



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Retreat Advertising and Marketing Program

Jamaica | 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 The Retreat

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

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 Montego Bay.

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

**LET'S DO
GREAT THINGS TOGETHER**

JANINE JONES
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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**

PRICE: QUARTER PAGE \$910

Global



Sotheby's
INTERNATIONAL REALTY

Buildings Management is what's next.
Experience our exclusive collection of buildings around the world.

100 Park Avenue, NY, NY
This modern 11-story office building is located in the heart of Midtown Manhattan. It features a prime location, excellent views, and a state-of-the-art building system. The building is currently under construction and is expected to be completed in late 2015. For more information, please contact us at 212 512 2000.

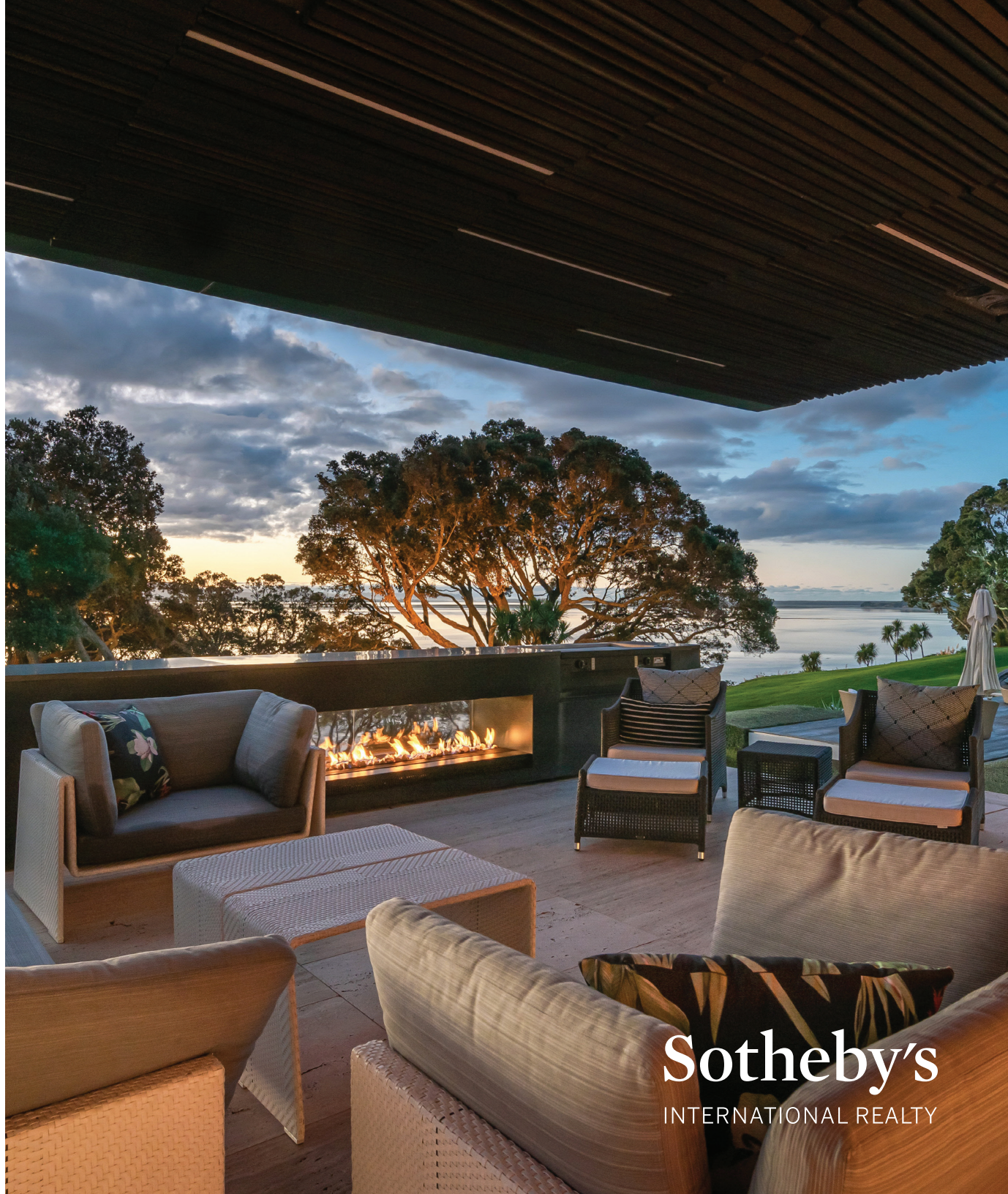
1 Central Park West 44/F NYC
This magnificent luxury apartment is located in the heart of Midtown Manhattan. It features a prime location, excellent views, and a state-of-the-art building system. The apartment is currently under construction and is expected to be completed in late 2015. For more information, please contact us at 212 512 2000.

100 Park Avenue, NY, NY
This modern 11-story office building is located in the heart of Midtown Manhattan. It features a prime location, excellent views, and a state-of-the-art building system. The building is currently under construction and is expected to be completed in late 2015. For more information, please contact us at 212 512 2000.

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Four Seasons Private Residences
This exclusive 11-story, 8-building luxury apartment building is located in the heart of Midtown Manhattan. It features a prime location, excellent views, and a state-of-the-art building system. The building is currently under construction and is expected to be completed in late 2015. For more information, please contact us at 212 512 2000.

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

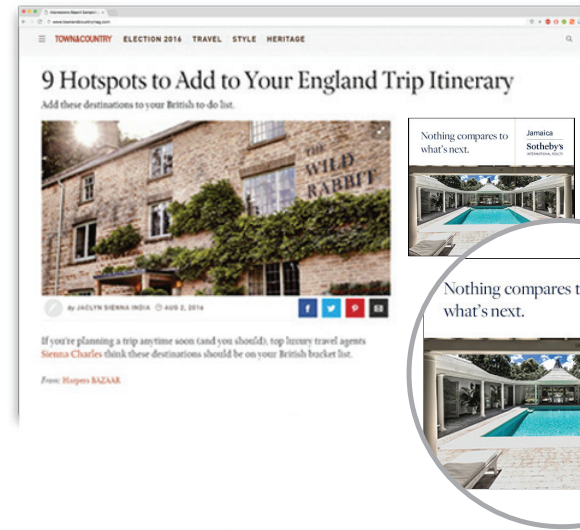
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **The Retreat**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



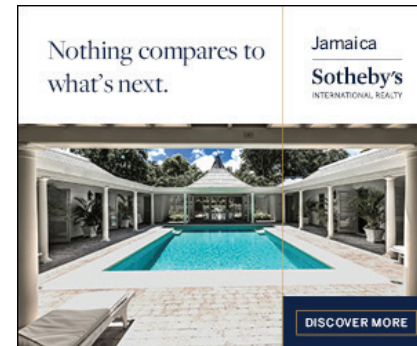
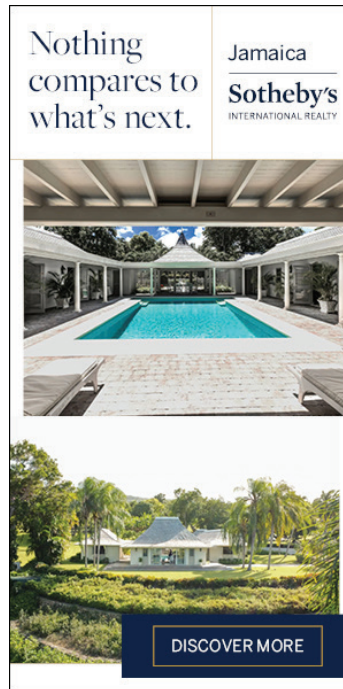
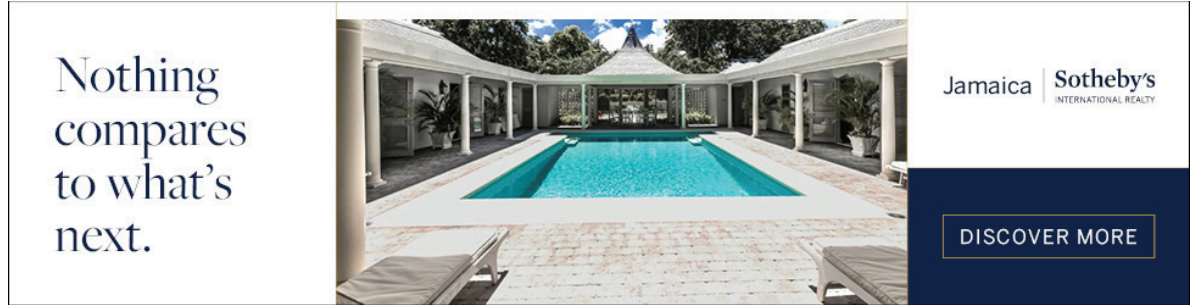
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

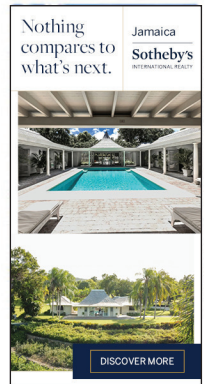
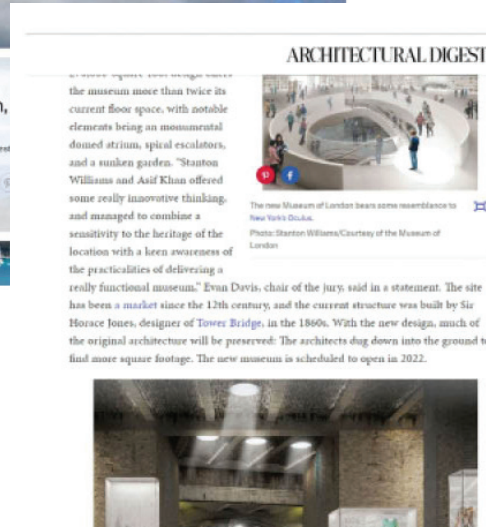
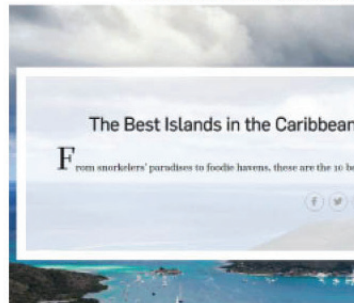
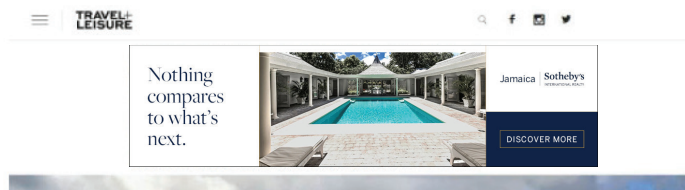
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

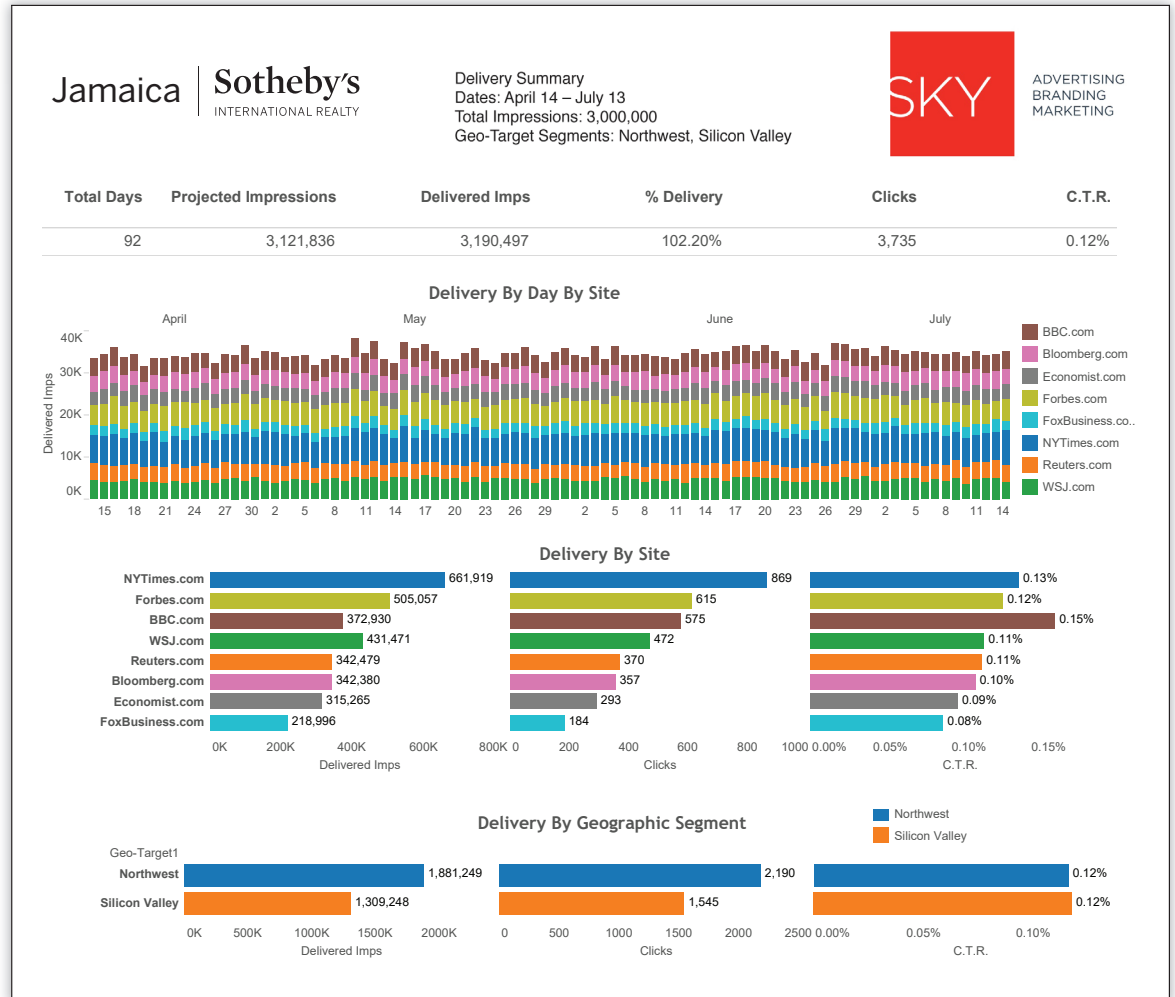


Comprehensive Reporting For Your Customized Campaign

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

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

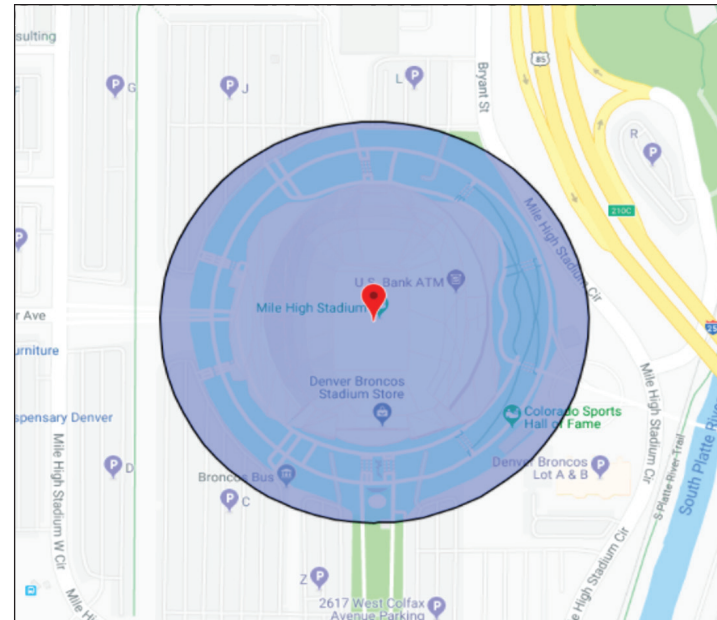
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

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

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 footer with 'Luxury garages: Unique cars of tech billionaires, old-school racetracks and Gen-Z clubs' and a 'VIEW ALL STORIES' link.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. To the right, there's a text block describing JamesEdition as the premier international marketplace for luxury real estate. Below this, there's a 'Featured luxury properties' section with a grid of property listings, each with a thumbnail image, title, and price. The listings include '5 Bedrooms - Pent...', 'Stunning Sherwoo...', 'Enviably Estate by...', 'Modern Apartment...', 'Elegant French Styl...', 'Playa Nix', 'Koninghof', 'Magnificent Seclu...', 'Extraordinary Ocea...', 'Maimok Paradise ...', 'Kiltreelagh 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', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

NEW & TRENDING

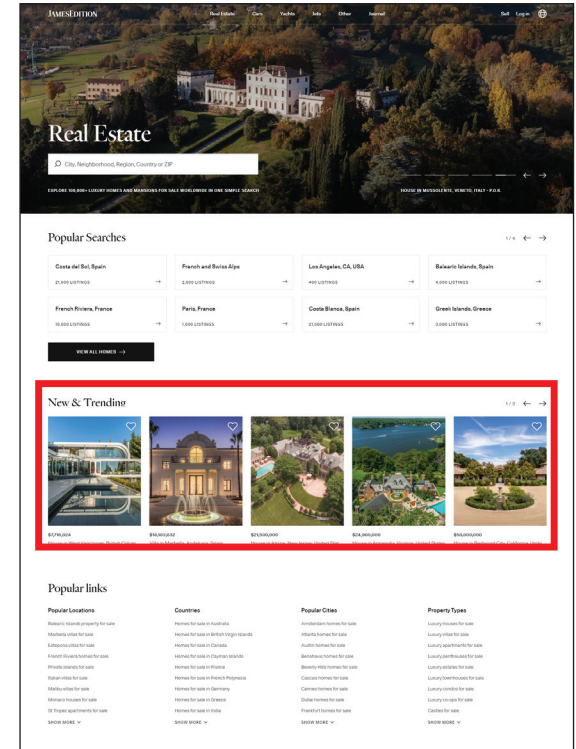
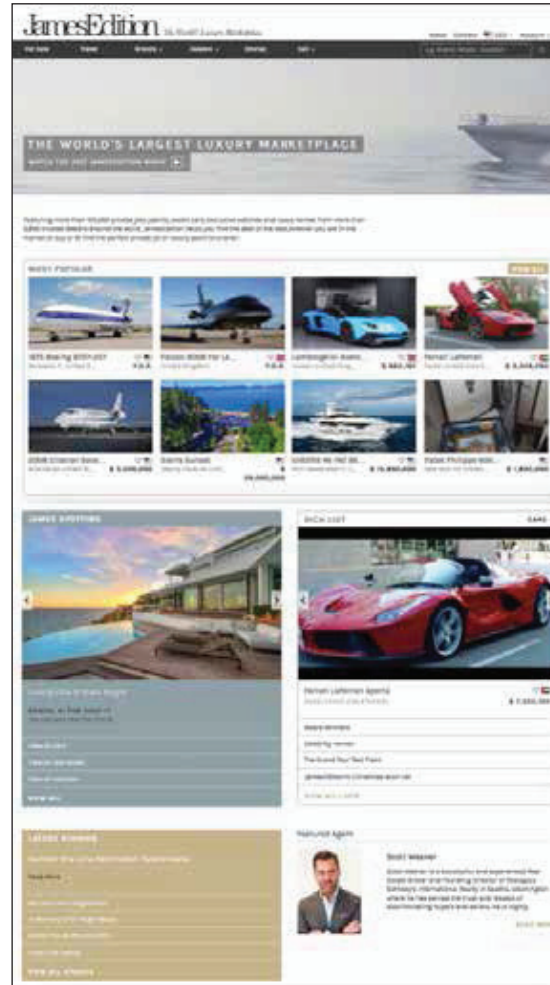
FEATURED LUXURY POSITION

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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION: \$1,200
REAL ESTATE POSITION: \$1,000



jamesedition.com

SOCIAL MEDIA POST

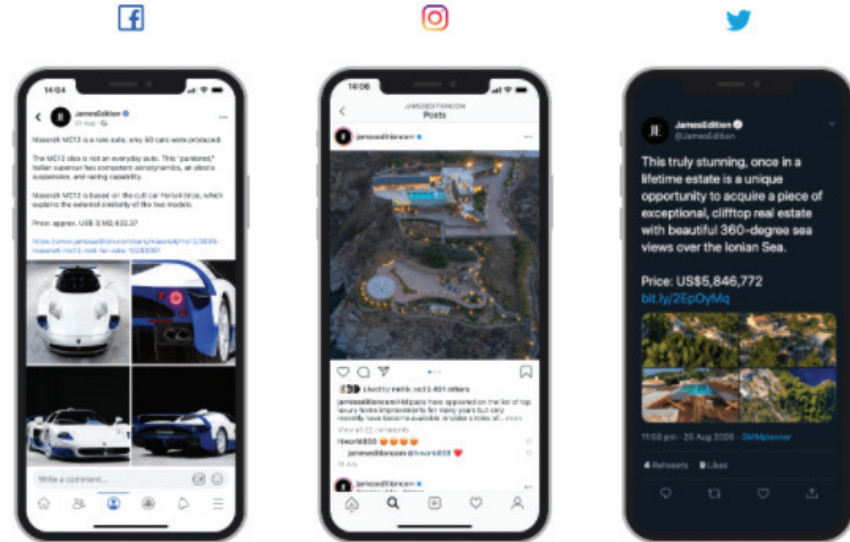
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

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

Ocean Home

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

ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 19% Open Rate
- 15% Click through rate

PRICE: STARTING AT \$750 PER MONTH



OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

PRICE AND SPECS

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per first position, larger image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per image, headline (30 characters) + text (40 words) & two links

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

2022 RELEASE DATES

- Feb 16
- March 16
- April 20
- May 18
- June 22
- July 13
- Aug 17
- Sept 21
- Oct 19
- Nov 16

Limited inventory. Reservations are first come, deadline 1 week prior.

22,000 OPT-IN SUBSCRIBERS

19% OPEN RATE

15% CLICK THROUGH RATE

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacations homes and products for their coastal lifestyle.

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

Ocean Home

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

SOCIAL MEDIA POST

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

- 60,000+ Followers.

INSTAGRAM: \$800 PER POST

FACEBOOK: \$675 PER POST



2021

OCEAN HOME

MAGAZINE

OCEAN HOME
EXCLUSIVE

FOUR SEASONS
PRIVATE RESIDENCES

FROM A PENTHOUSE YOU CAN SEE FOREVER

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

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

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

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

FOUR SEASONS PRIVATE RESIDENCES ANGIILLA
Deluxe Studios to 3-Bedroom Villas
From \$425,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

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

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

Price: \$2,500. per

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

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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

The Wall Street Journal Online (WSJ.com)

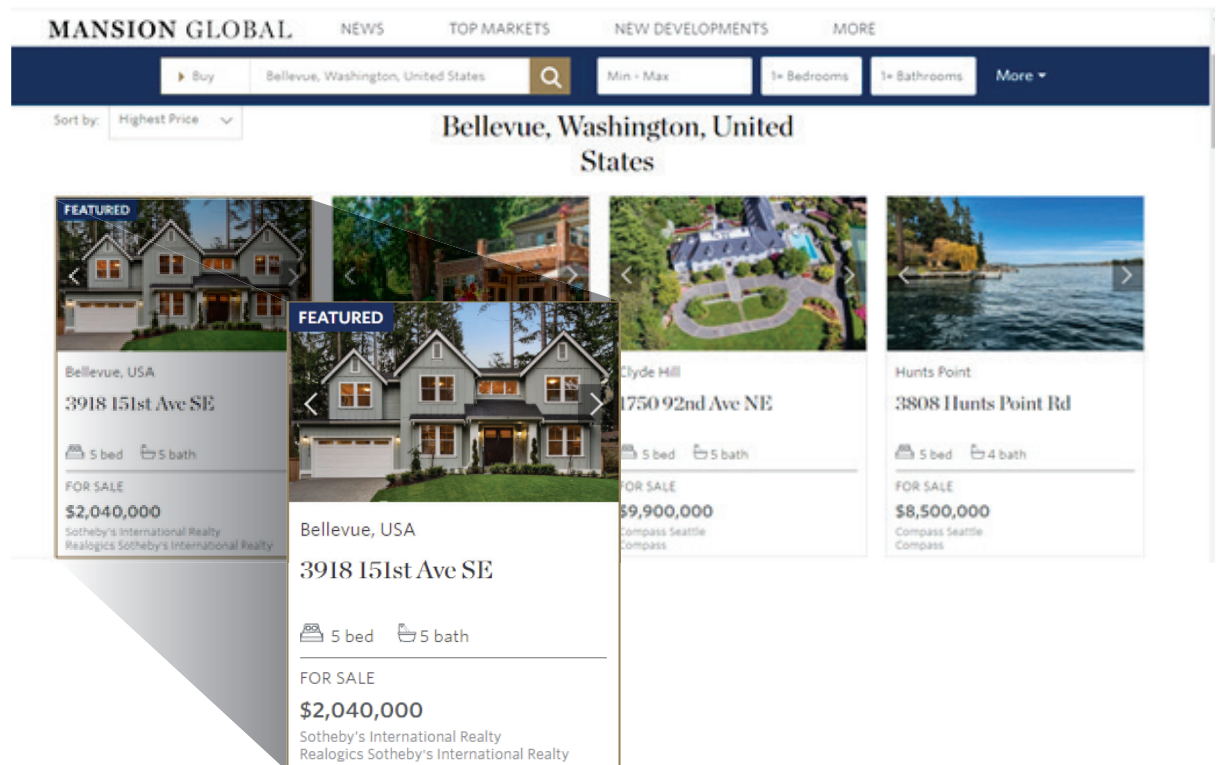
FEATURED PROPERTY UPGRADES

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



DIGITAL

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 BANNER: \$650/LISTING

Shared with 5 properties



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PRICE: \$795 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00
 DAA 292741 • 75191219 • NASSAO 1031019 • 3100 • 800.486.7800 • 101.517.35.4.94.43 • 601.517.35.4.94.43 • 601.517.35.4.94.43 • 601.517.35.4.94.43

What's News
 Business & Finance

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

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

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

Shaky Ground
 A major supply chain of goods is being disrupted by the coronavirus, which is causing a drop in oil prices and a rise in bond yields.

What's News
 The market's move Tuesday showed the extent to which investors worry the central bank cut on measures that could amplify any economic shock. The Fed's move to cut the rate to 0% and buy \$500 billion of government securities was a sign of the Fed's determination to do whatever it takes to support the economy.

World-Wide
 Biden reached a string of Super Tuesday primary victories and Sanders won the Democratic caucus in California.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7800

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7800

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 Company: [Redacted]
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PRINT

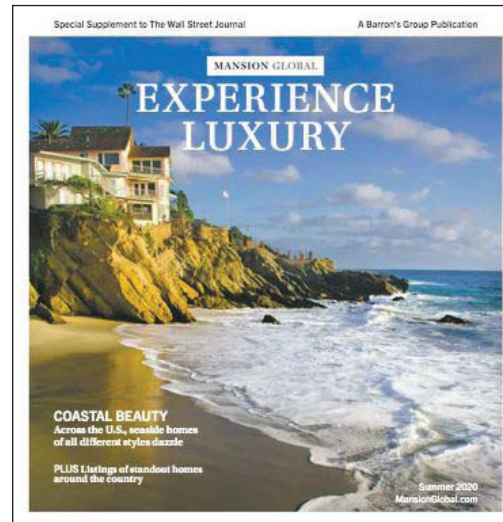
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

PRICE: \$980/FULL PAGE
Weekend Property insert



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

PRICE: \$760/SINGLE SPOT, COLOR

EXUMA, THE BAHAMAS

Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
Bahamas Sotheby's International Realty
GEORGE DAMIANOS
george.damianos@sirbahamas.com
+1.242.424.9699

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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Called to Serve, Utah Mayor Allons Answered

Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'

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Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

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THE HAMPTONS NORTH?



By JILL SACKIN
For some time, the Hudson Valley was expected to be the next hot real estate market. And it is. The region's growing number of young professionals who are being recruited here by tech companies is expected to drive the next wave of growth. In the Hudson Valley, the real estate market is expected to be driven by the influx of young professionals who are being recruited here by tech companies. The region's growing number of young professionals who are being recruited here by tech companies is expected to drive the next wave of growth.

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For some time, the Hudson Valley was expected to be the next hot real estate market. And it is. The region's growing number of young professionals who are being recruited here by tech companies is expected to drive the next wave of growth.

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

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<p>NEW YORK, NEW YORK</p>  <p>740 Park Ave Premier Penthouse \$40,000,000 East Side Manhattan Brokerage HEIDI FINE SMITH SEENA BROADBENT heidi.fine@eastside.com +1 212.693.8428</p>	<p>NEW YORK, NEW YORK</p>  <p>112 East 12 Street \$10,000,000 East Side Manhattan Brokerage HEIDI FINE SMITH SEENA BROADBENT heidi.fine@eastside.com +1 212.693.8428</p>	<p>NEW YORK, NEW YORK</p>  <p>450 West End Street \$40,000,000 Downtown Manhattan Brokerage MARIE-FRANÇOISE BLUM NIKAI FELD marie-francoise.blum@dmbr.com +1 212.693.8428</p>	<p>NEW YORK, NEW YORK</p>  <p>1271 Broadway 5A2 \$10,000,000 Downtown Manhattan Brokerage MARIE-FRANÇOISE BLUM NIKAI FELD marie-francoise.blum@dmbr.com +1 212.693.8428</p>	<p>SCOTTSDALE, NEW YORK</p>  <p>10000 Woodland \$10,000,000 Sotheby's International Realty CHRIS WILCOX chris.wilcox@sothebysrealty.com +1 415.774.8979</p>
<p>UNWILLE, NORTH CAROLINA</p>  <p>1007 Farmingdale Drive \$10,000,000 www.mattbernard.com Sotheby's International Realty MARSHY WINSLEY marshy.winsley@sothebysrealty.com +1 813.774.2880</p>	<p>PROVIDENCE, RHODE ISLAND</p>  <p>131 Copley Street \$4,000,000 Sotheby's International Realty THE MCKENNEY GOLD GROUP www.mckennegold.com +1 401.845.8827</p>	<p>CHARLESTON, SOUTH CAROLINA</p>  <p>706 E 6th \$10,000,000 Sotheby's International Realty MARSHY WINSLEY marshy.winsley@sothebysrealty.com +1 813.774.2880</p>	<p>ISLE OF PALMS, SOUTH CAROLINA</p>  <p>11300 Palms Island \$10,000,000 Sotheby's International Realty THE TEMPLETON GROUP www.templeton.com +1 843.452.6500</p>	<p>AUSTIN, TEXAS</p>  <p>801 Madison \$10,000,000 www.mattbernard.com Sotheby's International Realty ANNA WILCOX anna.wilcox@sothebysrealty.com +1 415.774.8979</p>
<p>AUSTIN, TEXAS</p>  <p>11000 Woodland \$10,000,000 Sotheby's International Realty KUMARA WILCOX kumara.wilcox@sothebysrealty.com +1 512.423.2039</p>	<p>HOUSTON, TEXAS</p>  <p>11000 Woodland \$10,000,000 Sotheby's International Realty VICTORIA HINTON victoria.hinton@sothebysrealty.com +1 713.266.4932</p>	<p>WIMBERLEY, TEXAS</p>  <p>1764 Springdale Court \$10,000,000 Sotheby's International Realty GARY ADAMS gary.adams@sothebysrealty.com +1 512.762.8387</p>	<p>KANAS, UTAH</p>  <p>10000 Woodland \$10,000,000 Sotheby's International Realty CHRIS SIMONS chris.simons@sothebysrealty.com +1 435.532.0246</p>	<p>KANAS, UTAH</p>  <p>10000 Woodland \$10,000,000 www.mattbernard.com Sotheby's International Realty CHRIS SIMONS chris.simons@sothebysrealty.com +1 435.532.0246</p>

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	April	May	June	July	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000
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
Ocean Home							
E-Newsletter	E-Newsletter	\$ 750.00				\$ 750.00	22,000
Facebook Post	Facebook Post	\$ 675.00				\$ 675.00	21,600
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus				\$ -	
Print							
Financial Times							
Financial Times	Property Spot	\$ 750.00				\$ 750.00	210,457
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
The New York Times	Property Spot - Sunday	\$ 760.00				\$ 760.00	381,268
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00			\$ 750.00	165,000
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00				\$ 795.00	644,424
The Wall Street Journal							
Mansicon Global Experience Luxury	Weekend Property insert			\$ 980.00		\$ 980.00	100,000
TOTAL						\$ 14,480.00	3,423,660
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							