



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Puerto Vallarta Sotheby's International Realty Advertising and Marketing Program

Sotheby's
INTERNATIONAL REALTY

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28 San Francisco & Silicon Valley Takeover

29 SCHEDULE, PRICING & REACH

30 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 Puerto Vallarta Sotheby's International Realty

SKY Advertising is excited to present to Puerto Vallarta Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to your real estate brand.

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 Puerto Vallarta, Mexico.

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 brokerage.

**LET'S DO
GREAT THINGS TOGETHER**

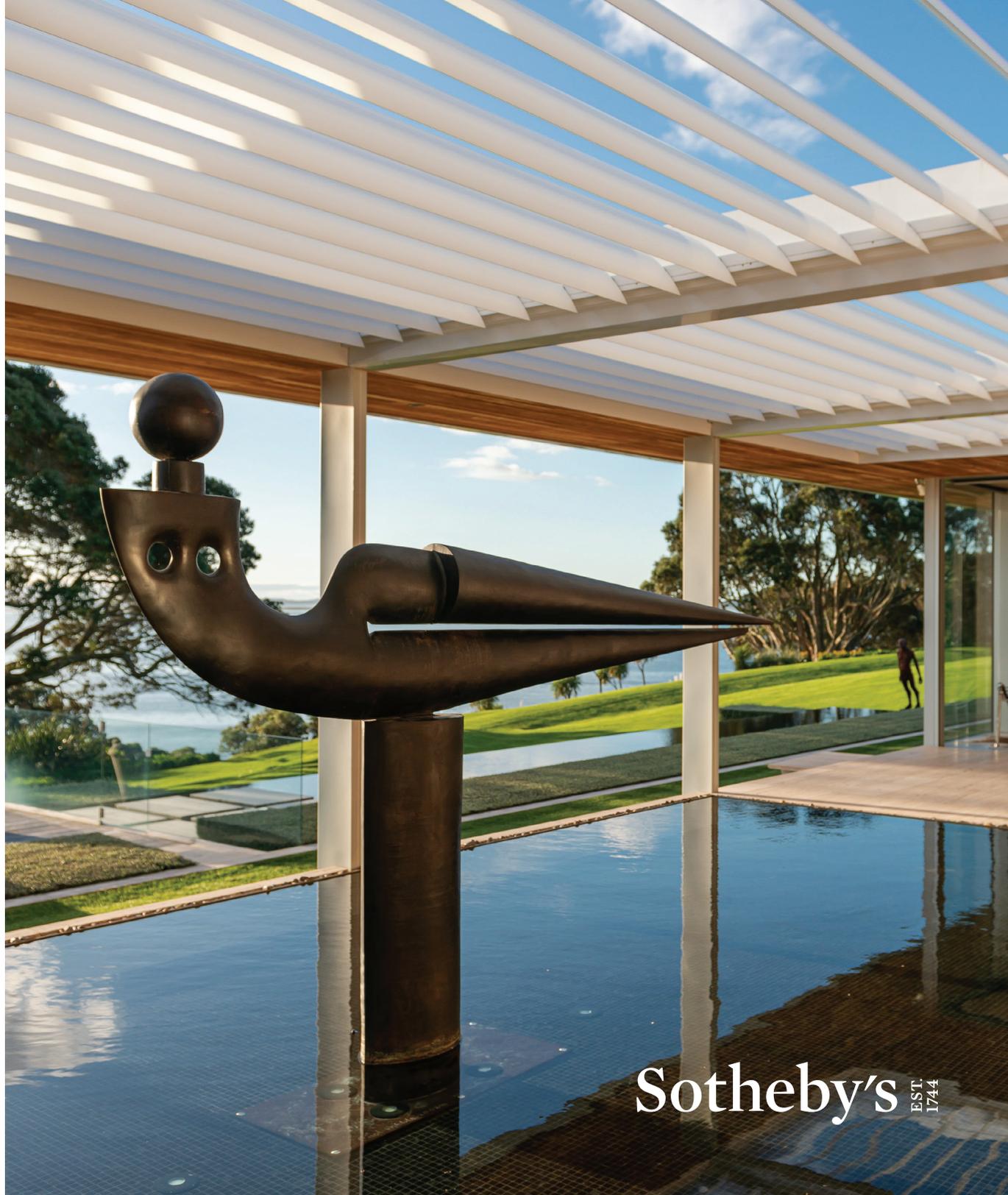
JANINE JONES
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SARA HELENI
Account Executive
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sara@skyad.com

CHLOE STEELY
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

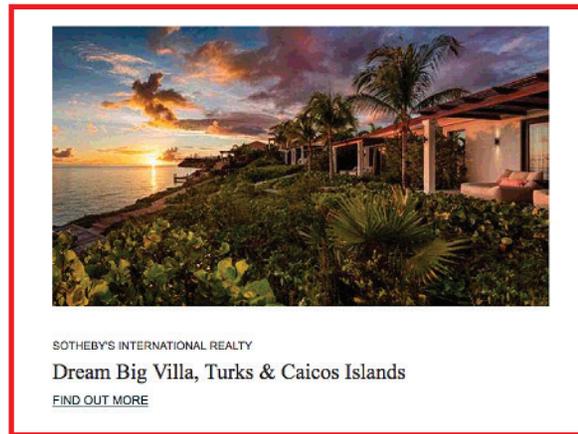
SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- 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

California, Arizona, Texas, Colorado, Canada

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

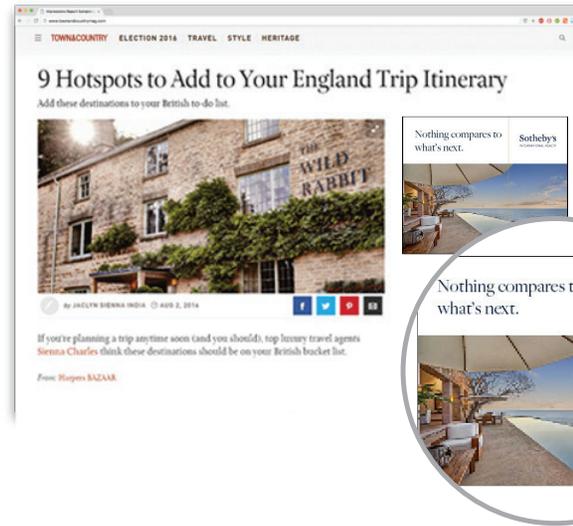
Impressions Campaign

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: **Puerto Vallarta**
- Flight Dates: **February - April 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

FORTUNE

 REUTERS

THE WALL STREET JOURNAL.

FINANCIAL POST

Forbes

BARRON'S

 REUTERS

INVESTOR'S BUSINESS DAILY



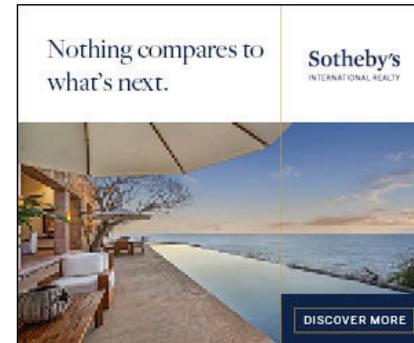
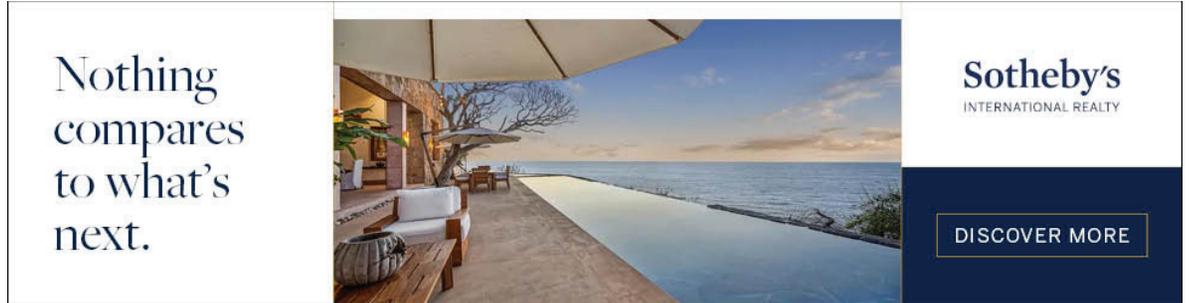
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

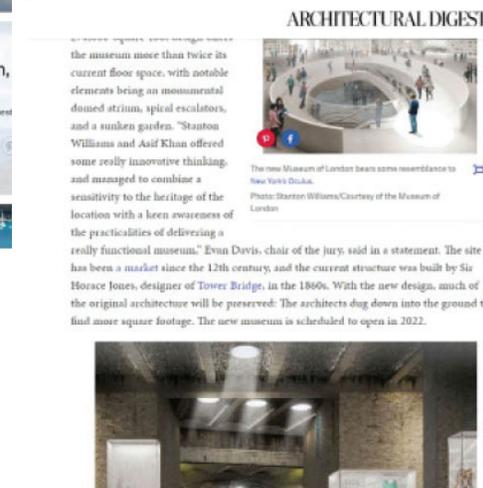
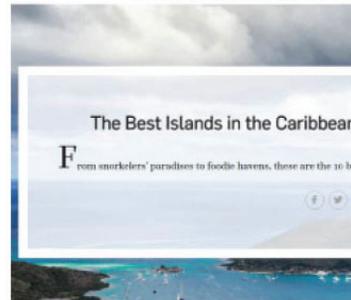
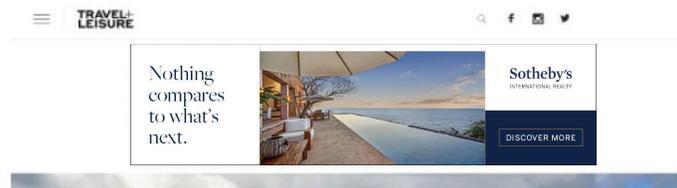
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

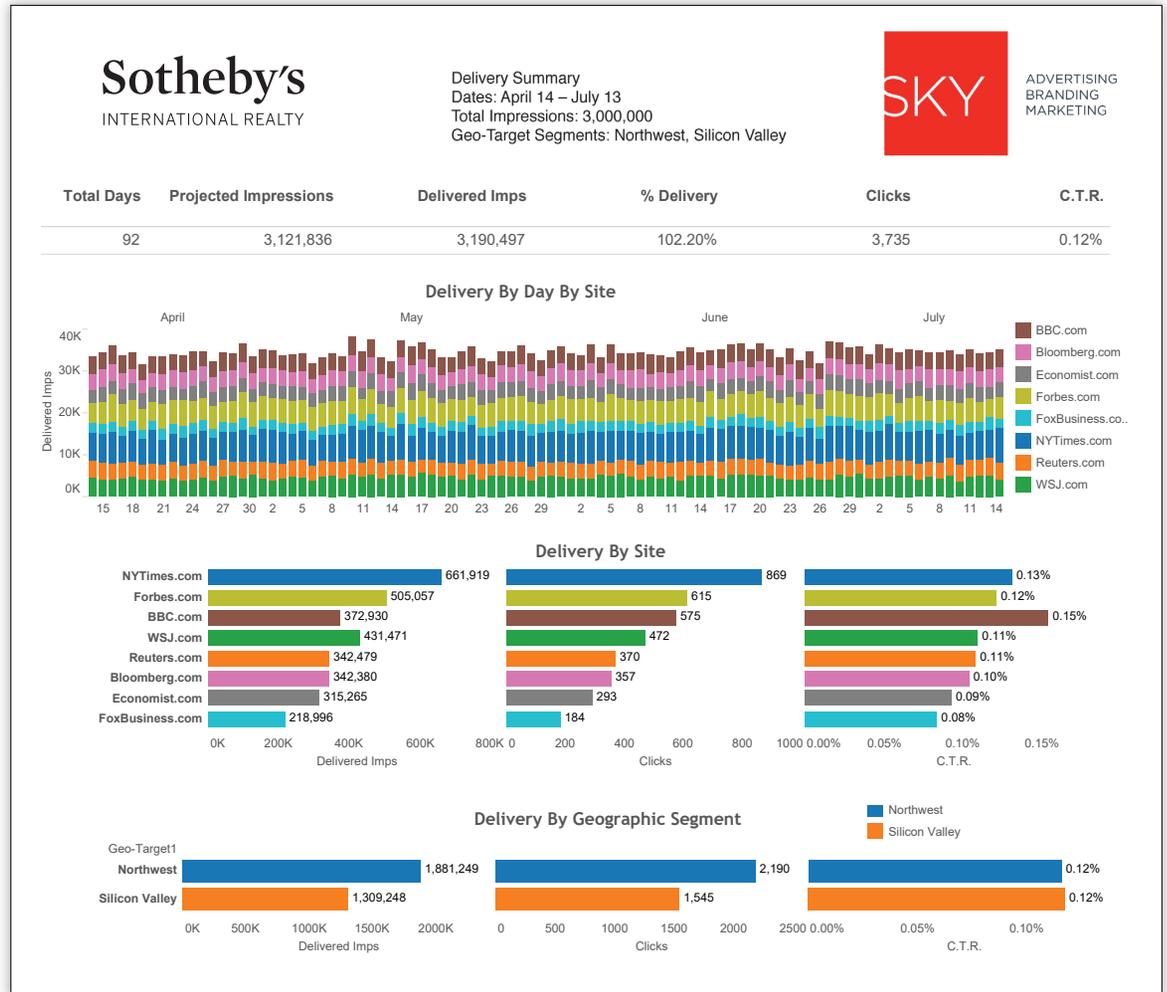


Comprehensive Reporting For Your Customized Campaign

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 California (Silicon Valley, San Francisco), Texas, Colorado, Arizona, and Canada.

The programs are scheduled to start on February 1st and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance and news websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Puerto Vallarta area real estate and living in the California (Silicon Valley, San Francisco), Texas, Colorado, Arizona, and Canada.
- An in-market segment, that will allow us to show banners to adults who live in California (Silicon Valley, San Francisco), Texas, Colorado, Arizona, and Canada and are actively planning a trip to Puerto Vallarta.

SITE SPECIFIC

This segment consists of premium global business, finance and news websites such as WSJ.com, NYTimes.com, Forbes.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.

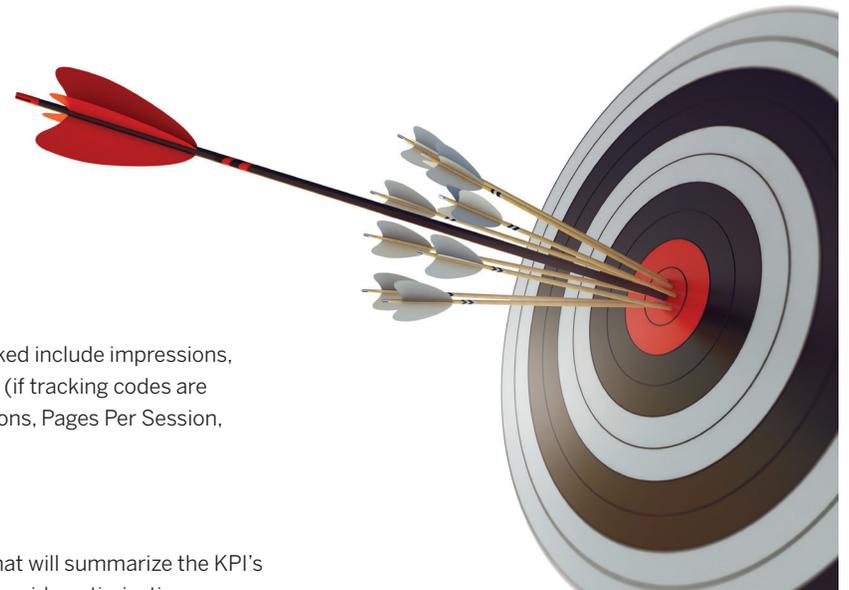
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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



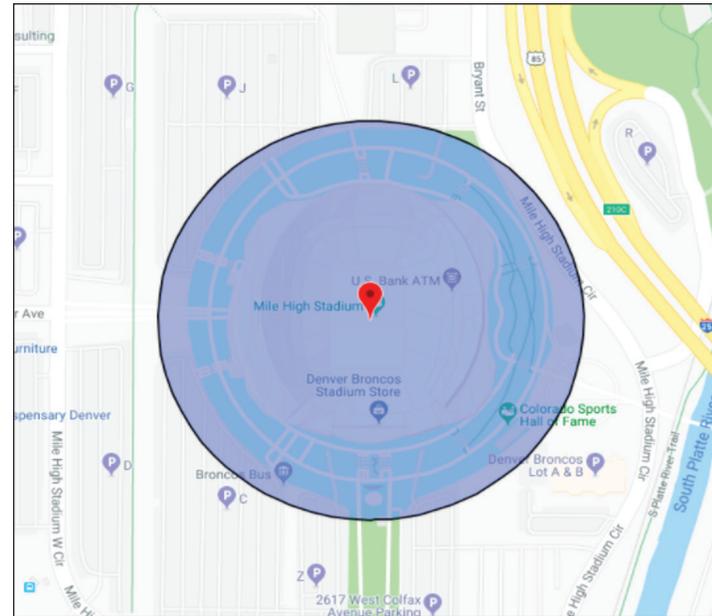
Impressions Scheduling

| | | Puerto Vallarta SIR Impressions | | | | | | | | | | | | | | |
|--|---|---------------------------------|---|----|----|----|-------|----|----|----|-------|---|----|------------------|----|---------|
| Media | Geo-Target | February | | | | | March | | | | April | | | Impressions | | |
| | | 29 | 5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | | 21 | 28 |
| NYTimes.com | California (Silicon Valley, San Francisco), Texas, Colorado, Arizona, Canada | | | | | | | | | | | | | | | 925,000 |
| WSJ.com | | | | | | | | | | | | | | | | |
| Forbes.com | | | | | | | | | | | | | | | | |
| Fortune.com | | | | | | | | | | | | | | | | |
| Reuters.com | | | | | | | | | | | | | | | | |
| FinancialPost.com | | | | | | | | | | | | | | | | |
| FoxBusiness.com | | | | | | | | | | | | | | | | |
| Barrons.com | | | | | | | | | | | | | | | | |
| Investors.com | | | | | | | | | | | | | | | | |
| Custom Intent -PuertoVallarta Real Estate | California (Silicon Valley, San Francisco), Texas, Colorado, Arizona, Canada | | | | | | | | | | | | | | | 225,000 |
| In-Market Planning trip to Puerta Vallarta | California, Oregon, Washington, Texas, Chicago, West Coast Canada, Colorado, Arizona, Mexico City, Monterrey and Guadalajara. | | | | | | | | | | | | | | | 350,000 |
| Total Impressions | <i>h</i> | | | | | | | | | | | | | 1,500,000 | | |

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- FROM \$1,500/MONTH

Comprehensive Digital

SOCIAL MIRROR ADS

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

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

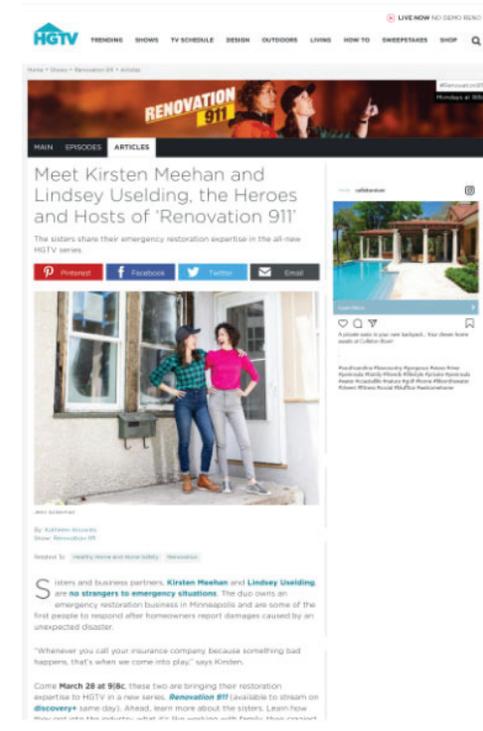
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

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



PRICE: FROM \$1,500/MONTH

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

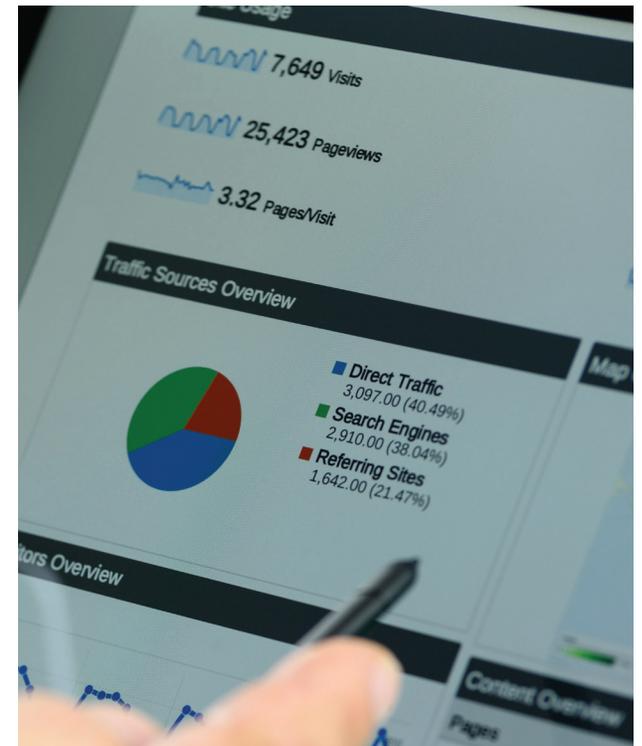


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

PRICE: \$750 ONE TIME CAMPAIGN SET UP
\$850/MONTH



DIGITAL

Google AdWords

GEOTARGETING

- California
- Texas
- Colorado
- Arizona
- Canada

AUDIENCES & DEMOGRAPHICS

Which can include:

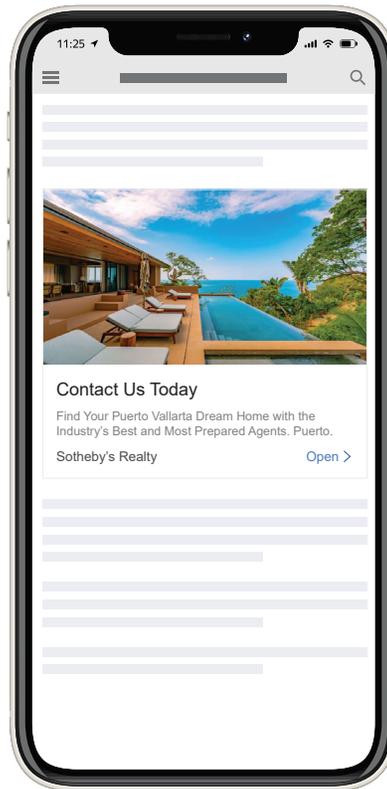
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Find Your Puerto Vallarta Dream Home with the Industry's Best and Most Prepared Agents. Puerto Vallarta Sotheby's International Realty is Your Go-To Real Estate Brokerage for Those Who Seek Exceptional Homes and Service.
- Puerto Vallarta Sotheby's International Realty Invites You to Explore the Extraordinary. Our Local Experts Represent the Buyers and Sellers of Amazing Homes Throughout Puerto Vallarta.
- Experience Exclusive Access to Puerto Vallarta's Hidden Treasures With the Guidance of Our Expert Realtors. Contact Us to Learn More

SHORT HEADLINES

- Puerto Vallarta Sotheby's International Realty
- Find Your Puerto Vallarta Dream Home
- Contact Us Today



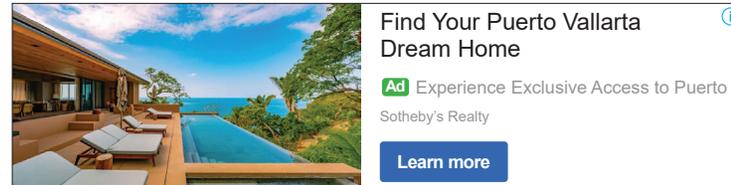
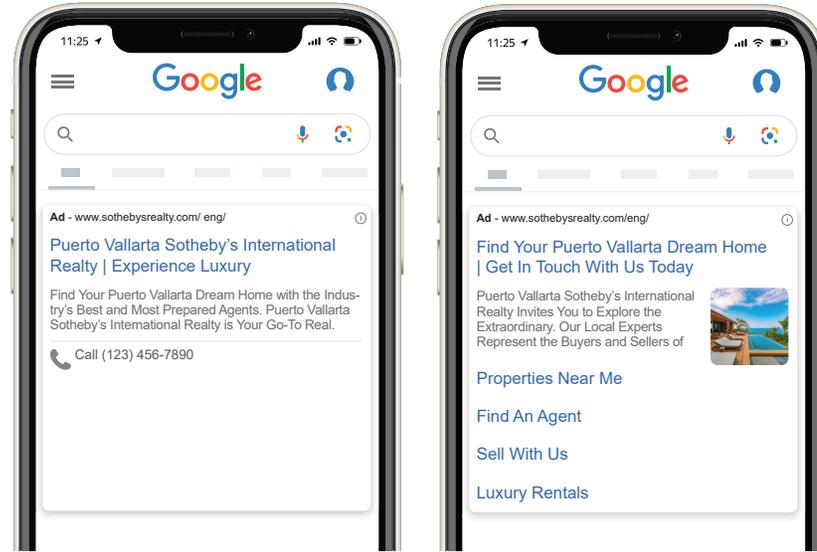
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 10,830

KEYWORD SAMPLE:

- "luxury home for sale Puerto vallarta"
- "highest rated realtor Puerto vallarta"
- "high end home for sale Puerto vallarta"
- "Puerto vallarta luxury real estate"
- "best realtor Puerto vallarta"



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

Find Your Puerto Vallarta Dream Home | Get InTouch With Us Today

Experience Exclusive Access to Puerto Vallarta's Hidden Treasures With the Guidance of Our Expert Realtors. Contact Us to Learn More.

Properties Near Me
Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us
List Your Home
Be Where the World is Looking

Find An Agent
Worldwide Agents
Local Experts

Luxury Rentals
Homes for Rent in Your Area
Exclusive Listings



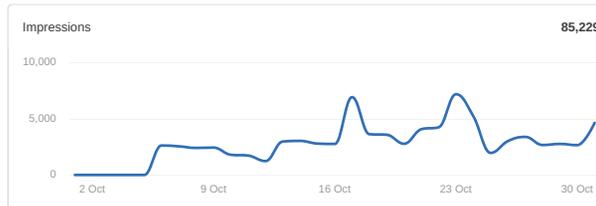
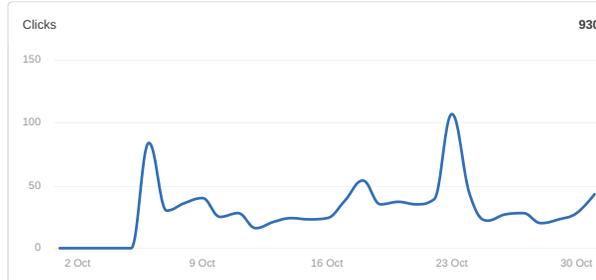
Puerto Vallarta Sotheby's International Realty

Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

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



Showing 9 of 9 Rows

| CAMPAIGN | CLICKS | COST | COST / CON... | IMPRESSIONS |
|---------------------------------|--------|----------|---------------|-------------|
| SKY - SMART | 459 | \$312.71 | \$39.09 | 74,095 |
| SKY - PMAX | 290 | \$359.88 | \$179.94 | 8,209 |
| SKY - General | 75 | \$278.65 | \$0.00 | 1,432 |
| SKY - Boulder | 53 | \$293.25 | \$293.25 | 1,145 |
| SKY - Trademark | 38 | \$134.26 | \$134.26 | 259 |
| SKY - Niwot | 11 | \$33.94 | \$0.00 | 69 |
| SKY - Longmont | 4 | \$19.24 | \$0.00 | 16 |
| SKY - Golden | 0 | \$0.00 | \$0.00 | 3 |
| SKY - Superior | 0 | \$0.00 | \$0.00 | 1 |

Showing 50 of 89 Rows

| KEYWORD | IMPRESSIONS | CLICKS |
|--|-------------|--------|
| luxury real estate agent | 498 | 27 |
| find the best real estate agent | 425 | 19 |
| "Boulder Colorado Real Estate" | 388 | 16 |
| "home for sale boulder" | 25 | 13 |
| "colorado real estate agent" | 167 | 9 |
| "coldwell banker real estate" | 120 | 8 |
| "boulder real estate agent" | 69 | 5 |
| "realtor boulder co" | 64 | 5 |
| niwot Real Estate | 32 | 5 |
| "boulder real estate listings" | 41 | 5 |
| "real estate for sale in boulder colorado" | 29 | 4 |
| "boulder co real estate agency" | 38 | 4 |
| berthoud Realtor | 23 | 4 |

Cities

| CITY | CLICKS | IMPRESSIONS | AVG CPC | COST |
|----------|--------|-------------|---------|----------|
| Denver | 556 | 66,360 | \$1.00 | \$554.74 |
| Boulder | 143 | 3,455 | \$3.60 | \$515.01 |
| Thornton | 24 | 3,126 | \$1.09 | \$26.26 |
| Niwot | 22 | 571 | \$2.09 | \$46.05 |
| Longmont | 19 | 977 | \$2.49 | \$47.31 |

Google AdWords

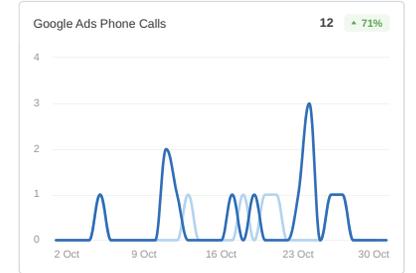
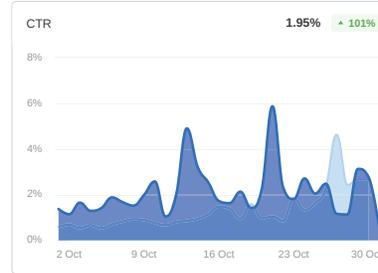
MONTHLY REPORTING

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



October 2023

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

| CITY | IMPRESSIONS | CLICKS | INTERACTIONS |
|----------------|-------------|--------|--------------|
| Washington | 30,976 | 497 | 613 |
| Potomac | 4,073 | 64 | 64 |
| Baltimore | 2,976 | 80 | 274 |
| New York | 1,535 | 51 | 51 |
| Ashburn | 1,386 | 39 | 137 |
| Rockville | 1,207 | 16 | 27 |
| Virginia Beach | 799 | 23 | 48 |
| Richmond | 413 | 6 | 46 |

Keywords

Showing 23 of 23 Rows

| KEYWORD | CLICKS | IMPRESSIONS | INTERACTIONS |
|----------------------------------|--------|-------------|--------------|
| dc real estate | 51 | 886 | 51 |
| luxury property for sale dc | 40 | 114 | 40 |
| home for sale dc | 19 | 529 | 19 |
| real estate in washington dc | 6 | 101 | 6 |
| georgetown washington dc apar... | 6 | 56 | 6 |
| houses in georgetown dc | 3 | 19 | 3 |
| buy house georgetown dc | 2 | 6 | 2 |
| mclean realty | 1 | 1 | 1 |

DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

SOCIAL MEDIA POST

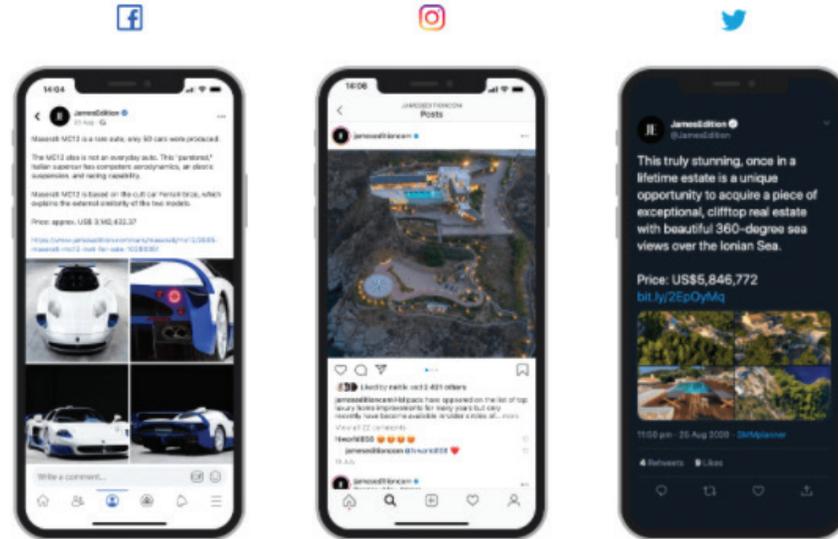
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- Instagram **74.8K**
- Facebook **31.3K**



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

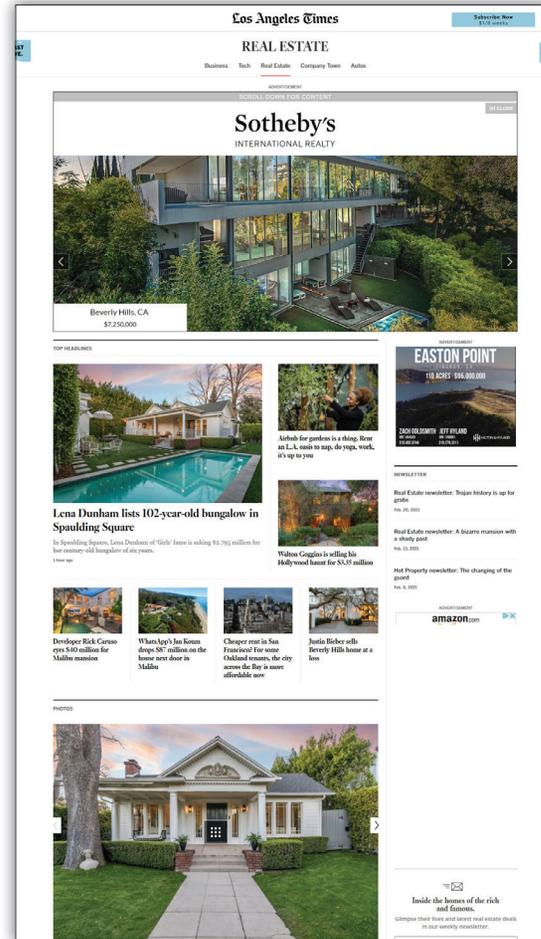
VIDEO: \$1,800

LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325/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. CCLXXX NO. 52 • MSJ.com • \$4.00
 DAA 292724 • 7:55:12 PM • NASDAQ 100:109.31 • SPX 3000 7812.1 • 1.61 • 10-Y TREAS. @ 2.97% • RUSSELL 2000 1542.30 • 4.59% • EURO 1212.72 • NYN 207.32

What's News
 Business & Finance

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

Shaky Ground
 A major supply chain is being disrupted by the coronavirus, which is causing a drop in oil prices and a rise in gold prices.

Tennessee Twisters Kill at Least 25
 A line of heavy rain began barreling across Tennessee on Tuesday, killing at least 25 people in the worst-ever twister outbreak in the state while many residents fled, according to the National Weather Service.

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 reached a string of Super Tuesday primary victories and Sanders won the largest victory in California.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State
 Website or Address: \$1,000,000 | sothebysrealty.com/61767
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State
 Website or Address: \$1,000,000 | sothebysrealty.com/61767
 Company: Sotheby's International Realty
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 Website or Address: \$1,000,000 | sothebysrealty.com/61767
 Company: Sotheby's International Realty
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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, COLOR

Includes Digital promotion and Digital Flipbook

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

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold 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.

DANIELE GALE / AGENT / OEBRA RUSSELL

Capital Gate Sotheby's
INTERNATIONAL REALTY

Sandbanks Exuma, The Bahamas

Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Lightbourn
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. (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

Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

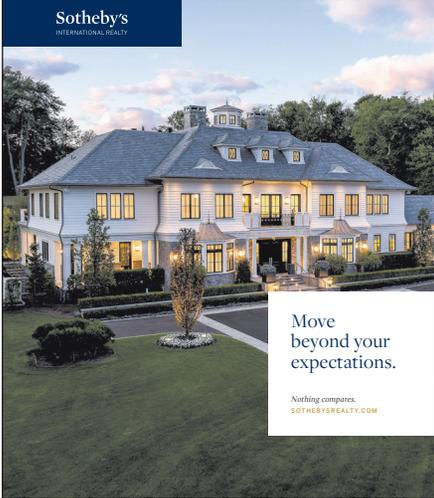
- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660

San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE: \$725



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SOTHEBYREALTY.COM

Represented by: Sarah Russell, MRE, SLS

72 Post Road, Old Westbury, NY



Debra 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.



DANIELGALÉ.COM/AGENT/DEBRA-RUSSELL




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 sweeping pool deck and a classic infinity pool. Like a beachside spa, directly into the ocean for water sports.

SIRBAHAMAS.COM/ID/V29,67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3557
eric@ericsantorino.com
DRE#02156503

5305 Carlsbad Boulevard
5 BR | 8.0 BA | 10,039 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.



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Pacific | **Sotheby's**
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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

| Media | Ad Description | February | March | April | Media Total | Reach |
|---|--|-------------|-------------|-------------|--------------|-----------|
| Sotheby's Auction House: Digital | | | | | | |
| Sotheby's Bespoke Geo-Targeted Emails | Email | | | | \$ - | |
| Sotheby's Bespoke Geo-Targeted Emails | California, Arizona, Texas, Colorado, Canada | \$ 2,500.00 | | \$ 2,500.00 | \$ 5,000.00 | 50,000 |
| | | | | | \$ - | |
| | | | | | \$ - | |
| Digital | | | | | | |
| Million Impressions* | | | | | | |
| Million Impressions | Digital Banner Program | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | \$ 4,875.00 | 1,500,000 |
| Million Impressions | Targeting - California (Silicon Valley, San Francisco), Texas, Colorado, Arizona, Canada | | | | \$ - | |
| Google Adwords | | | | | | |
| Google Adwords | Digital PPC program | \$ 1,600.00 | \$ 850.00 | \$ 850.00 | \$ 3,300.00 | 32,490 |
| Comprehensive Digital | | | | | | |
| Social Mirror Ads | Mirroring Social Post | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 4,500.00 | 300,000 |
| Geofencing - Event and Location | | | | | | |
| Geofencing - Event and Location | Target specific events and locations | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 4,500.00 | 300,000 |
| Nob Hill Gazette | | | | | | |
| Nob Hill Gazette San Francisco, Peninsula and Silicon Valley | OTM On the Market E-Newsletter | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 1,500.00 | 19,500 |
| JamesEdition | | | | | | |
| Social Media | Listing Feature | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 1,500.00 | 444,000 |
| LA Times | | | | | | |
| Lighthouse Fixed Position - Hot Property Page | Lighthouse Fixed Position - Hot Property Page | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 975.00 | 1,275,000 |
| Print | | | | | | |
| The New York Times | | | | | | |
| The New York Times Takeover | Full Page w/ Digital promotion | | \$ 750.00 | \$ 750.00 | \$ 1,500.00 | 336,000 |
| The Los Angeles Times | | | | | | |
| The Los Angeles Times | Takeover | | \$ 660.00 | \$ 660.00 | \$ 1,320.00 | 441,560 |
| The Wall Street Journal | | | | | | |
| The Wall Street Journal - National | Property Spot w/ Digital Featured Property Upgrade | \$ 795.00 | \$ 795.00 | \$ 795.00 | \$ 2,385.00 | 1,933,272 |
| San Francisco | | | | | | |
| San Francisco | Takeover - Full Page | | \$ 725.00 | | \$ 725.00 | 36,500 |
| TOTAL | | | | | \$ 32,080.00 | 6,631,822 |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy | | | | | | |
| Pricing Subject to Change | | | | | | |