



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Silver Run Advertising and Marketing Program

Cashiers | **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
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National & Global Exposure Silver Run

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

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 Cashiers, NC.

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**

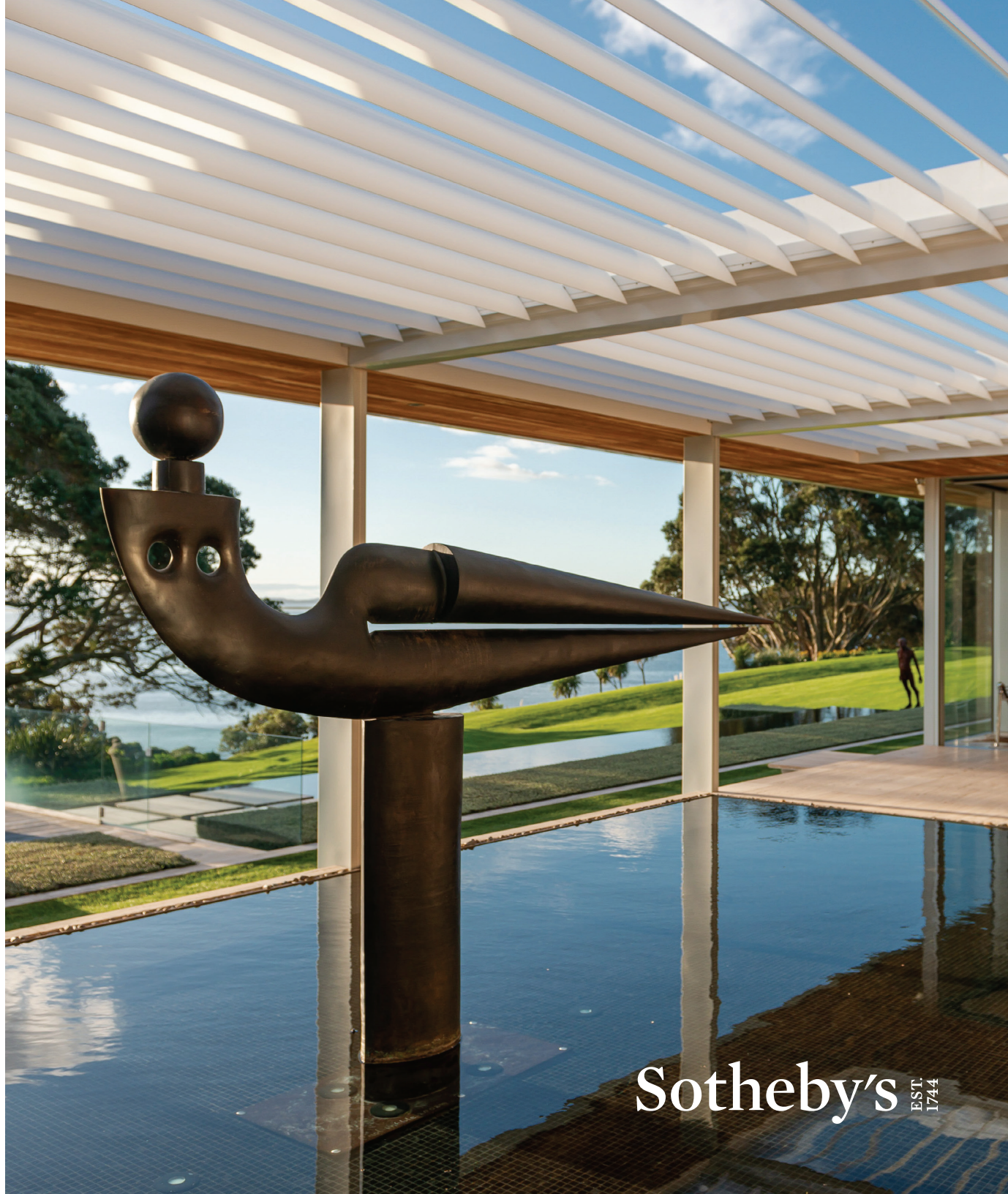
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Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

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**

FULL PAGE: \$3,640
HALF PAGE: \$1,820
QUARTER PAGE: \$910

Global



SOTHEBY'S BESPOKE
GEO-TARGETED EMAIL

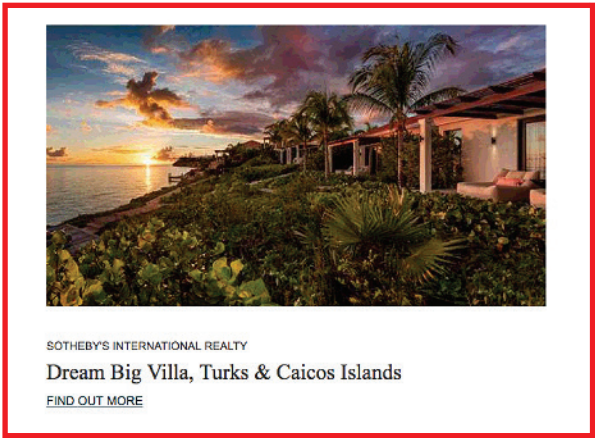
- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

Georgia, Florida, Alabama, North Carolina,
South Carolina, Texas, Tennessee

Maximum 5 states per deployment


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 700,000+ recipients
- 34% average open rate

PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY


Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)


Delete Junk Block ...

Sotheby's Selects | 21 September




One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)



Sotheby's Museum Network
Experts Mourn Brazil's National Museum






[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY

Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas



THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)
© 2018 SOTHEBYS.COM

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Silver Run**
- 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.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



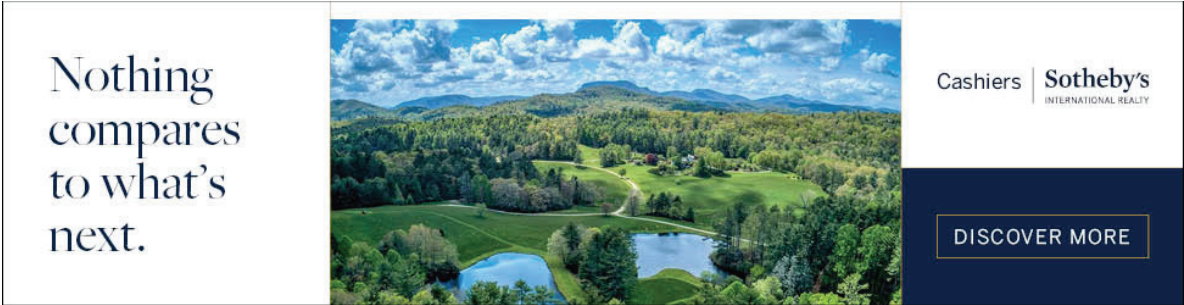
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

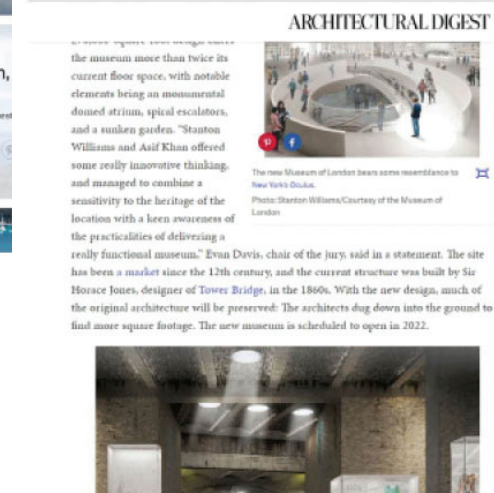
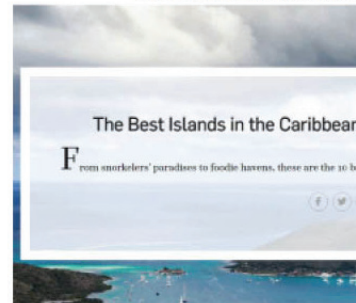
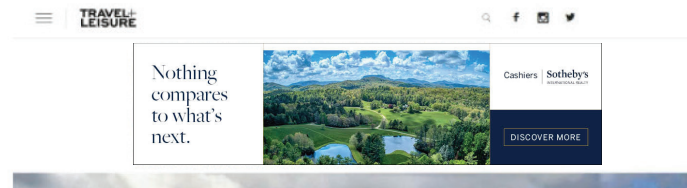
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

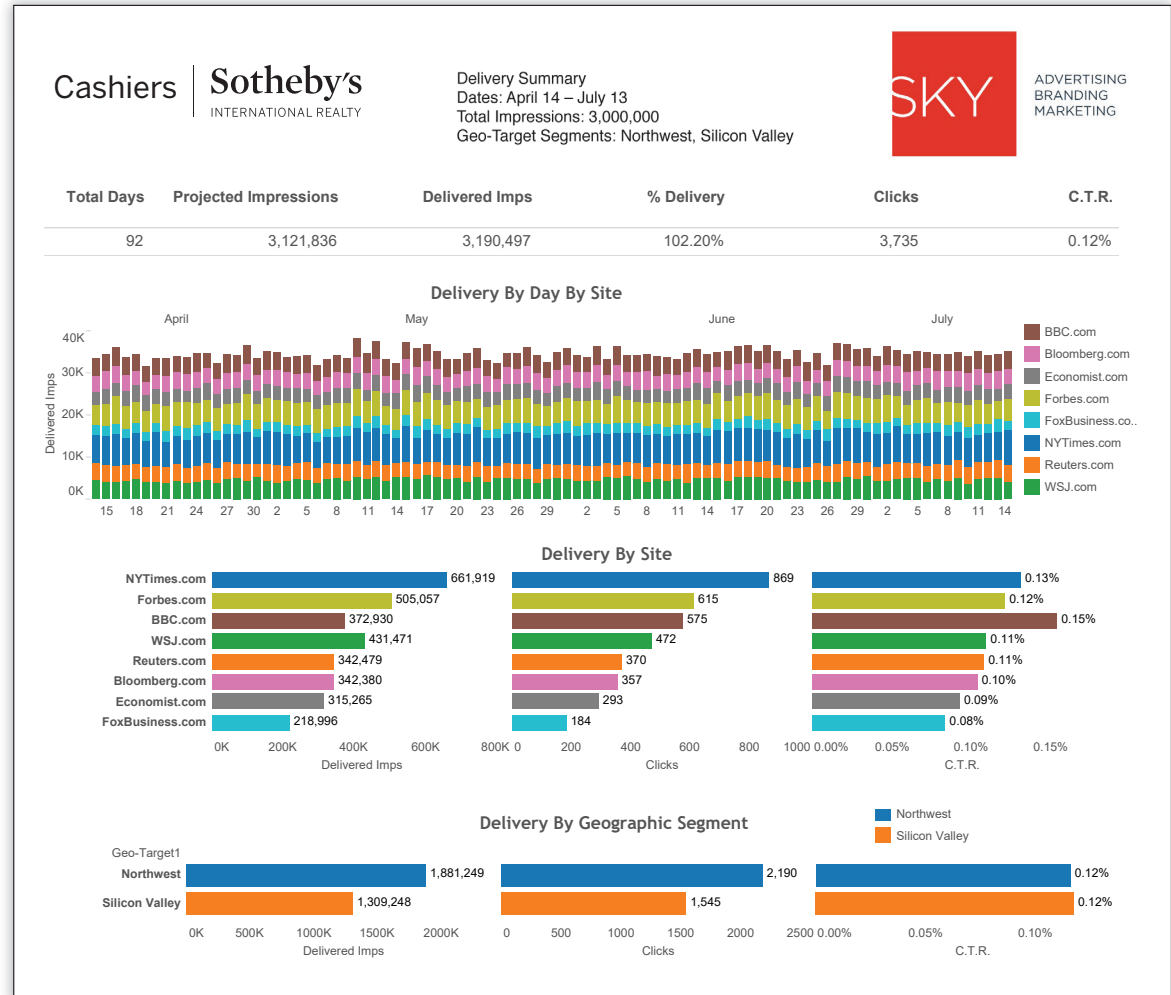


Comprehensive Reporting For Your Customized Campaign

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.

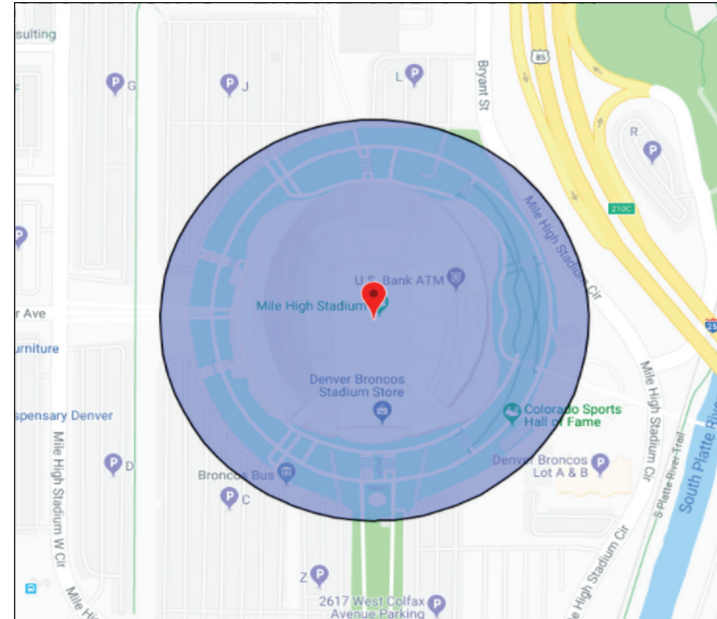
IMPRESSIONS PROGRAM SAMPLE REPORT



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

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, PlutoTV 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.

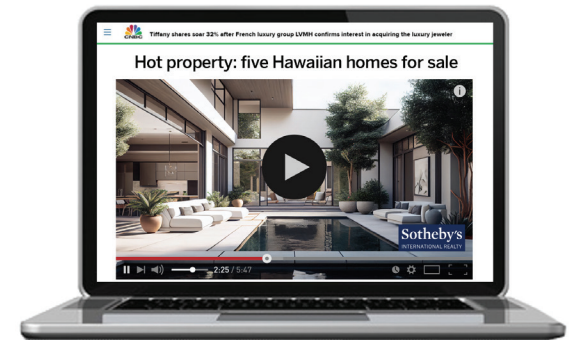


YouTube Video Pre-Roll Ads

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).

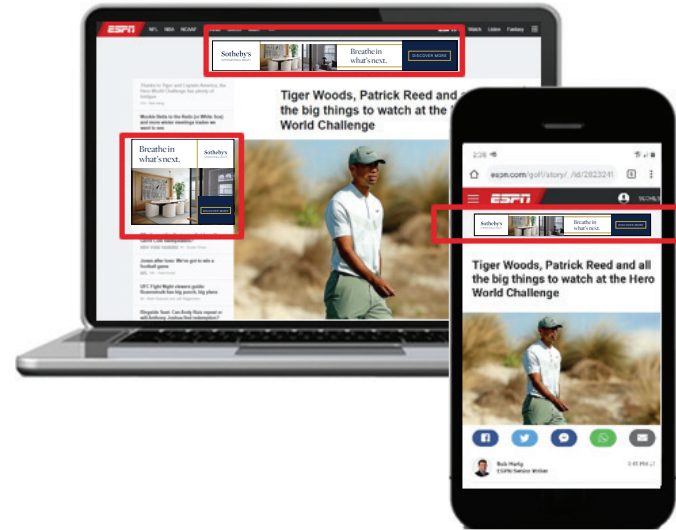
And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

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

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 impressions

Comprehensive Digital

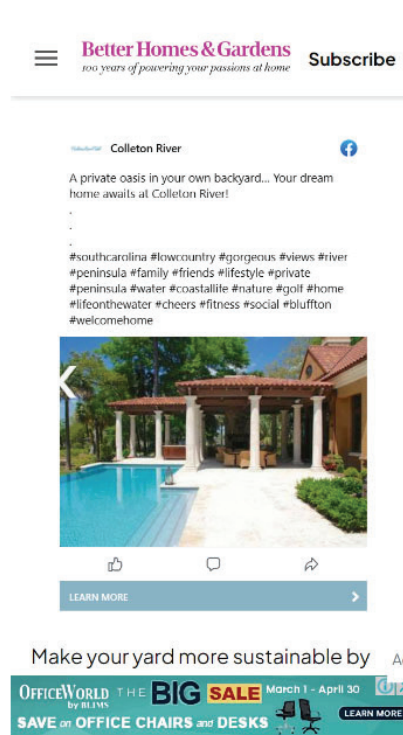
SOCIAL MIRROR ADS

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.

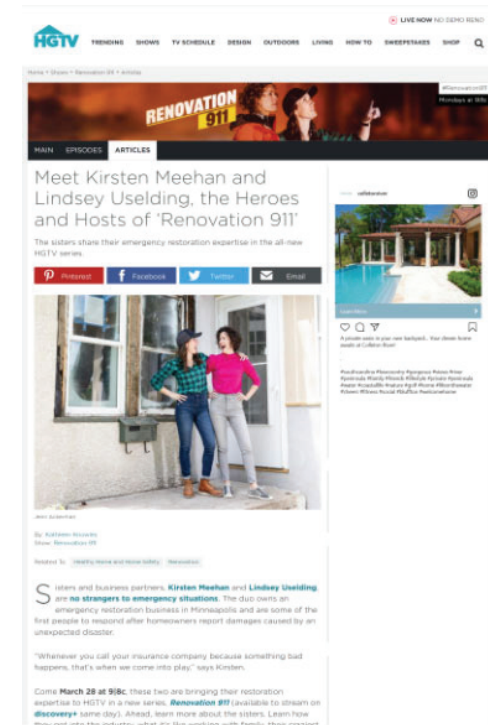
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

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.

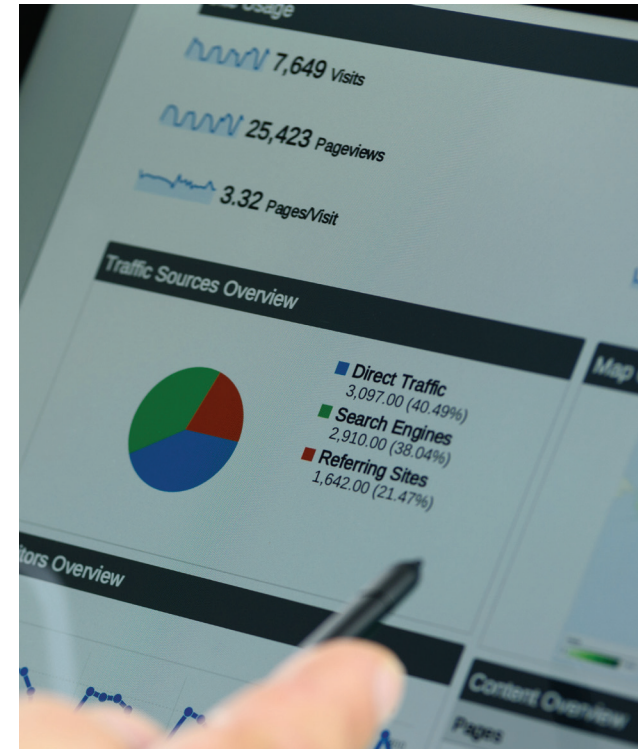


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

PROGRAM COST:
\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



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.



Silver Run

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.



Silver Run

October KPI's

Clicks

Total Impressions ▼ 46%
53,704

CTR

Total Clicks ▲ 9%
1,049

Google Ads Phone Calls

Phone Calls ▲ 71%
12

Interaction Rate

Interaction Rate ▲ 218%
4.17%

CTR

CTR ▲ 101%
1.95%

Average CPC

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 reality	1	1	1

Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

Dwell Audience Real Estate Metrics

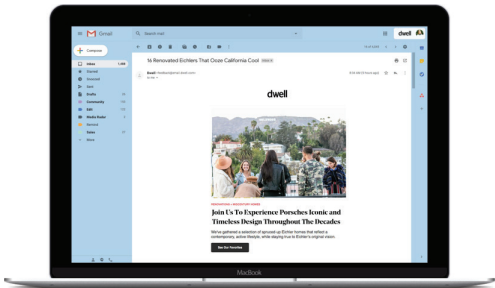
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000



dwell

On the Market

Just-listed, must-see modern homes.

New This Week →

Presented by Sotheby's INTERNATIONAL REALTY

BOLINAS, CALIFORNIA

A Bolinas Midcentury With a Commanding View of the Pacific Asks \$5M

Set high on a cliff in the Northern California surf town, the ship-like, weatherworn residence takes in epic sunsets and sweeping vistas.

Take a Tour

Sotheby's International Realty will help you find a home that suits your lifestyle.

Learn More

Elite Traveler

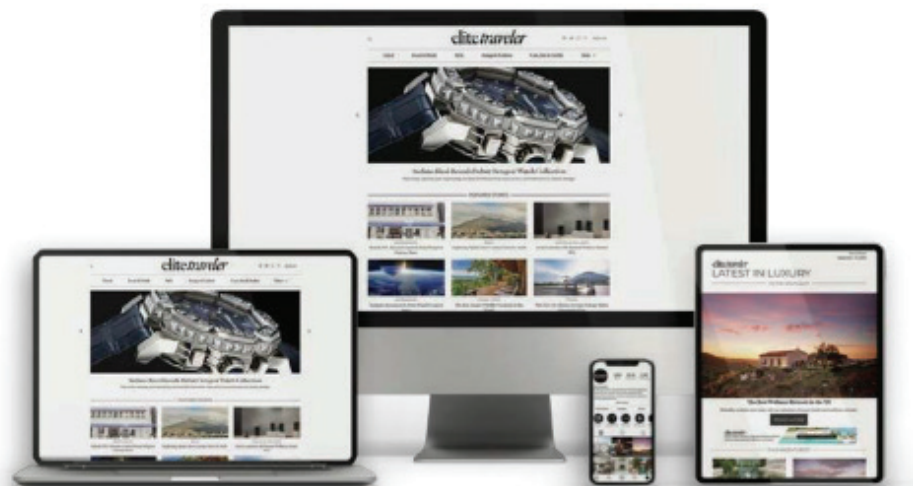
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



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

For Sale | Travel | Brands | Dealers | Stories | Sell

USD | Sign in / Register | Become a Seller

City 7,350 | Real Estate 76,216 | Yachts 774 | Watches 1,362 | Jets 65 | Helicopters 35 | Extravagance 6 | Jewelry 2,093

The Global Luxury Marketplace:
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

MOST POPULAR

Ferrari 488 GTB
Upland, CA, United States
\$71,999

Chevrolet Corvette
Upland, CA, United States
\$71,999

Shannon Villa One...
Spain, Spain
\$4,785,967

Ram 2500
Upland, CA, United States
\$45,999

Rio 109 - Luxury pe...
Rio De Janeiro, Brazil
\$4,563,559

Audi S7
Upland, CA, United States
\$34,999

McLaren 650S
Upland, CA, United States
\$199,999

Ferrari California
Upland, CA, United States
\$114,999

JAMES SPOTTING

Two Level Duplex On Private Ponds

View all cars
View all real estate
View all watches
VIEW ALL

RICH LIST

DOUBLE DOWN 214 Codecasa 2010/20...
West Palm Beach, FL, United States
\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Bankay network

The 10 Most Sought-After Properties and Attractive Locations

300 towns: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTS

YACHTS

DOUBLE DOWN 214 Codecasa 2010/20...
West Palm Beach, FL, United States
\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Bankay network

The 10 Most Sought-After Properties and Attractive Locations

300 towns: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTS

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen-Z idols
JamesEdition is covering the car buying habits of wealthy petroheads. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

Most exclusive neighborhoods of Hong Kong
The Bahamas: Inside the most exclusive gated communities
Perfectly tuned Lamborghini Murcielago: "I wanted to transform it into more aggressive and forceful version"
Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

VIEW ALL STORIES

JamesEdition

For Sale | Travel | Brands | Dealers | Stories | Sell

USD | Sign in / Register | Become a Seller

City 7,350 | Real Estate 76,216 | Yachts 774 | Watches 1,362 | Jets 65 | Helicopters 35 | Extravagance 6 | Jewelry 2,093

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES
SPAIN | NEW YORK | PARIS

Type location Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

St. Kitts & Nevis
Nothing compares.
ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent...
\$7,734,418
St. Peter, Barbados

Stunning Sherwoo...
\$2,358,000
Lake Sherwood, CA, USA

Enviably Estate By ...
\$2,995,000
Longmeadow, MA, United States

Modern Apartment...
\$2,724,332
New York, NY, USA

Elegant French Styl...
\$6,800,000
Buenos Aires, Argentina

Playa Nix
\$12,000,000
Punta Prieta, Mexico

Koninghof
\$8,759,573
Overveen, Netherlands

Magnificent Secu...
\$3,950,000
Hawick, Chile

Extraordinary Ocea...
\$5,990,000
Swampscott, MA, U.S.

Maimok Paradise ...
\$2,750,000
Maimok, Andhra Pradesh, India

Kiteelagh House
\$2,963,291
Kesh, Ireland

7+/- Acres for pote...
\$195,000
Matthews, NC, United States

View more

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong
Posted 2019-07-17
The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the ranking for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's).
Read more

The Bahamas: Inside the most exclusive gated communities
Posted 2019-07-10
If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A resort of golf or cocktails at sunset is shorthand for a club of fol...
Read more

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal
Posted 2019-06-28
Where can one find the Algarve's most prestigious properties? Most prime areas often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of ...
Read more

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring
Posted 2019-06-21
Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination ...
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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.

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.

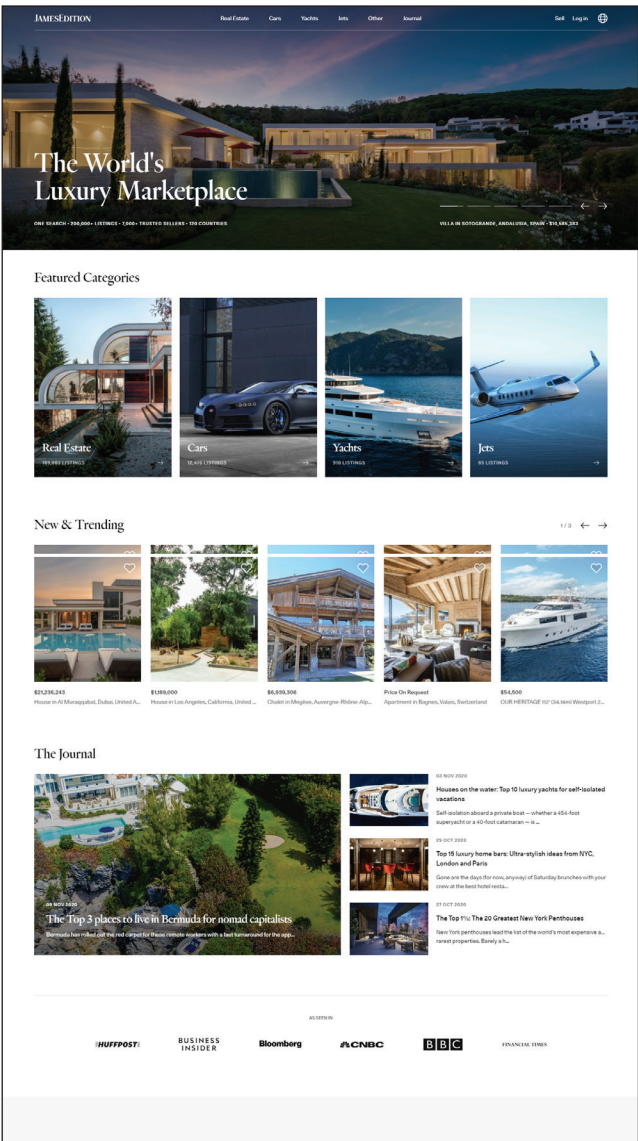
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

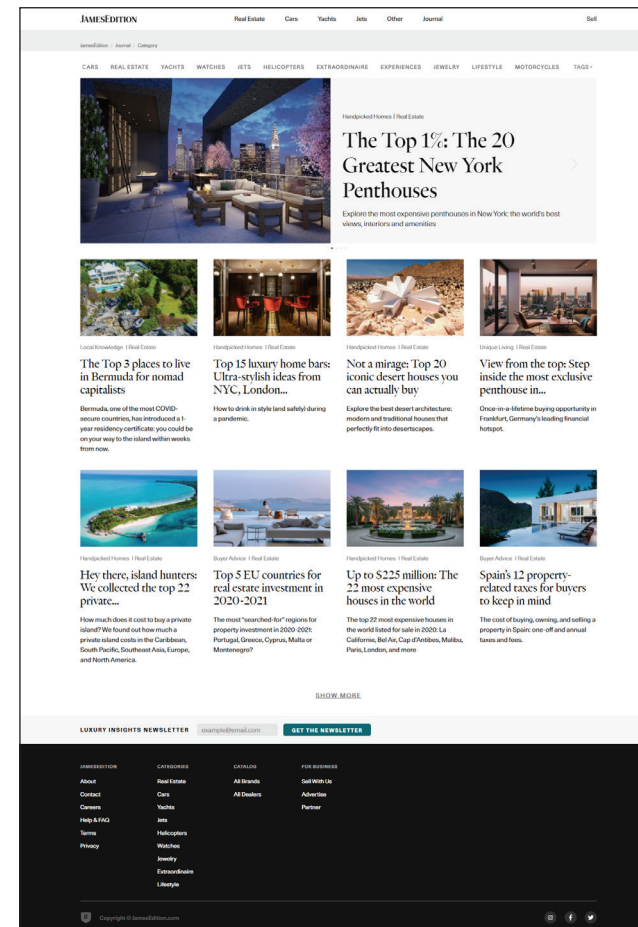
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

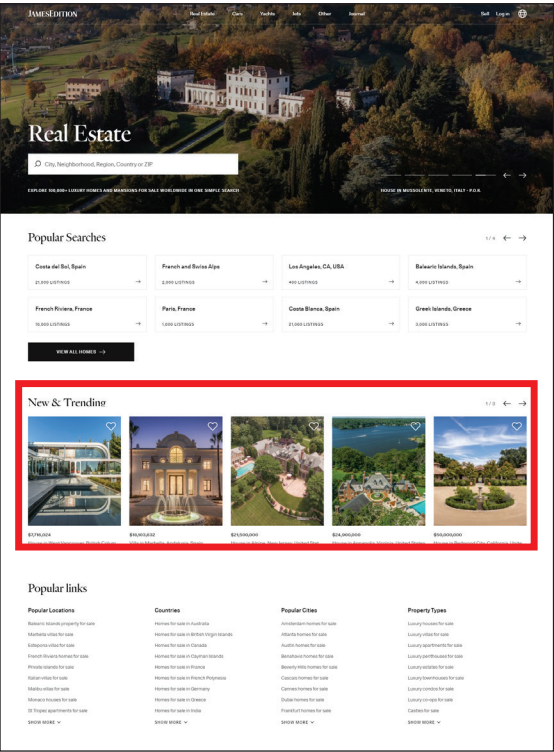
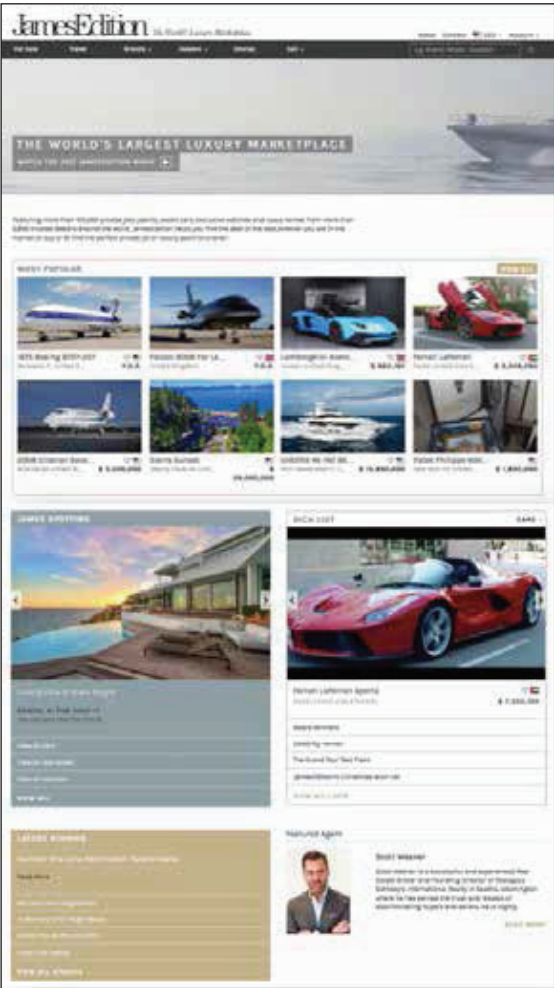
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

CATEGORY PAGE POSITION
FEATURED SPOT: \$1,000



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: \$800

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

EMAIL

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

- 1 Million monthly page views
- 170K unique visitors

2 shared email blasts plus 12 month web feature (\$10,000 value)

skyad.com | 28

RobbReport.com

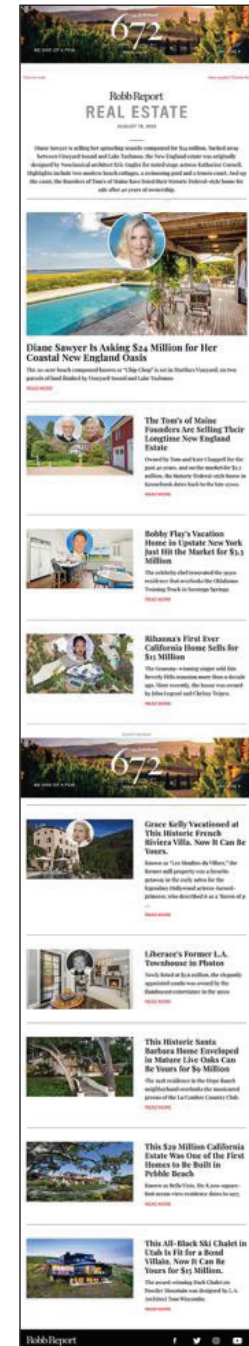
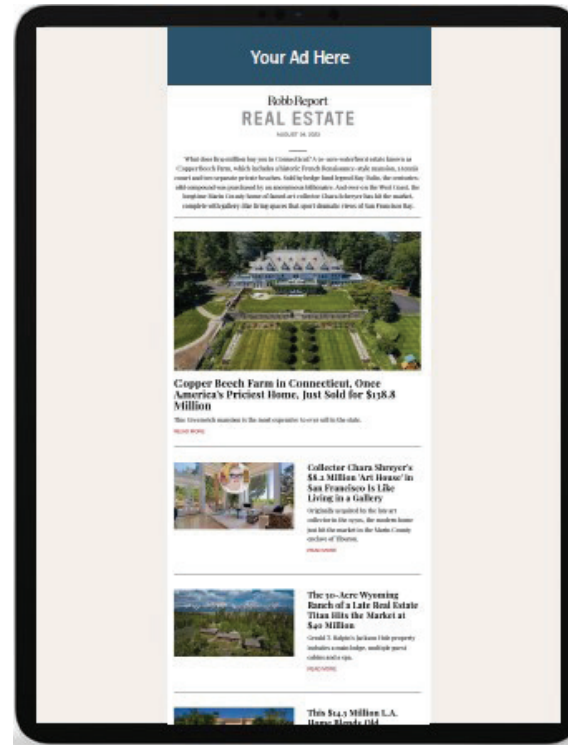
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250
- Rate: \$3,100 for 1 week (3 deployments)

PRICE: \$3,750-\$5,000/WEEK
3 Sends



RobbReport.com

FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH.

1 Property

The screenshot displays the Robb Report website interface. At the top, the Robb Report logo is accompanied by a search bar and social media links. Below the navigation bar, a large featured image shows a luxurious outdoor pool area with lounge furniture. A text overlay on this image reads: "Live the magic at WALT DISNEY WORLD® Resort. Dream homes from \$2M. Discover Golden Oak, a legacy community for happily ever after. Request for Details".

Below the featured image is a search filter section titled "There are 35,300 properties available." It includes dropdown menus for "STATE" (Select a State), "COUNTRY" (Select a Country), "BEDROOMS" (Any), "BATHS" (Any), "PROPERTY TYPE" (Any), and "PRICE RANGE" (Any). A "SEARCH" button is located at the bottom right of this section.

The "Featured Properties" section displays two images: a large pool area and a modern house. Below these images are captions: "Kissau, 7+ Acres with 5 Homesites" and "Paris - Avenue Hotel Martin".

The "Featured Communities" section shows two images: a group of people standing in front of a house and a view of a beach. Below these images are captions: "Find Your Happily Ever After. Own a Dream Home at Walt Disney World® Resort." and "Whitlatch Club".

The "Featured Rentals" section displays two images of tropical beach scenes. Below these images is a caption: "20 Featured Rentals | Search Rentals".

On the right side of the page, there is a vertical sidebar. It includes a section titled "AROUND THE WORLD WITH ROBB REPORT" with a "LEARN MORE" button and a "GIVE THE GIFT OF UNFORGETTABLE EXPERIENCES" button. Below this is a "ROBB REPORT MAGAZINE" section with a "SUBSCRIBE TODAY" button. At the bottom of the sidebar is a "Interested in Sports Cars?" section with a "Sign up for our eNewsletters!" button.

The Wall Street Journal Online (WSJ.com)

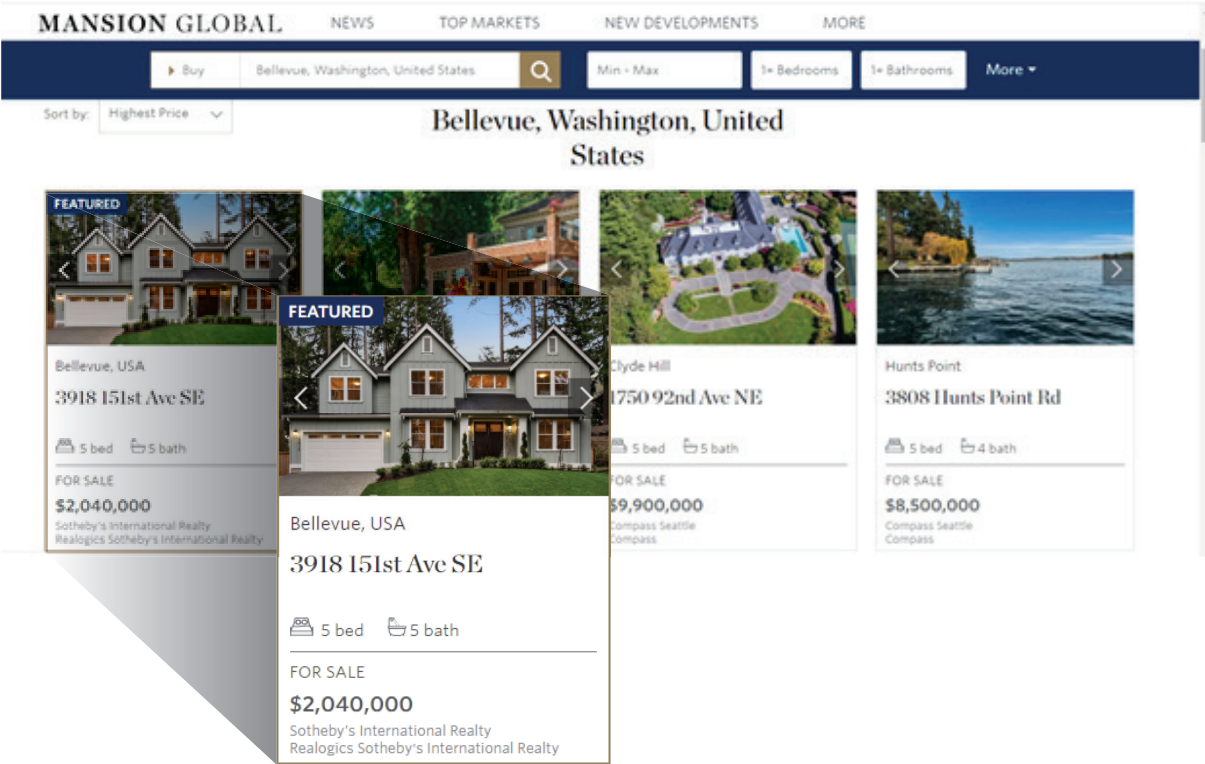
FEATURED PROPERTY UPGRADES

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

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000/3 MONTHS MINIMUM

Buy | Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | [WEBSITE](#) [VIEW MEDIA](#)

SHARE [SAVE](#)

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

[Read More](#)

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

[Show More](#)

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews [SHOP NOW](#)

The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3800 101st St/Carleton Street, Vancouver, BC	\$10,000,000
2. 48 Brimley Park, Toronto, ON	\$10,000,000
3. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 101st Carleton Street Toronto, ON	\$11,500,000
5. 3600 Park Crescent, Vancouver, BC	\$10,000,000
6. 1 Penn Blvd/100th, Suite 1000, BC	\$10,000,000
7. 41 St. Patrick, Westmount, QC	\$10,000,000
8. 7524 151st Ave. Royal, Ontario/Alton, QC	\$10,000,000
9. 8000 101st Ave, Toronto, ON	\$10,000,000
10. 400 Sandrine Road, Toronto, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$740,000	1141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Surrey	\$867,400	122	\$10,000,000
Whisper	\$1,053,300	26	\$10,000,000
Ontario	\$578,072	1,061	\$10,000,000
Toronto	\$868,817	882	\$10,000,000
Quebec	\$194,291	185	\$10,000,000
Westmount	\$1,376,900	22	\$10,000,000
Chateau-Richer	\$198,333	1	\$10,000,000

TRENDING TODAY

Architectural Digest @ArchDigest [Following](#)

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether [ad](#)

Staying home saves lives.

For more info visit coronavirus.gov

Powered by [iStockphoto](#) [AllChances](#)

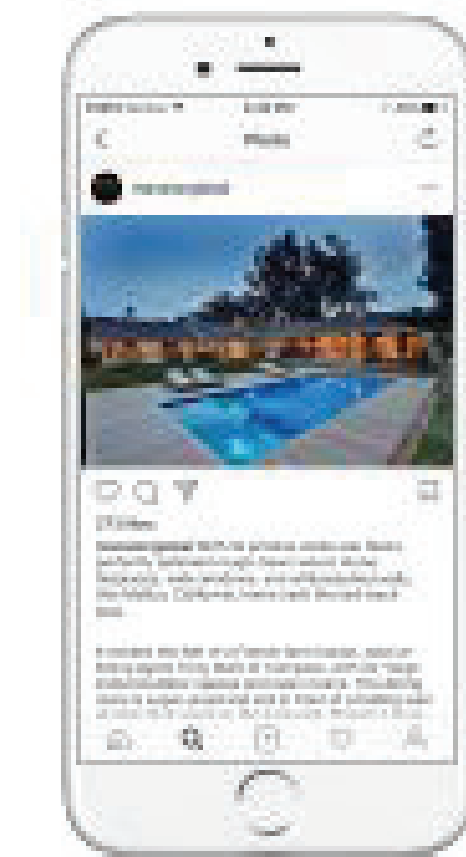
The Wall Street Journal Online (WSJ.com)

@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

PRICE: \$1,775

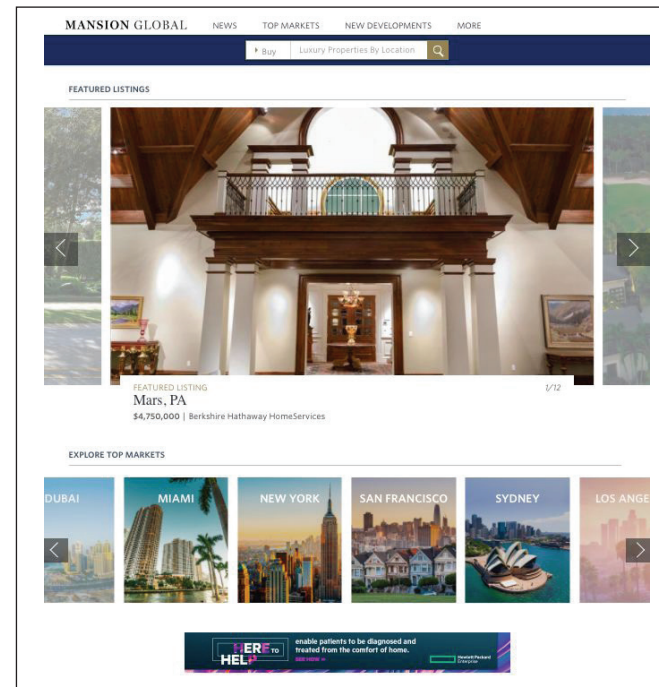


The Wall Street Journal Online (WSJ.com)

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 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.

- PRICE: \$795 SINGLE SPOT, COLOR**
- Includes Bonus 30 Day Digital -
Featured Property Upgrade**

SOTHEBYSREALTY.COM

The Wall Street Journal

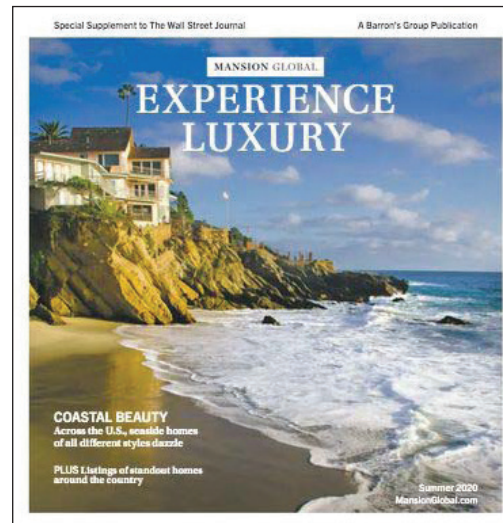
MANSION GLOBAL EXPERIENCE LUXURY

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.**

PRICE: \$980/FULL PAGE

Weekend Property insert



IN THE FRIDAY MAIN NEWS SECTION

- 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

on Facebook in January 2010.

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

ATLANTA : \$2,340

STATE OF GEORGIA : \$4,170



Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

FULL PAGE: \$9,250

SPREAD: \$18,250

LUXURY HOMES FEATURE:

STARTING AT \$4,500



Financial Times

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**

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
PROPERTY SPOT: \$750

Global

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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home FTWeekend

Search for the World's Finest Homes
Sign of the Times
Study in style

The home of prime property: property.ft.com

Follow us on Twitter @FTProperty

FTWeekend

Food and drink festive special

Tips from top global chefs

Lunch with the FT

Schulz reversal raises Merkel's survival hopes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kalanick problem

Victoria Hinton

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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	BRADIS VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 sothebysrealty.com/us/Arizona Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.268.0280	SCOTTSDALE, ARIZONA 8909 East Arrowood Drive \$1,000,000 sothebysrealty.com/us/Arizona Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.268.0280	SCOTTSDALE, ARIZONA 12800 North Church Road \$1,000,000 sothebysrealty.com/us/Arizona Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.268.0280	STONEYBROOK, CALIFORNIA 451 Teyan Road \$1,000,000 sothebysrealty.com/us/California Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000
PALO ALTO, CALIFORNIA 1527W aveley.com \$4,000,000 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000	REDWOOD, CALIFORNIA 8073 Hargrave Road \$1,000,000 sothebysrealty.com/us/California Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000	REEL, CALIFORNIA 2715 papermill.com \$1,000,000 sothebysrealty.com/us/California Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000	SAN DIEGO, CALIFORNIA 2701 Ocean Street \$1,000,000 sothebysrealty.com/us/California Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000	SAN FRANCISCO, CALIFORNIA 10000101 sothebysrealty.com/us/California Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000
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UNIONVILLE, NORTH CAROLINA 10000101 sothebysrealty.com/us/North Carolina Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000	PROVIDENCE, RHODE ISLAND 10000101 sothebysrealty.com/us/Rhode Island Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000	CHARLESTON, SOUTH CAROLINA 10000101 sothebysrealty.com/us/South Carolina Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000	STATE OF TEXAS, SOUTH CAROLINA 10000101 sothebysrealty.com/us/South Carolina Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000	AUSTIN, TEXAS 10000101 sothebysrealty.com/us/Texas Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.435.4000
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Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter
& Exclusive Estate Showcase Editorials**



Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed
Schedule, Pricing
& Reach 2024

Plan 1		March	April	May	June	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page				\$ 1,820.00	\$ 1,820.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Georgia, Florida, Alabama, North Carolina, South Carolina, Texas, Tennessee	\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00	\$ 2,585.00	488,357
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 - Atlanta, FL, AL, GA, NC, SC, TX, TN						
Google Adwords							
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00		\$ 4,500.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	150,000
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	180,000
Dwell.com							
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00			\$ 6,000.00	1,750,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase	\$2,500				\$ 2,500.00	100,000
JamesEdition							
Main Home Page Rotating Gallery	Featured Banner		\$ 2,000.00			\$ 2,000.00	750,000
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00				\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00	\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
JetSet Magazine							
JetSet Magazine	Annual Global Campaign	\$2,500				\$ 2,500.00	2,140,000
RobbReport.com							
RobbReport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00		\$ 1,350.00		\$ 2,700.00	12,000
RobbReport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00			\$ 3,750.00	60,000
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00		\$ 2,150.00		\$ 4,300.00	328,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module		\$ 1,275.00			\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00			\$ 1,775.00	76,200
Print							
Conde Nast Magazines Regional Pages							
Architectural Digest - State of Georgia	Full Page				\$ 4,170.00	\$ 4,170.00	18,000
Elite Traveler							
Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00	557,000
Financial Times							
Financial Times	Quadruple Property Spot	\$ 3,000.00		\$ 3,000.00		\$ 6,000.00	420,914
Financial Times	Property Spot		\$ 750.00		\$ 750.00	\$ 1,500.00	420,914
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 760.00	\$ 760.00	\$ 3,040.00	1,692,444
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	\$ 3,850.00	130,000
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 1,590.00	\$ 3,180.00	\$ 1,590.00	\$ 9,540.00	2,577,696
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	\$ 1,960.00	200,000
TOTAL						\$ 111,120.00	16,659,525
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							

Proposed
Schedule, Pricing
& Reach 2024

Plan 2								
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	
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Emails	Email							
Sotheby's Bespoke Geo-Targeted Emails	Georgia, Florida, Alabama, North Carolina, South Carolina, Texas, Tennessee	\$ 2,500.00				\$ 2,500.00	25,000	
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000	
Million Impressions	Targeting - Atlanta, FL, AL, GA, NC, SC, TX, TN							
Google Adwords								
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00		\$ 4,500.00		
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000	
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	150,000	
Dwell.com								
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00			\$ 6,000.00	1,750,000	
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase	\$2,500				\$ 2,500.00	100,000	
JamesEdition								
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000	
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article	\$ 3,300.00				\$ 3,300.00	292,000	
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00	\$ 1,500.00	192,000	
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000	
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000	
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00			\$ 3,750.00	60,000	
WSJ.com								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000	
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$ 1,000.00		
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00	17,000	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		\$ -		
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00			\$ 1,775.00	76,200	
Print								
Conde Nast Magazines Regional Pages								
Architectural Digest - Atlanta	Full Page				\$ 2,340.00	\$ 2,340.00	12,000	
Elite Traveler								
Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00	557,000	
Financial Times								
Financial Times	Double Property Spot	\$ 1,500.00				\$ 1,500.00	210,457	
Financial Times	Property Spot		\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	631,371	
The New York Times								
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 760.00	\$ 760.00	\$ 3,040.00	1,692,444	
Private Air Luxury Homes								
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	\$ 3,850.00	130,000	
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	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 6,360.00	2,577,696	
The Wall Street Journal								
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	\$ 1,960.00	200,000	
TOTAL						\$ 82,400.00	11,461,668	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy								
Pricing Subject to Change								