



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

4216 Terraza Drive Advertising and Marketing Program

Brentwood Brokerage | Sotheby's
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 4216 Terraza Drive

SKY Advertising is excited to present to Brentwood Brokerage Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 4216 Terraza Drive.

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 Los Angeles, CA.

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**

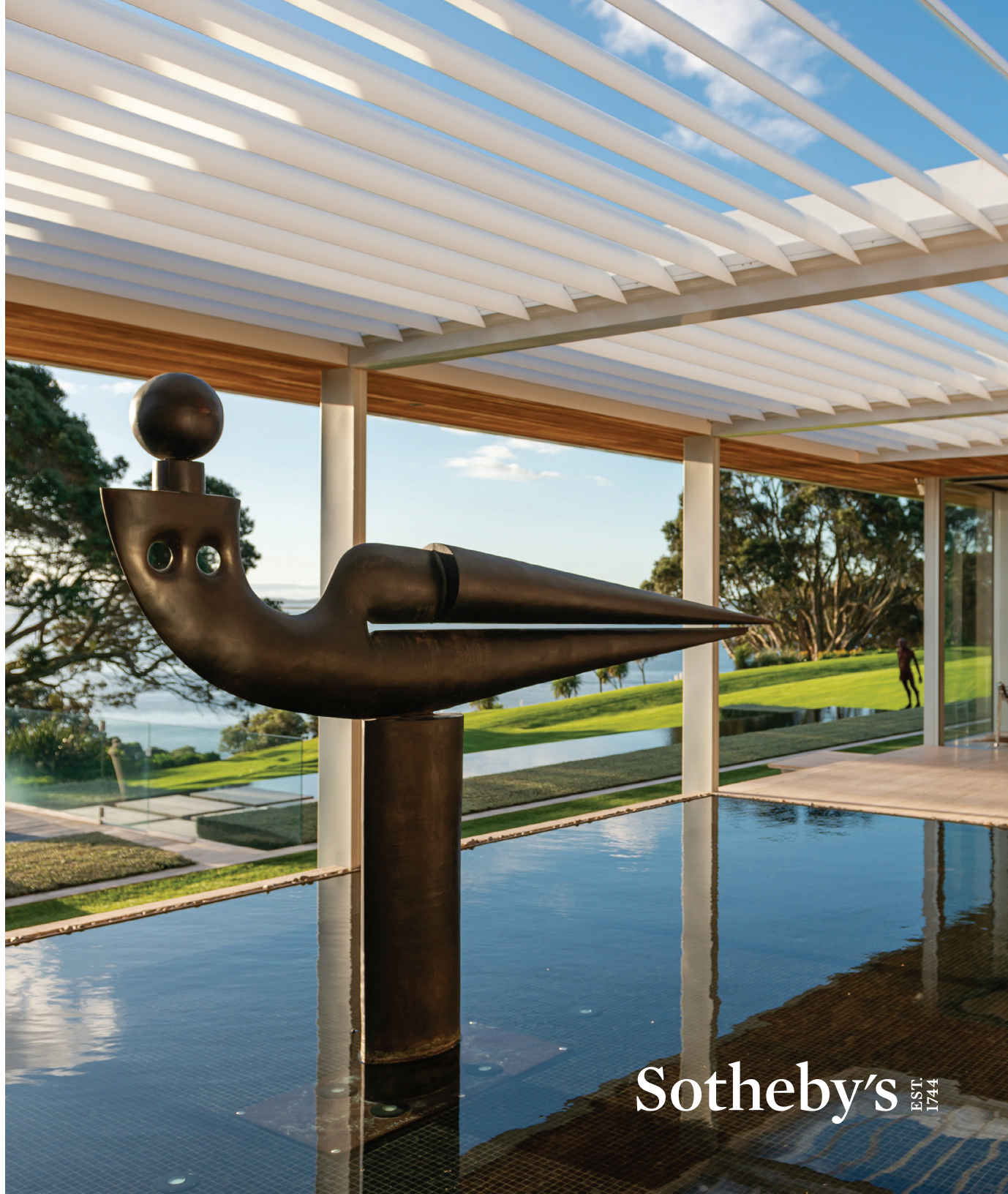
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Sotheby's
Auction House
Offerings



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

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

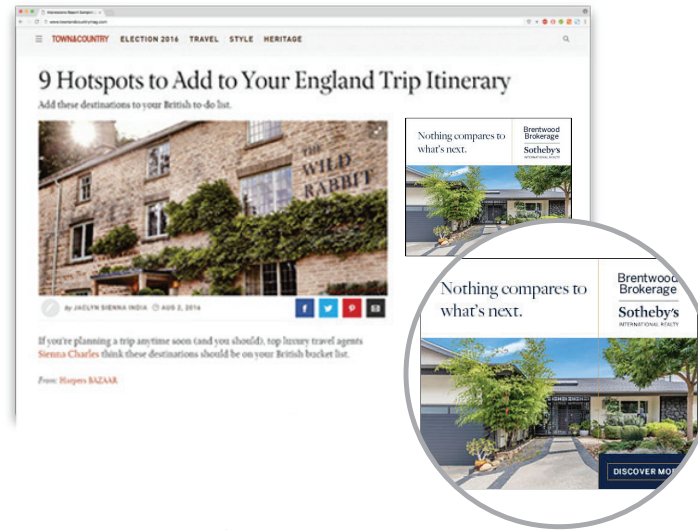
Impressions Campaign

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: **4216 Terraza Drive**
- Flight Dates: **Two Week Blast**
- Impressions: **34,000,000**
- Clicks through to the website of your choice.

Two Week Blast 100K impressions:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



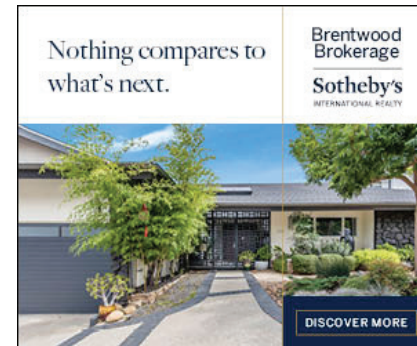
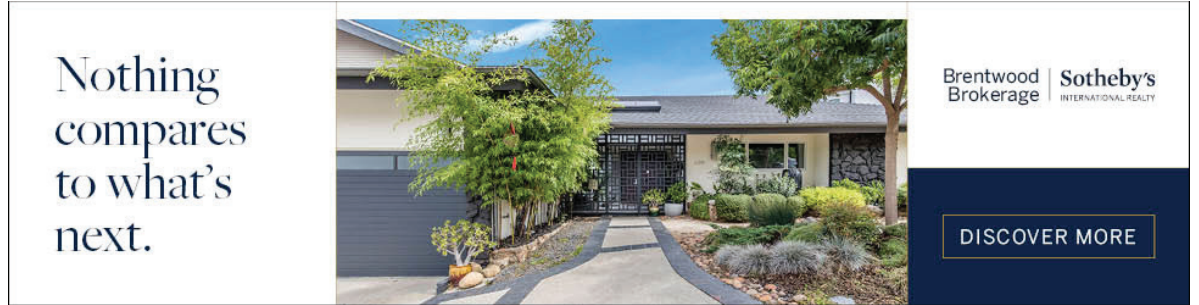
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

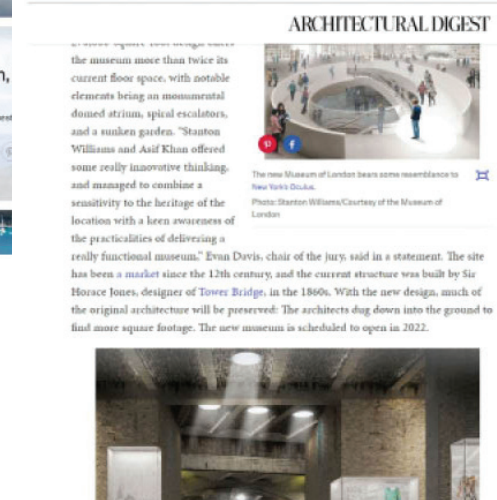
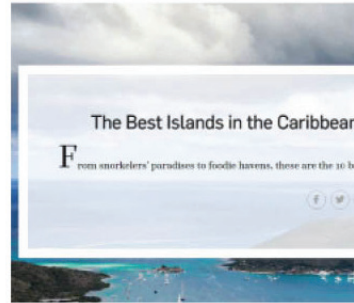
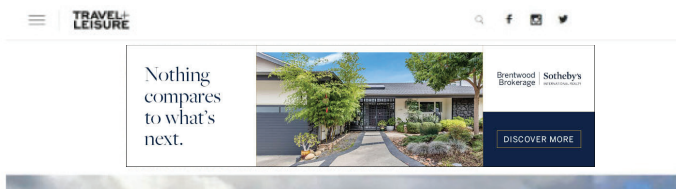
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

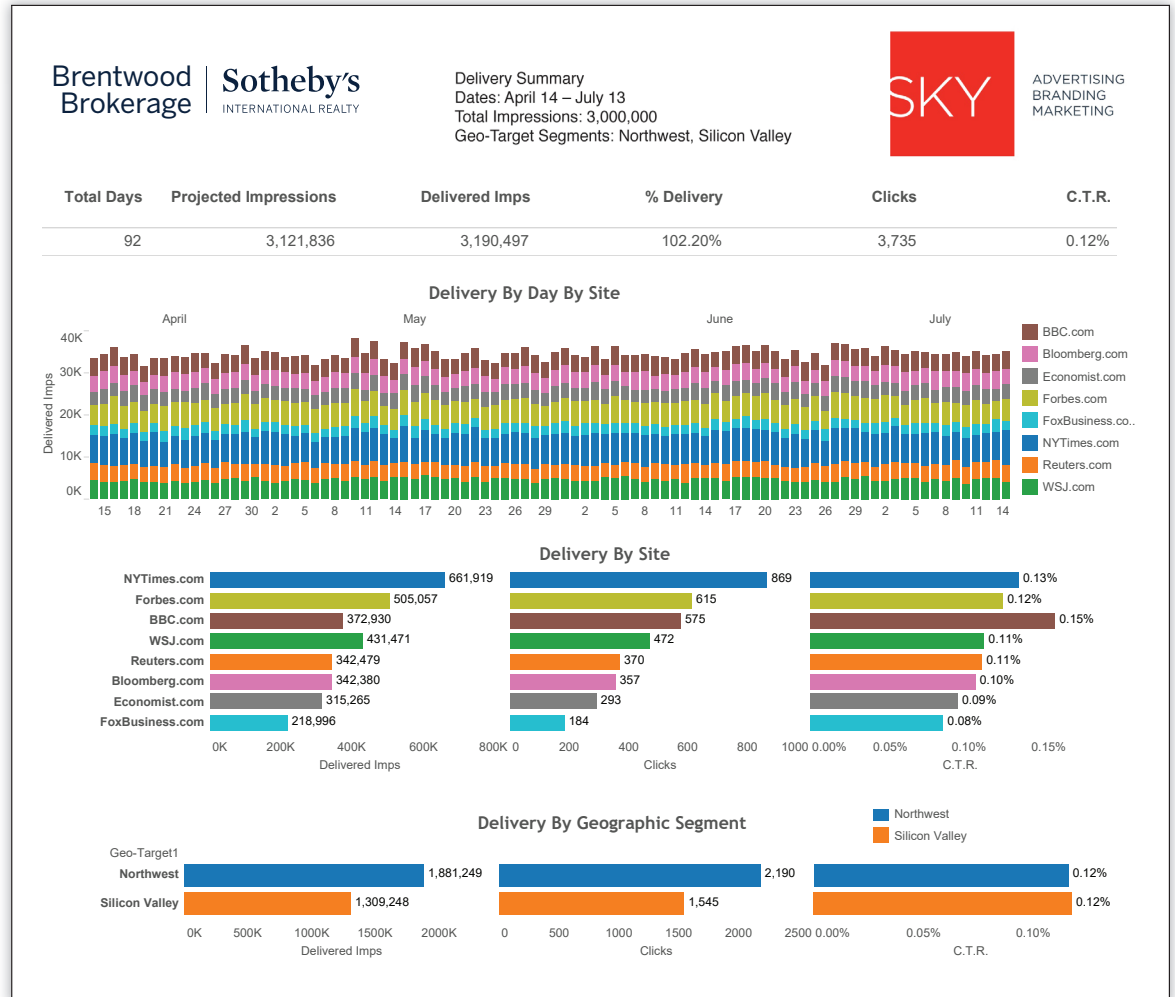


Comprehensive Reporting For Your Customized Campaign

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

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

IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

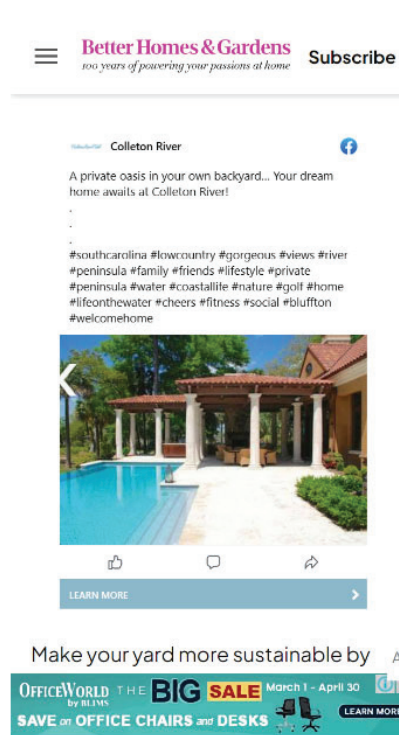
SOCIAL MIRROR ADS

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.

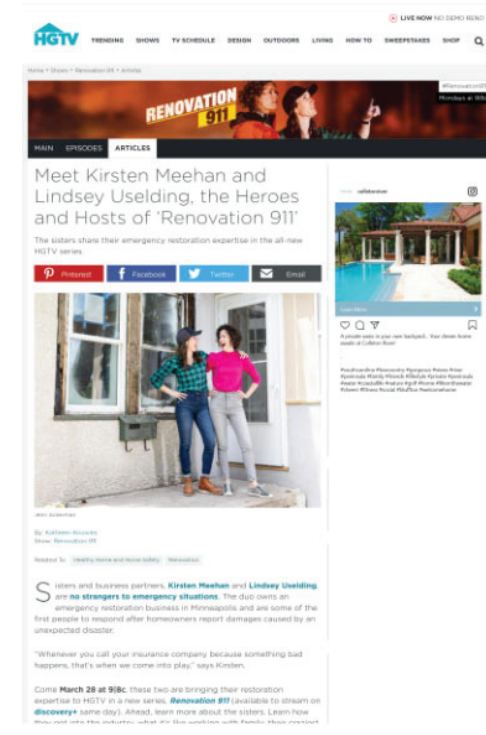
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

Atomic Ranch

Atomic Ranch is the trusted authority for the enthusiast of mid-century modern architecture, design and lifestyle.

Atomic Ranch celebrates mid-century modern home architecture and design, focusing on the homeowners' experience and lifestyle, from renovations and remodels to furnishings and décor with retro and modernist style.

Atomic Ranch reaches and engages passionate mid-century enthusiasts through our social media community, website and print issues.

- 71,782 average monthly uniques
- 34,086 email subscribers
- 214K followers across social channels
- 38K Facebook followers
- Instagram – 170K followers
- Pinterest -1M monthly impressions

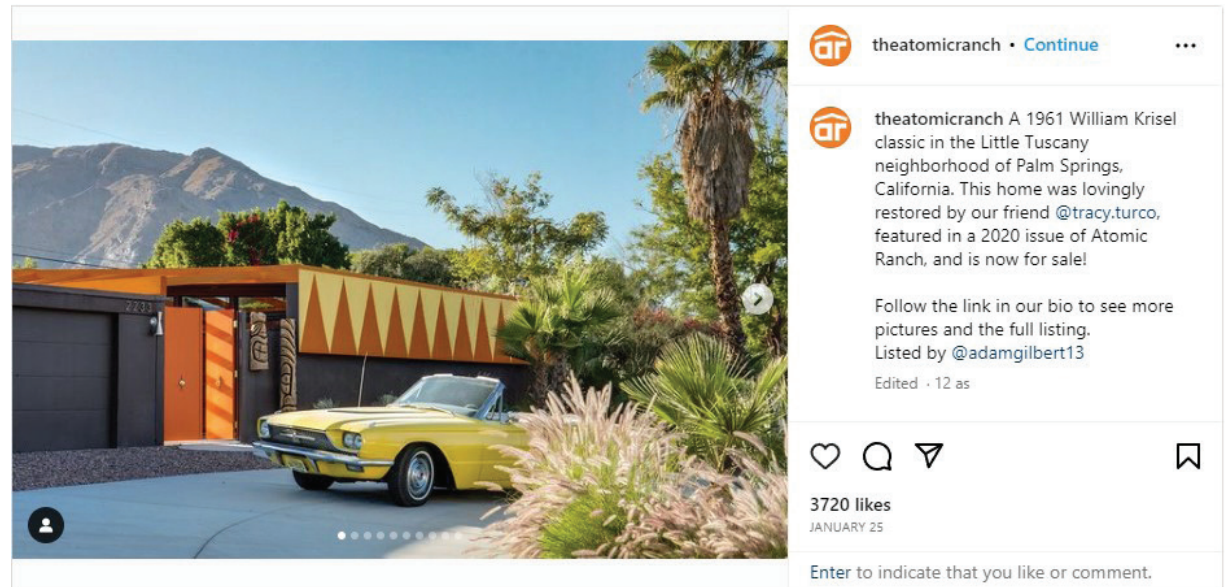
SOCIAL MEDIA

- @theatomicranch

PRICE:

INSTAGRAM + FACEBOOK - 3 STORIES PACKAGE:
\$850

INSTAGRAM + FACEBOOK - FEED POSTS:
\$1,500



Circa Old Houses

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

CIRCAOLDHOUSE.COM

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

SOCIAL MEDIA MARKETING OPPORTUNITIES

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

PRICE: \$270/LISTING



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/LISTING

San Francisco, Peninsula, and Silicon Valley



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

jamesedition.com

ROTATING GALLERY

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.

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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



jamesedition.com

SOCIAL MEDIA POST

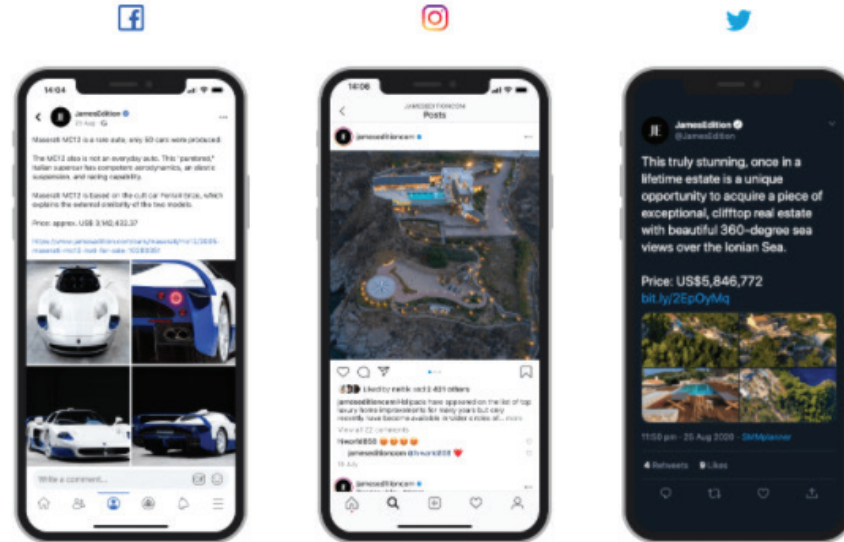
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

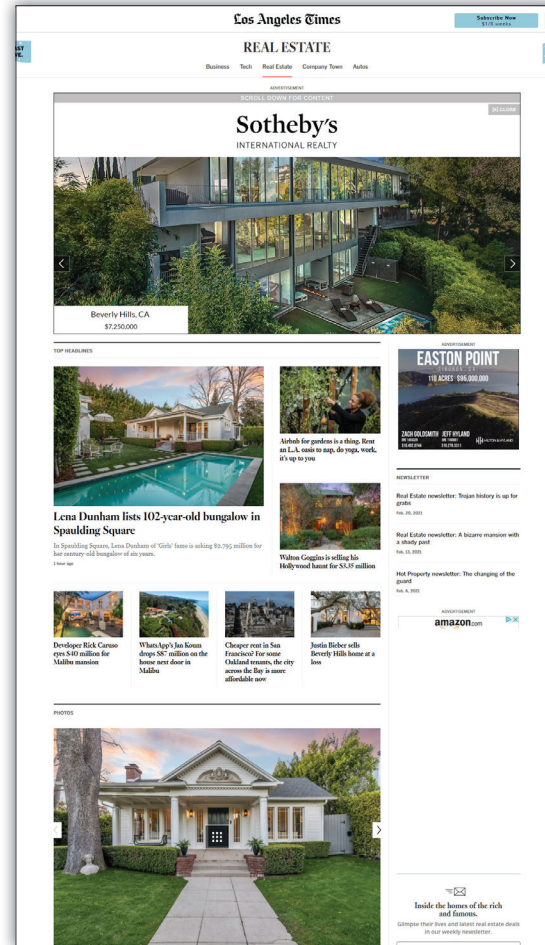
LA Times

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

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



The Wall Street Journal Online (WSJ.com)

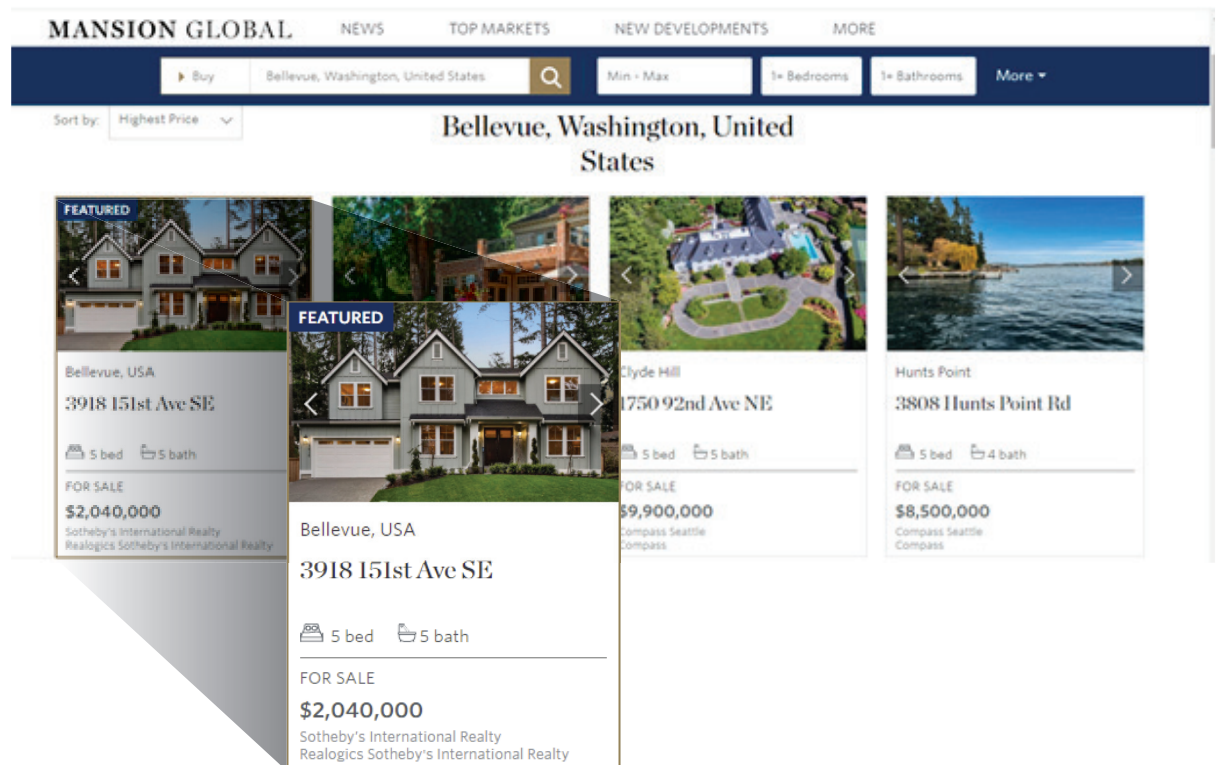
FEATURED PROPERTY UPGRADES

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

SHARED BANNER: \$650/PROPERTY SLOT

Shared with **5** properties

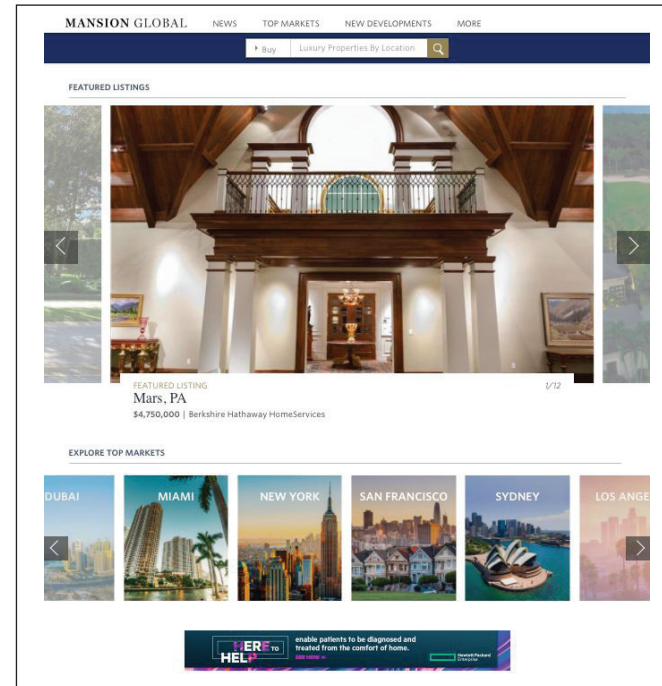


The Wall Street Journal Online (WSJ.com)

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 PROPERTY SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • MSJ.com

DOW JONES 30,952.19 NASDAQ 10,019.93 SP500 3,008.12 FTSE 100 6,512.45 DAX 15,142.30 Nikkei 23,127.20

What's News

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis**

By Nick Timonen

WASHINGTON—The Federal Reserve unveiled an emergency rate cut on Wednesday, the first since the 2008 financial crisis. Stock markets fell sharply, while the dollar strengthened against the yen on the benchmark 10-year U.S. Treasury dip to 1.5% for the first time as its yields climbed higher.

The central bank has typically raised rates to curb inflation, but this time it is cutting them to stimulate the economy. The Fed's move is the first since 2008, and it is a sign of how serious the economic situation is.

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Shaky Ground

More opens theory of why U.S. bond yields are falling

By Tom Ichniowski

WASHINGTON—The theory that the Fed's move is the first since 2008, and it is a sign of how serious the economic situation is.

Tennessee Twisters Kill at Least 25

By Anne Cooper-Petersen

MEMPHIS, Tenn. (AP)—A deadly twister struck Tennessee on Tuesday, killing at least 25 people in the rural area. The twister was a deadly, fast-moving storm that tore through the area, causing significant damage and loss of life.

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 crushed a string of Super Tuesday primary contests and Sanders won... **Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.**

The results were a major win for Biden, who picked up victories in California, New York, and other key states.

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



CITY, STATE
WebSite or Address \$A.XXX.XXX | sothebysrealty.com/rlt/gpt
Company
AGENT NAME agentname@sothebysrealty.com +1 212 456 7890

CITY, STATE
WebSite or Address \$A.XXX.XXX | sothebysrealty.com/rlt/gpt
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AGENT NAME agentname@sothebysrealty.com +1 212 456 7890

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Company
AGENT NAME agentname@sothebysrealty.com +1 212 456 7890

SOOTHEBYSREALTY.COM

skyad.com | 24

Architectural Digest

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR
LA / WEST LA: \$2,870



TTR Sotheby's

300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,200+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses: Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

Call to action: www.4seasons.com or www.300international.com

TRAVELSTEAD! Alex Lerner 443-460-3125 alexner@ttr.com Lydia Travelstead 410-869-2113 lydiatr@ttr.com

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velvære

Live at Velvære. Experience a sense of well-being where nature and surroundings are intricately linked to living whole. This 40+ acre community will feature direct access to local Access and Park, award-winning architecture through an onsite art gallery, extensive 4th floor, discovery-focused outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabana, residences and luxury homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVAERE.PARKCITY.COM

MAULEY Summit | Sotheby's

Keri Holland + Liza Story | info@velvareparkcity.com | 435.602.6570

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**

PRICE:

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James L. Smith | JAMESL.SMITH@SIR.COM

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus! Spectacular Old Westbury! \$4,900,000

72 Post Road
9 BR | 6 BA | 10,54 ACRES
\$4,900,000

Headed by a 2.5-acre directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom 1920's estate on nearly two acres, 10 beds, 13 three-bedroom cottages, an 1800s garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE | DANIELGALE@GAIENY.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York
6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

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.

PRICE: FULL PAGE \$725



Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYREALTY.COM

Represented by: Sarah Malhotra MRE, SLS

72 Post Road, Old Westbury, NY




Debra Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.662.2710
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 Light House
#JL@bahamas.com

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

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 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 luxury spa, directly into the ocean for water sports.

SIRBAHAMAS.COM/ID/X295.67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorbo
Sales Associate
858.334.3537
eric@ericandjessicah.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 8.0 BA | 10,039 SQ FT
\$25,000,000

Stunning single story 11.5 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.



SOTHEBYREALTY.COM/ID/THE44

Pacific | **Sotheby's**
INTERNATIONAL REALTY

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	February	March	April	May	Media Total	Reach
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	California	\$ 2,500.00				\$ 2,500.00	25,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	1,000,000
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Atomic Ranch							
Atomic Ranch	Instagram + Facebook - 3 Stories Package	\$ 850.00				\$ 850.00	208,000
Atomic Ranch	Instagram + Facebook - Feed Posts		\$ 1,500.00			\$ 1,500.00	208,000
Circa Old Houses							
Circa Old Houses	Social Media Post	\$ 270.00				\$ 270.00	386,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
JamesEdition							
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 500.00				\$ 500.00	148,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00			\$ 325.00	425,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner (5 Properties)	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus		\$ -	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00				\$ 1,275.00	164,000
Print							
Conde Nast Magazines							
Architectural Digest - LA / West LA	Full Page				\$ 2,870.00	\$ 2,870.00	19,000
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00				\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00			\$ 660.00	384,000
San Francisco							
San Francisco	Takeover - Full Page		\$ 725.00			\$ 725.00	36,500
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00		\$ 1,590.00	1,288,848
TOTAL						\$ 22,290.00	6,091,628
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							