



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

1020 Wake Robin Advertising and Marketing Program

LAH | Sotheby's
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 1020 Wake Robin

SKY Advertising is excited to present to LAH Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1020 Wake Robin.

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 Eclectic, AL.

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**

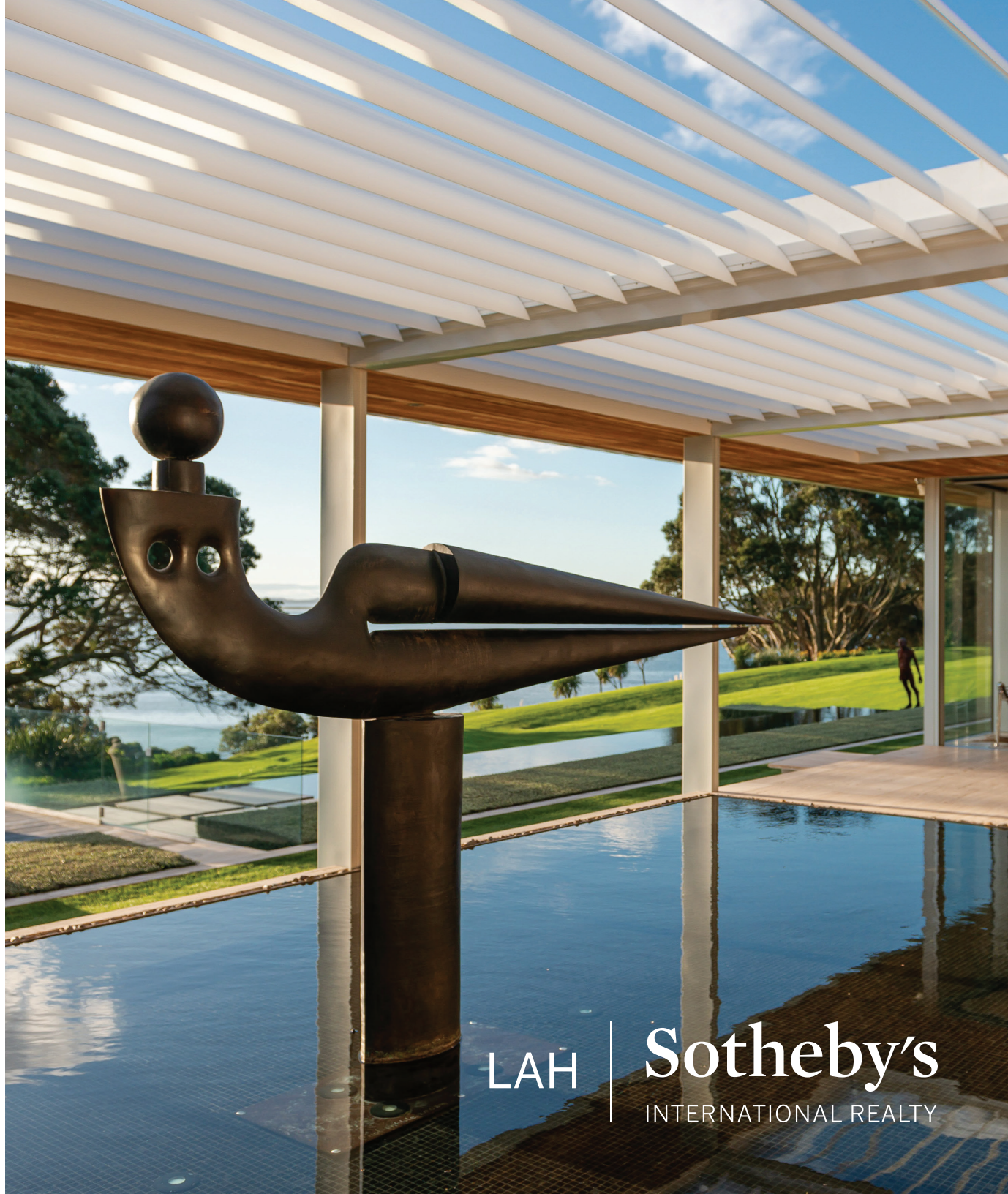
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Sotheby's
Auction House
Offerings



LAH | Sotheby's
INTERNATIONAL REALTY

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



Sotheby's
INTERNATIONAL REALTY

Build Big
Experience the ultimate in luxury living.
Experience the ultimate in luxury living.

100 Park Avenue, NY, NY
This is the new Park Avenue. A landmark building in the heart of Midtown Manhattan, this 100 Park Avenue is a masterpiece of modern architecture. It features a mix of residential and commercial space, with a total of 1,000 units. The building is a prime example of sustainable design, with a LEED Platinum certification. It is a true landmark building in the heart of Midtown Manhattan.

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DIGITAL

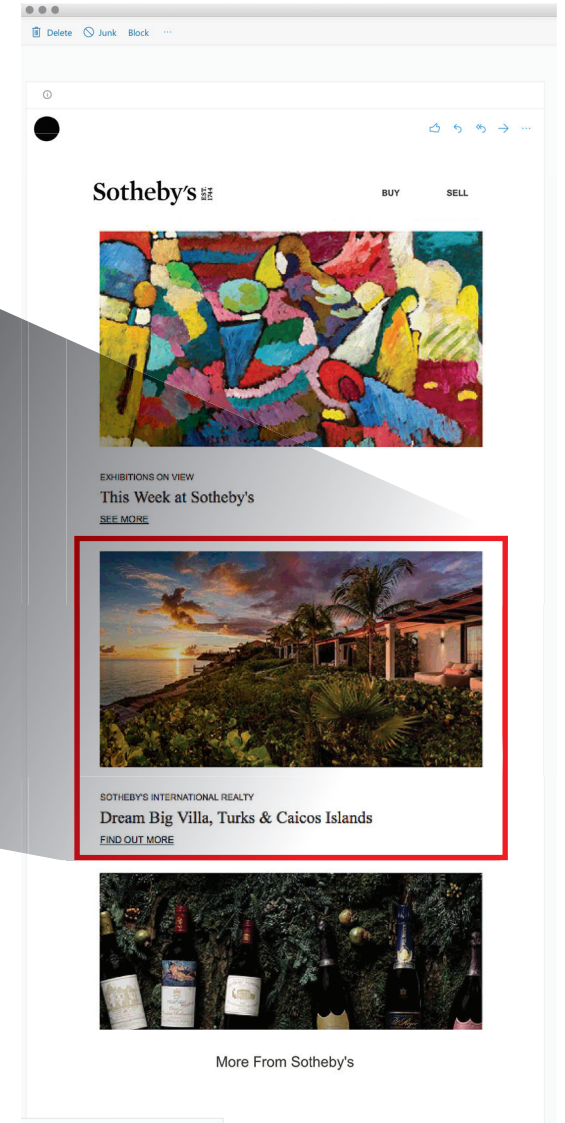
SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- 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

Georgia, Tennessee, Texas, North Carolina, Alabama

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



LAH | Sotheby's
INTERNATIONAL REALTY

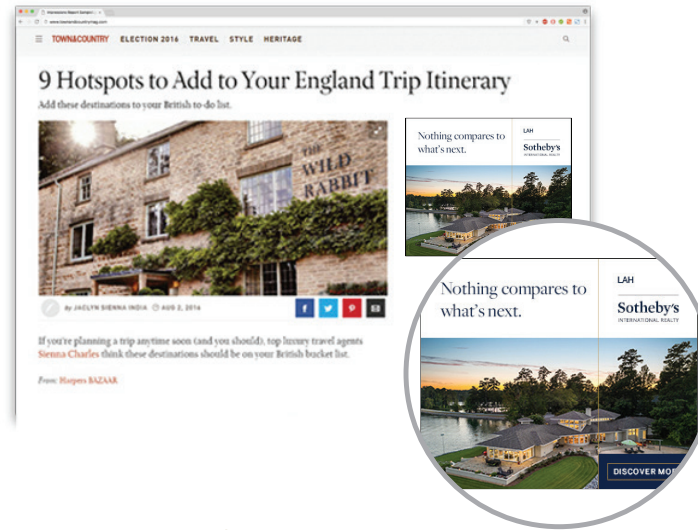
Impressions Campaign

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: **1020 Wake Robin**
- Flight Dates: **April 2024 - June 2024**
- Impressions: **750,000**
- 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



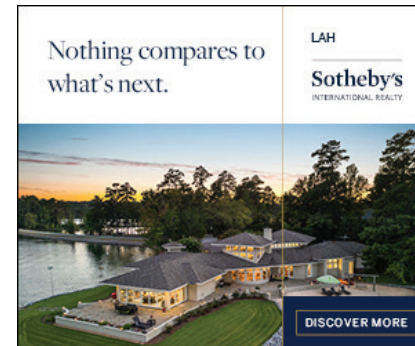
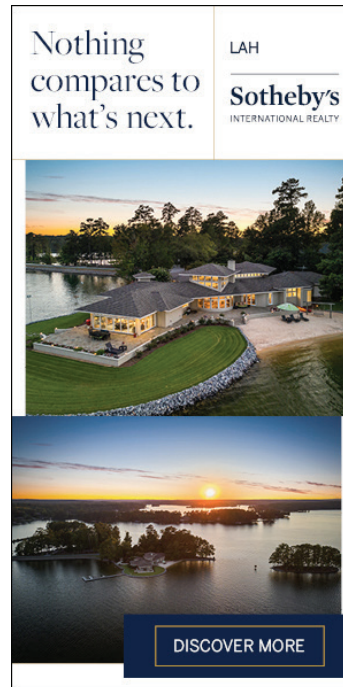
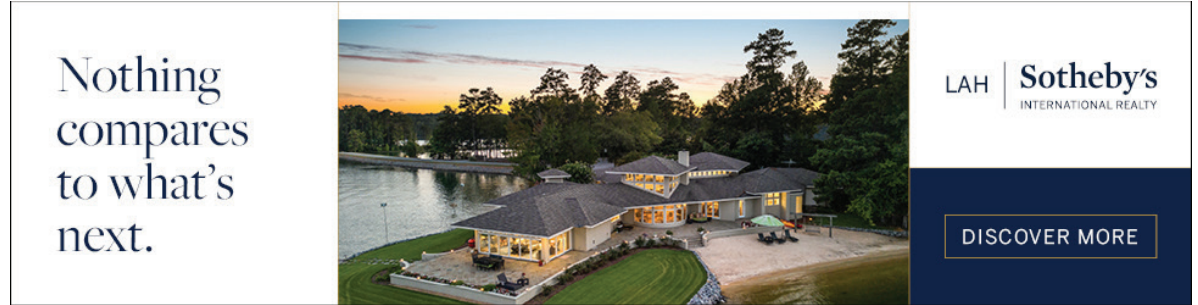
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

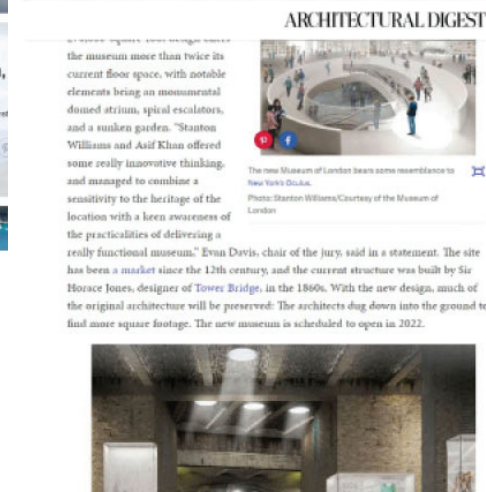
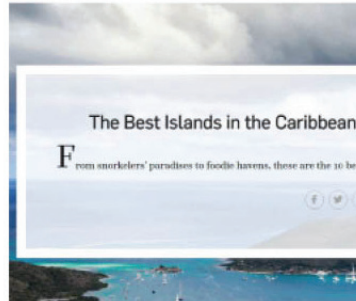
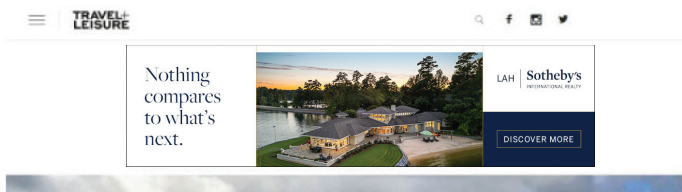
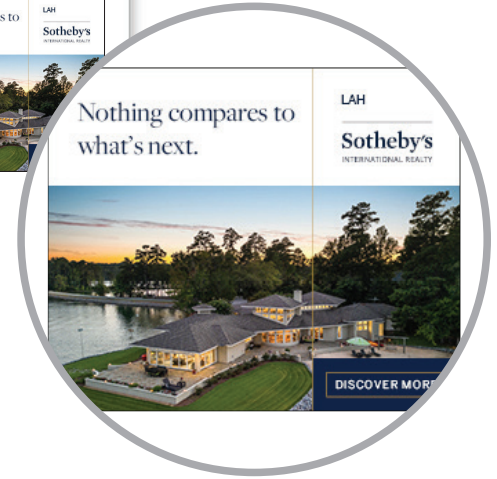
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

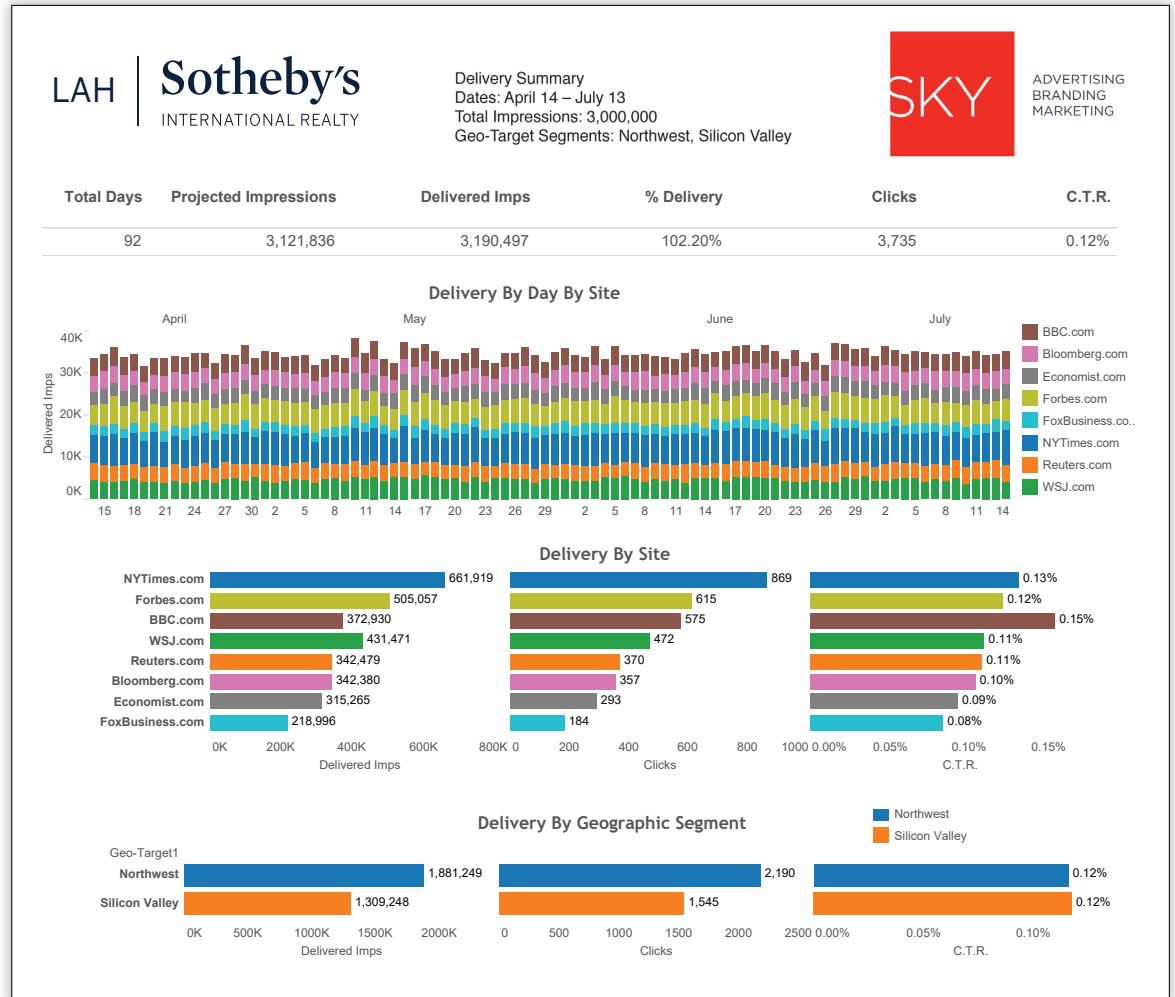


Comprehensive Reporting For Your Customized Campaign

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.

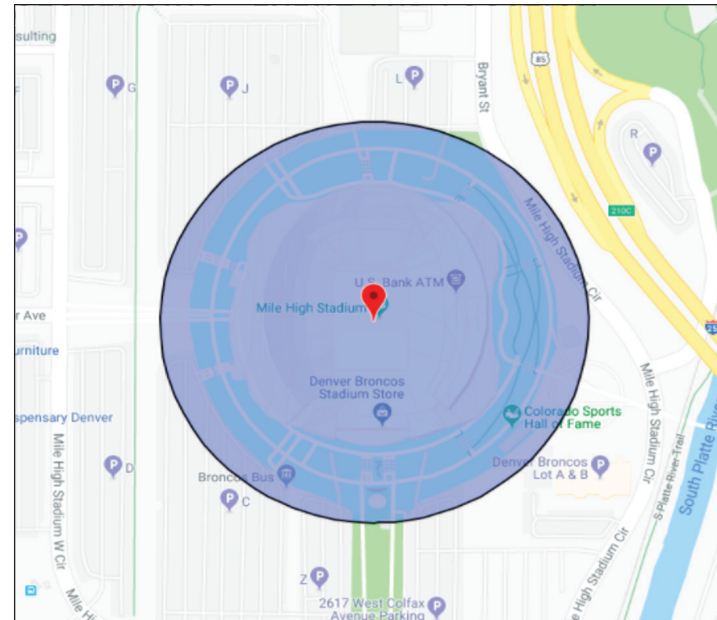
IMPRESSIONS PROGRAM SAMPLE REPORT



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

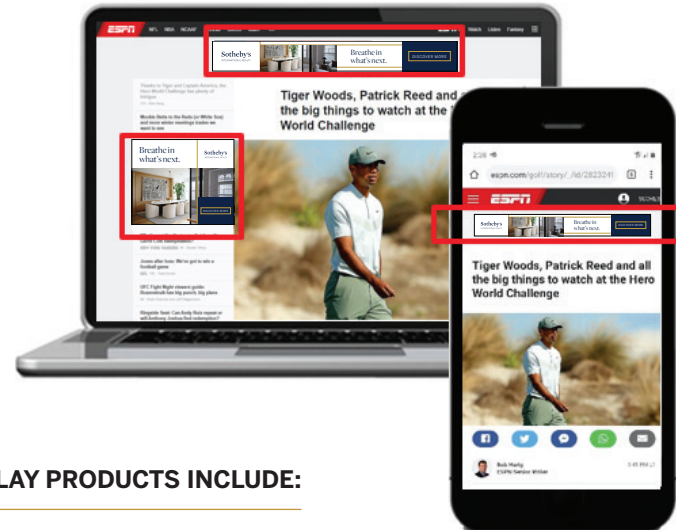
TARGET SPECIFIC EVENTS AND LOCATIONS

- From: **\$1,500/month**
- **100,000 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
100,000 impressions**

Comprehensive Digital

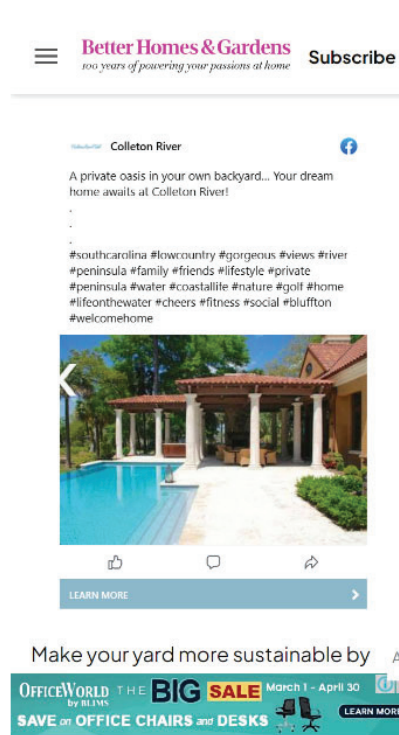
SOCIAL MIRROR ADS

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.

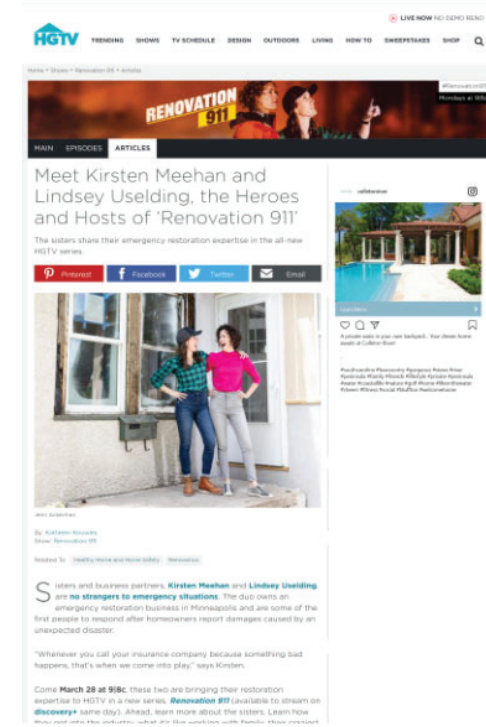
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

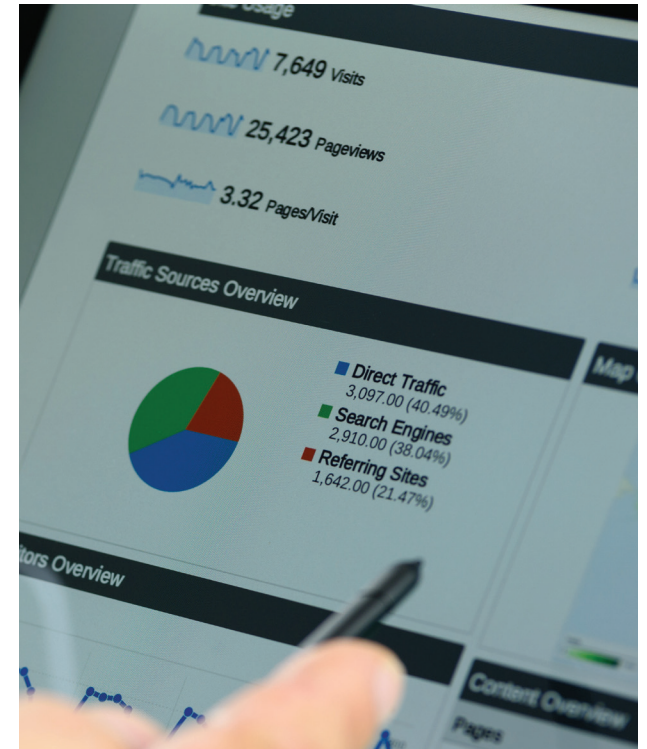


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

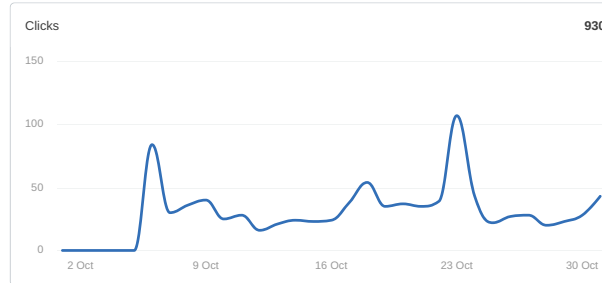
CLIENT DASHBOARD

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.



LAH SIR

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

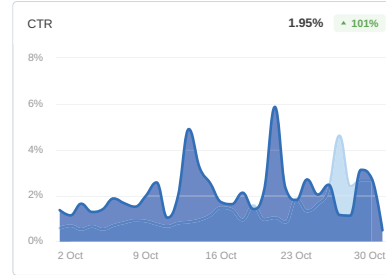
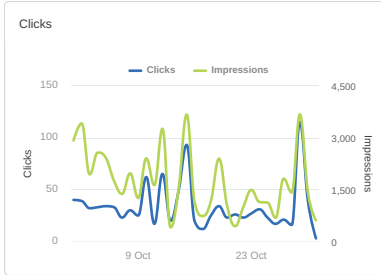
MONTHLY REPORTING

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



LAH 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 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

The screenshot shows the 'Find luxury real estate' page on JamesEdition.com. It features a search bar with 'Type location' and a 'Search' button. Below the search bar, there's a grid of featured luxury properties, each with a thumbnail image and a brief description. The properties include '5 Bedrooms - Pent...', 'Stunning Sherwoo...', 'Enviable Estate by...', 'Modern Apartment...', 'Elegant French Styl...', 'Playa Nix', 'Koninghof', 'Magnificent Seclu...', 'Extraordinary Ocea...', 'Maimok Paradise', 'Kiltreagh House', and '7+/- Acres for pote...'. At the bottom, there's a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

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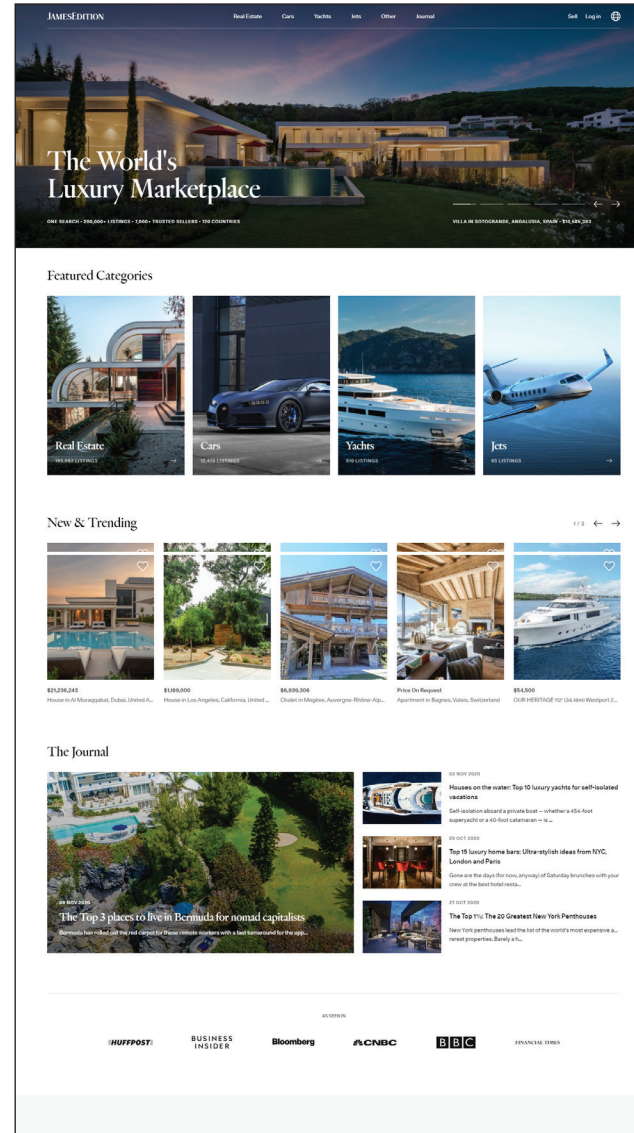
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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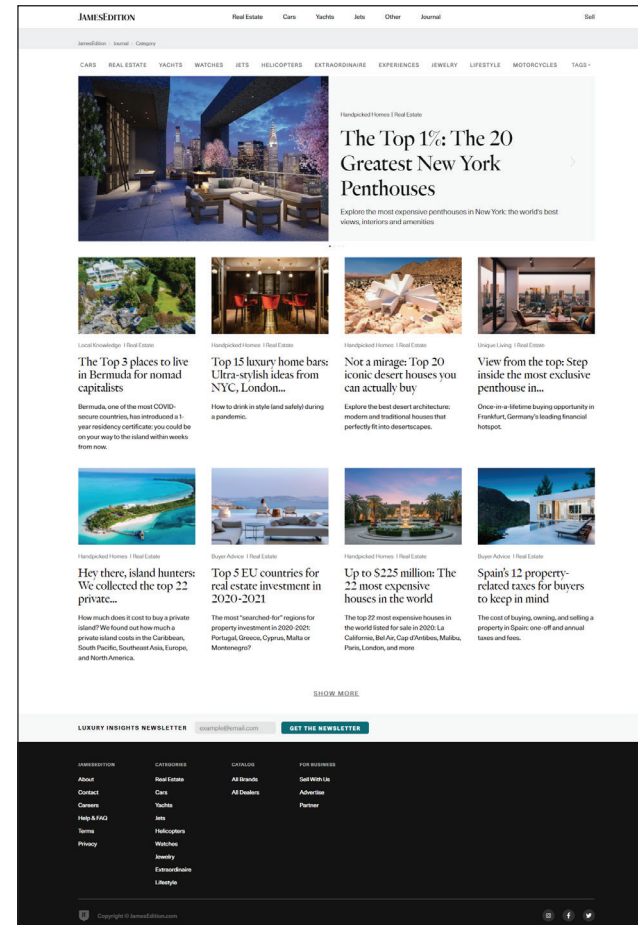
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

SOCIAL MEDIA POST

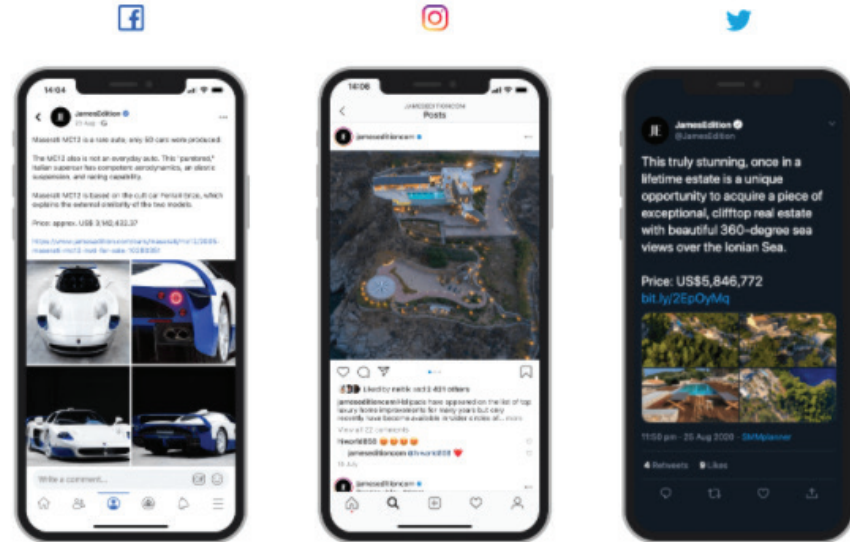
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

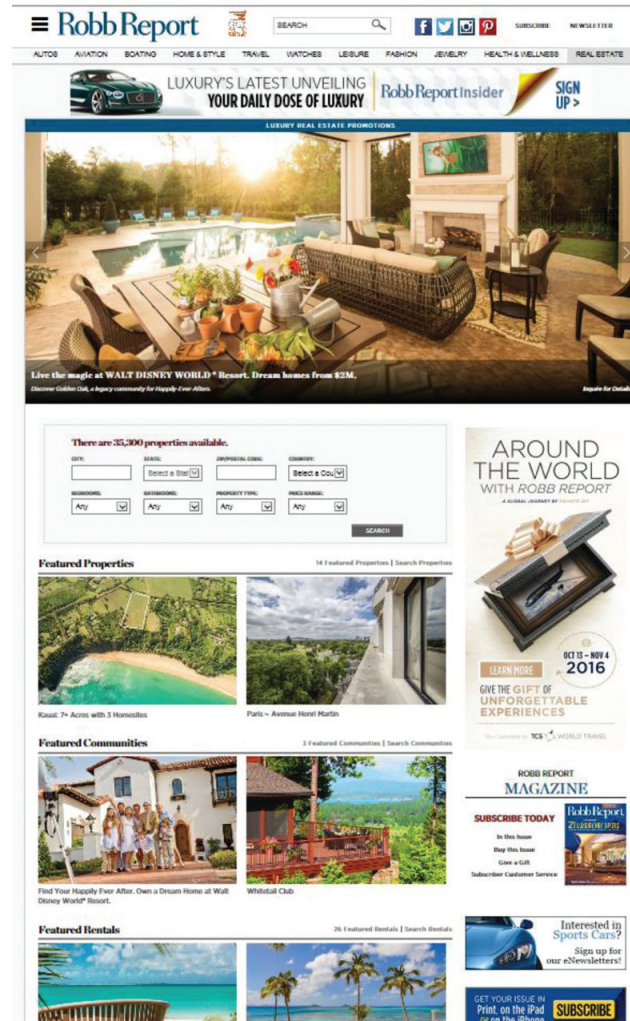
RobbReport.com

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/MONTH



RobbReport.com

LUXURY PROPERTY LISTING

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

MANUAL 1 LISTING: \$450/MONTH
 MANUAL UP TO 10 LISTINGS: \$1,135/MONTH
 MANUAL UP TO 25 LISTINGS: \$1,770/MONTH


RR1
Robb Report
SUBSCRIBE

☰ CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS 🔍

40737 properties available.

Q
More ▾

Sort By: Recent ▾




59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

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Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

Bed: N/A SQFT: N/A
Bath: N/A

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




2965 Outlook Way, Naramata, BC V0H 1N0, CAN

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

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419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

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2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

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10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

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6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

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33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

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\$980,000

Bed: 3 SQFT: 2524
Bath: 3

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\$895,000

Bed: 3 SQFT: 2488
Bath: 3

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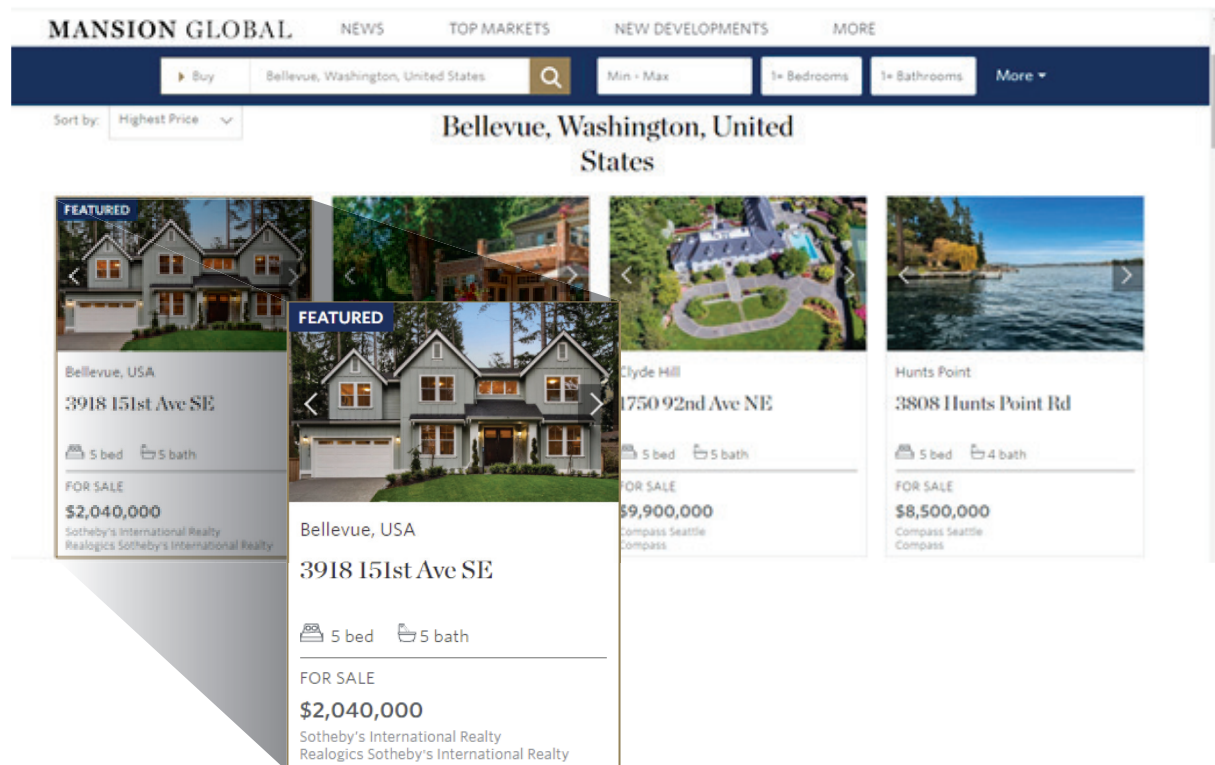
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What's News

Business & Finance

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

By Nick Timonen

WASHINGTON—The Federal Reserve announced an emergency rate-cutting package that sent stocks and bonds surging. The central bank has typically raised rates to cool an overheating economy, but now it is cutting rates to stimulate growth. The Fed's move is the largest since 2008, and it is the first time it has lowered its benchmark rate to below 1%.

Shaky Ground

More opens theory of how to fix bond market

By Tom Ichniowski

WASHINGTON—The Fed's move to cut rates has sent bond yields down, but it has also raised questions about the stability of the bond market. Some investors are worried that the Fed's move will lead to a loss of confidence in the market.

Tennessee Twisters Kill at Least 25

By Anne Cooper-Peters

MEMPHIS—A deadly outbreak of twisters ripped through Tennessee on Tuesday, killing at least 25 people in the worst twister outbreak in the state since 1954. The twisters were reported in several counties, including Shelby, DeKalb and Madison.

Biden Picks Up String of Victories, Sanders Logs Big Win in California

By Matt Zoller Seitz

WASHINGTON—Joe Biden picked up a string of victories in Tuesday's primary elections, while Bernie Sanders won a big win in California. Biden's victories were in New York, New Jersey, Pennsylvania and Virginia.



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

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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.

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- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
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- Average household income: **\$338,000**
- Median age: **51**

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Could you ever think about your house being a museum? In the UK, the answer is yes. In the US, it's a bit more complicated. But the idea of a house as a museum is becoming more and more popular. In the UK, houses are being bought and sold as investments, and many are being converted into museums. In the US, houses are being bought and sold as investments, and many are being converted into museums.



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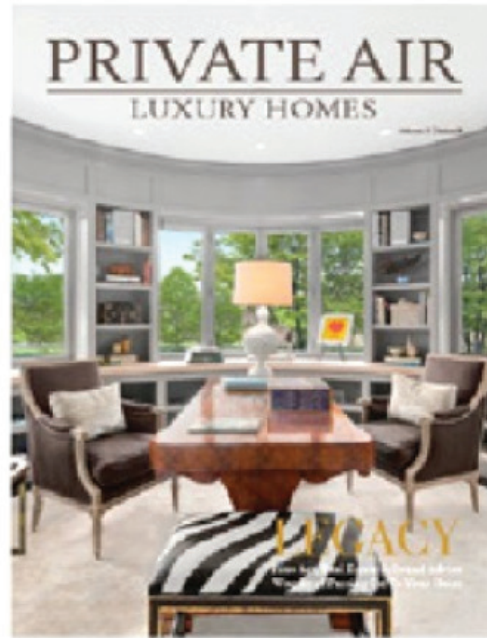
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Schedule,
Pricing & Reach
2024



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Proposed Schedule, Pricing & Reach 2024

Plan 1							
Media	Ad Description	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, Tennessee, Texas, North Carolina, Alabama	\$ 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, Nashville, Dallas, Charlotte, Gulf Shores						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00		
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	
Geofencing - Event and Location							
Mobile Conquesting	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	100,000	
JamesEdition							
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00	\$ 1,600.00	750,000	
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00			\$ 1,500.00	192,000	
Social Media	Listing Feature		\$ 800.00		\$ 800.00	148,000	
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000	
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00			\$ 450.00		
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00		\$ 1,300.00	328,000	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus		\$ -		
Print							
Conde Nast Magazines Regional Pages							
Architectural Digest - Atlanta	Full Page			\$ 2,340.00	\$ 2,340.00	12,000	
Financial Times							
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	\$ 2,280.00	1,269,333	
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000	
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272	
The Wall Street Journal							
Mansicon Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000	
TOTAL					\$ 39,205.00	6,869,519	
*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		April	May	June	Media Total	Reach
Media	Ad Description					
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, Tennessee, Texas, North Carolina, Alabama	\$ 2,500.00			\$ 2,500.00	25,000
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00		\$ 1,800.00	200,000
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
JamesEdition						
Social Media	Listing Feature		\$ 800.00		\$ 800.00	148,000
Robbreport.com						
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00			\$ 450.00	
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00		\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus		\$ -	
Print						
Financial Times						
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		\$ 1,520.00	846,222
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
The Wall Street Journal						
Mansicon Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 20,445.00	4,221,408

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