



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# The Ridge Advertising and Marketing Program

Cascade  
Hasson

Sotheby's  
INTERNATIONAL REALTY

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46 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 The Ridge

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

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 Bend, OR.

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

**LET'S DO  
GREAT THINGS TOGETHER**

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Sotheby's  
Auction House  
Offerings



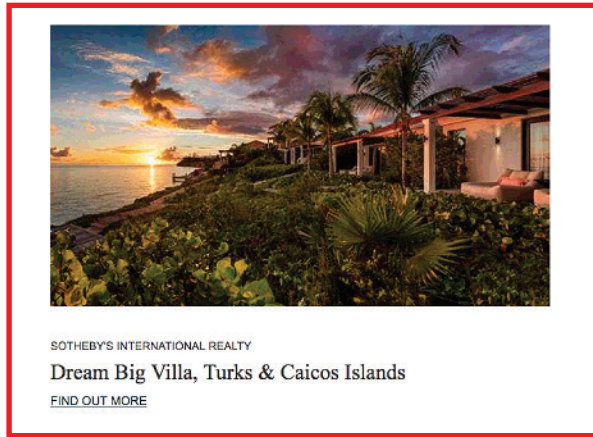
Sotheby's  
EST. 1744

DIGITAL

SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ 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: **The Ridge**
- Flight Dates: **April 2024 - June 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

100K Impressions per 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	



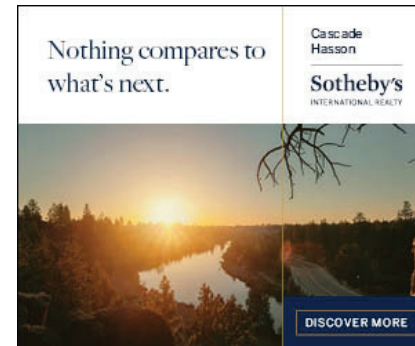
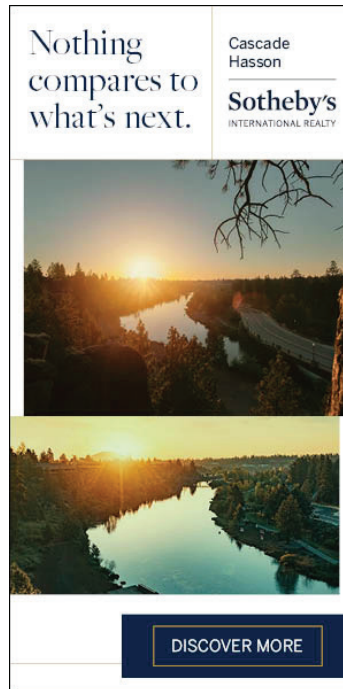
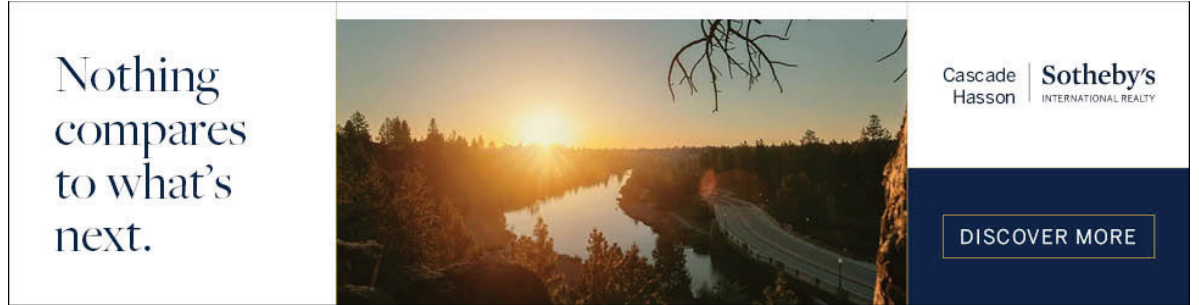
# Creative

## 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.

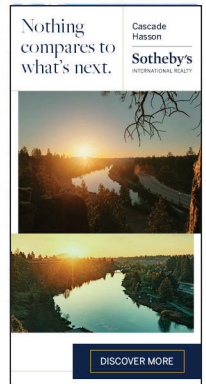
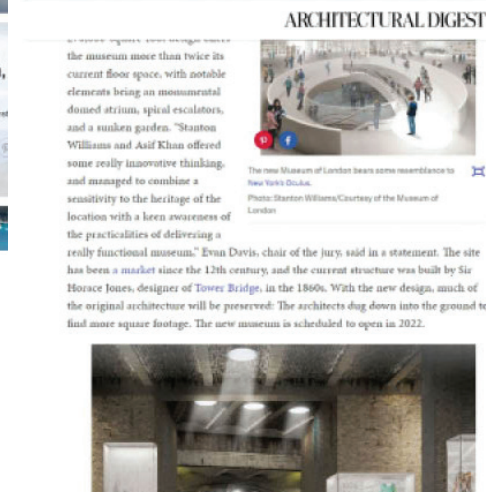
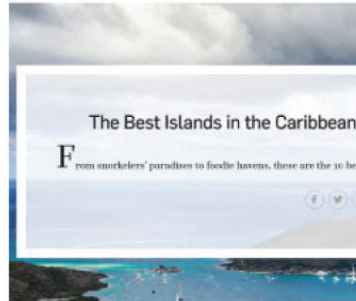
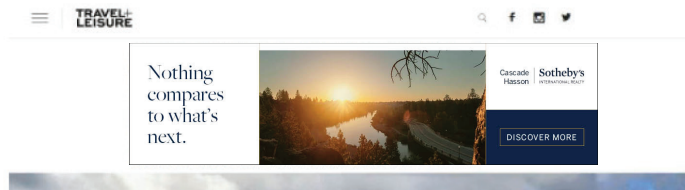
**Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.**

BANNER PRODUCTION: \$350





# Sample Banners For Impressions Programs As They Appear On Sites

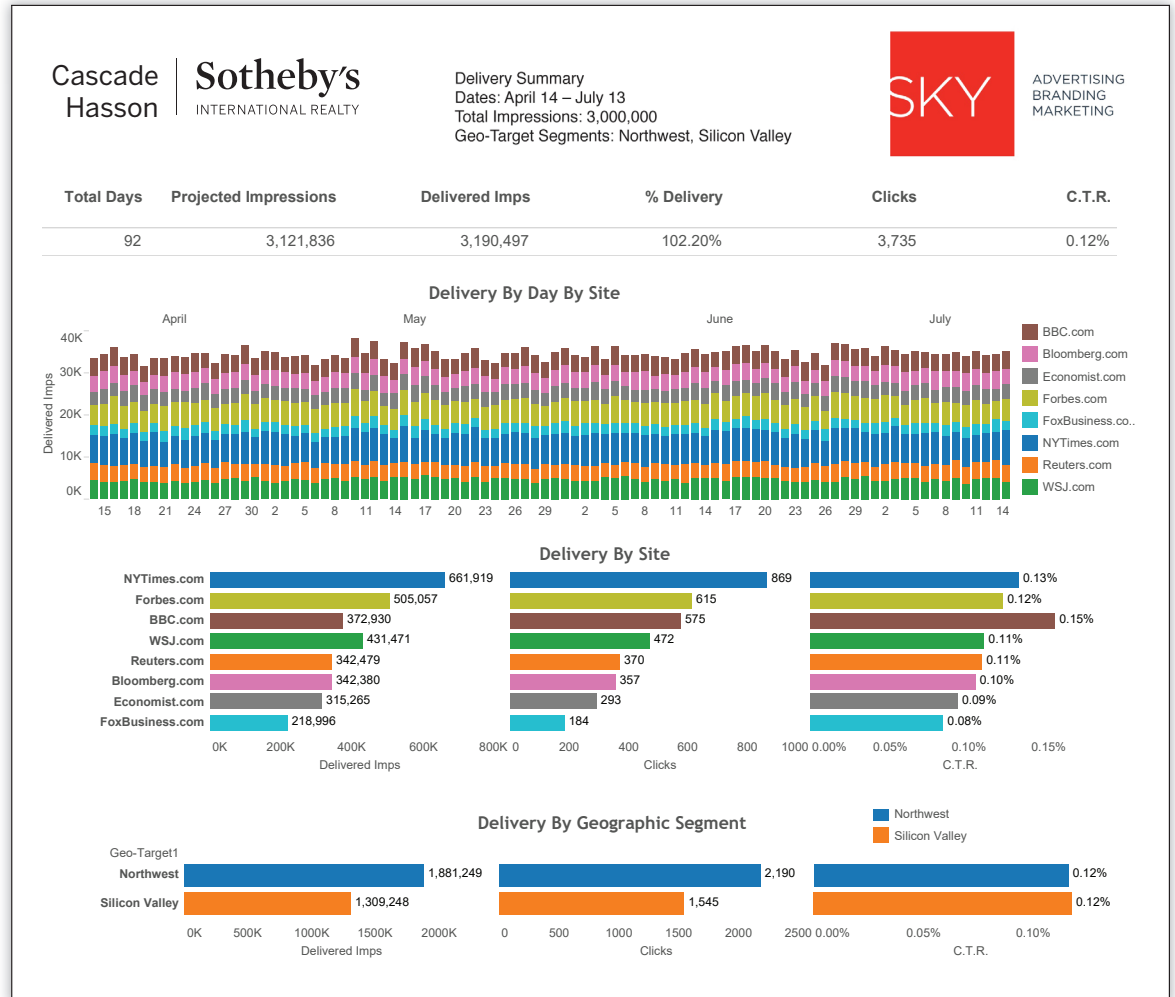


# Comprehensive Reporting For Your Customized Campaign

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.

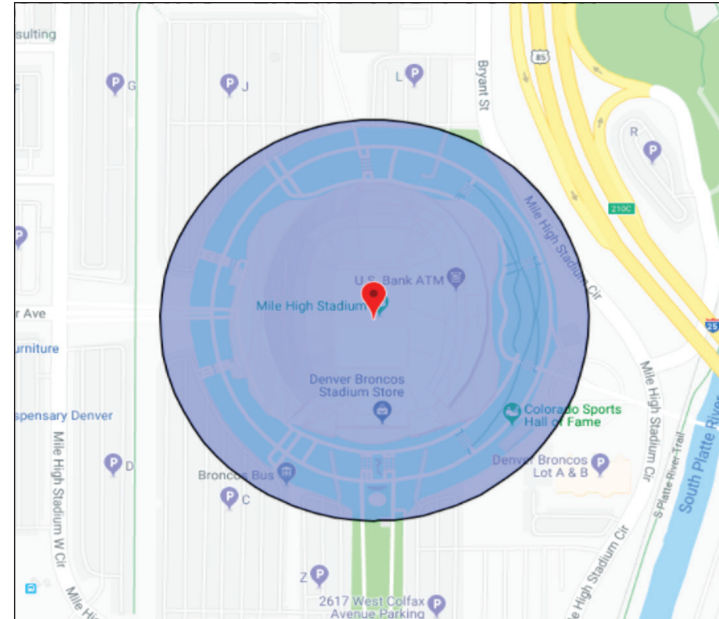
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

- Price: **\$1,500/month**
- Monthly Impressions: **100,000**

# Comprehensive Digital

## OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

## HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

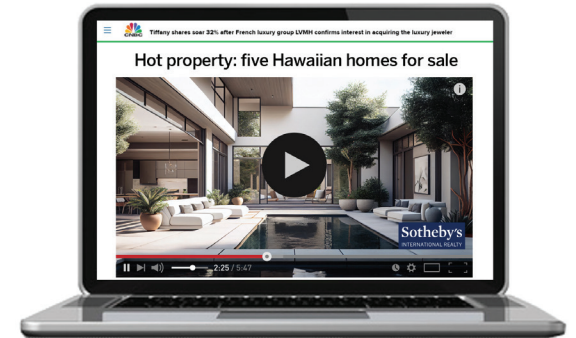


## YouTube Video Pre-Roll Ads

### WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations, Disney/ABC, AMC Networks, NBC Universal, National



Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

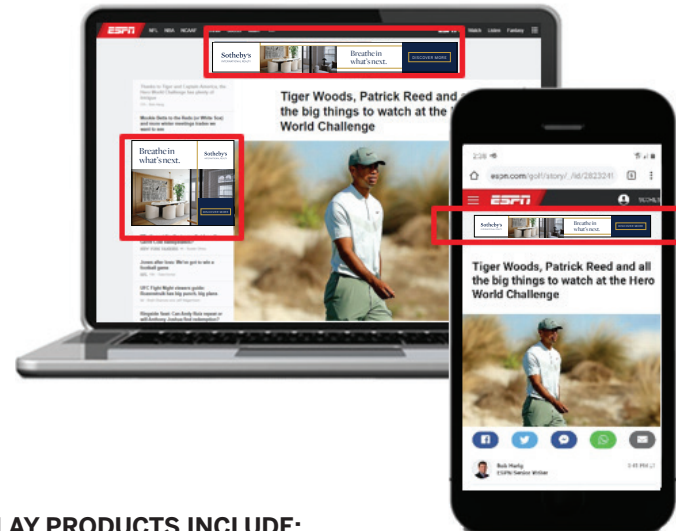
And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

**PRICE: FROM \$1,500/MONTH  
50,000 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  
**150,000 impressions**

# Comprehensive Digital

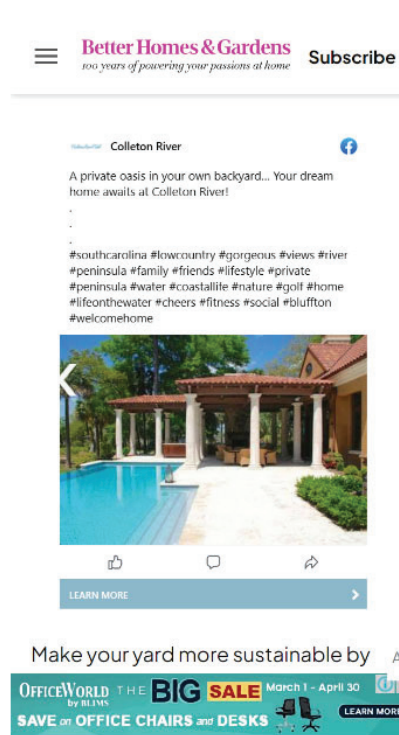
## SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

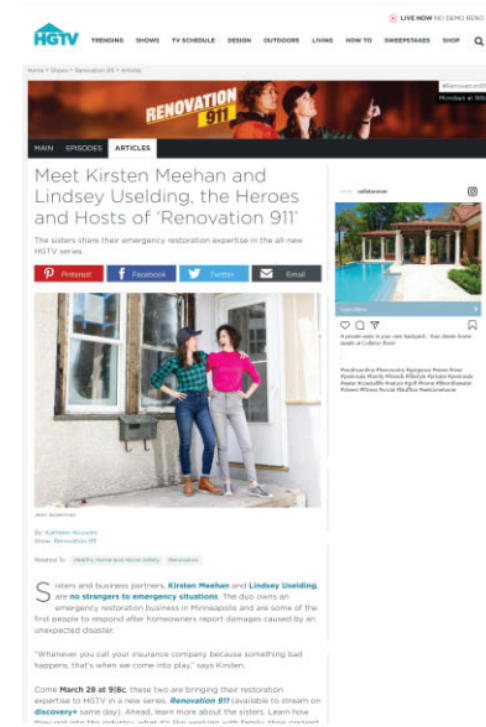
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

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

# Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.



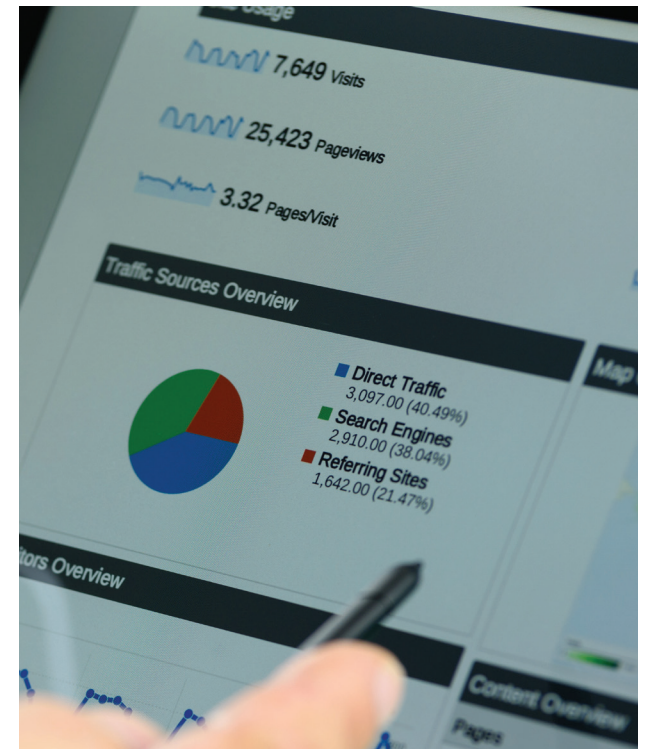
## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

### PROGRAM COST

CAMPAIGN SETUP \$750 ONE TIME CHARGE  
STARTING FROM \$850/MONTH



# Google AdWords

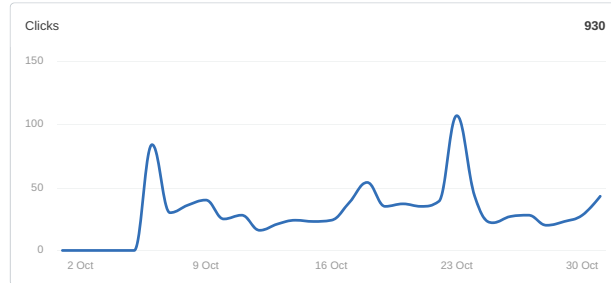
## CLIENT DASHBOARD

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.



### SIR Cascade Hasson

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



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

Showing 9 of 9 Rows

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

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

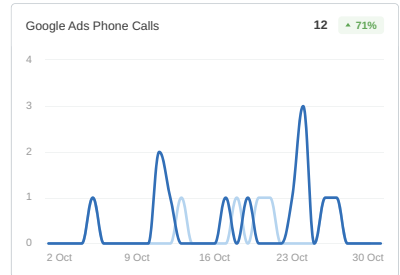
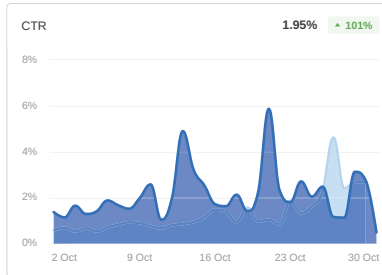
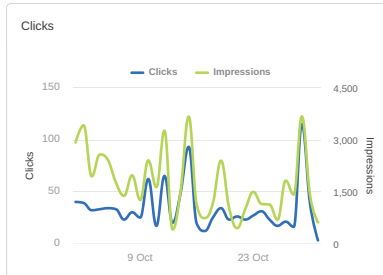
## MONTHLY REPORTING

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



## SIR Cascade Hasson

### 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

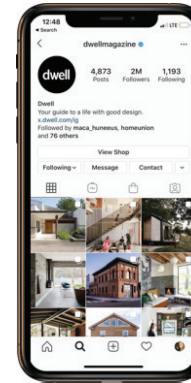
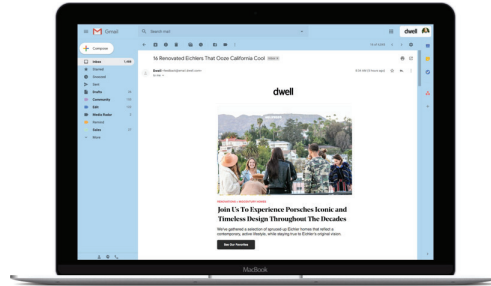
KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

# 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).



## REAL ESTATE PACKAGE

### CUSTOM REAL ESTATE ARTICLE.

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

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- 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**



# 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'. A search bar is on the right. Below the navigation is a large banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A central section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world...' is followed by a 'MOST POPULAR' grid of listings including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. Below this is a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section featuring a yacht. A 'LATEST STORIES' section at the bottom highlights an orange McLaren sports car.

The screenshot shows a real estate listing for 'THE PENTHOUSES AT GOLDEN PEAK' in Spain. The page features a large image of the penthouse interior and a search bar for 'Find luxury Real Estate and Homes for sale'. A text block describes JamesEdition as the premier international marketplace for luxury real estate. Below the main listing is a 'Featured luxury properties' grid with various property images and prices. At the bottom, there are 'News about luxury real estate' articles, including one about Hong Kong and another about the Bahamas.

# jamesedition.com

## ROTATING GALLERY

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.

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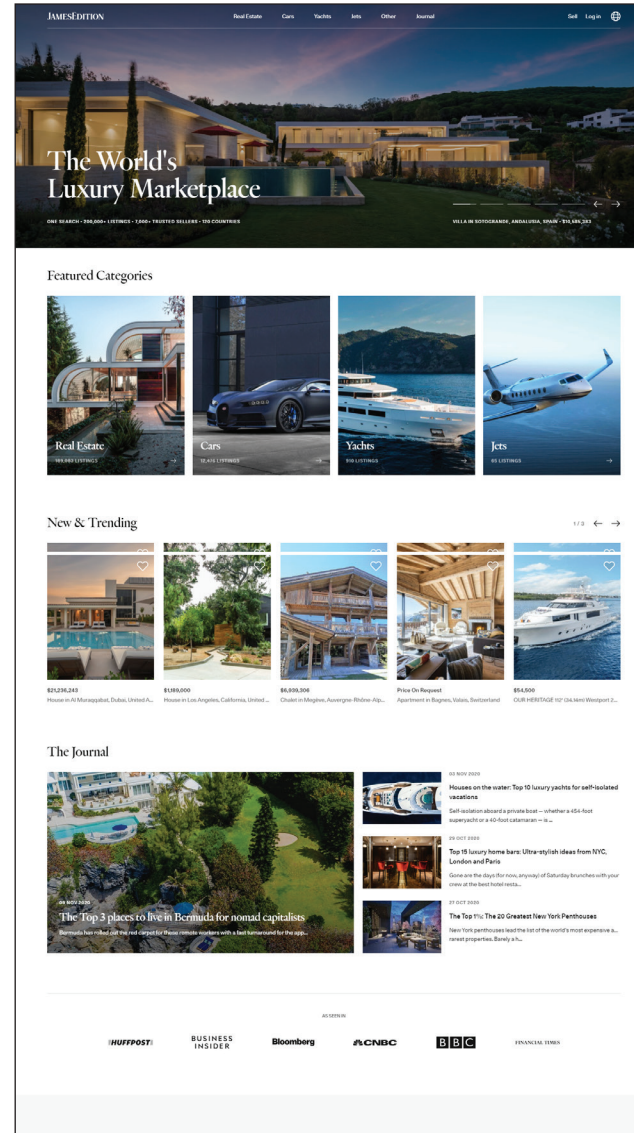
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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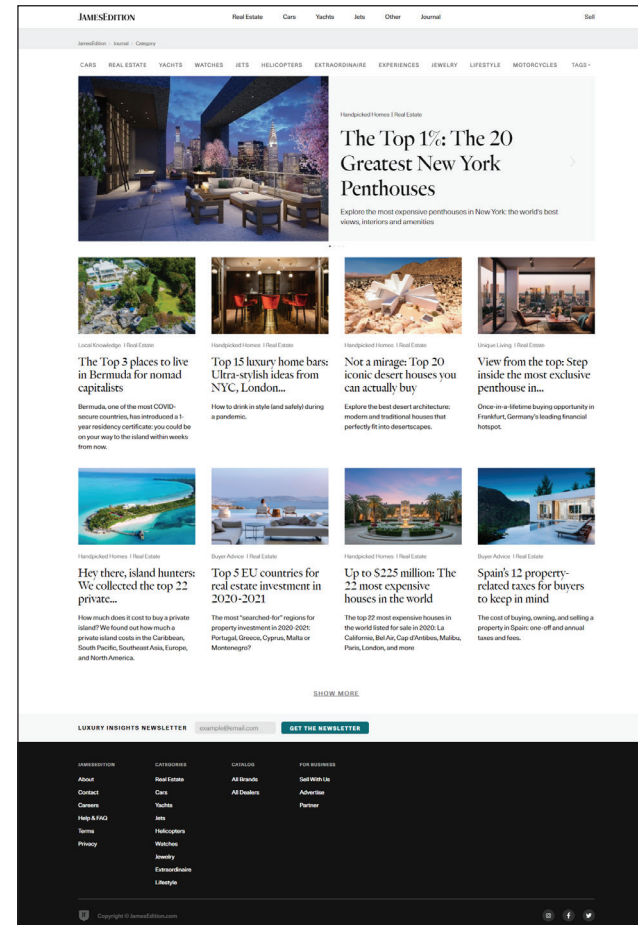
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

## NEW & TRENDING

### FEATURED LUXURY POSITION

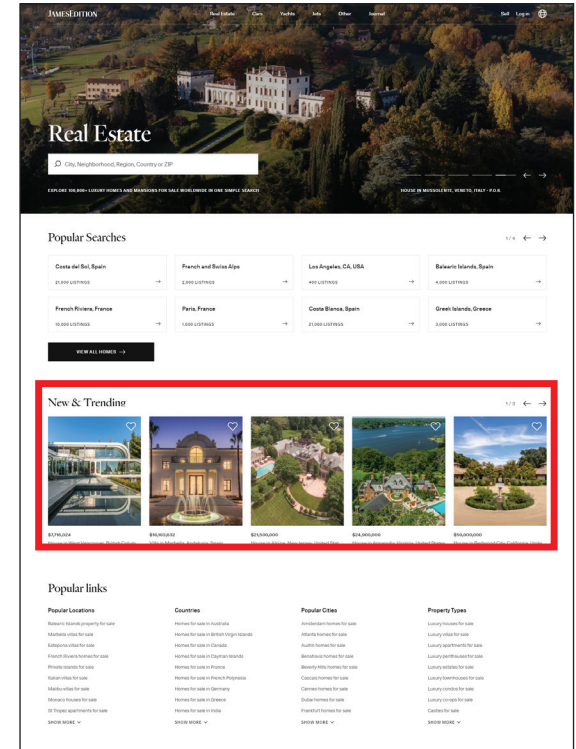
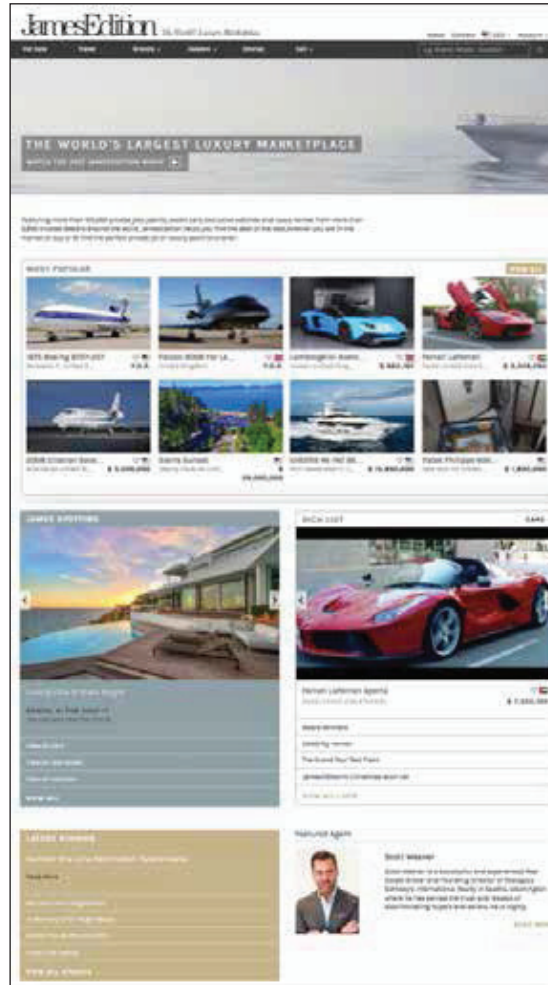
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

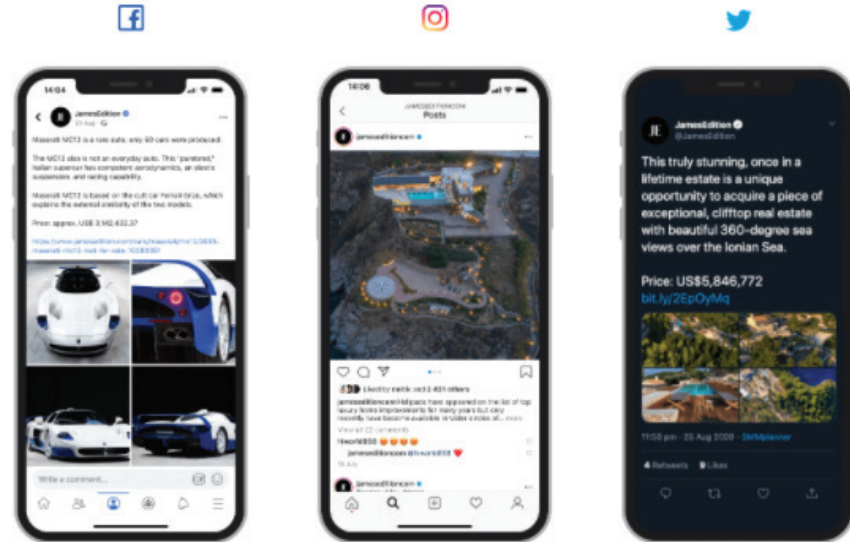
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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.

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



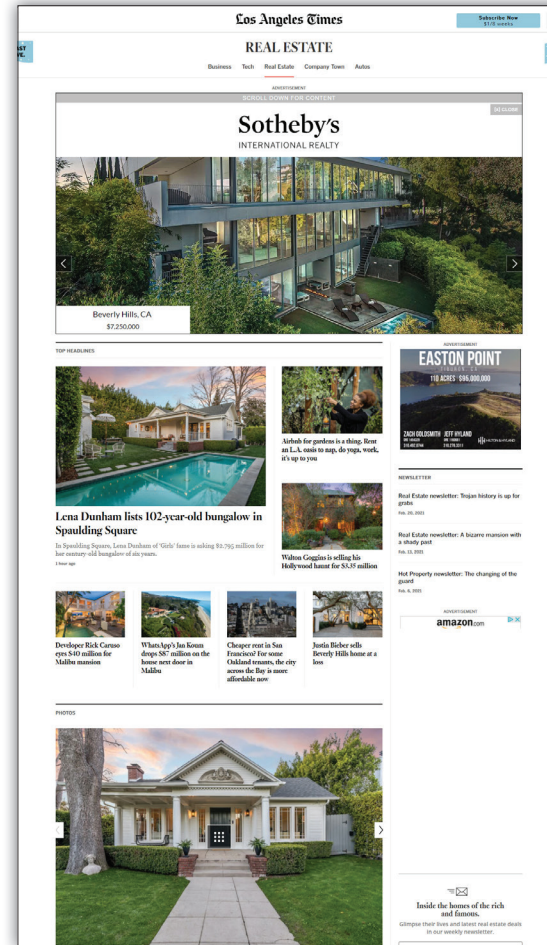
# LA Times

## 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



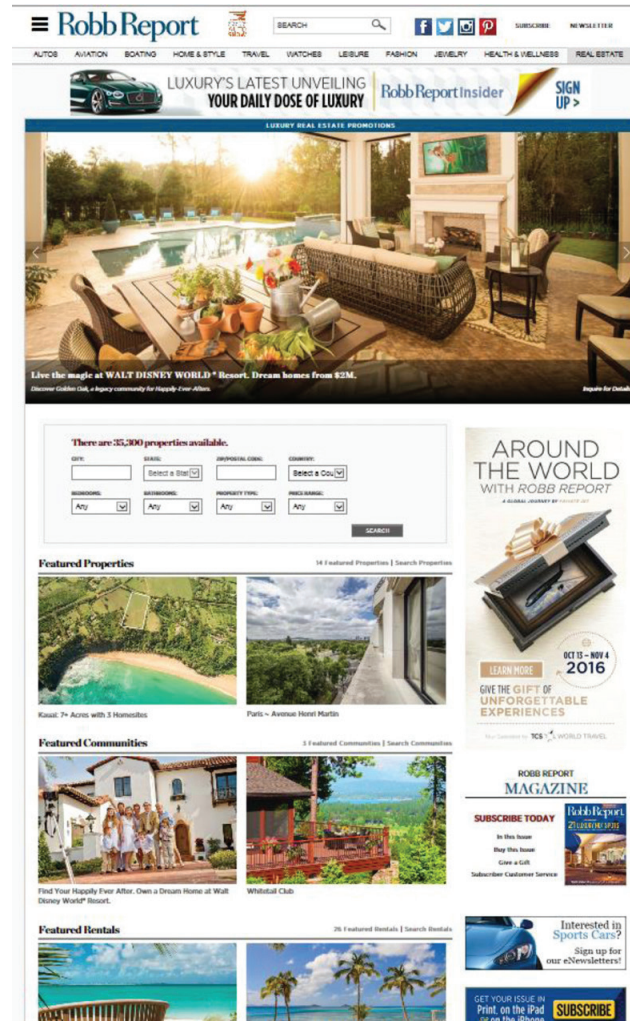
# RobbReport.com

## 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 PER MONTH.



# The Wall Street Journal Online (WSJ.com)

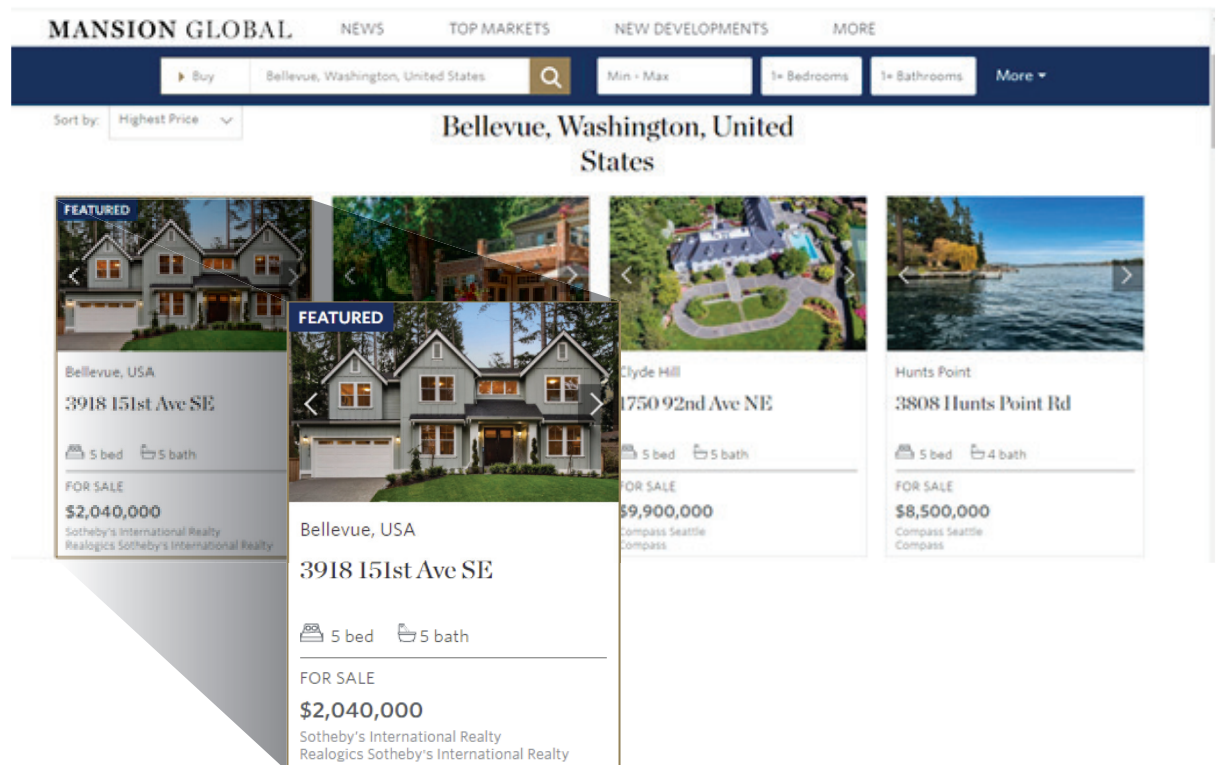
## FEATURED PROPERTY UPGRADES

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**



# 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



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000  
3 months minimum

Buy Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

**AMENITIES** [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL DAILY (M-F) NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

*Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.*



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

---

**BY THE NUMBERS**

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, BC	\$12,800,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,130	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

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**TRENDING TODAY**

 Architectural Digest Following  
 We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by  iStock AllChives

# The Wall Street Journal Online (WSJ.com)

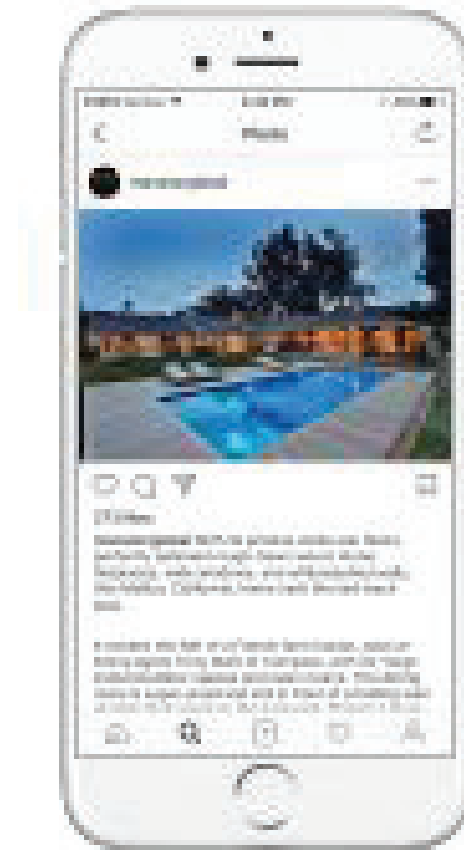
## @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

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PRICE: \$1,775



# 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**

\$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  
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**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 across Tennessee on Tuesday.

**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.

**Shaky Ground**  
 A major quake threat of 7.0 or higher is being eyed by seismologists in the San Joaquin Hills area.

**What's News**  
 Business & Finance

**Business of Finance**  
 The Fed announced an emergency rate cut and more than 100 basis points, reflecting worries that the economic outlook is heading toward recession. Major U.S. stock indexes fell about 3% on the news. The yield on the 10-year Treasury note fell about 10 basis points.

**Shaky Ground**  
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**Tennessee Twisters Kill at Least 25**  
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**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.

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PRINT

# The Wall Street Journal

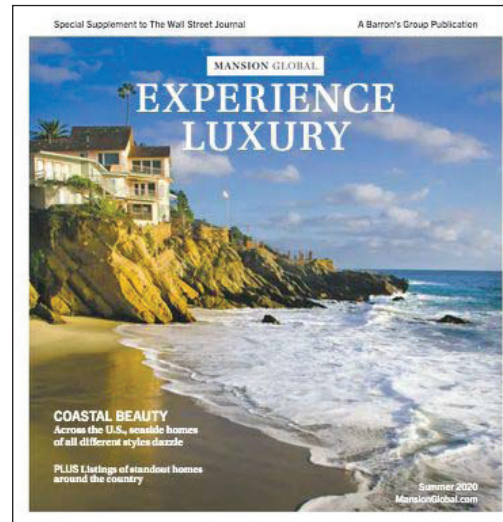
## MANSION GLOBAL EXPERIENCE LUXURY

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.**

\$3,000/FULL PAGE

WEEKEND PROPERTY INSERT:  
\$980/FULL PAGE, COLOR



# 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  
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george.damianos@sirbahamas.com  
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**The New York Times** Today, don't forget, today and daily. It's the leading news source in the U.S. For more information, visit us at [www.nytimes.com](http://www.nytimes.com). Circulation: 483,701. Founded 1857. Founder: John B. Allen. Publisher: Arthur Ochs Sulzberger Jr. Chairman: John H. Johnson. President: John H. Johnson. Vice President: John H. Johnson. Secretary: John H. Johnson. Treasurer: John H. Johnson. Editor: John H. Johnson. Managing Editor: John H. Johnson. Executive Editor: John H. Johnson. Senior Editor: John H. Johnson. Editor-in-Chief: John H. Johnson.

**Web's Far Right Can Hear Itself As Trump Talks**  
Chearing the Spread of Once-Fringe Views  
By KEVIN WOODS and JILL MURPHY

**Edge in Polls Might Not Tip House Seats**  
Outcome Hinges on a Handful of States  
By NATE CIVINS

**It's Not Heaven, It's Brooklyn.**  
The 40,000 racers in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-F22.

**Spending Millions in a Bid to Avoid Sanctions**  
By BENJAMIN SVETKEY

**Partisan Rorty Of New Query On The Census**  
By MICHAEL WIND

**Called to Serve, Utah Mayor Always Answered**  
By PETER TRIMMER

**Offering Little Pool, Pizzeria Accuses Georgia Rival of 'Hack'**  
By RICHARD HENNET

# The New York Times

## THE SUNDAY REAL ESTATE

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**

PRICE: \$760/SINGLE SPOT, SUNDAY, COLOR


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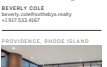



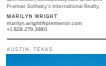









**By JILL SACKO**  
For some time, the Hudson Valley was expected to be the next hot real estate market. And it is. The region's growing number of young professionals, along with the influx of remote workers, has led to a surge in demand for homes in the area. The Hudson Valley is starting to resemble that stretch of Long Island.

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Sandbanks Exuma, The Bahamas

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Sandbanks | Exuma  
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- Circulation: **200,000**
- Total Reach: **778,000**
- Female / Male Ratio: **60% / 40%**
- Median Age: **44.4**
- Median HHI: **\$130,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

PRICE: STARTING AT \$1,800



# Financial Times


The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

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<p><b>ALFORD, MASSACHUSETTS</b></p>  <p>1000 Alford \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46946">www.sirbahamas.com/id/46946</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>	<p><b>BOSTON, MASSACHUSETTS</b></p>  <p>1000 Boston \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46947">www.sirbahamas.com/id/46947</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>	<p><b>LENSA, MASSACHUSETTS</b></p>  <p>1000 Lensa \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46948">www.sirbahamas.com/id/46948</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>	<p><b>ROSELAND TOWNSHIP, NEW JERSEY</b></p>  <p>1000 Roseland \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46949">www.sirbahamas.com/id/46949</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>	<p><b>PARMOUTH, NEW JERSEY</b></p>  <p>1000 Parmouth \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46950">www.sirbahamas.com/id/46950</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>
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<p><b>AUSTIN, TEXAS</b></p>  <p>1000 Austin \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46961">www.sirbahamas.com/id/46961</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>	<p><b>HOUSTON, TEXAS</b></p>  <p>1000 Houston \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46962">www.sirbahamas.com/id/46962</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>	<p><b>WIMBERLEY, TEXAS</b></p>  <p>1000 Wimberley \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46963">www.sirbahamas.com/id/46963</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>	<p><b>KANAS, UTAH</b></p>  <p>1000 Kanab \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46964">www.sirbahamas.com/id/46964</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>	<p><b>KANAS, UTAH</b></p>  <p>1000 Kanab \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46965">www.sirbahamas.com/id/46965</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 415.852.8025</p>
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# 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

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

# 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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- **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.
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- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
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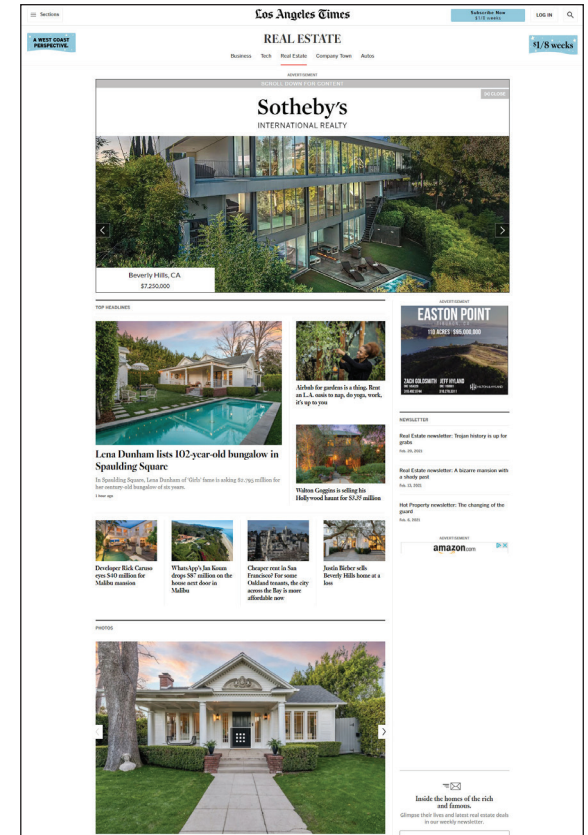
## LA TIMES DIGITAL LIGHTHOUSE

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

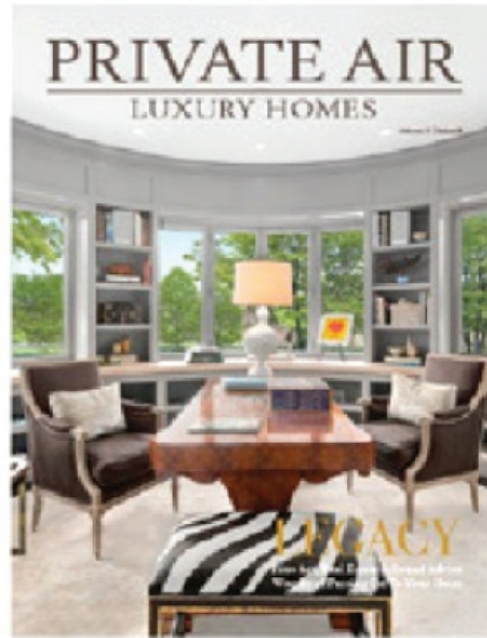
Full color with 30 day Lighthouse Placement



# Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



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# 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.

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INSIDE BACK COVER: \$1,125

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**Sandbanks Exuma, The Bahamas**




**Jacqueline Lighthorn**  
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#JL@bahamas.com

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

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**Eric Santorbo**  
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5 BR | 8.0 BA | 10,039 SQ FT  
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Stunning single story 11.5 acre oceanfront lot spanning two parcels 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.



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# Schedule, Pricing & Reach



Sotheby's  
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# Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	June	July	August	September	October	Media Total	Reach
<b>Media</b>								
Sotheby's Auction House: Print								
Sotheby's Magazine	Full Page				\$ 3,840.00		\$ 3,840.00	20,000
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Bespoke Emails	Enter state/country here	\$ 2,500.00					\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	770,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter		\$ 3,000.00				\$ 3,000.00	7,500
<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 - International Audience							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 4,750.00	
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	450,000
<b>Billionaire</b>								
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00					\$ 4,500.00	50,000
<b>Dezeen</b>								
Instagram Grid Post		\$ 5,650.00					\$ 5,650.00	3,300,000
Instagram Targeted Post				\$ 2,950.00			\$ 2,950.00	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00	19,500
<b>JamesEdition</b>								
Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00				\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot			\$ 1,200.00			\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00					\$ 5,500.00	292,000
Social Media	Listing Feature		\$ 1,000.00				\$ 1,000.00	148,000
<b>Juwell.com</b>								
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00		\$ 425.00			\$ 850.00	4,600,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$ 425			\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00					\$ 2,355.00	2,300,000
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus				\$ 325.00	425,000
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$ 3,250				\$ 3,250.00	
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00				\$ 3,750.00	60,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00				\$ 900.00	
<b>Tatler Asia</b>								
E-Newsletter	E-Newsletter	\$ 7,650.00					\$ 7,650.00	25,600
Instagram Story	Instagram Story		\$ 2,575.00				\$ 2,575.00	50,000
<b>WFSI.com</b>								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00					\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$ 1,000				\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00				\$ 1,775.00	76,200
<b>Print</b>								
<b>Billionaire Magazine</b>								
Billionaire Magazine	Full Page	\$ 8,125.00			\$ 8,125.00		\$ 16,250.00	29,582
<b>Elite Traveler</b>								
Elite Traveler	Luxury Homes Feature				\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>								
Financial Times	Quadruple Property Spot	\$ 3,000.00			\$ 3,000.00		\$ 6,000.00	420,914
<b>The Los Angeles Times</b>								
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00				\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00					\$ 660.00	384,000
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00		\$ 760.00		\$ 1,520.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00			\$ 750.00		\$ 1,500.00	330,000
<b>The New York Times International Edition</b>								
The New York Times International Edition	Double Property Spot				\$ 1,300.00		\$ 1,300.00	104,301
<b>Private Air Luxury Homes</b>								
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Editorials)		\$ 1,550.00		\$ 1,550.00		\$ 3,100.00	130,000
<b>San Francisco &amp; Silicon Valley Takeover</b>								
San Francisco & Silicon Valley Takeover	Takeover - Full Page October					\$ 750.00	\$ 750.00	36,500
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00			\$ 4,770.00	1,933,272
<b>TOTAL</b>							\$ 129,760.00	24,023,371

\*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	Ad Description	June	July	August	September	October	Media Total	Reach
<b>Media</b>								
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page				\$ 1,820.00		\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Bespoke Emails	Enter state/country here	\$ 2,500.00					\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	770,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter		\$ 3,000.00				\$ 3,000.00	7,500
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - International Audience							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 4,750.00	
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
<b>Dezeen</b>								
Instagram Targeted Post		\$ 2,950.00					\$ 2,950.00	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM on the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00	19,500
<b>JamesEdition</b>								
Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00				\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot			\$ 1,200.00			\$ 1,200.00	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
<b>Juwal.com</b>								
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00		\$ 425.00			\$ 850.00	4,600,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$ 425			\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00					\$ 2,355.00	2,300,000
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus				\$ 325.00	425,000
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00	
<b>Robbreport.com</b>								
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				\$ 900.00	
<b>Tatler Asia</b>								
Instagram Story	Instagram Story		\$ 2,575.00				\$ 2,575.00	50,000
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00					\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$ 1,000				\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00				\$ 1,775.00	76,200
<b>Print</b>								
<b>Billionaire Magazine</b>								
Billionaire Magazine	Full Page	\$ 8,125.00					\$ 8,125.00	14,791
<b>Elite Traveler</b>								
Elite Traveler	Luxury Homes Feature				\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>								
Financial Times	Double Property Spot	\$ 1,500.00			\$ 1,500.00		\$ 3,000.00	420,914
<b>The Los Angeles Times</b>								
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00				\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00					\$ 660.00	384,000
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00		\$ 760.00		\$ 1,520.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00			\$ 750.00		\$ 1,500.00	330,000
<b>The New York Times International Edition</b>								
The New York Times International Edition	Double Property Spot					\$ 1,300.00	\$ 1,300.00	104,301
<b>Private Air Luxury Homes</b>								
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00				\$ 1,925.00	65,000
<b>San Francisco &amp; Silicon Valley Takeover</b>								
San Francisco & Silicon Valley Takeover	Takeover - Full Page October					\$ 750.00	\$ 750.00	36,500
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00			\$ 2,385.00	1,933,272
TOTAL							\$ 79,565.00	19,207,980

\*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 3	Ad Description	June	July	August	September	October	Media Total	Reach
<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 Emails	Enter state/country here	\$ 2,500.00					\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	770,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter		\$ 3,000.00				\$ 3,000.00	7,500
<b>Digital</b>								
<b>Million Impressions*</b>								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00				\$ 1,800.00	200,000
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00	
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	200,000
<b>Dezeen</b>								
Instagram Targeted Post		\$ 2,950.00					\$ 2,950.00	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00	19,500
<b>JamesEdition</b>								
Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00				\$ 1,600.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00					\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 1,000.00				\$ 1,000.00	148,000
<b>Juwal.com</b>								
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00		\$ 425.00			\$ 850.00	4,600,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425			\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00					\$ 2,355.00	2,300,000
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus				\$ 325.00	425,000
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00	
<b>Robbreport.com</b>								
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				\$ 900.00	
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00					\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000				\$ 1,000.00	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00				\$ 1,775.00	76,200
<b>Print</b>								
<b>Financial Times</b>								
Financial Times	Property Spot	\$ 750.00			\$ 750.00		\$ 1,500.00	420,914
<b>The Los Angeles Times</b>								
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00				\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00					\$ 660.00	384,000
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00		\$ 760.00		\$ 1,520.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00			\$ 750.00		\$ 1,500.00	330,000
<b>The New York Times International Edition</b>								
The New York Times International Edition	Property Spot					\$ 650.00	\$ 650.00	104,301
<b>Private Air Luxury Homes</b>								
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00				\$ 1,925.00	65,000
<b>San Francisco &amp; Silicon Valley Takeover</b>								
San Francisco & Silicon Valley Takeover	Takeover - Full Page October				\$ 750.00		\$ 750.00	36,500
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00			\$ 2,385.00	1,933,272
<b>TOTAL</b>							\$ 52,140.00	17,169,189

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