



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# San Antonio Properties Advertising and Marketing Program

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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 San Antonio Properties

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

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 San Antonio, TX.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO  
GREAT THINGS TOGETHER**

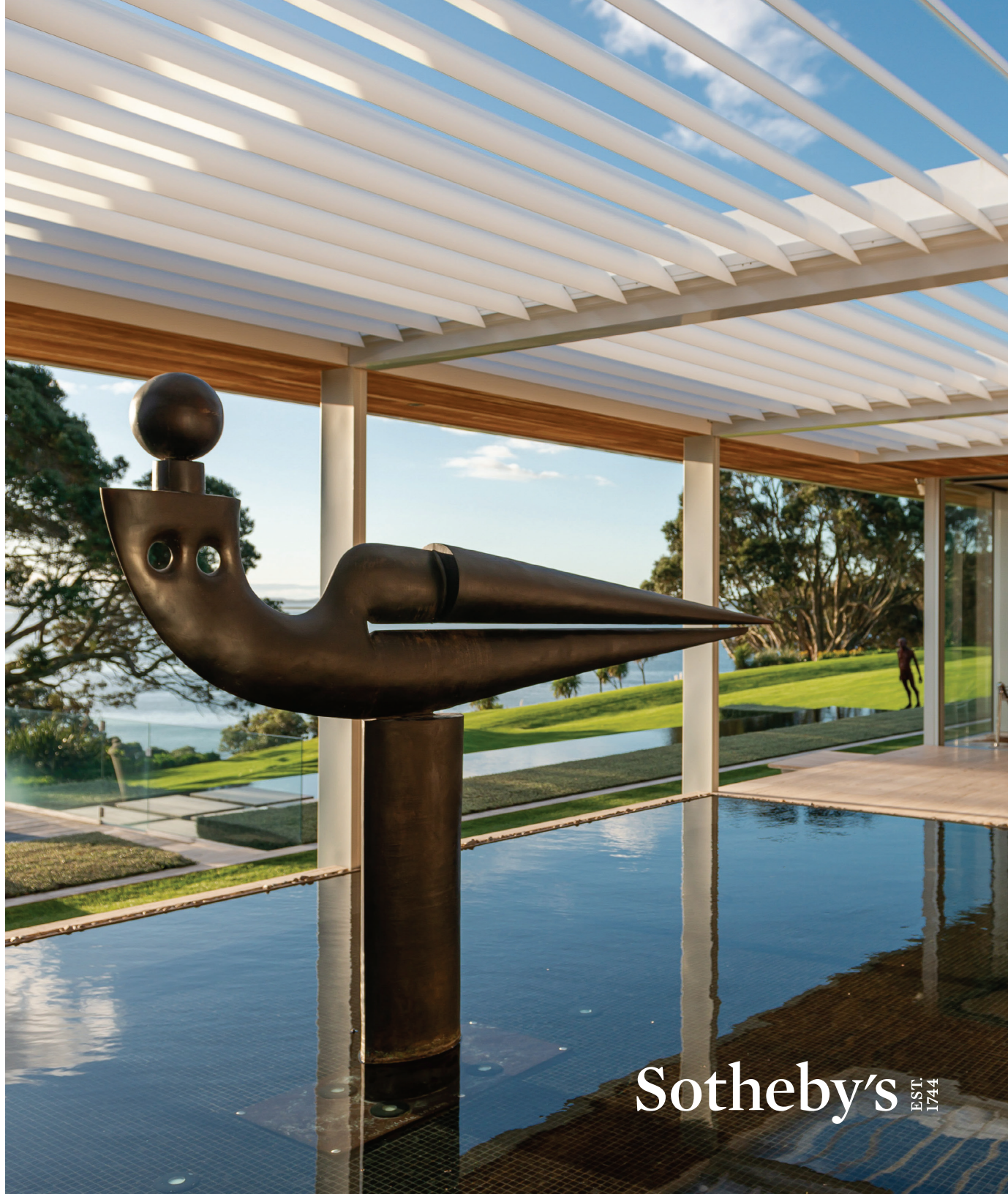
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Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

## DIGITAL

### SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

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

### TARGETED AREAS

Mexico

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

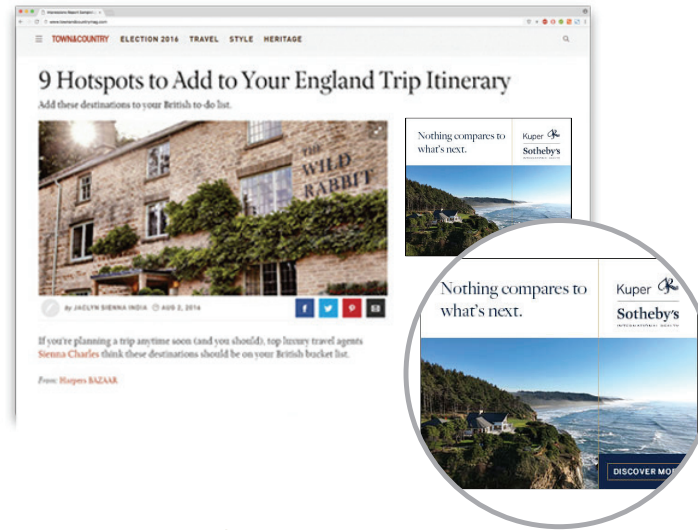
# Impressions Campaign

**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: **San Antonio Properties**
- Flight Dates: **April 2024 - June 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

<b>100K Impressions per two weeks:</b>	<b>\$900</b>
<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
Three Month Minimum	



# 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





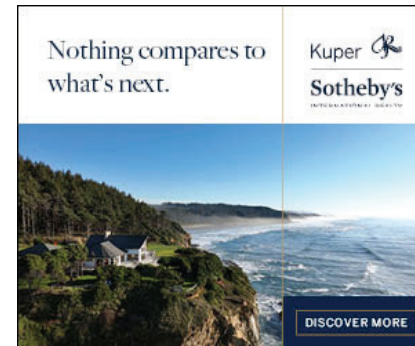
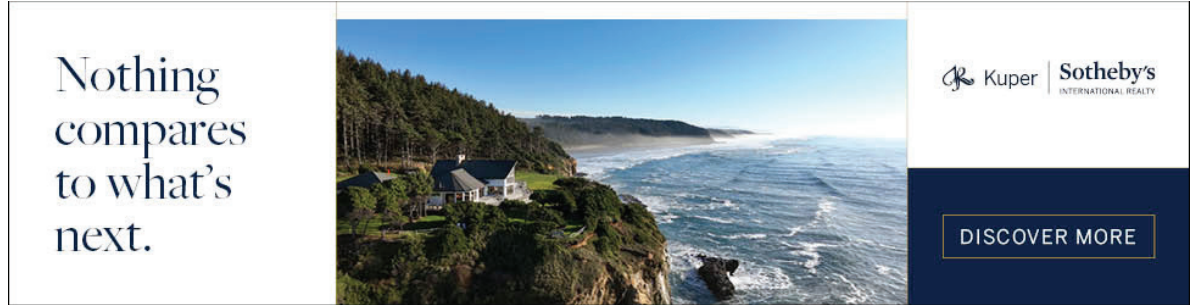
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

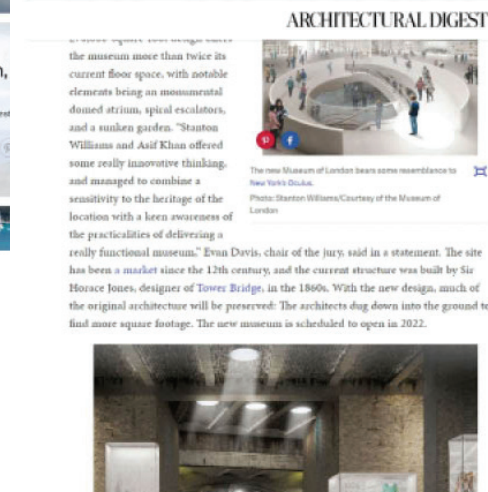
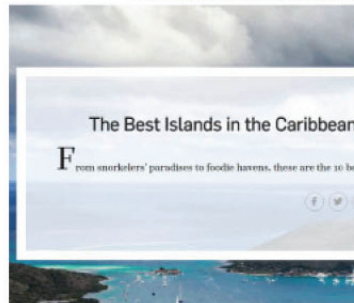
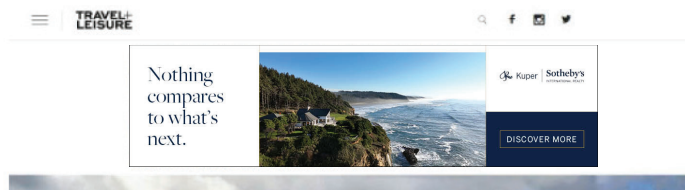
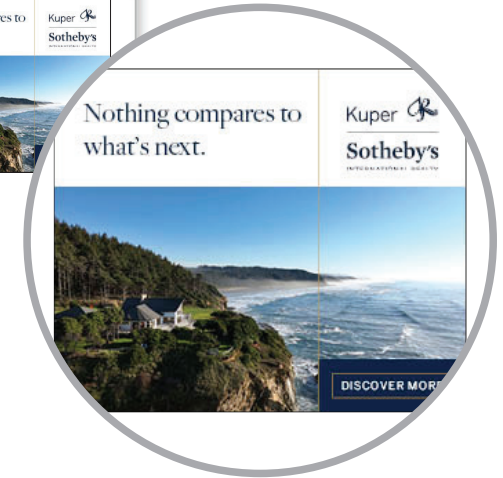
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

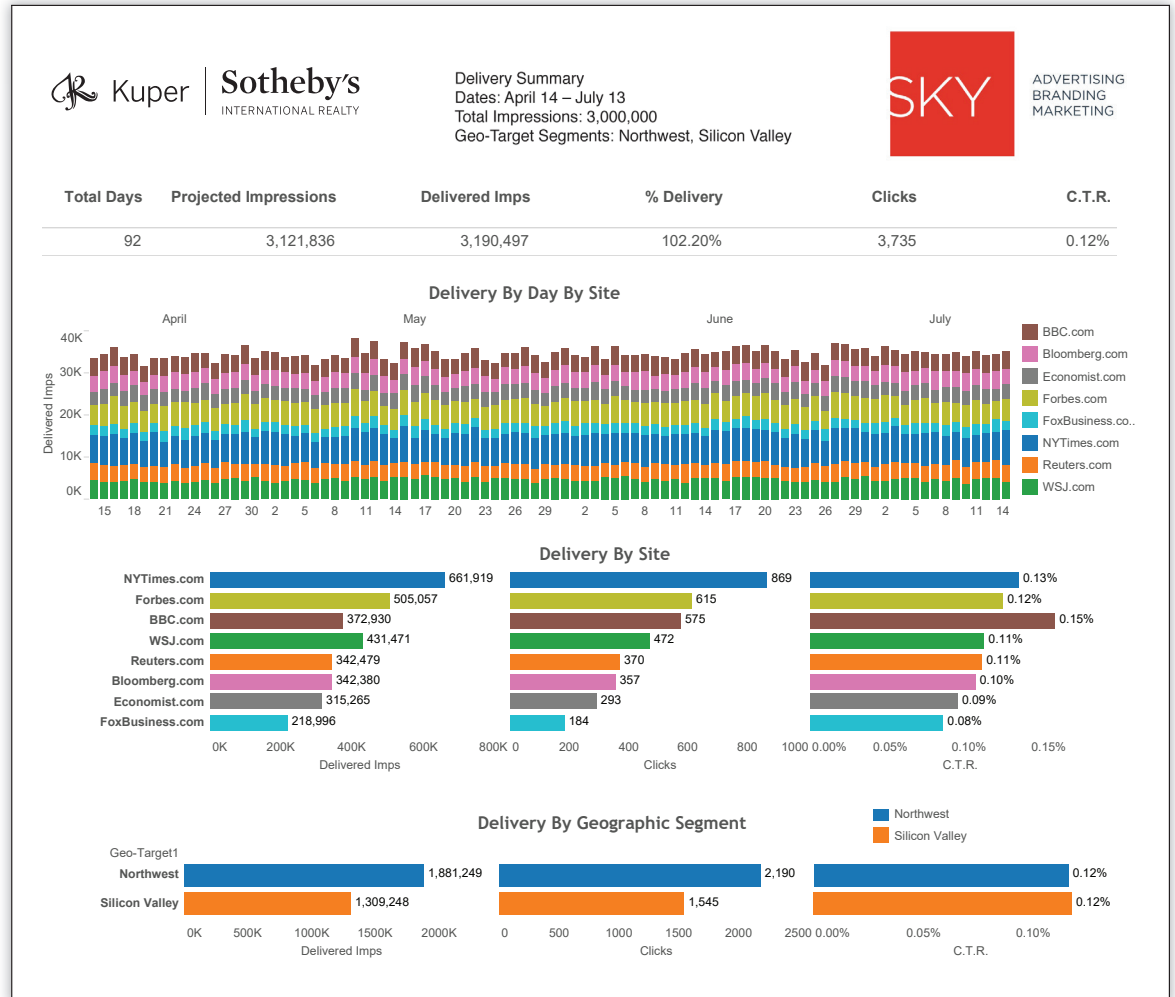


# Comprehensive Reporting For Your Customized Campaign

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.

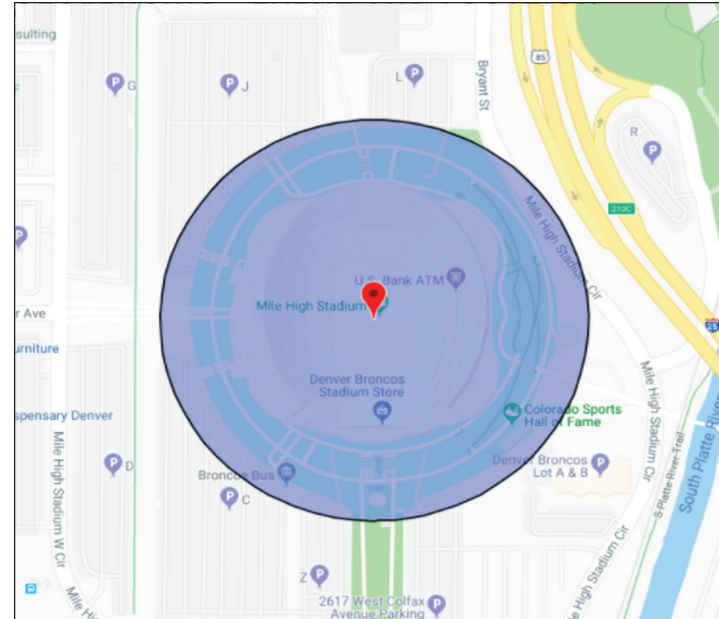
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

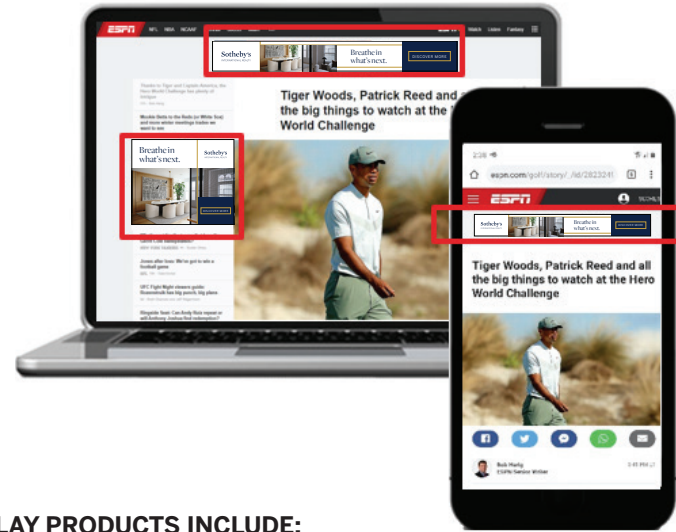
### TARGET SPECIFIC EVENTS AND LOCATIONS

- Investment: **\$1,500 per month**
- Impressions: **100,000**

# 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

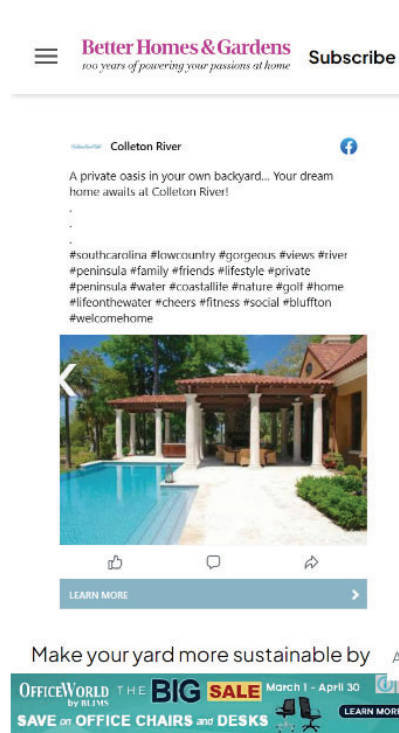
## SOCIAL MIRROR ADS

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.

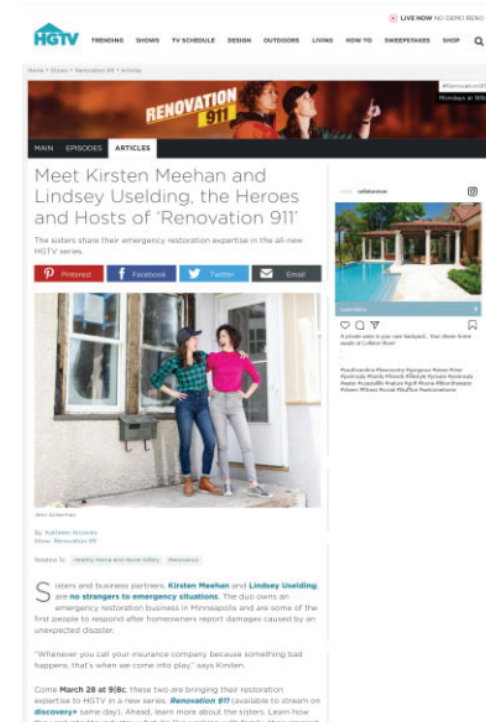
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

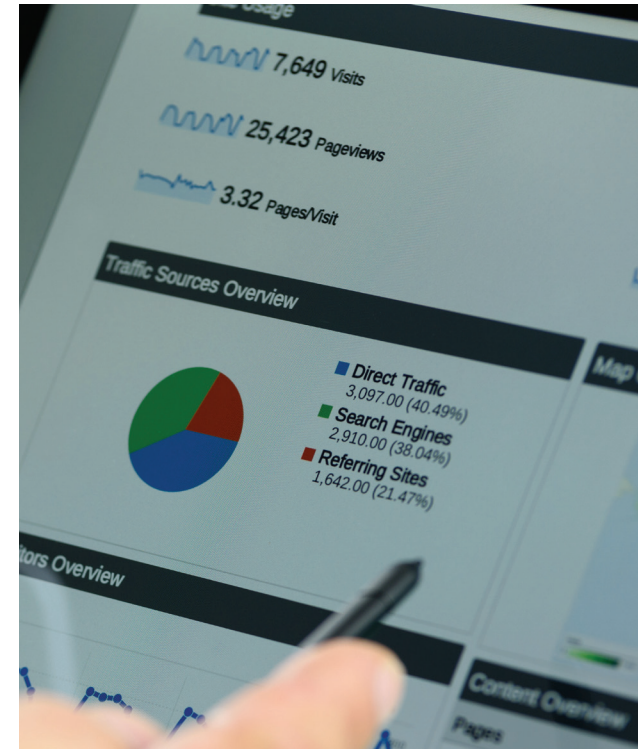


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

**\$750 CAMPAIGN SET UP**  
**STARTING AT \$850/MONTH**



# Google AdWords

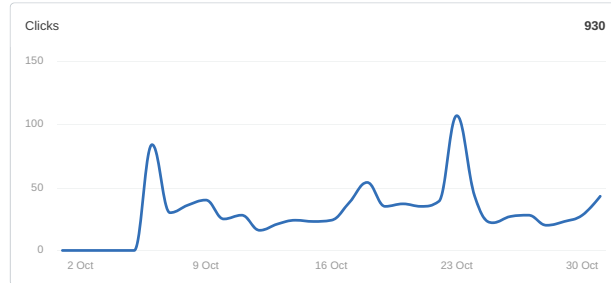
## CLIENT DASHBOARD

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.



### Kuper SIR

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



Showing 9 of 9 Rows

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

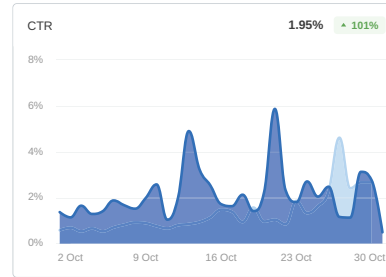
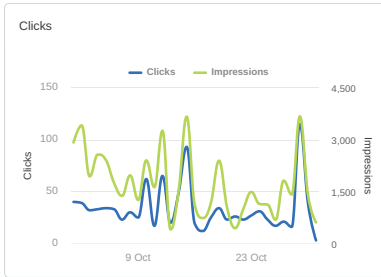
## MONTHLY REPORTING

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



## Kuper SIR

### October KPI's



Total Impressions ▼ 46%

**53,704**

Total Clicks ▲ 9%

**1,049**

Phone Calls ▲ 71%

**12**

Interaction Rate ▲ 218%

**4.17%**

CTR ▲ 101%

**1.95%**

Average CPC ▲ 7%

**\$0.94**

### Cities and Regions

Showing 50 of 540 Rows

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

### Keywords

Showing 23 of 23 Rows

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

# 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

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'About', 'USD', 'Sign in / Register', and 'Become a Seller'. Below is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Extravagance. A large banner features a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below this is a section for '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...'. The main content area is divided into 'MOST POPULAR' (listing items like Ferrari 488 GTB, Chevrolet Corvette, etc.) and 'JAMES SPOTTING' (showing a duplex). There's also a 'RICH LIST' section with a yacht image and a 'LATEST STORIES' section featuring an orange McLaren sports car.

This screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar with a 'Search' button and a 'Type location' field. Below the search bar is a large image of a modern interior with the caption 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. To the right, there's a text block explaining JamesEdition's role as a premier international marketplace. Below this is a 'Featured luxury properties' section with a grid of property images and titles like '5 Bedrooms - Pent...', 'Stunning Sherwood...', etc. At the bottom, there's a 'News about luxury real estate' section with several article thumbnails and titles such as 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

# jamesedition.com

## ROTATING GALLERY

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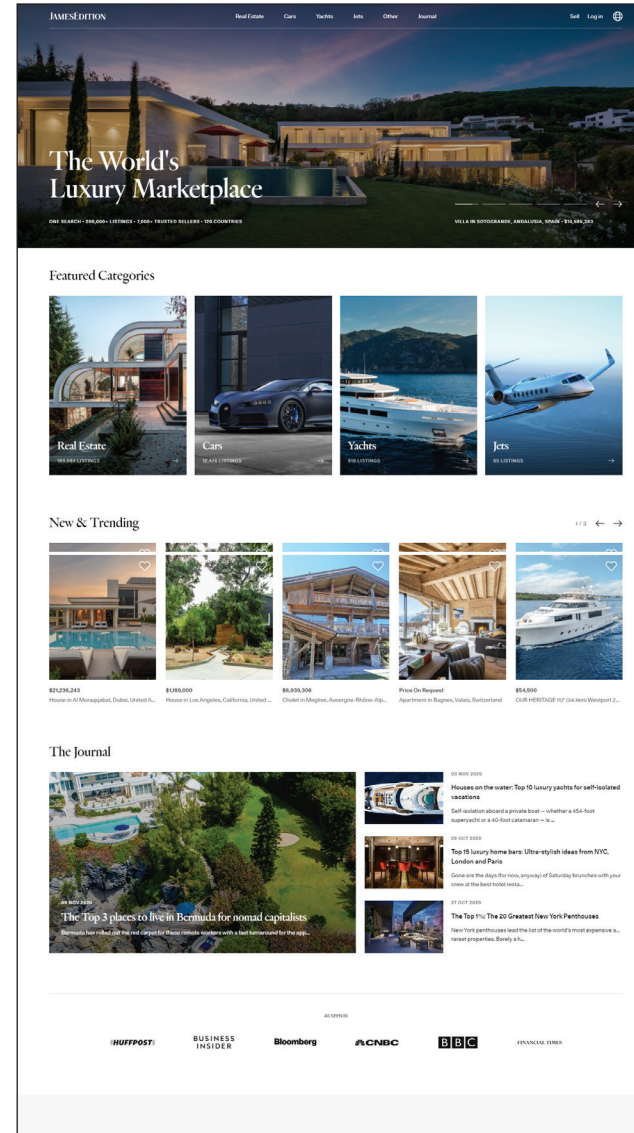
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## SOCIAL MEDIA POST

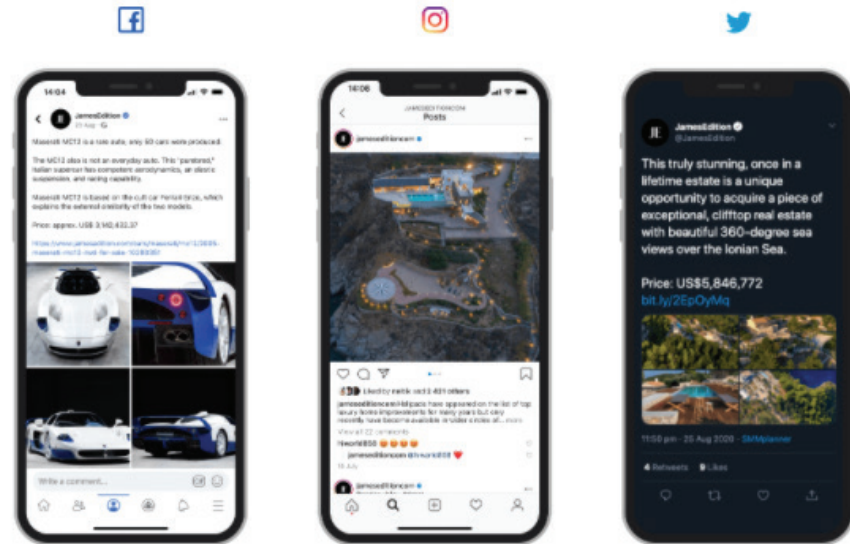
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

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



## PHOTO

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

PHOTO: \$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

# 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



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# 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**

PRICE: \$750 PROPERTY SPOT, COLOR

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

**Save for the Wild!** Will knowledge dispense free knowledge?  
 BY LUCY PHILLIPS

**Sign of the Times** South Korea's bid to buy end of London price falls  
 BY HENRIETTA PAVESLEY

**Study in style** Harrods in a chic  
 BY JESSICA PAGE

The home of prime property: [propertyspotting.com](#)

Follow us on Twitter @FTProperty

# FTWeekend

US Edition

**Food and drink festive special**

**Tips from top global chefs**

**Lunch with the FT**  
 FT chief Bernie Ecclestone: 'I break the rules'

**Schulz reversal raises Merkel's survival hopes**

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

**Uber and the cost of the Kazan's Problem**

**Adventures on two wheels**

Sarah Jessica Parker

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>EXUMA, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>BRADSHIRE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,000,000   sirbahamas.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> frank.azami@sirbahamas.com +1 408.388.0280	<b>SCOTTSDALE, ARIZONA</b> 9979 East Bismarck Drive \$4,000,000   sirbahamas.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> frank.azami@sirbahamas.com +1 408.388.0280	<b>SCOTTSDALE, ARIZONA</b> 22881 North Church Road \$1,000,000   sirbahamas.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> frank.azami@sirbahamas.com +1 408.388.0280	<b>ATHLETON, CALIFORNIA</b> 521 Cypress Road \$6,700,000   sirbahamas.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.388.0280
<b>PALO ALTO, CALIFORNIA</b> 1527N Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.481.4776	<b>PUEBLO, CALIFORNIA</b> 3073 Hampton Road.com \$1,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS   VAN HEUTEN CADE</b> michael.deyfus@sirbahamas.com +1 408.481.4776	<b>ROSE, CALIFORNIA</b> 2715 Poplar.com \$1,000,000 Golden Gate Sotheby's International Realty <b>A. BRONKHORST   W. SANDERSON   S. BULLOCK</b> a.bronkhorst@sirbahamas.com +1 408.388.0280	<b>SAN DIEGO, CALIFORNIA</b> 2716 N Ocean Street \$1,000,000   sirbahamas.com/id/46936 Pacific Sotheby's International Realty <b>REN KECYU   SANDA DRUMHELLER</b> ren.kecyu@sirbahamas.com +1 760.212.1218	<b>SAN FRANCISCO, CALIFORNIA</b> North Hill Lane.com \$2,000,000 San Francisco Sotheby's International Realty <b>WENDY STOKER</b> wendy.stoker@sirbahamas.com +1 415.778.1889
<b>BIRMINGHAM, CONNECTICUT</b> 1000 Park Drive.com \$1,000,000 Matt Bernard Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.373.2883	<b>WESTPORT, CONNECTICUT</b> 1217 Popple Hill Edge.com \$4,000,000 Krissey Blake Sotheby's International Realty <b>KRISSEY BLAKE</b> krissey.blake@sirbahamas.com +1 203.358.2742	<b>WILMINGTON, CONNECTICUT</b> 111 Park Street Drive.com \$1,000,000 Russell Post   Molly Taylor Sotheby's International Realty <b>RUSSELL POST   MOLLY TAYLOR</b> russell.post@sirbahamas.com +1 303.522.7700	<b>WYOMING, CONNECTICUT</b> 17 Park Street, Unit 108 \$1,000,000   sirbahamas.com/id/46937 Susan Bryan   Karly Thiele Sotheby's International Realty <b>SUSAN BRYAN   KARLY THIELE</b> susan.bryan@sirbahamas.com +1 773.721.3889	<b>WEST PALM BEACH, FLORIDA</b> 1240 Pines.com \$1,000,000 Cody D'Arce   Mazie Regan Sotheby's International Realty <b>CODY D'ARCE   MAZIE REGAN</b> cody.darce@sirbahamas.com +1 773.721.3889
<b>ALFORD, MASSACHUSETTS</b> 1022 Main.com \$1,000,000 Marta Piper Sotheby's International Realty <b>MARTA PIPER</b> marta.piper@sirbahamas.com +1 413.627.4599	<b>BOSTON, MASSACHUSETTS</b> 50 Roxbury Street, Unit 1 \$1,000,000 Lois Kujan   Jeff Suman Sotheby's International Realty <b>LOIS KUJAN   JEFF SUMAN</b> lois.kujan@sirbahamas.com +1 417.467.1105	<b>LENSA, MASSACHUSETTS</b> 4162 Hill.com \$1,000,000 George Cain Sotheby's International Realty <b>GEORGE CAIN</b> george.cain@sirbahamas.com +1 978.363.8955	<b>ROSELLE TOWNSHIP, NEW JERSEY</b> 51 West Nelly Road \$1,700,000   sirbahamas.com/id/46938 Jordan Henderson Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.961.2050	<b>PANICHTON, NEW JERSEY</b> 124 Pines Corner Road \$1,000,000   sirbahamas.com/id/46939 Jordan Henderson Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.961.2050
<b>NEW YORK, NEW YORK</b> 740 Park Ave Premier Penthouse.com \$10,000,000 East Side Manhattan Brokerage <b>HEIDI FYE SMITH   SEDRA BROADBENT</b> heidi.fye-smith@sirbahamas.com +1 212.605.8223	<b>NEW YORK, NEW YORK</b> 112 East 12 Street.com \$1,000,000 East Side Manhattan Brokerage <b>HEIDI FYE SMITH   SEDRA BROADBENT</b> heidi.fye-smith@sirbahamas.com +1 212.605.8223	<b>NEW YORK, NEW YORK</b> 4510 1st St 2F Penthouse.com \$1,000,000 Downtown Manhattan Brokerage <b>MARIE-FRANÇOISE BLUM   MIKAEL FELD</b> marie-francoise.blum@sirbahamas.com +1 212.605.8223	<b>NEW YORK, NEW YORK</b> 1271 Madison Ave 5A1.com \$1,000,000 Downtown Manhattan Brokerage <b>MARIE-FRANÇOISE BLUM   MIKAEL FELD</b> marie-francoise.blum@sirbahamas.com +1 212.605.8223	<b>SCOTTSDALE, NEW YORK</b> 1000 Park Ave Premier Penthouse.com \$10,000,000 East Side Manhattan Brokerage <b>HEIDI FYE SMITH   SEDRA BROADBENT</b> heidi.fye-smith@sirbahamas.com +1 212.605.8223
<b>UNWILLET, NORTH CAROLINA</b> 1007 Farming Chalks Drive \$10,000,000   sirbahamas.com/id/46940 Bahamas Sotheby's International Realty <b>MARLYN WISLEY</b> marlyn.wisley@sirbahamas.com +1 813.791.2880	<b>PROVIDENCE, RHODE ISLAND</b> 131 Congdon Street \$1,000,000 West & Coast Sotheby's International Realty <b>THE MCKINLEY GOLD GROUP</b> the.mckinleygoldgroup@sirbahamas.com +1 813.791.2880	<b>CHARLESTON, SOUTH CAROLINA</b> 750 S 5.com \$1,000,000 West & Coast Sotheby's International Realty <b>MARLYN WISLEY</b> marlyn.wisley@sirbahamas.com +1 813.791.2880	<b>STATE OF PAINE, SOUTH CAROLINA</b> 1215 Waverly Island.com \$1,000,000 West & Coast Sotheby's International Realty <b>THE EMPTON GROUP</b> the.emptongroup@sirbahamas.com +1 813.452.6200	<b>AUSTIN, TEXAS</b> 801 Madison.com \$1,000,000 Austin Sotheby's International Realty <b>ANNA WILCOX</b> anna.wilcox@sirbahamas.com +1 512.452.6200
<b>AUSTIN, TEXAS</b> 17000 Sunset.com \$1,000,000 Premier Austin Brokerage <b>KUMARA WILCOX</b> kumara.wilcox@sirbahamas.com +1 512.452.6200	<b>HOUSTON, TEXAS</b> 11110 Springwood Lane.com \$1,000,000 Houston Sotheby's International Realty <b>VICTORIA HINTON</b> victoria.hinton@sirbahamas.com +1 713.298.4932	<b>WIMBERLEY, TEXAS</b> 1700 Springwood Lane.com \$1,000,000 Houston Sotheby's International Realty <b>GARY ADAMS</b> gary.adams@sirbahamas.com +1 512.762.8887	<b>KANAS, UTAH</b> 17001 North 2000th Circle \$1,000,000   sirbahamas.com/id/46941 Summit Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 408.532.0246	<b>KANAS, UTAH</b> 1222 East Tabernash Hillside \$1,000,000   sirbahamas.com/id/46942 Summit Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 408.532.0246

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# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	April	May	June	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	Mexico	\$ 2,500.00			\$ 2,500.00	25,000
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Guadalajara, Monterrey, Mexico City					
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	300,000
<b>Comprehensive Digital</b>						
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
<b>Geofencing - Event and Location</b>						
Mobile Conquesting	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	100,000
<b>JamesEdition</b>						
Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00		\$ 1,600.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00			\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 800.00	\$ 800.00	148,000
<b>WSJ.com</b>						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00			\$ 650.00	164,000
<b>Financial Times</b>						
Financial Times	Property Spot	\$ 750.00			\$ 750.00	210,457
<b>TOTAL</b>					\$ 25,185.00	3,389,457
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						