



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 155 Lakeview Drive Advertising and Marketing Program

Aspen  
Snowmass | Sotheby's  
INTERNATIONAL REALTY

# Table of Contents

## **3 INTRO**

## **4 SOTHEBY'S AUCTION HOUSE**

- 5 Sotheby's Magazine
- 6 Sotheby's Bespoke Email

## **7 DIGITAL**

- 8 Impressions Campaign
- 14 Impressions Scheduling
- 15 Smart Solutions Eblast
- 16 Dwell Real Estate
- 17 Nob Hill Gazette
- 19 WSJ.com

## **20 PRINT**

- 21 The Wall Street Journal
- 22 The New York Times Takeover
- 23 Los Angeles Times
- 25 San Francisco Takeover

## **26 SCHEDULE, PRICING & REACH**

- 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 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 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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**CHLOE STEELY**  
*Account Executive*  
**212-677-2557**  
**chloe@skyad.com**

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 Building Services.

**Building Services**  
• Commercial Cleaning  
• Construction Management  
• Facility Management  
• General Maintenance  
• Green Building Services  
• Health & Safety  
• Pest Control  
• Project Management  
• Security Services  
• Tenant Services  
• Utility Management  
• Waste Management

**Home**

**1 Central Park West 44/F/4C**  
This magnificent, landmarked residence is the crown jewel of the Central Park West development. It features a rare penthouse-level living space with a private terrace, a full kitchen, a master suite with a walk-in closet, a library, a study, a gym, a spa, and a private elevator. This is a rare opportunity to own a piece of Central Park West. Call Sotheby's International Realty for more information. **\$5,000,000**

**550 Park Avenue, 9F/9B**  
This residence is the crown jewel of the 550 Park Avenue development. It features a rare penthouse-level living space with a private terrace, a full kitchen, a master suite with a walk-in closet, a library, a study, a gym, a spa, and a private elevator. This is a rare opportunity to own a piece of 550 Park Avenue. Call Sotheby's International Realty for more information. **\$2,000,000**

**Four Seasons Private Residences**  
This residence is the crown jewel of the Four Seasons Private Residences development. It features a rare penthouse-level living space with a private terrace, a full kitchen, a master suite with a walk-in closet, a library, a study, a gym, a spa, and a private elevator. This is a rare opportunity to own a piece of Four Seasons Private Residences. Call Sotheby's International Realty for more information. **\$3,000,000**

**Four Seasons Private Residences**  
This residence is the crown jewel of the Four Seasons Private Residences development. It features a rare penthouse-level living space with a private terrace, a full kitchen, a master suite with a walk-in closet, a library, a study, a gym, a spa, and a private elevator. This is a rare opportunity to own a piece of Four Seasons Private Residences. Call Sotheby's International Realty for more information. **\$3,000,000**

**88**

## DIGITAL

### SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 500,000+ recipients

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

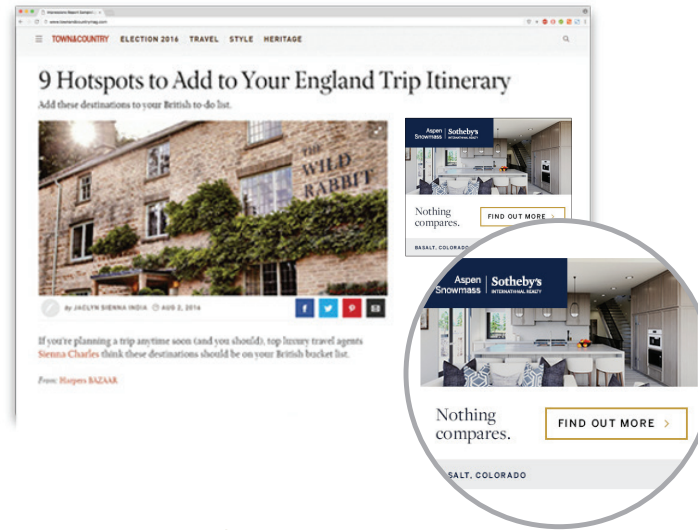
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

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

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



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.**

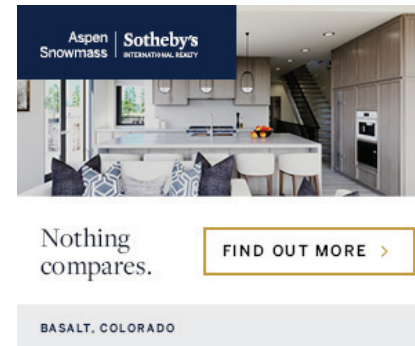
BANNER PRODUCTION: \$350



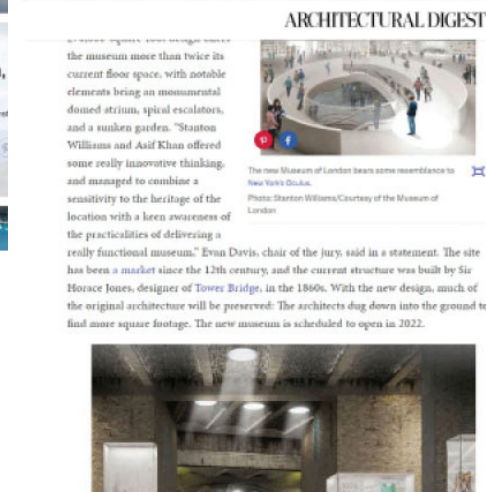
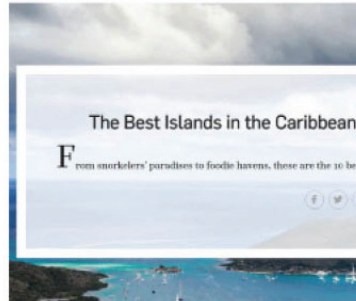
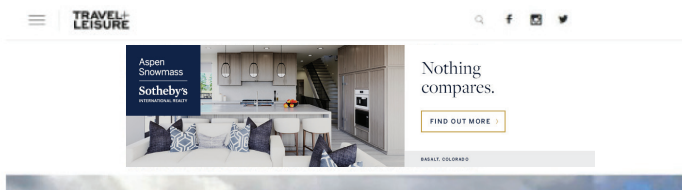
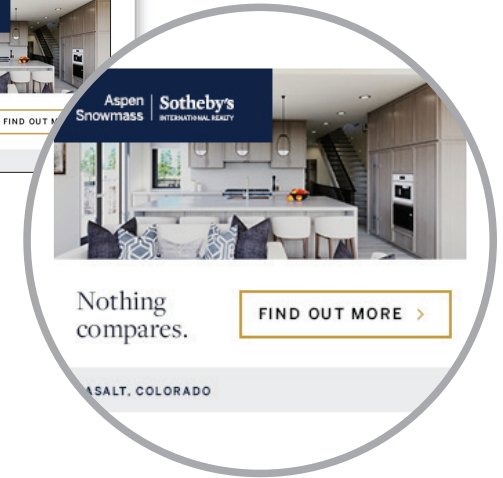
Nothing compares.

FIND OUT MORE >

BASALT, COLORADO



# Sample Banners For Impressions Programs As They Appear On Sites

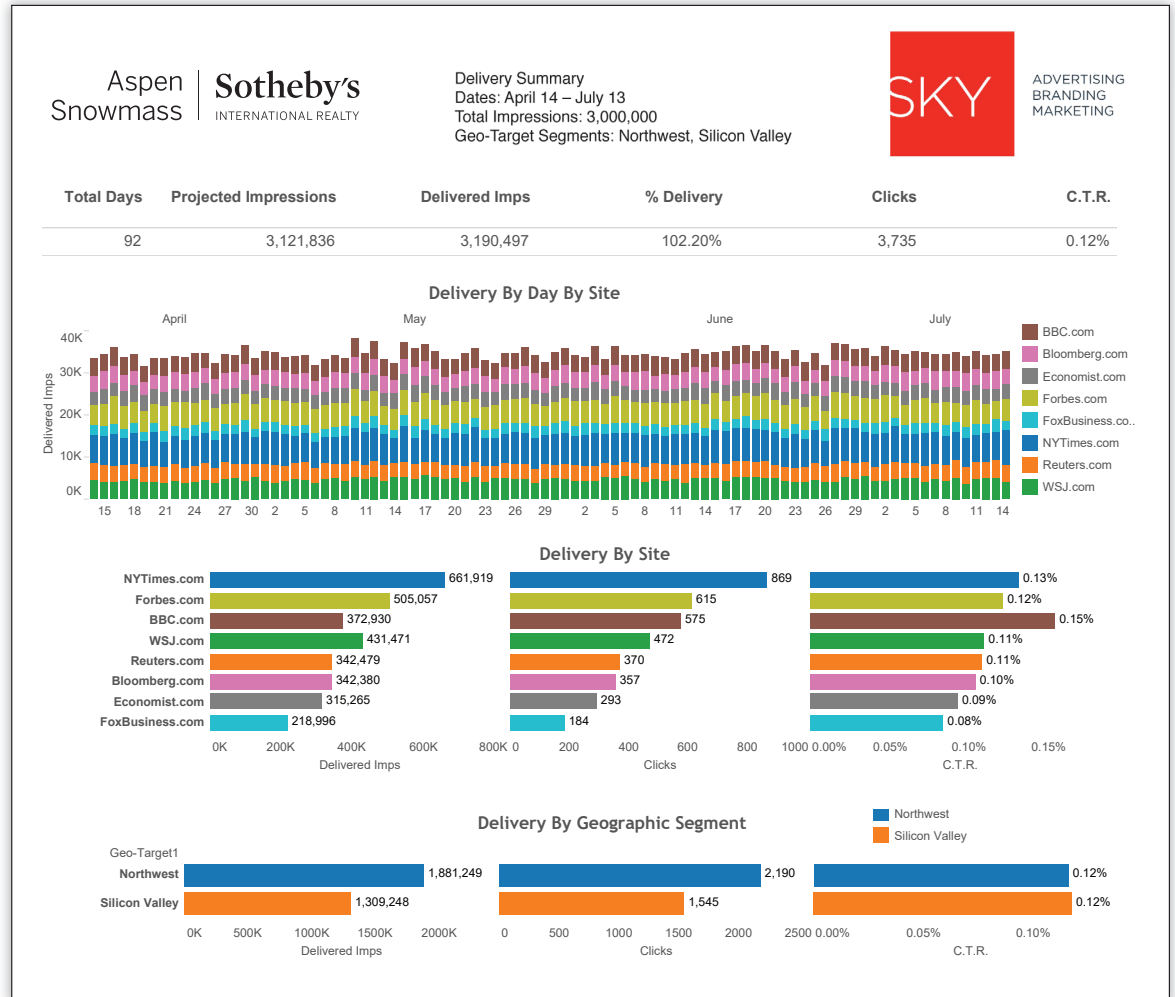


# Comprehensive Reporting For Your Customized Campaign

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, and San Francisco.

The program, with a projected start date of April 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.

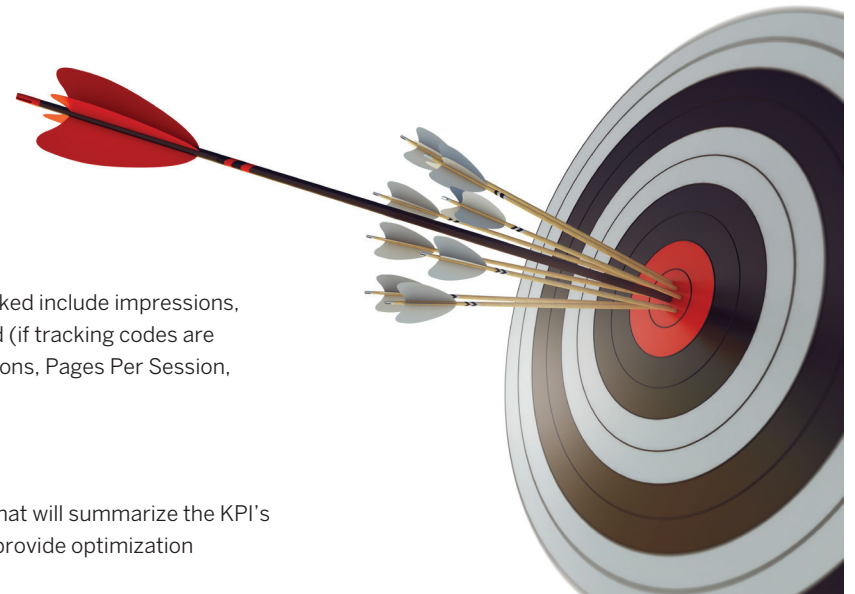
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech 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 01 Lakeview Drive**

Media	Geo-Target	April				May				June				Impressions
		1	8	15	22	29	5	12	19	26	5	12	19	
Bloomberg.com	Dallas, Houston, Ft. Worth, Minneapolis, Los Angeles, San Francisco													350,000
Forbes.com														
WSJ.com														
Reuters.com														
CNBC.com														
FoxBusiness.com														
Behavioral - Ski Enthusiasts	Dallas, Houston, Ft. Worth, Minneapolis, Los Angeles, San Francisco													275,000
Behavioral - Outdoor	Dallas, Houston, Ft. Worth, Minneapolis, Los Angeles, San Francisco													400,000
Custom Intent -Rocky Mountains Real Estate	Dallas, Houston, Ft. Worth, Minneapolis, Los Angeles, San Francisco													475,000

## DIGITAL

# Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images, and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.



## AUDIENCE

- Select High Income Zip Codes
- Net Worth > \$13 Million
- Household Income > \$500K
- 20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295

**Sotheby's**  
INTERNATIONAL REALTY



Explore the latest luxury properties in the Bay Area  
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.  
**Schedule a private tour today.**



**The Epitome of Luxury Bay Living**  
44528 Vista Grande Court, Fremont, CA  
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.


[View Property](#)



**Tuscan Vineyard Oasis in Mission Hills**  
44988 Vista Del Sol, Fremont, CA  
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



**Joseph Sabeh Jr.**  
DRE# 01295925  
Realtor  
Venture Sotheby's International Realty  
43513 Mission Boulevard  
Fremont, CA 94539  
(415) 385-6442  
jsabeh@gmail.com

[View Website](#)

Thank you for being part of our mailing list.  
You can use [this link](#) to stop receiving our emails.  
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

# Dwell Real Estate

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

## Dwell Audience Real Estate Metrics

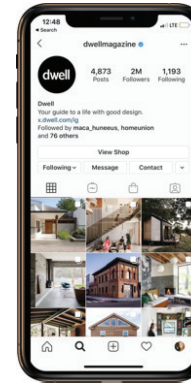
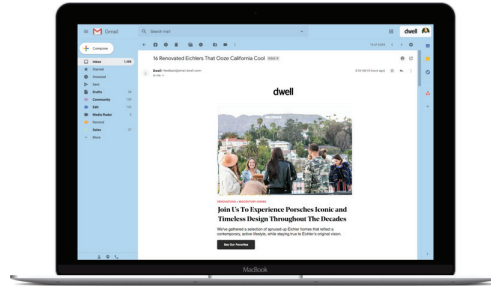
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## CUSTOM REAL ESTATE ARTICLE.

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

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000





## DIGITAL

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# Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

## E-NEWSLETTER

### ON THE MARKET

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An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

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PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**



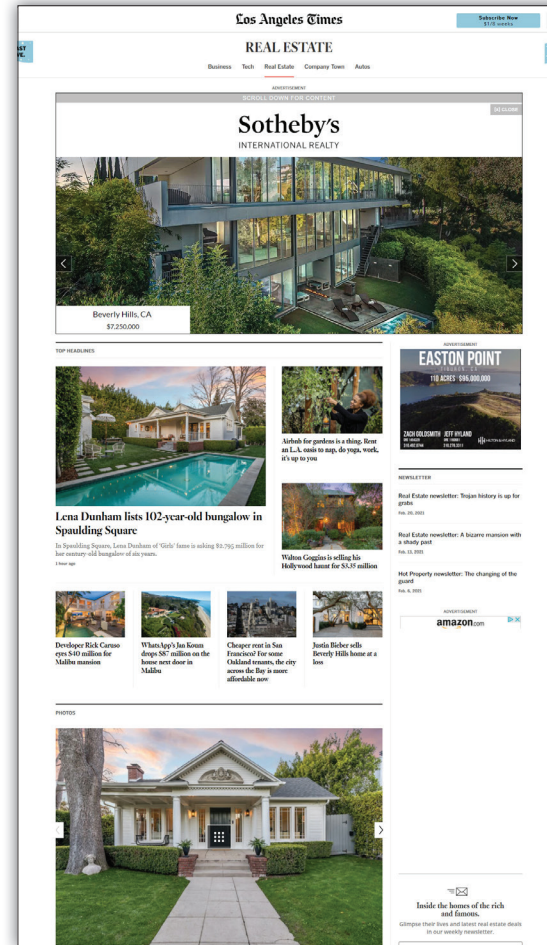
# LA Times

## 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)

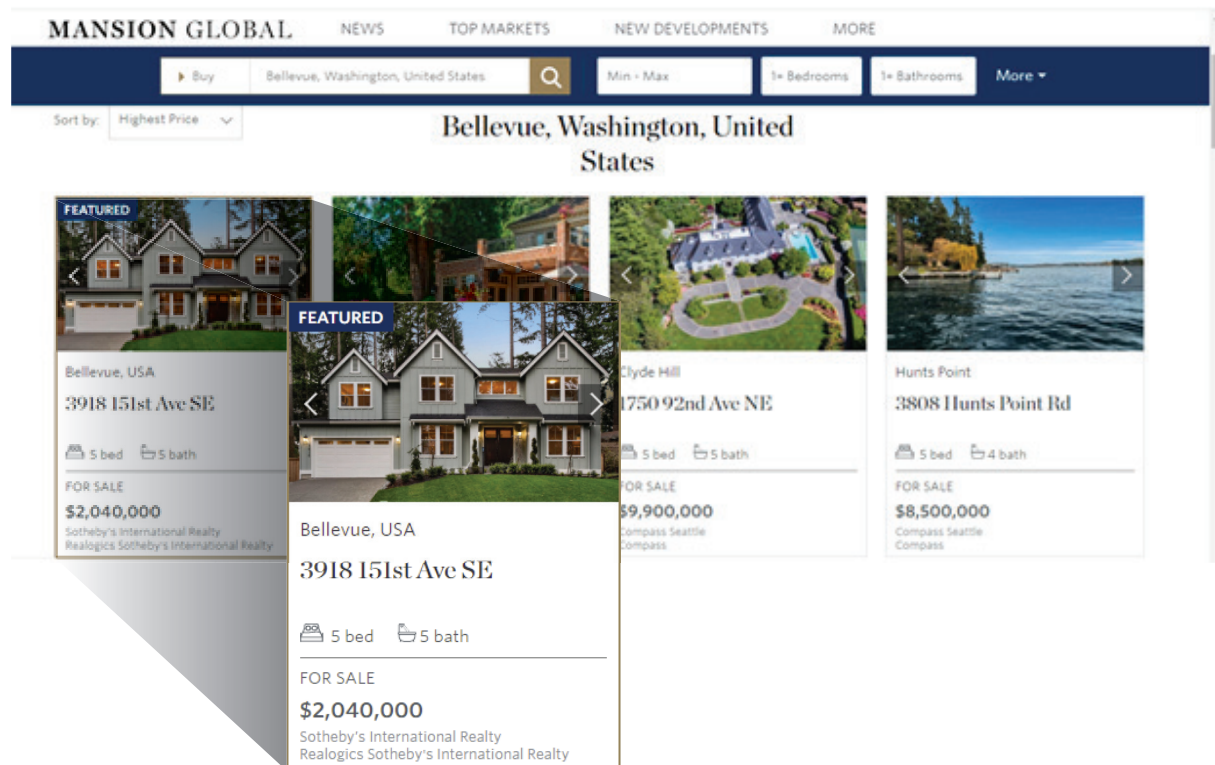
## FEATURED PROPERTY UPGRADES

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. CCLXXXV NO. 52 • WSJ.com • \$4.00  
 DAA 292124 75351291 NASDAQ 101408 9 300K 009 70123 4 1.6 3P-Y TRAIL A 2572 64851805 06 51 28 A 8043 60LD 514230 A 5490 60M 012372 Y0N 201732

**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

**By Nick Timony**

The Federal Reserve announced an emergency rate cut and new lending programs on Wednesday, the first time since 2008 that it lowered its benchmark rate to zero. The Fed also announced that it would buy up to \$600 billion of Treasury bills and other government securities, including corporate bonds, in the first time since 2008 that it bought government securities. The central bank has typically raised its benchmark rate to combat inflation, but it has quickly reversed course in early 2020 and early 2008, when the U.S. economy was heading into recession.

The central bank has typically raised its benchmark rate to combat inflation, but it has quickly reversed course in early 2020 and early 2008, when the U.S. economy was heading into recession.

The Fed's move comes as the market's reaction to the coronavirus outbreak has been volatile. Investors worry that a global economic slowdown could lead to a recession, and the Fed's move is seen as a signal that it is committed to supporting the economy. The rate cut was approved by the Fed's Open Market Committee, which met by videoconference on Wednesday.

The Fed's move is seen as a signal that it is committed to supporting the economy. The rate cut was approved by the Fed's Open Market Committee, which met by videoconference on Wednesday.

## Tennessee Twisters Kill at Least 25

**By Anne Cooper-Petersen**  
 Associated Press

Twisters ripped through Tennessee on Tuesday, killing at least 25 people as the weather bureau warned of deadly tornadoes and record winds in a rapidly changing weather system.

A line of storms began barreling across Tennessee on Tuesday, tearing through the state while many residents slept, according to the National Weather Service. The storms, which included a deadly tornado, killed at least 25 people in the state, including one child, and left thousands of people without power.

At least 25 people were killed in the state, including one child, and left thousands of people without power.

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

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

Former Vice President Joe Biden walked a string of Super Tuesday victories, while Sen. Bernie Sanders won delegates in California, as the pair broke away from the rest of the Democratic presidential candidates.

The results were a major boost for Biden, who has been trailing in the polls. Biden's win in California was particularly significant, as it is a key swing state.

Biden's win in California was particularly significant, as it is a key swing state.

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

**What's Next?**  
 A luxury home with a grand facade, illuminated at night, featuring a large porch with columns and a swimming pool.

**City, State:**  
 1234567890 | 123 456 7890  
 AGENT NAME: agent@sothebysrealty.com

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 1234567890 | 123 456 7890  
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# The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

PRICE: \$750 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook

**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.  
SOTHEBYSREALTY.COM

Represented by: Sarah Ralston MRE, SLS

72 Post Road, Old Westbury, NY

Fichea Russell  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 502.632.2710  
c. 505.660.5400

72 Post Road  
9 BR | 6 BA | 15.54 ACRES  
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELEGALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks  
Exuma, The Bahamas

Jacqueline Lightburn  
Elite Agent  
+1 242 269 2235  
260 Sandbanks Light Towers  
#SIBAHAMAS

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

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. Like a luxury spa, directly visible the ocean for water sports.

SIBAHAMAS.COM/ID/X295.67

Bahamas | Sotheby's  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorbo  
Elite Agent  
858.334.3557  
eric@ericca.com/realty.com  
DRE#02156001

5305 Carlsbad Boulevard  
5 BR | 3.0 BA | 3029 SQ FT  
\$25,000,000

Stunning single story 15,000 sq ft oceanfront lot spanning two acres with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's  
INTERNATIONAL REALTY

# 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**

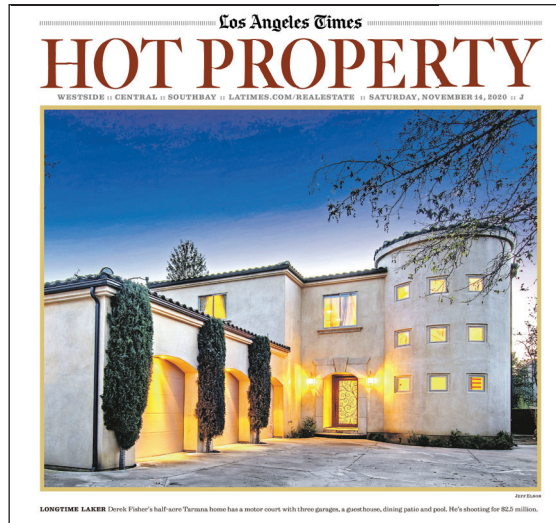
FULL PAGE: \$660

# 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.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
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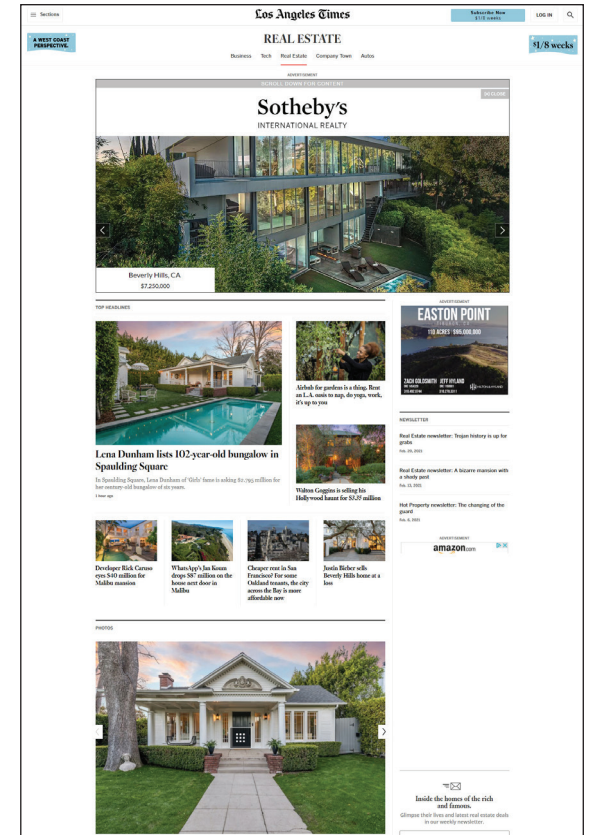
## LA TIMES DIGITAL LIGHTHOUSE

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





# San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE W/ DIGITAL PROMOTION: \$725



**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.  
SOTHEBYREALTY.COM

Represented by: Sarah Rabinowitz, M.S.

72 Post Road, Old Westbury, NY




**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 516.662.2710  
c. 516.662.5400

72 Post Road  
9 BR | 6 BA | 15.54 ACRES  
\$4,800,000


Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a five bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.



DANIELGALE.COM/AGENT/02884-RUSSELL

**Sandbanks  
Exuma, The Bahamas**




**Jacqueline Lighthorn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Light House  
#02@bahamas.com

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

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. Like a luxury spa, directly into the ocean for water sports.

SIREBAHAMAS.COM/ID/X295/67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3537  
eric@ericsantorino.com  
DRE#02156503

5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 10,039 SQ FT  
\$25,000,000

Stunning single story 15,000 sq ft oceanfront lot spanning two acres with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.



SOTHEBYREALTY.COM/ID/THE44



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	April	May	June	July	Media Total	Circulation
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Email		\$ 2,500.00				\$ 2,500.00	500,000
<b>Digital</b>							
<b>Million Impressions*</b>							
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 and SF						
<b>Smart Solutions Eblast</b>							
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	20,001
<b>Dwell.com</b>							
Real Estate Package	Custom Article with Homepage and eNewsletter promo		\$ 6,000.00			\$ 6,000.00	110,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00				\$ 500.00	6,500
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus			\$ 325.00	850,000
<b>WSJ.com</b>							
Property upgrades	Property upgrades	Bonus	Bonus			\$ -	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 795.00	\$ 795.00			\$ 1,590.00	1,572,588
<b>The New York Times</b>							
The New York Times Takeover	Full page w/ Enewsletter promotion	\$ 750.00	\$ 750.00			\$ 1,500.00	336,000
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00			\$ 425.00	220,780
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 660.00		\$ 660.00		\$ 1,320.00	441,560
<b>San Francisco/Silicon Valley Takeover</b>							
San Francisco/Silicon Valley Takeover	October Takeover - distributed with NY Times				\$ 750.00	\$ 750.00	220,780
TOTAL						\$ 20,920.00	5,135,869
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							