



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

155 Lakeview Drive Advertising and Marketing Program

Aspen
Snowmass

Sotheby's
INTERNATIONAL REALTY

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- 27 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 155 Lakeview Drive

SKY Advertising is excited to present to Aspen Snowmass Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 155 Lakeview Drive.

Your strategic blueprint is composed of print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Basalt, Colorado.

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**

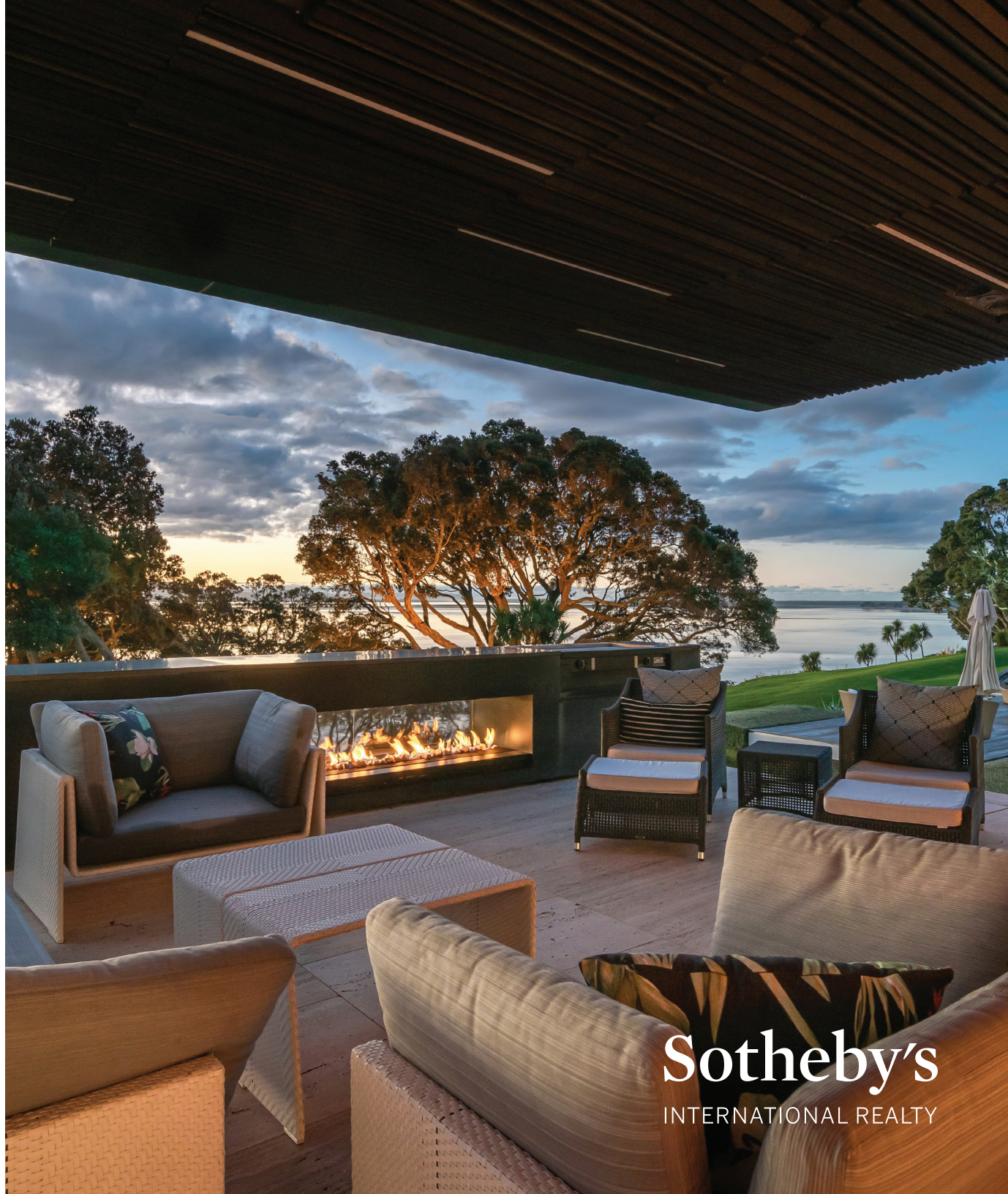
JANINE JONES
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Account Executive
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

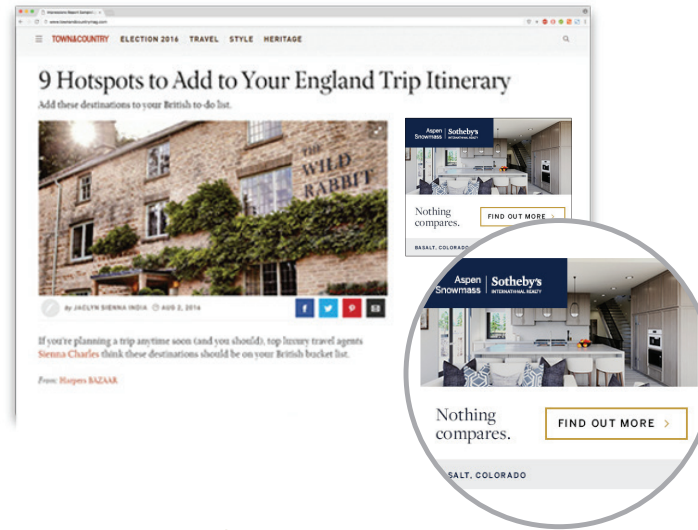
Impressions Campaign

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: **155 Lakeview Drive**
- Flight Dates: **June 2024 - August 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

| | |
|---|----------------|
| 250K Impressions per month: | \$1,195 |
| 500K Impressions per month: | \$1,625 |
| 1 Million Impressions per month: | \$2,450 |
| Three Month Minimum | |



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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



FOX BUSINESS



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



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



Nothing compares.

FIND OUT MORE >

BASALT, COLORADO



Nothing compares.

BASALT, COLORADO



Nothing compares.

FIND OUT MORE >

BASALT, COLORADO

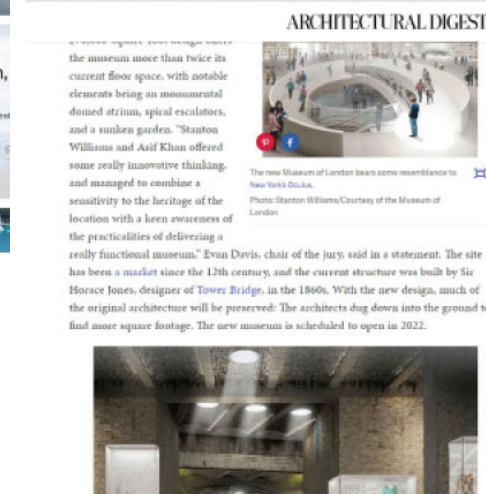
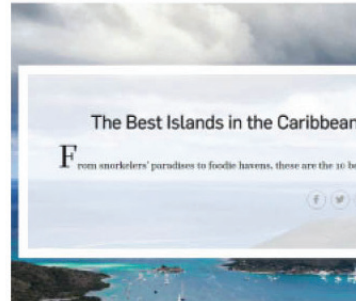
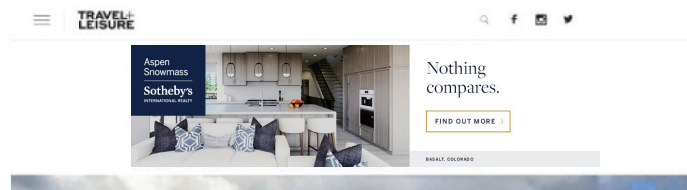
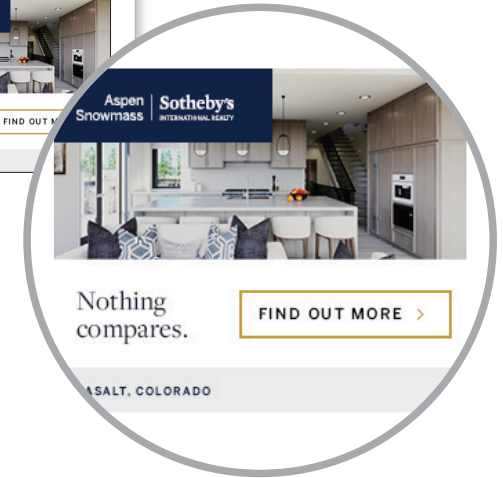


Nothing compares.

FIND OUT MORE >

BASALT, COLORADO

Sample Banners For Impressions Programs As They Appear On Sites

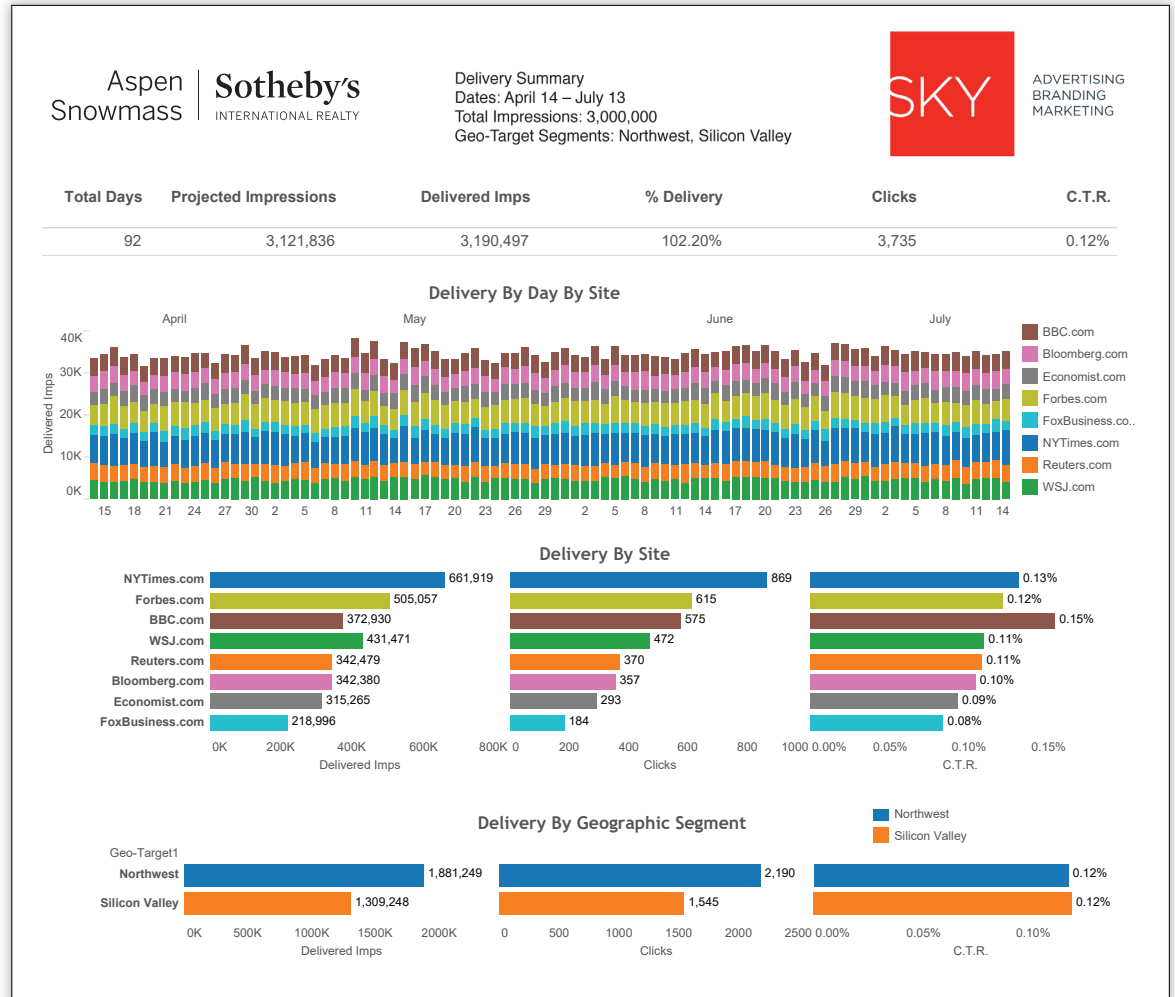


Comprehensive Reporting For Your Customized Campaign

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



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Dallas, Houston, Ft. Worth, Minneapolis, Los Angeles, Denver and Chicago.

The program, with a projected start date of June 1st will run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of premium news and business/finance focused websites and (e.g. WSJ.com, FoxBusiness.com, Bloomberg.com, etc.)
- A custom intent segment, that will allow us to show banners to adults who are actively searching for Rocky Mountain area real estate and living within our target feeder markets.
- A behavioral segment that will allow us to show banners to ski enthusiasts living in the target markets.
- A behavioral segment that will allow us to show banners to outdoor enthusiasts living in the target markets.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Bloomberg.com and more to extend the overall reach of the program.

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

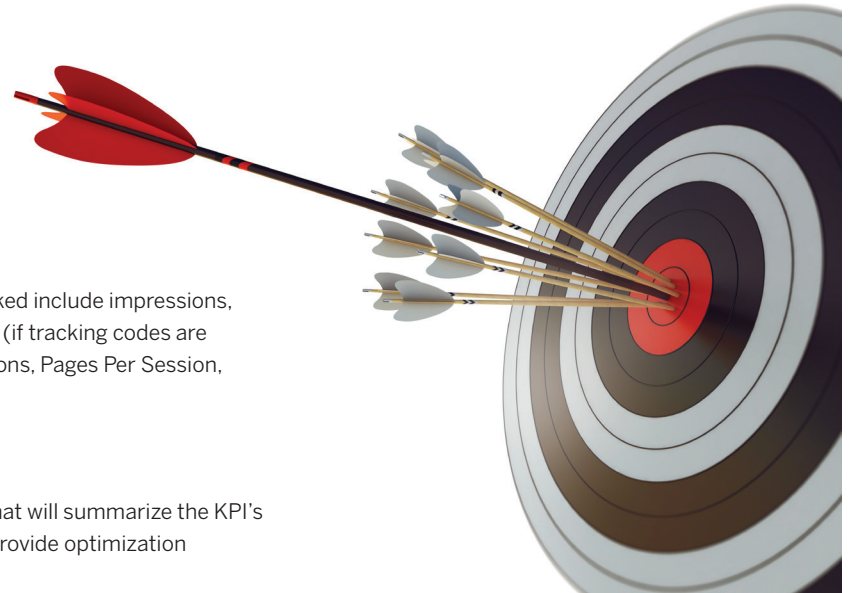
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



Impressions Scheduling

| Aspen SIR Snowmass 155 Lakeview Drive | | | | | | | | | | | | | | | | |
|--|---|------|---|----|----|----|------|----|----|----|--------|----|----|----|-------------|------------------|
| Media | Geo-Target | June | | | | | July | | | | August | | | | Impressions | |
| | | 1 | 8 | 15 | 22 | 29 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | | |
| Bloomberg.com | Dallas, Houston, Ft. Worth, Minneapolis, Los Angeles, Denver, Chicago | | | | | | | | | | | | | | 350,000 | |
| Forbes.com | | | | | | | | | | | | | | | | |
| WSJ.com | | | | | | | | | | | | | | | | |
| Reuters.com | | | | | | | | | | | | | | | | |
| CNBC.com | | | | | | | | | | | | | | | | |
| FoxBusiness.com | | | | | | | | | | | | | | | | |
| Behavioral - Ski Enthusiasts | Dallas, Houston, Ft. Worth, Minneapolis, Los Angeles, Denver, Chicago | | | | | | | | | | | | | | 275,000 | |
| Behavioral - Outdoor | Dallas, Houston, Ft. Worth, Minneapolis, Los Angeles, Denver, Chicago | | | | | | | | | | | | | | 400,000 | |
| Custom Intent -Rocky Mountains Real Estate | Dallas, Houston, Ft. Worth, Minneapolis, Los Angeles, Denver, Chicago | | | | | | | | | | | | | | 475,000 | |
| Total Impressions | | | | | | | | | | | | | | | | 1,500,000 |

Comprehensive Digital

OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.



BENEFITS OF OTT AND CTV ADVERTISING

With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

CONNECTED TV AND OVER-THE-TOP (OTT) ADVERTISING BENEFITS

- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

PRICE: FROM \$1,500/MONTH
37,500 Impressions

Comprehensive Digital

Digital Media Planner

Prepared for: Aspen Snowmass SIR

Prepared by: Sky Advertising

Created: 05/20/2024

Target Geography:
Dallas | Houston | Ft. Worth | Minneapolis | Los Angeles | Denver | Chicago

Target Audience:
high networth individuals in market to buy a luxury home in Colorado

| Product | Strategies | Strategy Details |
|-----------------|---|---|
| OTT + Video Ads | Video AI Targeting Video Keyword Targeting OTT Behavioral Targeting Video Behavioral Targeting OTT AI Targeting | CATEGORIES: High Net Worth Individuals; Affluent Consumers by Lifestyle/Interests - Luxury Home Owners; Homeowners with Higher Equity; Real Estate Behavior - Lap of Luxury; Wealth - Millionaires; Wealth - Multi-Millionaires KEYWORDS: luxury home for sale colorado |



Comprehensive Digital

Investment Summary

Start Date: 06/01/2024

End Date: 09/01/2024

| Product | Start Date | End Date | Months | Monthly Impr | Total Impr | Monthly Budget | Total Budget | CPM/Mgmt Fee | Forecast | Forecast % |
|-----------------|------------|----------|--------|--------------|------------|----------------|--------------|--------------|-----------|------------|
| OTT + Video Ads | 6/1/2024 | 9/1/2024 | 3 | 50,000 | 150,000 | \$1,500 | \$4,500 | \$30 CPM | 1,519,317 | 3.29% |

Total Budget
\$4,500

- In-Depth Monthly Report ✓
- Dedicated Ad Buyer ✓
- Optimization 4x per month ✓

Selected

Cost Summary

| | |
|--------------|---------|
| Fixed | |
| Total Budget | \$4,500 |
| | ----- |
| | \$4,500 |
| Final Total | \$4,500 |



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.

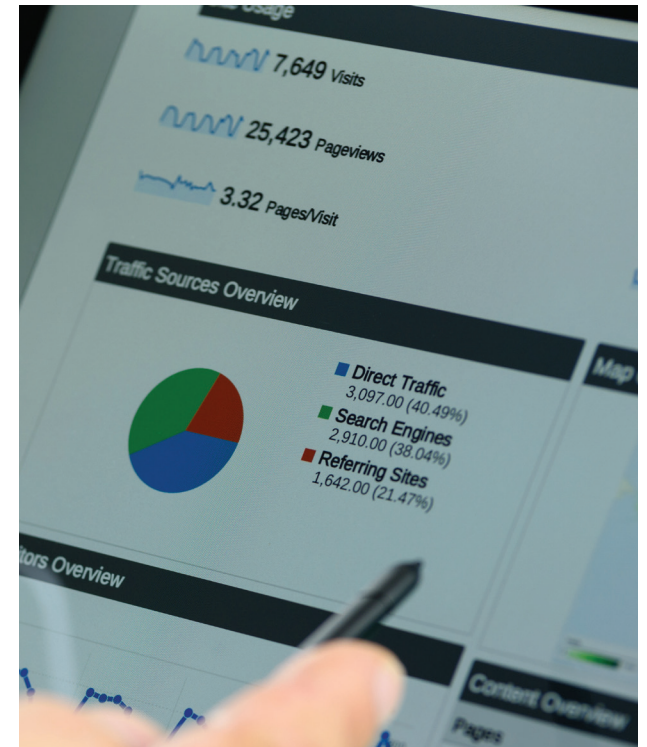


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

GEOTARGETING

- Dallas
- Houston
- Ft. Worth
- Minneapolis
- Los Angeles
- Denver
- Chicago

AUDIENCES & DEMOGRAPHICS

Which can include:

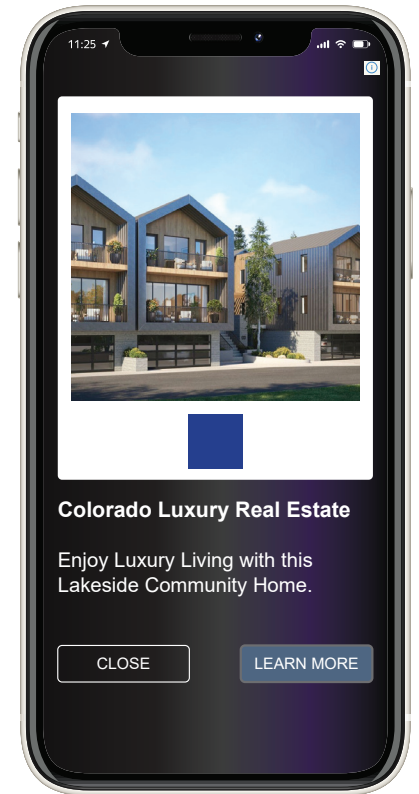
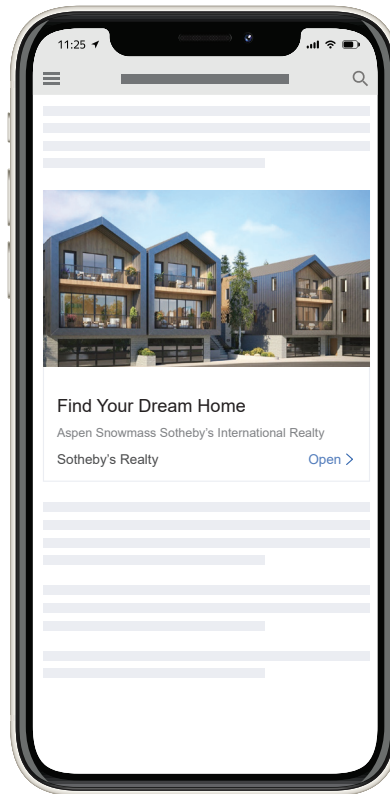
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts
- Winter Sports Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Aspen Snowmass Sotheby's International Realty
- Timeless Colorado Charm Meets Modern Luxury with Lake House at The Tree Farm.
- Own a Piece of Aspen Luxury with this Remarkable Rocky Mountains Home. Contact Thomas to Learn More.
- Enjoy Luxury Living with this Lakeside Community Home. Your Dream Home is a Click Away.

SHORT HEADLINES

- Own a Piece of Aspen Luxury
- Find Your Dream Home
- Colorado Luxury Real Estate
- Contact Thomas Today



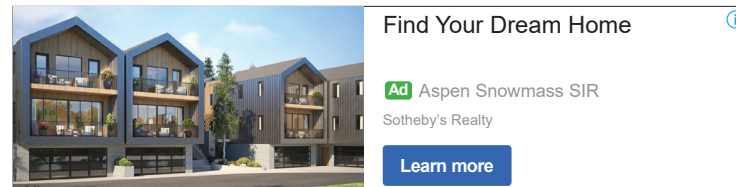
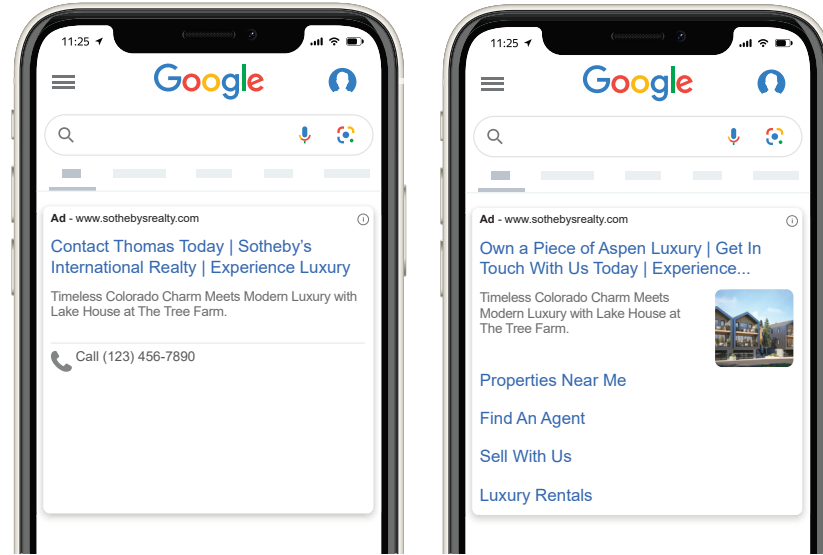
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 4,580

KEYWORD SAMPLE:

- "luxury home for sale aspen"
- "luxury real estate rocky mountains colorado"
- "colorado mansion for sale"



Ad - www.sothebysrealty.com (123) 456-7890

Own a Piece of Aspen Luxury | Get InTouch With Us Today

Timeless Colorado Charm Meets Modern Luxury with Lake House at The Tree Farm.

Properties Near Me
Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us
List Your Home
Be Where the World is Looking

Find An Agent
Worldwide Agents
Local Experts

Luxury Rentals
Homes for Rent in Your Area
Exclusive Listings

Google AdWords

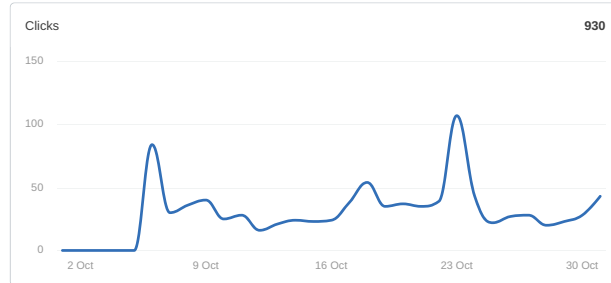
CLIENT DASHBOARD

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.



SIR Aspen Snowmass

| | | | | | |
|---|---------------------------------|--------------------------------|------------------------------------|---|---|
| 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% |
|---|---------------------------------|--------------------------------|------------------------------------|---|---|



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

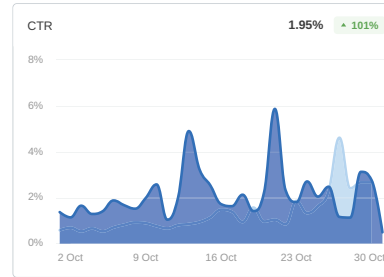
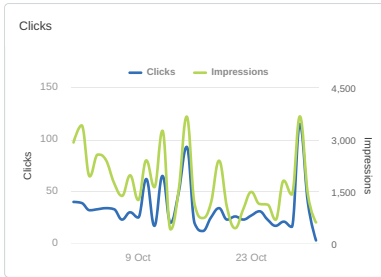
MONTHLY REPORTING

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



SIR Aspen Snowmass

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 |

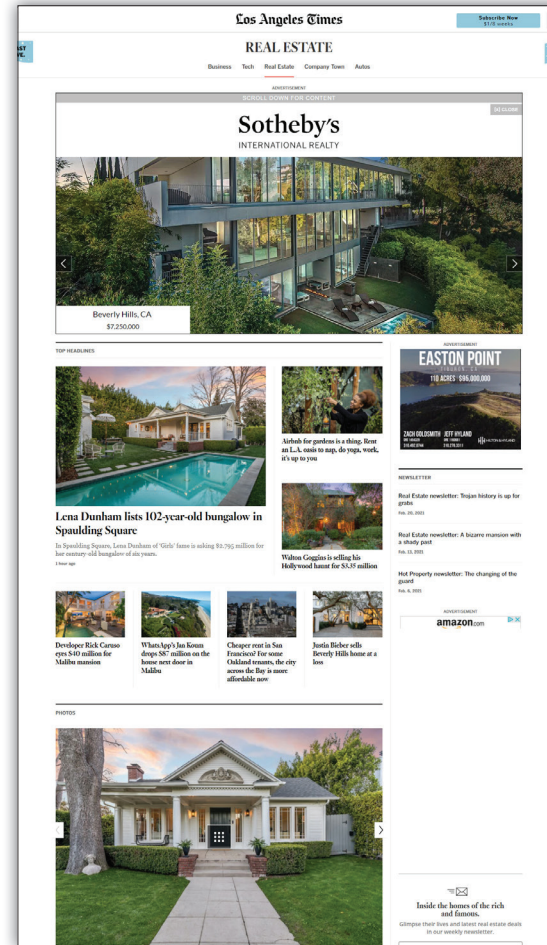
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325/MONTH

Maximum 30 featured properties
Included with the Hot Property Print Placement



The Wall Street Journal Online (WSJ.com)

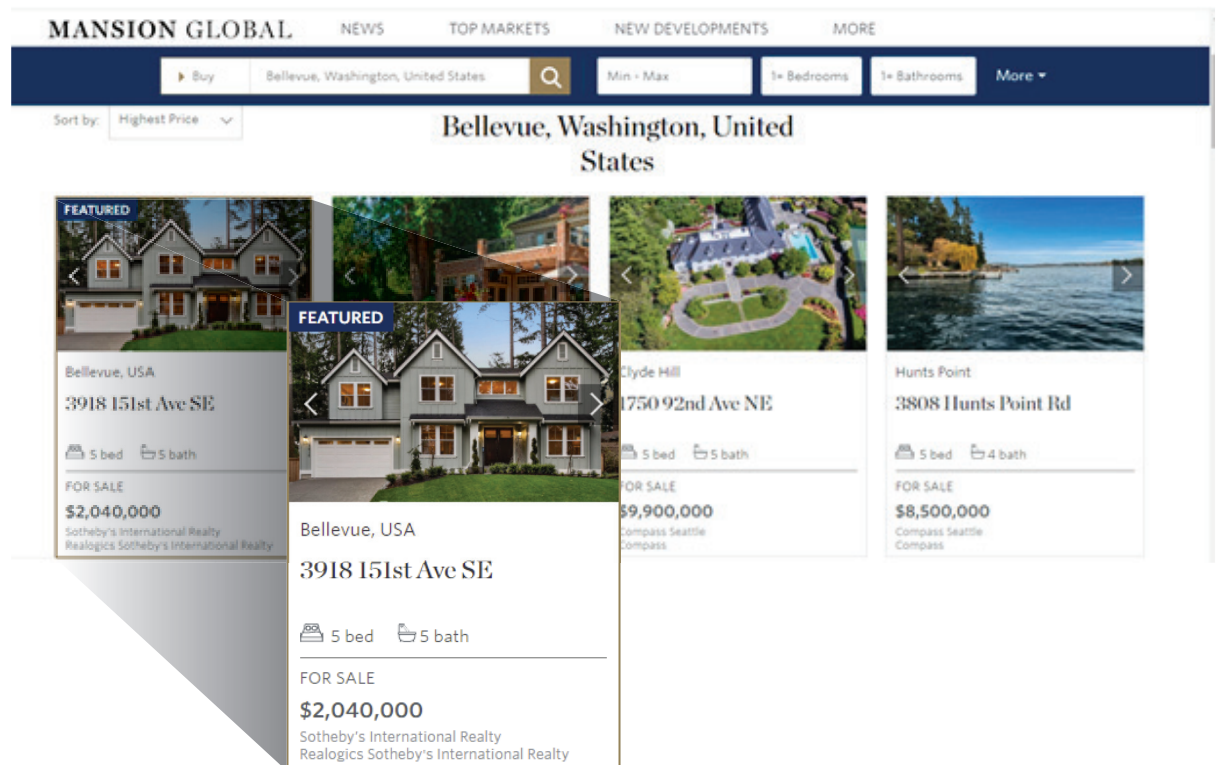
FEATURED PROPERTY UPGRADES

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



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 • \$4.00

What's News

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **What's News**

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **What's News**

Fed Cuts Rates Amid Virus Fears

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

By Nick Timonen

WASHINGTON—The Federal Reserve unveiled an emergency rate-cutting package on Tuesday, slashing the benchmark rate to 0% for the first time in its history.

The central bank has typically raised rates to curb inflation, but this time it is cutting them to stimulate the economy and avert a recession, Fed Chair Jerome H. Powell said.

The move is the most aggressive since the Fed's last rate cut in 2008, and it comes as the U.S. economy faces a sharp decline in demand for goods and services.

Shaky Ground

More opens theory of how to fix the bond market

By Tom Ichniowski

WASHINGTON—The Federal Reserve's move to cut rates to 0% has raised the possibility of a "shaky ground" scenario for the bond market.

Investors are worried that the Fed's move could lead to a loss of confidence in the government's ability to manage the economy.

Tennessee Twisters Kill at Least 25

At least 25 people are dead in a deadly twister in Tennessee

By Anne Cooper-Petersen

MEMPHIS, Tenn.—A deadly twister struck Tennessee on Tuesday, killing at least 25 people and destroying homes and businesses.

The twister, which is a rare and powerful weather phenomenon, hit the state while many residents were sleeping.

World-Wide

Biden outlined a string of... **World-Wide**

Biden outlined a string of... **World-Wide**

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

Former Vice President Joe Biden picked up a string of major Tuesday victories, while Sen. Bernie Sanders won a delegate-rich California, as the year broke away from the last Democratic presidential nomination.

By The Associated Press

WASHINGTON—Former Vice President Joe Biden picked up a string of major Tuesday victories, while Sen. Bernie Sanders won a delegate-rich California, as the year broke away from the last Democratic presidential nomination.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.



CITY, STATE
Website or Address \$0,000,000 | sothebysrealty.com/61767
Company
AGENT NAME agentname@sothebysrealty.com +1 212 456 7890



CITY, STATE
Website or Address \$0,000,000 | sothebysrealty.com/61767
Company
AGENT NAME agentname@sothebysrealty.com +1 212 456 7890



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AGENT NAME agentname@sothebysrealty.com +1 212 456 7890



CITY, STATE
Website or Address \$0,000,000 | sothebysrealty.com/61767
Company
AGENT NAME agentname@sothebysrealty.com +1 212 456 7890

SOthebysREALTY.COM

skyad.com | 23

Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
 - **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
 - **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
 - **32%** of readers are more likely to own a second home or real estate property.
-
- Full Page color ad using Sotheby's International Realty Design Vault template
 - Western Los Angeles coverage
 - Saturday Print Circulation: **56,000**
 - Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Smith | STOTTUS/REBELLOON

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Compensation
Split Over 90 Days!
\$4,900,000

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,900,000

Headquartered in an owner directly adjacent to the 222-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom and 2 1/2 baths country house, 100 year old three bedroom cottage, an 1800s garage with large workshop and more. This property is a true gem waiting to be discovered.

DANIEL GALE, COMPAGENT/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

Harold Grant
Executive Broker
9200 Old Forge
Hampton/Jamaica Realty
hgrant@sothebyrealty.com

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Rosie V. Moore
Executive Broker
800 271 7474
Rosie@SothebyRealty.com

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
\$42MEADOWROAD.COM

Vanessa Moore
Executive Broker
800 271 7474
Vanessa.Moore@SothebyRealty.com

Sotheby's INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

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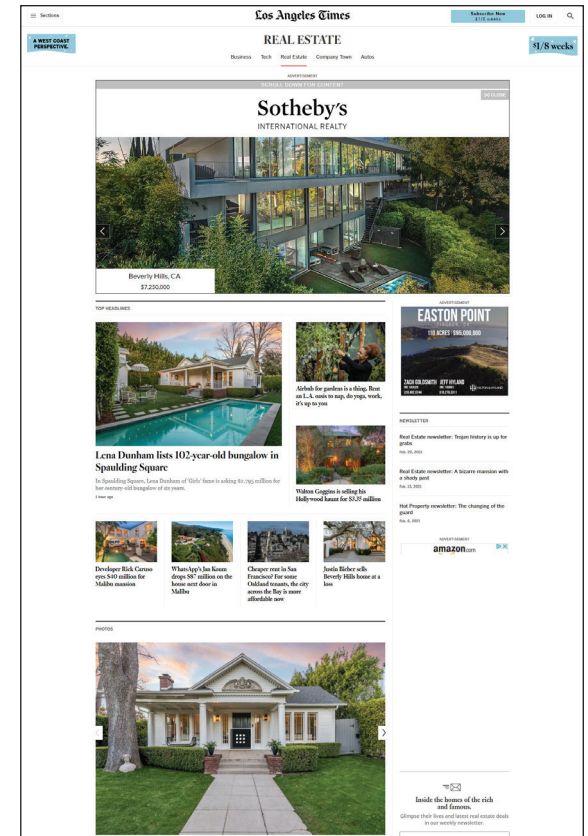
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425/SPOT

Full color with 30 day Lighthouse Placement



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

| Media | Ad Description | June | July | August | September | Media Total | Circulation |
|---|---|-------------|-------------|-------------|-----------|--------------|-------------|
| Digital | | | | | | | |
| Million Impressions* | | | | | | | |
| Million Impressions | Digital Banner Program | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | | \$ 4,875.00 | 1,500,000 |
| Million Impressions | Targeting - Dallas, Houston, Ft. Worth, Minneapolis, LA, Denver and Chicago | | | | | | |
| Comprehensive Digital | | | | | | | |
| OTT connected TV and Video Pre-roll | Custom Video campaign | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | | \$ 4,500.00 | 50,000 |
| Google AdWords | | | | | | | |
| Google AdWords | Custom PPC campaign | \$ 1,600.00 | \$ 850.00 | \$ 850.00 | | \$ 3,300.00 | |
| LA Times | | | | | | | |
| Lighthouse Fixed Position - Hot Property Page | Lighthouse Fixed Position - Hot Property Page | \$ 325.00 | Bonus | \$ 325.00 | Bonus | \$ 650.00 | 850,000 |
| WSJ.com | | | | | | | |
| Property upgrades | Property upgrades | Bonus | Bonus | Bonus | | \$ - | |
| Print | | | | | | | |
| The Wall Street Journal | | | | | | | |
| The Wall Street Journal - National | Property Spot w/Digital Featured Property Upgrade | \$ 795.00 | \$ 1,590.00 | \$ 795.00 | | \$ 3,180.00 | 2,358,882 |
| The Los Angeles Times | | | | | | | |
| The Los Angeles Times | Hot Property - listing + digital lighthouse | | \$ 425.00 | | \$ 425.00 | \$ 850.00 | 441,560 |
| The Los Angeles Times | Hot Property - listing + digital lighthouse | \$ 660.00 | | \$ 660.00 | | \$ 1,320.00 | 441,560 |
| TOTAL | | | | | | \$ 17,355.00 | 5,200,442 |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy | | | | | | | |
| Pricing Subject to Change | | | | | | | |