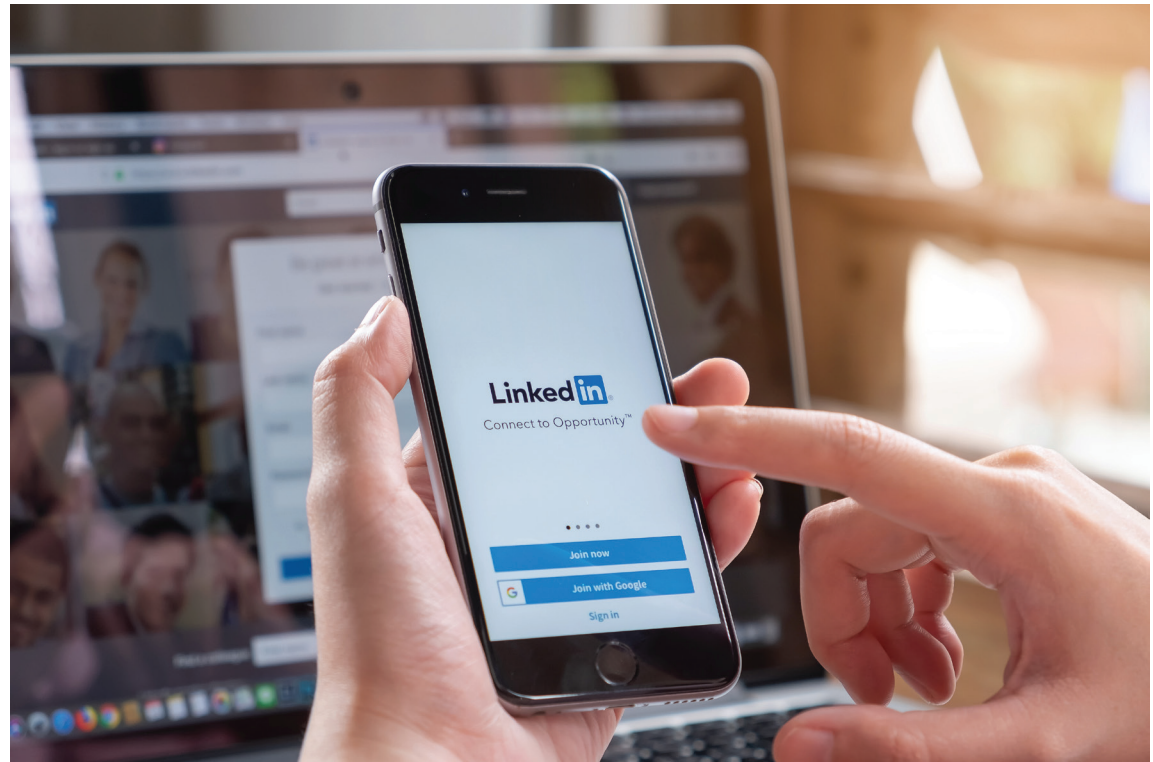
You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

## C-LEVEL EUROPE

**Locations:** Germany, France, Belgium, Finland, Netherlands, Sweden, Spain, United Kingdom

**Job Titles (Current):** Chief Executive Officer, Deputy Chief Executive Officer, Group Chief Executive Officer, Interim Chief Executive Officer, Principal Chief Executive Officer, Acting Chief Executive Officer, Co-Founder, Chief Operating Officer, General Manager, Vice President, Senior Vice President, Executive Vice President, Director, Chief Technology Officer, Chief Commercial Officer, Senior Director, Vice President of Products, Senior Vice President Marketing, Chief Marketing Officer

- Company Size: 1001+
- Years of Experience: 10+ years
- Company Revenue: \$100M-\$1B, \$1B+
- Target audience size: 280,000+
- 30-day spend: \$3,846 - \$7,230
- 30-day impressions: 150,000 - 440,000
- CTR: 0.58% - 0.88%
- 30-day clicks: 1,200 - 3,500



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

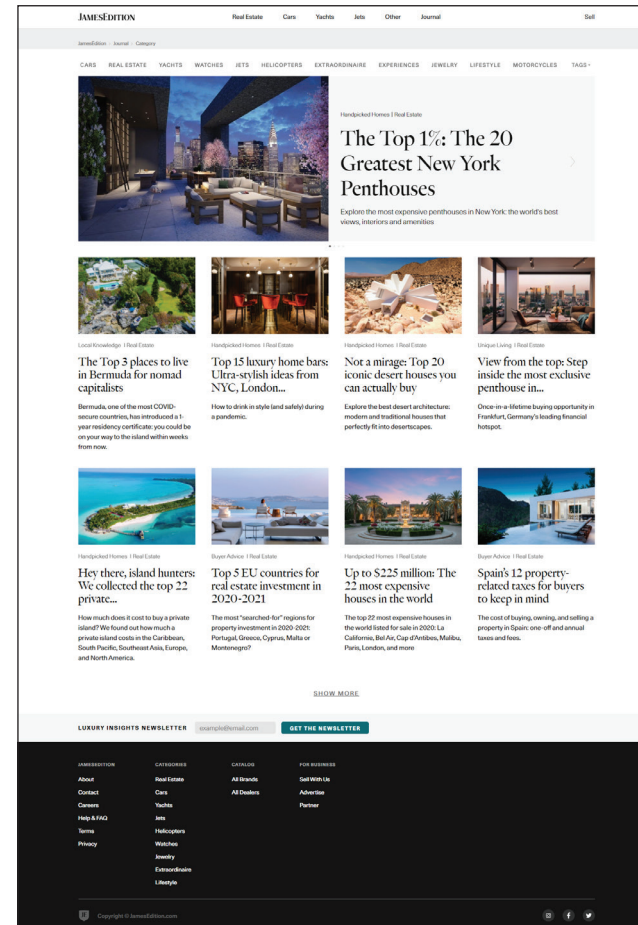
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**\$5,500 NEWSLETTER TOP & ARTICLE**  
**\$3,300 NEWSLETTER TRENDING & ARTICLE**





# Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

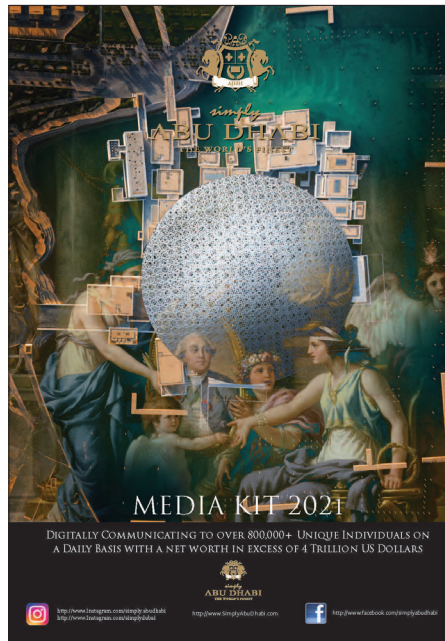
## INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST

2 Post Minimum



# The Wall Street Journal Online (WSJ.com)

## WEEKLY NEWSLETTER

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

PRICE: \$3,500

[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 Barger, 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 NAGELZBL/DOORBORG NEWS

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



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

QUADRUPLE PROPERTY SPOT: \$2,600  
PROPERTY SPOT: \$650

Global



**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.



LYFORD CAY, THE BAHAMAS  
Canal House  
Price Upon Request  
SIRbahamas.com/id/DL4XDR  
Bahamas Sotheby's International Realty  
**NICK DAMIANOS**  
nick.damianos@sirbahamas.com  
+1 242.376.1841



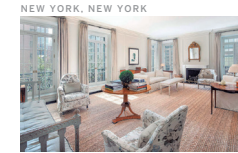
GREENWICH, CONNECTICUT  
**CopperBeechFarmCT.com**  
\$150,000,000  
Greenwich Brokerage

**LESLIE MCELWREATH | JOSEPH BARBIERI**  
leslie.mcelwreath@sothebys.realty +1 917.539.3654



CENTRE ISLAND, NEW YORK  
**357 Centre Island Road**  
\$9,750,000 | DanielGale.com/listing/dgid584848  
Daniel Gale Sotheby's International Realty

**KATIE CUDEBACK**  
katiecudedback@danielgale.com +1 516.238.9919



NEW YORK, NEW YORK  
**840ParkAve.com**  
\$11,500,000  
East Side Manhattan Brokerage

**JEANNE H. BUCKNAM | NIKKI FIELD**  
jeanne.bucknam@sothebys.realty +1 212.606.7717



SHELTER ISLAND, NEW YORK  
**29 Winthrop Road**  
\$9,499,000 | DanielGale.com/listing/dgid786671  
Daniel Gale Sotheby's International Realty

**DEBORAH PIRRO**  
deborahpirro@danielgale.com +1 516.637.5786

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# 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

Includes Digital promotion and Digital Flipbook




**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.  
SOTHEBYSREALTY.COM

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

72 Post Road, Old Westbury, NY



**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 516.632.2710  
c. 516.662.5400

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.




**DANIELE GALE** / AGENT / OEBRA RUSSELL



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**Sandbanks**  
Exuma, The Bahamas




**Jacqueline Lightburn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Lightburn  
JL@Sandbanks.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 car 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. Like a luxury spa, directly visible to the ocean for water sports.

SIREXHAMAS.COM/ID/X295.67



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5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericcarlsbad.com  
DRE#01565001

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

Stunning single story 15 acre oceanfront lot spanning two parcels 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



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# Financial Times

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- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
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- Median age: **51**

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FTWeekend

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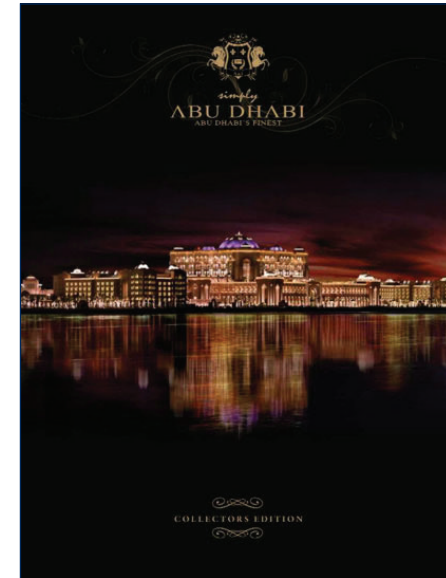
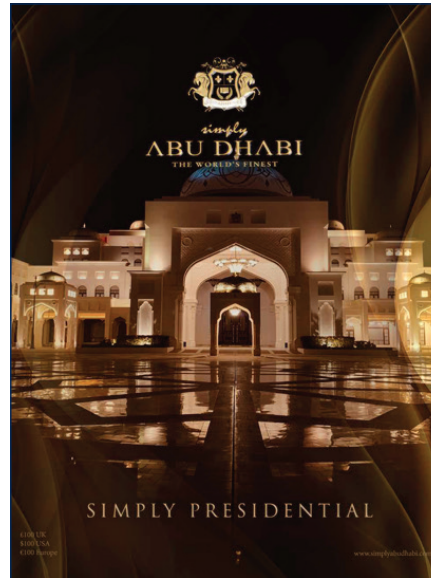
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- Average age: **50**

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### What's News

**Business Finance**

**Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis**

**By Nick Timonen**

WASHINGTON—The Federal Reserve announced an emergency rate-cutting package that sent stocks and bond yields surging. The central bank has typically raised rates to curb inflation, but this time it cut rates to 0% and bought \$500 billion of Treasury debt to support the economy.

**Shaky Ground**

**More opens theory of how to fix bond market**

**By Paul Slom**

NEW YORK—The bond market's recovery from a sharp decline on Tuesday is shaky, with investors still wary of a second round of rate cuts.

**Tennessee Twisters Kill at Least 25**

**By Anne Cooper-Petersen**

MEMPHIS—A deadly outbreak of twisters ripped through Tennessee on Tuesday, killing at least 25 people in the worst twister outbreak in the state since 1954.

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**

**By Matt Rabinowitz**

WASHINGTON—Joe Biden picked up a string of victories in Tuesday's primary elections, while Sen. Bernie Sanders won a big win in California.











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# Schedule, Pricing & Reach



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# Proposed Schedule, Pricing & Reach 2024

Plan Revised V1						
Media	Ad Description	February	March	April	Media Total	Circulation
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 7,350.00	3,000,000
Million Impressions	Targeting - Germany, France, Belgium, Finland, Netherlands, Sweden, Spain, United Kingdom					
<b>LinkedIn</b>						
LinkedIn	C-Level Europe	\$ 5,500.00	\$ 5,500.00		\$ 11,000.00	590,000
<b>Comprehensive Digital</b>						
Display	Behavioral Custom program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 9,000.00	900,000
Native Display	Behavioral Custom program				\$ -	
<b>JamesEdition</b>						
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 5,500.00			\$ 5,500.00	294,000
<b>Simply Abu Dhabi</b>						
Instagram Post	Instagram Post	Bonus	Bonus		\$ -	
<b>WSJ.com</b>						
WSJ.com e-Newsletter	Wednesday & Friday e-Newsletter	\$ 3,500.00			\$ 3,500.00	50,000
<b>Print</b>						
<b>The New York Times International Edition</b>						
The New York Times International Edition	Property Spot		\$ 650.00	\$ 650.00	\$ 1,300.00	208,602
The New York Times Takeover	Full page w/ Digital promotion		\$750.00	\$750.00	\$ 1,500.00	336,000
<b>Financial Times</b>						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	580,011
Financial Times	Quarter Page	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 14,400.00	580,011
<b>Simply Abu Dhabi</b>						
Simply Abu Dhabi	Double Page Spread plus 2 instagram posts		\$ 7,500.00		\$ 7,500.00	
<b>The Wall Street Journal</b>						
The Wall Street Journal	Property Spot w/Digital Featured Property Upd	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
TOTAL					\$ 70,770.00	9,196,896

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

# Proposed Schedule, Pricing & Reach 2024

Plan Revised V2						
Media	Ad Description	February	March	April	Media Total	Circulation
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 7,350.00	3,000,000
Million Impressions	Targeting - Germany, France, Belgium, Finland, Netherlands, Sweden, Spain, United Kingdom					
<b>LinkedIn</b>						
LinkedIn	C-Level Europe	\$ 4,000.00	\$ 4,000.00		\$ 8,000.00	590,000
<b>Comprehensive Digital</b>						
Display	Behavioral Custom program	\$ 2,250.00	\$ 2,250.00	\$ 2,250.00	\$ 6,750.00	675,000
Native Display	Behavioral Custom program				\$ -	
<b>JamesEdition</b>						
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 5,500.00			\$ 5,500.00	294,000
<b>Simply Abu Dhabi</b>						
Instagram Post	Instagram Post	Bonus	Bonus		\$ -	100,000
<b>WSJ.com</b>						
WSJ.com e-Newsletter	Wednesday & Friday e-Newsletter	\$ 3,500.00			\$ 3,500.00	50,000
<b>Print</b>						
<b>The New York Times International Edition</b>						
The New York Times International Edition	Property Spot		\$ 650.00	\$ 650.00	\$ 1,300.00	208,602
The New York Times Takeover	Full page w/ Digital promotion		\$750.00	\$750.00	\$ 1,500.00	336,000
<b>Financial Times</b>						
Financial Times	Property Spot		\$ 750.00	\$ 750.00	\$ 1,500.00	386,674
Financial Times	Quarter Page	\$ 4,800.00			\$ 4,800.00	193,337
<b>Simply Abu Dhabi</b>						
Simply Abu Dhabi	Double Page Spread plus 2 instagram posts		\$ 7,500.00		\$ 7,500.00	0
<b>The Wall Street Journal</b>						
The Wall Street Journal	Property Spot w/Digital Featured Property Up	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
TOTAL					\$ 55,170.00	8,491,885
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						