



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Big Lonely Advertising and Marketing Program

Frank
Hardy

Sotheby's
INTERNATIONAL REALTY

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28 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 The Big Lonely

SKY Advertising is excited to present to Frank Hardy Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to The Big Lonely.

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 Monterey, VA.

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**

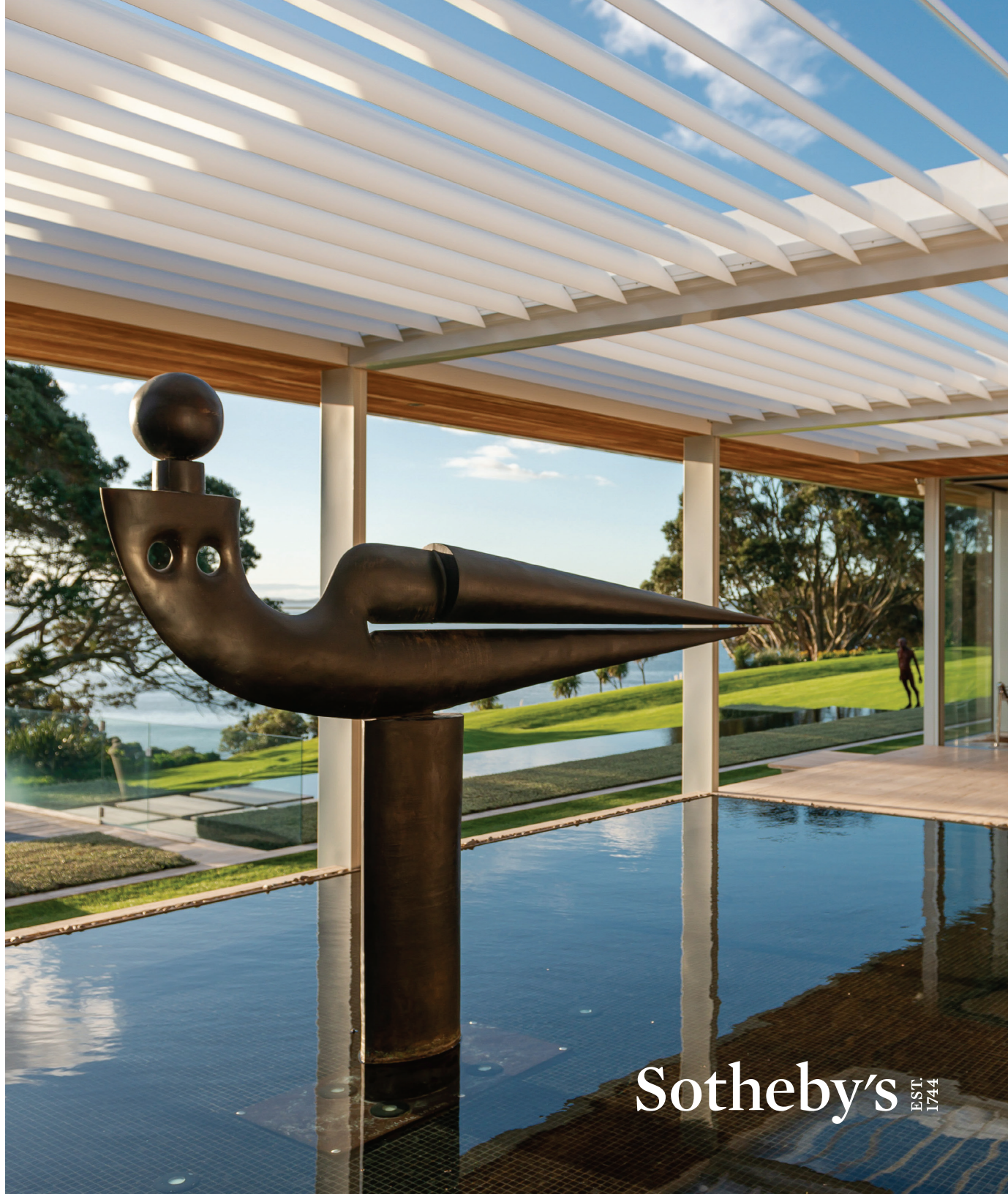
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

CHLOE STEELY
Account Executive
212-677-2557
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

Virginia, New York, New Jersey, North Carolina,
Connecticut

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

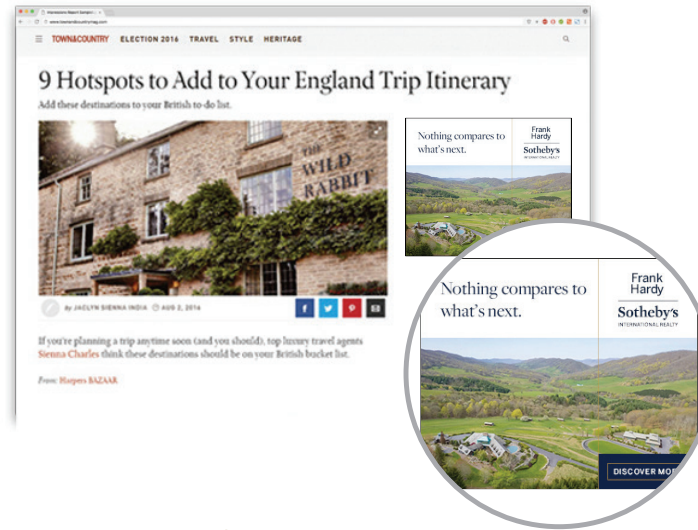
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: The Big Lonely
- Flight Dates: **March 2024 - May 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.

FORTUNE

Forbes

FOX BUSINESS



BARRON'S

INVESTOR'S BUSINESS DAILY

WALL STREET JOURNAL

HORSE&HOUND

BLOODHORSE

DRESSAGE
TODAY

The Washington Post

The New York Times



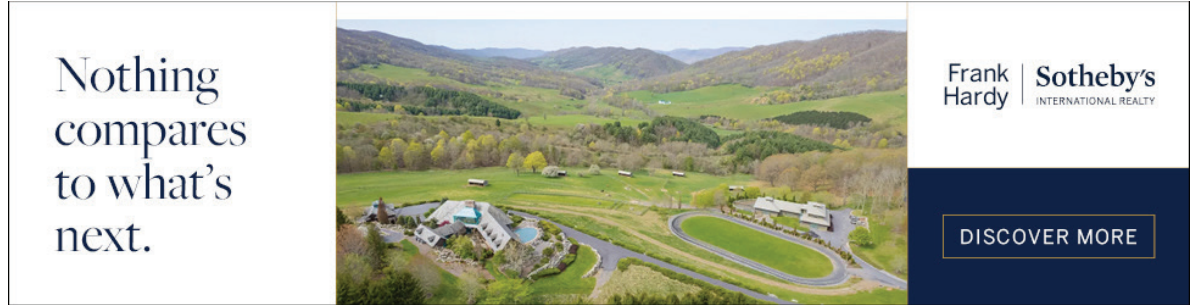
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

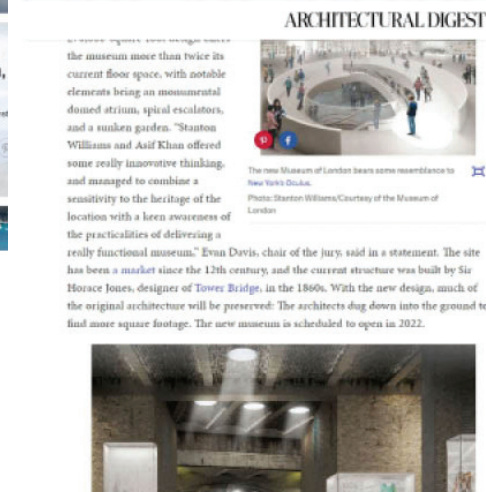
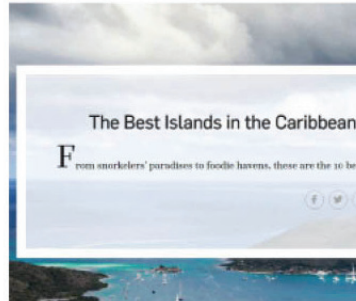
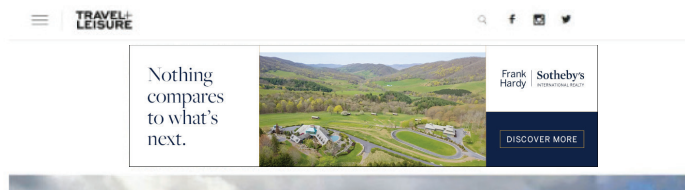
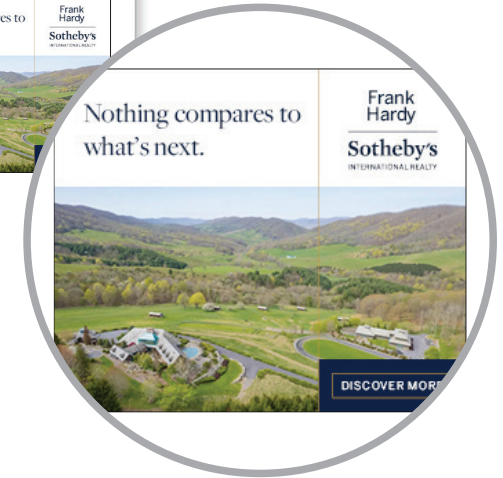
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

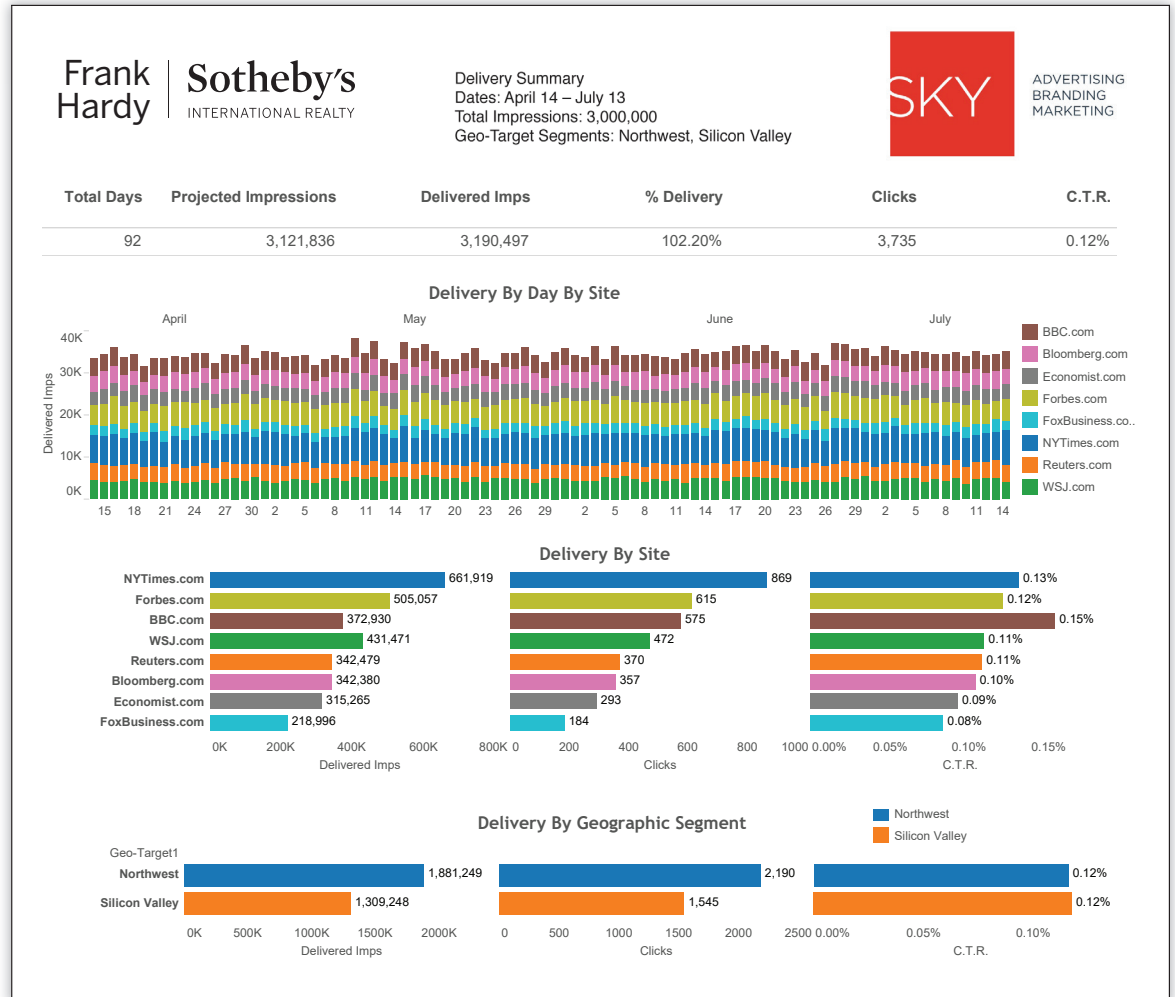


Comprehensive Reporting For Your Customized Campaign

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 the Washington, Philadelphia, New York, and Boston Metros.

The program, with a projected start date of March 1st and will run for three months delivering an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the Washington, Philadelphia, New York and Boston Metros on top news, global business, and finance sites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the Washington, Philadelphia, New York, and Boston Metros on top equestrian sites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Washington DC and Virginia area real estate and living in the Washington, Philadelphia, New York, and Boston Metros.

SITE SPECIFIC

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

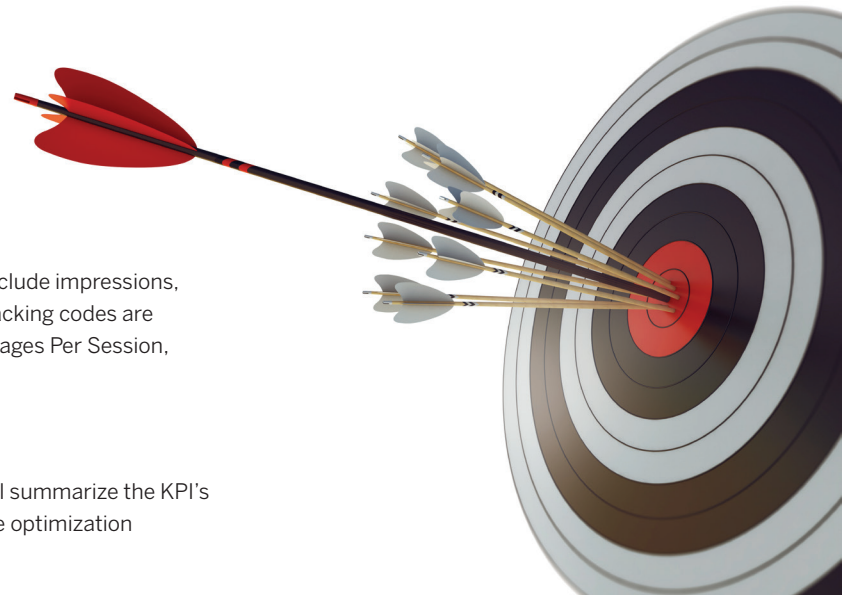
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

Frank Hardy SIR - The Big Lonely & Highbrighton															
Media	Geo-Target	March					April				May			Impressions	
		01	08	15	22	29	06	13	20	27	03	10	17	24	
Fortune.com	Washington, Philadelphia, New York and Boston Metros													650,000	
Forbes.com															
FoxBusiness.com															
Reuters.com															
CNBC.com															
Barrons.com															
Investors.com															
WSJ.com															
HorseandHound.co.uk	Washington, Philadelphia, New York and Boston Metros													150,000	
Bloodhorse.com															
DressageToday.com															
WashingtonPost.com	Washington, Philadelphia, New York and Boston Metros													375,000	
NYTimes.com															
Custom Intent - Washington DC/ Virginia area Real Estate	Washington, Philadelphia, New York and Boston Metros													325,000	
Total Digital														1,500,000	

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, FuboTV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

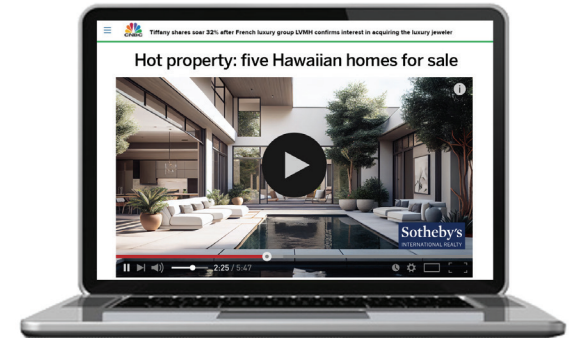


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

**PRICE: FROM \$1,500/MONTH
50,000 IMPRESSIONS**

Comprehensive Digital

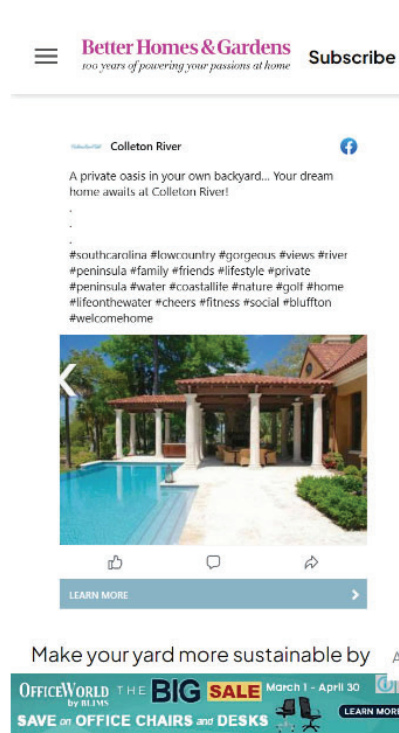
SOCIAL MIRROR ADS

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.

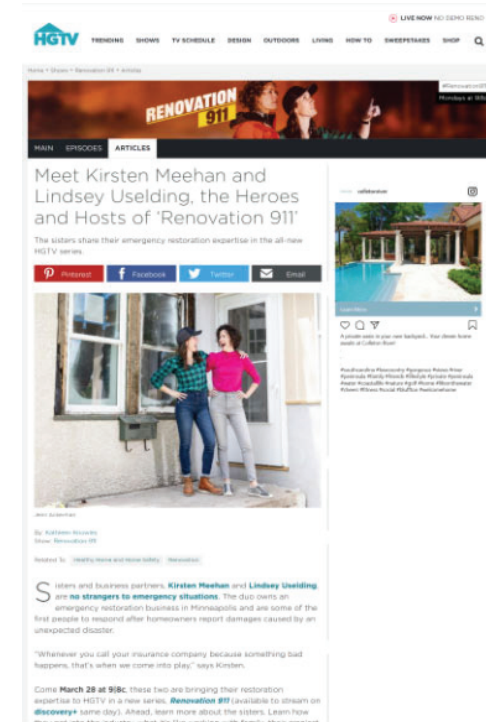
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
100,000 IMPRESSIONS

Comprehensive Digital

Client: SIR Frank Hardy

Digital Campaign Planner

Date Created: 2/12/2024



GEOGRAPHIC TARGET:

Virginia, New York, New Jersey,
North Carolina, South Carolina,
Connecticut, Maryland

Campaign Duration: 03/01/2024 - 06/01/2024	Mar-24	Apr-24	May-24	Total
OTT + VIDEO PRE-ROLL TARGETING				
OTT/Video Pre-roll Behavioral Targeting: High Net Worth; Home Owners: 05 - 5 acres+; In Market - Home Buyer; Luxury Home Owners; Interest - Sports - Equestrian Video Pre-roll Keyword Targeting				
Total Potential Impressions	50,000	50,000	50,000	150,000
Cost Per Thousand	\$30.00	\$30.00	\$30.00	\$30.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram Behavioral Targeting: High Net Worth; Home Owners: 05 - 5 acres+; In Market - Home Buyer; Luxury Home Owners; Interest - Sports - Equestrian Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	150,000	150,000	150,000	450,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

OTT + Pre-roll Available Monthly Impressions Estimate:	3,386,931
Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	1.48%
Social Mirror Ads Available Monthly Impressions Estimate:	1,257,379
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	7.95%

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.

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



EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.



FEATURED PROPERTY

Custom content article fleshing out the merits of your property which lives on the EQ Listing website.

PRICE: \$800/MONTH

DIGITAL

Equestrian e-Newsletters



THE EQUINE
CHRONICLE

EQUINE CHRONICLE

PRICE: \$995

Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

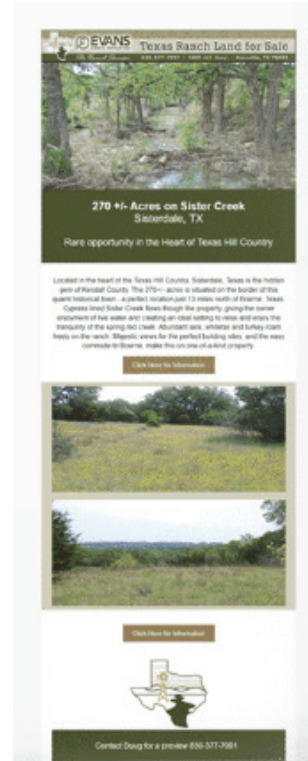
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



SIGNATURE LISTINGS

10Xs more Exposure

\$125/ONE LISTING

\$330/3 LISTINGS

\$1,200/12 LISTINGS

DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500

Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

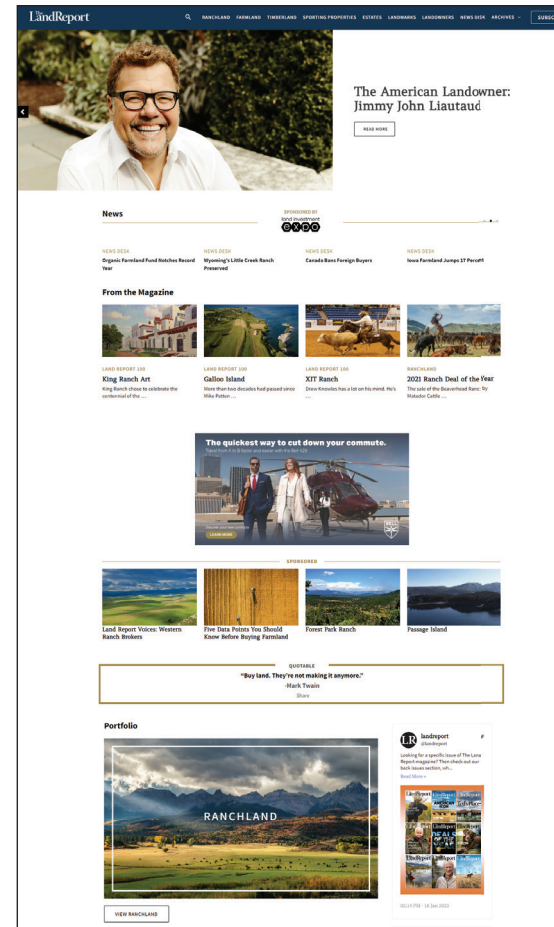
- Net Worth: **89.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

E-NEWSLETTER

\$1,950/SEND



Print Offerings



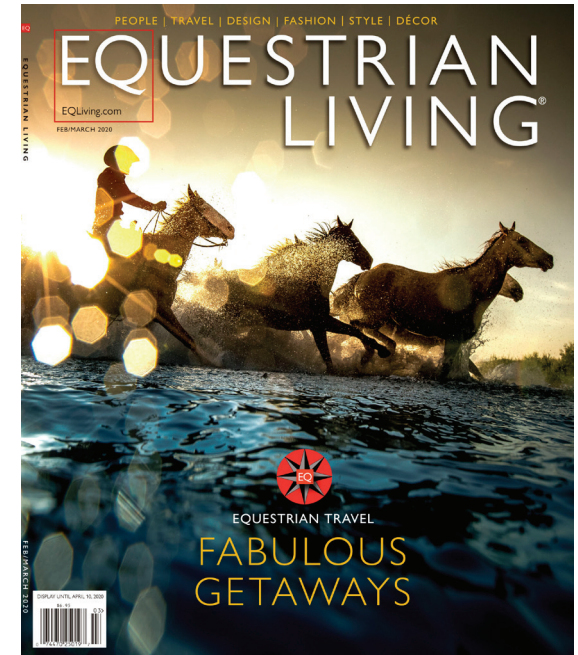
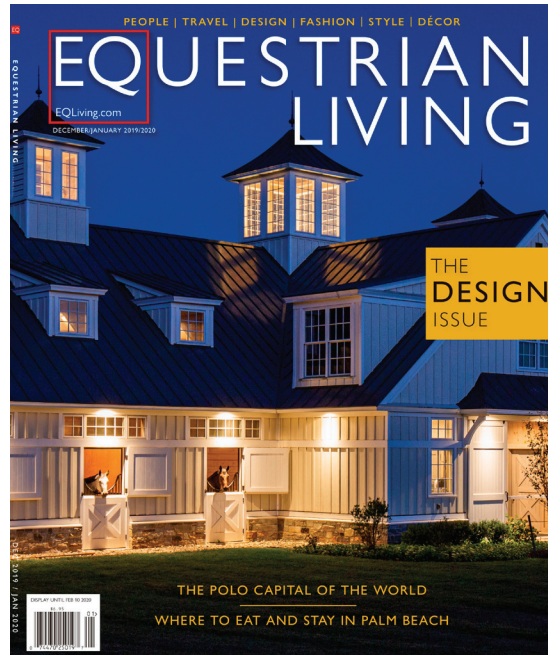
Sotheby's
INTERNATIONAL REALTY

Equestrian Living

Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these timeless traditions. Our readers are an affluent group of very diverse people who have one thing in common — their love of the majestic horse. EQ Living delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.

- Circulation: **35,000**
- **98%** look to EQ for Ranch/Farm/Home architectural design
- **95%** look to EQ for Real Estate
- Average net worth of over **\$6 million**
- Average HHI: **\$335K**

FULL PAGE OR HALF PAGE:
STARTING AT \$1,300



The Land Report

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: **40,000+ Print & Digital**
- Average HHI: **\$9.2M**
- Average NW: **\$89.3M**
- Gender Skew: **82% Male, 18% Female**

TEXAS ISSUE
FULL PAGE: \$4,500



SOthebysREALTY.COM

Open the door to what's next.

Harald Grant
Associate Broker
914.642.7222
Harald.Grant@SothebysRealty
HARALD@HARALDGRANT.COM

Bruce Grant
Licensed Salesperson
914.642.7222
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate
Southampton, New York
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMSTATE.COM

Sotheby's INTERNATIONAL REALTY

SOthebysREALTY.COM

Take a peek at what's next.

Beate V. Moore
Associate Broker
914.527.7878
Beate.Moore@SothebysRealty
BEATE@BEATEMOORE.COM

Vanessa Moore
Licensed Salesperson
914.775.6075
Vanessa.Moore@SothebysRealty

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York
6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT. | \$11,000,000
542MECOVROAD.COM

Sotheby's INTERNATIONAL REALTY

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**

FULL PAGE W/ DIGITAL PROMOTION: \$750

Includes Digital promotion and Digital Flipbook

Sotheby's INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.
Nothing compares.
SOTHEBYREALTY.COM

Represented by: Jean Muller MRE #613

72 Post Road, Old Westbury, NY

Felicia Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.2710
c. 516.562.5400

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.

DANIELEGALE.COM/AGENT/028RA-RUSSELL

Sotheby's INTERNATIONAL REALTY

Sandbanks Exuma, The Bahamas

Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandrine Lightburn
#628@bahamas.com

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

Sandbanks is a truly particular 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/water sports.

SIREBAHAMAS.COM/ID/V29V.67

Bahamas | Sotheby's INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorbo
Elite Agent
858.334.3557
eric@ericsantorbo.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

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
 NEW YORK 100 WALL STREET • NEW YORK, N.Y. 10038 • TEL. 212 877 1000 • FAX. 212 877 1001 • WWW.WSJ.COM

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

Tennessee Twisters Kill at Least 25
 At least 25 people were killed and 100 injured in a deadly twister that struck a small town in Tennessee on Tuesday.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Joe Biden and Kamala Harris won the New York primary, while Bernie Sanders won in California.

Shaky Ground
 The market's move Tuesday showed the extent of uncertainty over the coronavirus outbreak.

World-Wide
 Biden reached a string of major triumphs, including a win in New York.

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

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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	March	April	May	Media Total	Reach
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email	\$2,500.00	\$2,500.00	\$2,500.00	\$7,500.00	
Sotheby's Bespoke Geo-Targeted Emails	Virginia, New York, New Jersey, North Carolina, Connecticut					75,000
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 - Washington, Philadelphia, New York and Boston Metros					
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00	300,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00	150,000
Circa Old Houses						
Circa Old Houses	Social Media Post	\$270.00	\$270.00	\$270.00	\$810.00	
Equestrian						
Equine Chronicle	Equine Chronicle	\$995.00	\$995.00	\$995.00	\$2,985.00	
EQ Living E-Newsletter						
EQ Living Real Estate Online	Featured Property	\$800.00	\$800.00	\$800.00	\$2,400.00	
Land.com						
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$1,500.00			\$1,500.00	5,000
Signature Listings		\$125.00	\$125.00	\$125.00	\$375.00	
Land Report						
E-Newsletter	Monthly E-Newsletter			\$1,950.00	\$1,950.00	27,000
Print						
Equestrian Living						
Equestrian Living	Full Page or Half Page		\$1,300.00		\$1,300.00	35,000
Land Report						
E-Newsletter	Full Page		\$4,500.00		\$4,500.00	40,000
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
The New York Times						
The New York Times Takeover	Full Page w/ Digital promotion		\$750.00	\$750.00	\$1,500.00	330,000
TOTAL					\$41,080.00	4,395,272

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