



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

43 Sea Marsh Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

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25 2024



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 43 Sea Marsh

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 43 Sea Marsh.

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 Amelia Island, FL.

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**

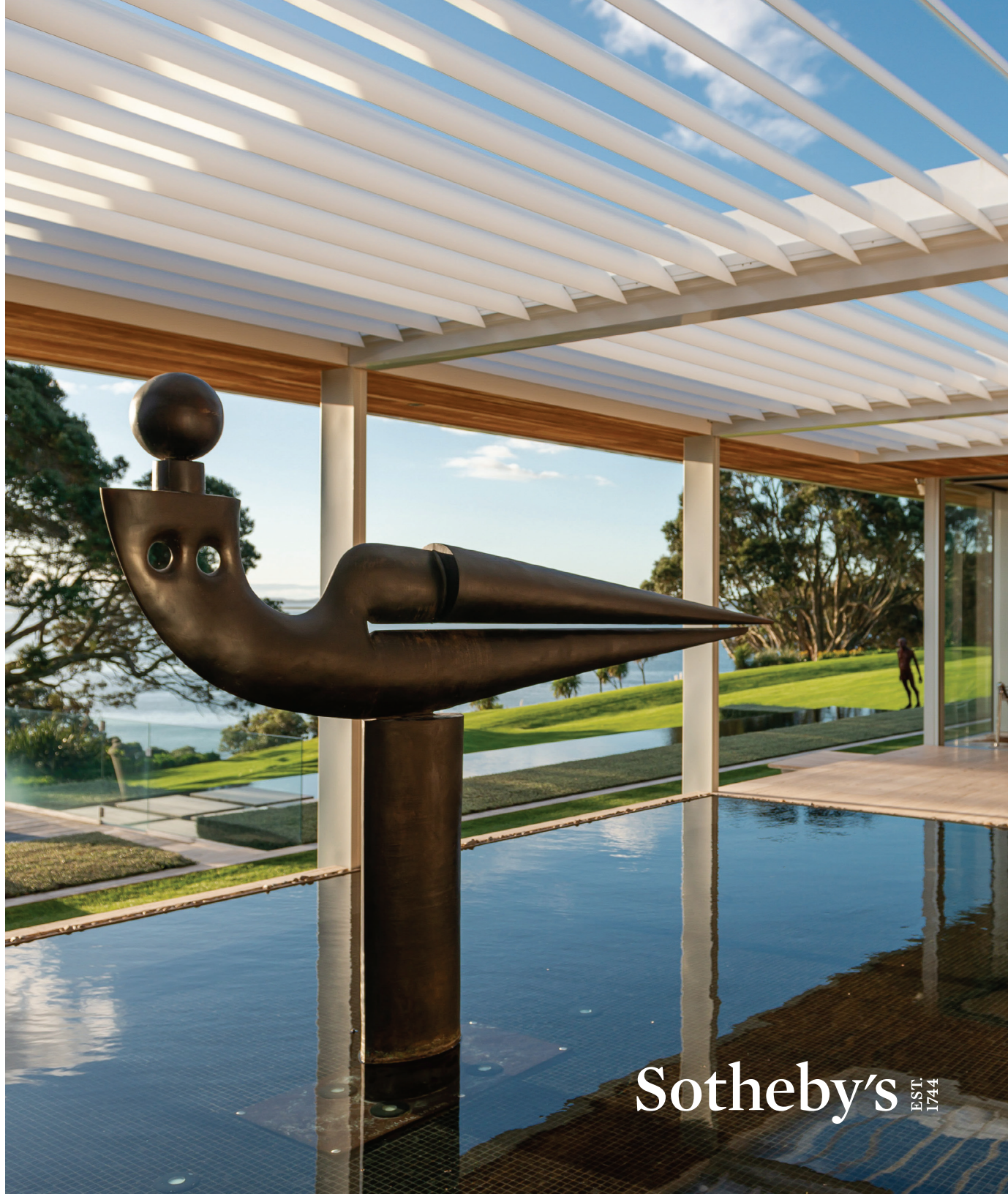
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Real Estate
Commercial
Residential
Art & Collectibles
Auction
Investment Services
Global Reach
Expert Advice
Unmatched Service

Build, Buy, Manage or Sell
Experience our diverse collection of Real Estate Services.

1 Central Park West 44/F/4C
This magnificent, landmarked tower, the 100th anniversary of the original Central Park West, is a masterpiece of modern architecture. This is a rare opportunity to own a piece of New York City's most iconic real estate. Sotheby's International Realty is pleased to offer this exceptional property for sale. Contact us today for more information.

100 Park Avenue, 9F/9B
This residence is the only one of its kind in the world. It is a masterpiece of modern architecture. This is a rare opportunity to own a piece of New York City's most iconic real estate. Sotheby's International Realty is pleased to offer this exceptional property for sale. Contact us today for more information.

Four Seasons Private Residences
This is a rare opportunity to own a piece of New York City's most iconic real estate. Sotheby's International Realty is pleased to offer this exceptional property for sale. Contact us today for more information.

Four Seasons Private Residences
This is a rare opportunity to own a piece of New York City's most iconic real estate. Sotheby's International Realty is pleased to offer this exceptional property for sale. Contact us today for more information.

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

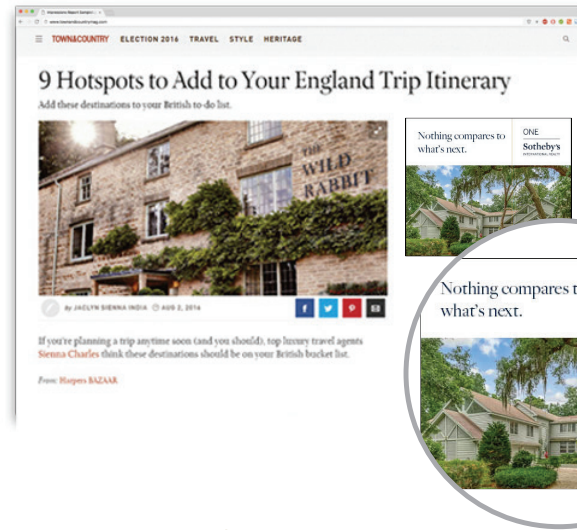
Impressions Campaign

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: **43 Sea Marsh**
- Flight Dates: **Two week Campaign**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



Two week Campaign

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

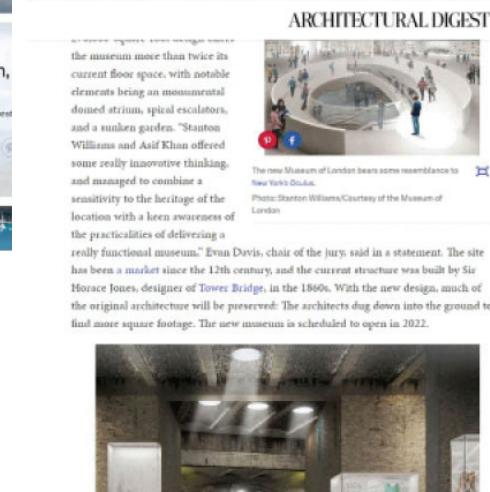
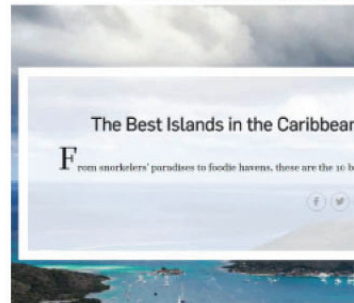
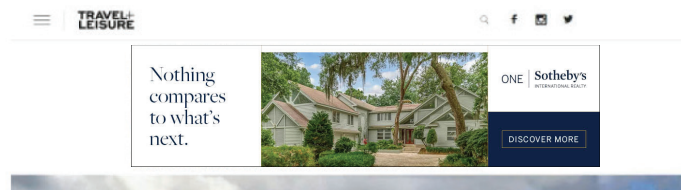
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

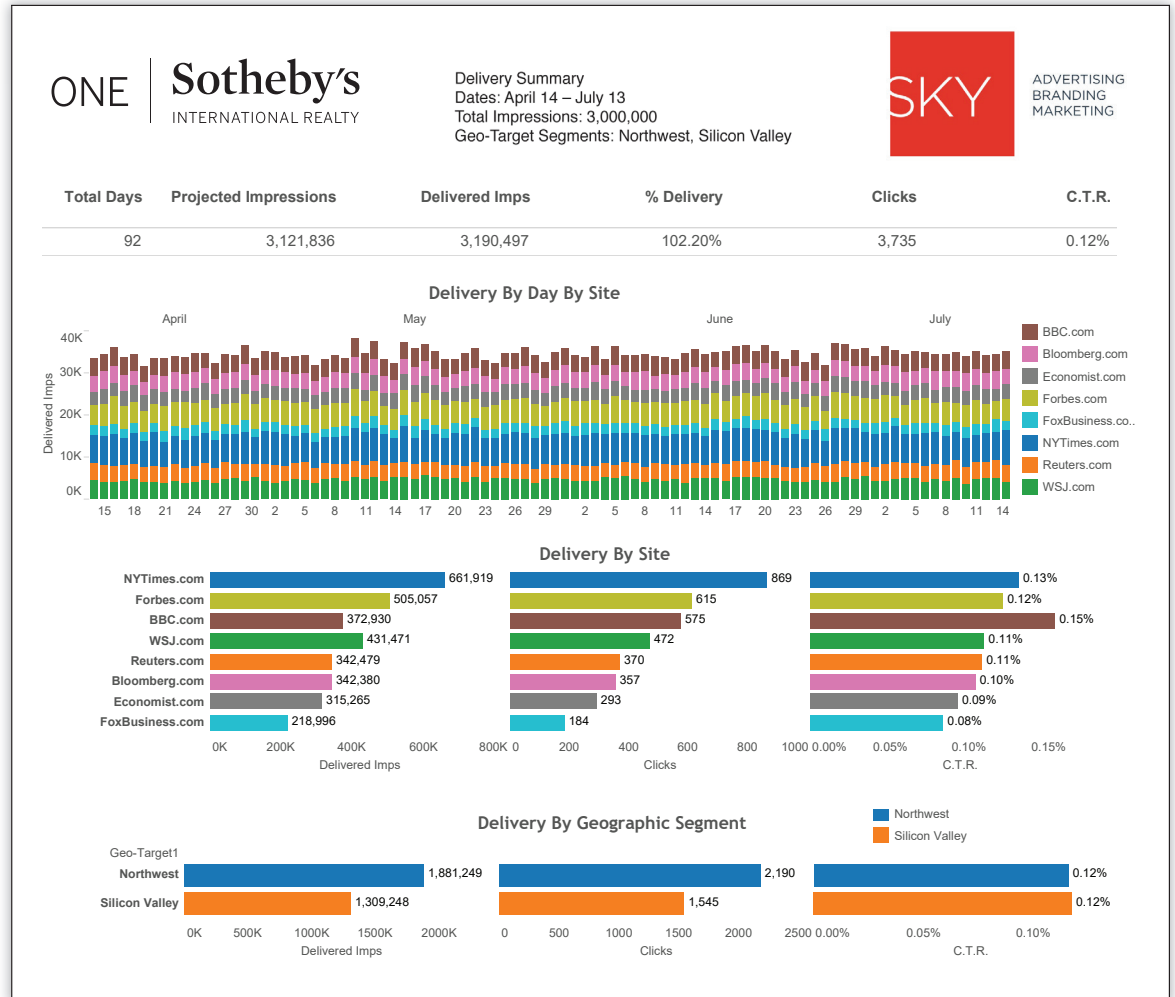


Comprehensive Reporting For Your Customized Campaign

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

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

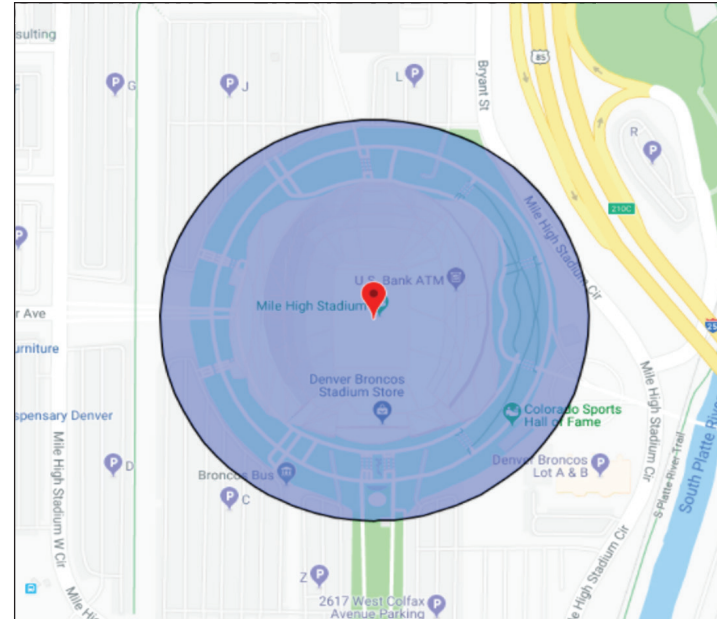
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- Investment: **From \$1,500/month Up to 3 Geo-fences**
- Monthly Impressions: **60,000/month**

Comprehensive Digital

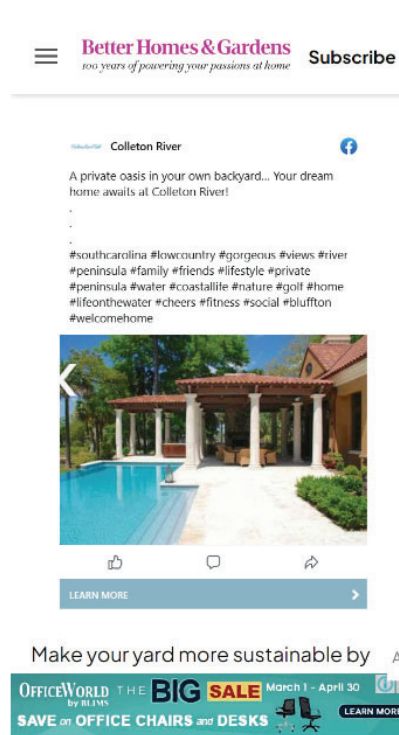
SOCIAL MIRROR ADS

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.

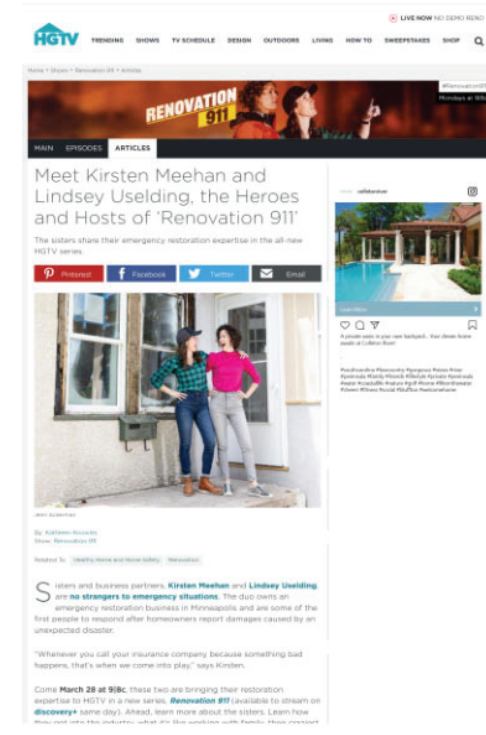
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



- **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

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$675 PER POST

FACEBOOK: \$800 PER POST



OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weinsten-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Meads Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residence Anguilla is truly a place apart—an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
 Deluxe Studios to 5 Bedroom Villas
 From \$825,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Send weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 . per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS
 REALTY MANAGEMENT SYSTEMS

The Wall Street Journal Online (WSJ.com)

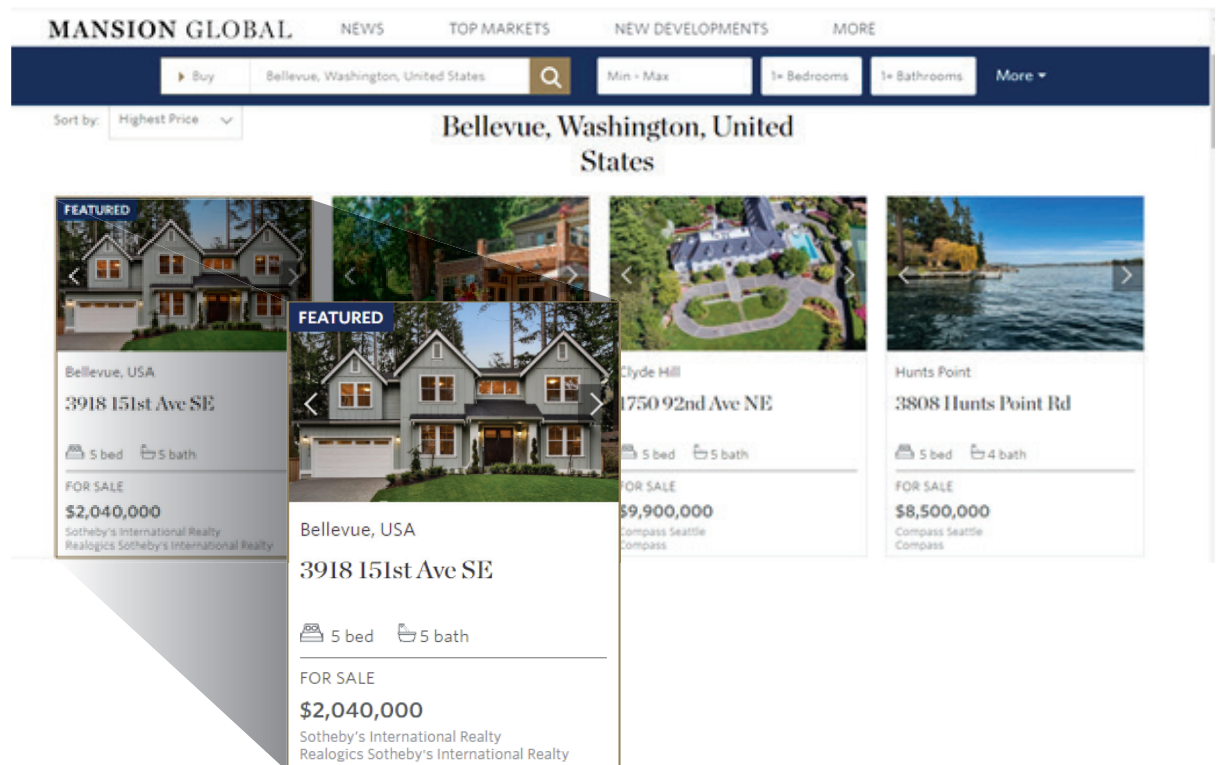
FEATURED PROPERTY UPGRADES

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

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/LISTING
Shared with 5 properties

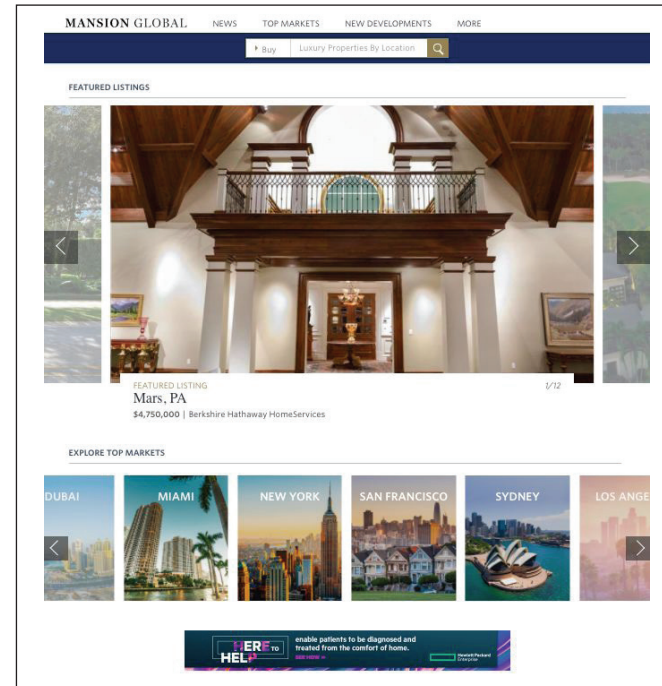


The Wall Street Journal Online (WSJ.com)

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 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 100:109.73 • DJIA 10,000.00 • SPY TRAIL: 4.25% • 10-YR TREAS: 4.25% • 30-YR TREAS: 4.25% • GOLD 1,142.30 • S&P 500 1,127.72

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

Shaky Ground
 A major quake struck the Los Angeles area on Tuesday, causing a major earthquake in the city.

World-Wide
 Biden reached a string of Super Tuesday primary victories and Sanders won the Democratic presidential nomination 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

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PRINT

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE: \$980

Weekend Property insert



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PRICE: \$760/SINGLE SPOT, COLOR

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
Bahamas Sotheby's International Realty
GEORGE DAMIANOS
george.damianos@sirbahamas.com
+1 242.424.9699

The New York Times
Today, don't forget to read and share it on Facebook, Twitter, and LinkedIn. **News, climate, science, sports and more.** **Sign up for our newsletter today!**

Web's Far Right Can Hear Itsself As Trump Talks
Chearing the Spread of Once-Fringe Views
By KEVIN WOOD and JILL HAYES

Edge in Polls Might Not Trip House Seats
Outcomes Hang on a Handful of Swing States
By NATE CIVERT

It's Not Heaven, It's Brooklyn
The 40,000 racers in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-D2.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY
The U.S. is looking for ways to pressure Russia and other countries to stop supporting the Assad regime in Syria. The U.S. is looking for ways to pressure Russia and other countries to stop supporting the Assad regime in Syria.

Partisan Rhetoric Of New Query On the Census
By MICHAEL WIND

Called to Serve, Utah Mayor Always Answered
By JEFF TREMPER

Offering Little Pool, Pesticid Accuses Georgia Rival of 'Hack'
By RICHARD HENNEY

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LAKE TAHOE, CALIFORNIA Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.388.0289	SCOTTSDALE, ARIZONA 10719 East Romanck Drive \$1,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.388.0289	SCOTTSDALE, ARIZONA 20807 North Clancy Road \$1,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.388.0289	ATLANTON, CALIFORNIA 151 Toyon Road \$1,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674
PALO ALTO, CALIFORNIA 11270 Serrano Way \$12,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674	PALO ALTO, CALIFORNIA 3011 Kensington Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674	POLO, CALIFORNIA 2711 Geneva Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674	SAN DIEGO, CALIFORNIA 2710 Ocean Street \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674	SAN FRANCISCO, CALIFORNIA 1001 Hyde Street \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674
GREENSBORO, CONNECTICUT 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.273.0883	HARTFORD, CONNECTICUT 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.273.0883	MARLBOROUGH, MASSACHUSETTS 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 508.534.4633	MARYLAND, FLORIDA 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty RUSSELL POST & MOLLY TAYLOR russell.post@sirbahamas.com +1 561.523.7700	MIRAMAR, FLORIDA 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty SUSAN BRYAN & KATHY THEISE susan.bryan@sirbahamas.com +1 754.733.5889
ALPHEA, MASSACHUSETTS 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PAPER martha.paper@sirbahamas.com +1 617.847.1000	BOSTON, MASSACHUSETTS 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty LOUIS KUHAN & JEFF SIMONIAN louis.kuhan@sirbahamas.com +1 617.847.1000	BOSTON, MASSACHUSETTS 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 617.847.1000	SPRINGFIELD, MASSACHUSETTS 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 408.933.0000	SPRINGFIELD, MASSACHUSETTS 11111 Greenboro Road \$11,000,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 408.933.0000
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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 grand estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a five 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.

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Sandbanks
Exuma, The Bahamas

Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
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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 sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible the ocean for water sports.

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5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
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DRE#01455001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3039 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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The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PRICE: \$750 PROPERTY SPOT, COLOR

Global

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House & Home

FTWeekend

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Schedule, Pricing & Reach



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Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	March	April	May	June	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Digital							
Million Impressions*							
Million Impressions - 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
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000
Ocean Home							
Facebook Post	Facebook Post	\$ 675.00				\$ 675.00	21,600
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus				\$ -	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00				\$ 1,275.00	164,000
Print							
Financial Times							
Financial Times	Property Spot	\$ 750.00				\$ 750.00	210,457
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00				\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00			\$ 750.00	165,000
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00				\$ 795.00	644,424
The Wall Street Journal							
Mansicon Global Experience Luxury	Weekend Property insert		\$ 980.00			\$ 980.00	100,000
TOTAL						\$ 15,245.00	3,254,392
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							