



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Willow Creek Weddings Advertising and Marketing Program

Nick
Sadek

Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

5 Sotheby's Bespoke Email

6 DIGITAL

7 Impressions Campaign
12 Geofencing - Event and Location
13 Comprehensive Digital
15 Google AdWords
18 LinkedIn.com
19 Dwell Real Estate
20 Nob Hill Gazette
21 LA Times
23 WSJ.com

26 PRINT

27 The Wall Street Journal
29 The New York Times
30 Financial Times
31 Los Angeles Times
33 San Francisco & Silicon Valley Takeover

34 SCHEDULE, PRICING & REACH

35 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 Willow Creek Weddings

SKY Advertising is excited to present to Nick Sadek Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Willow Creek Weddings project.

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 investment opportunity in Browns Valley, CA.

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**

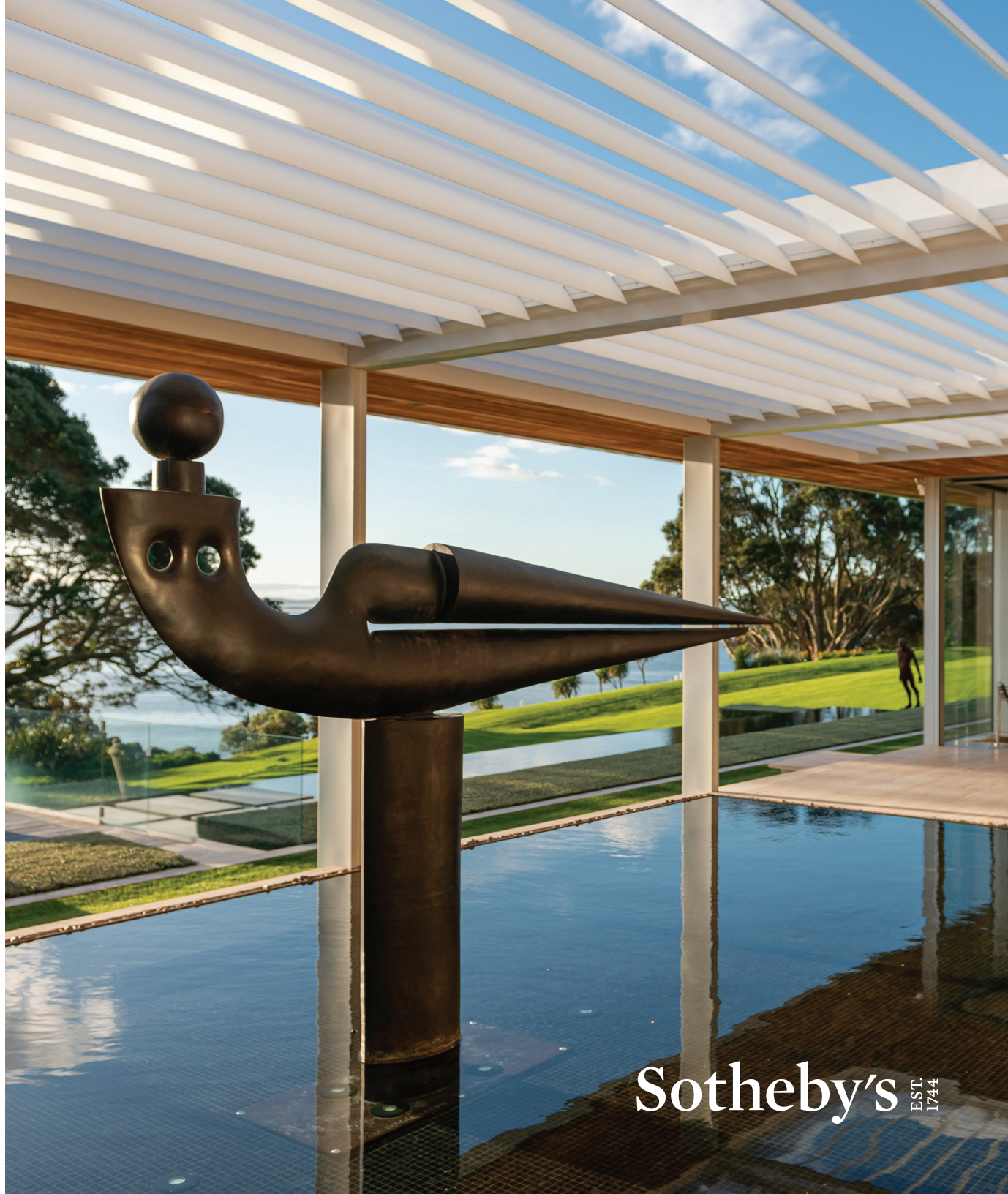
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

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

Sotheby's
Auction House
Offerings



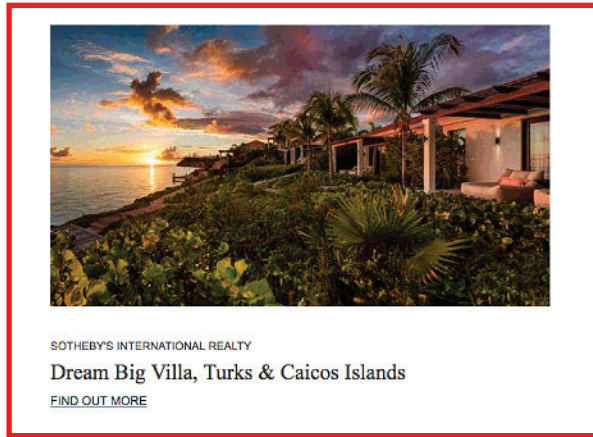
Sotheby's
EST. 1744

DIGITAL

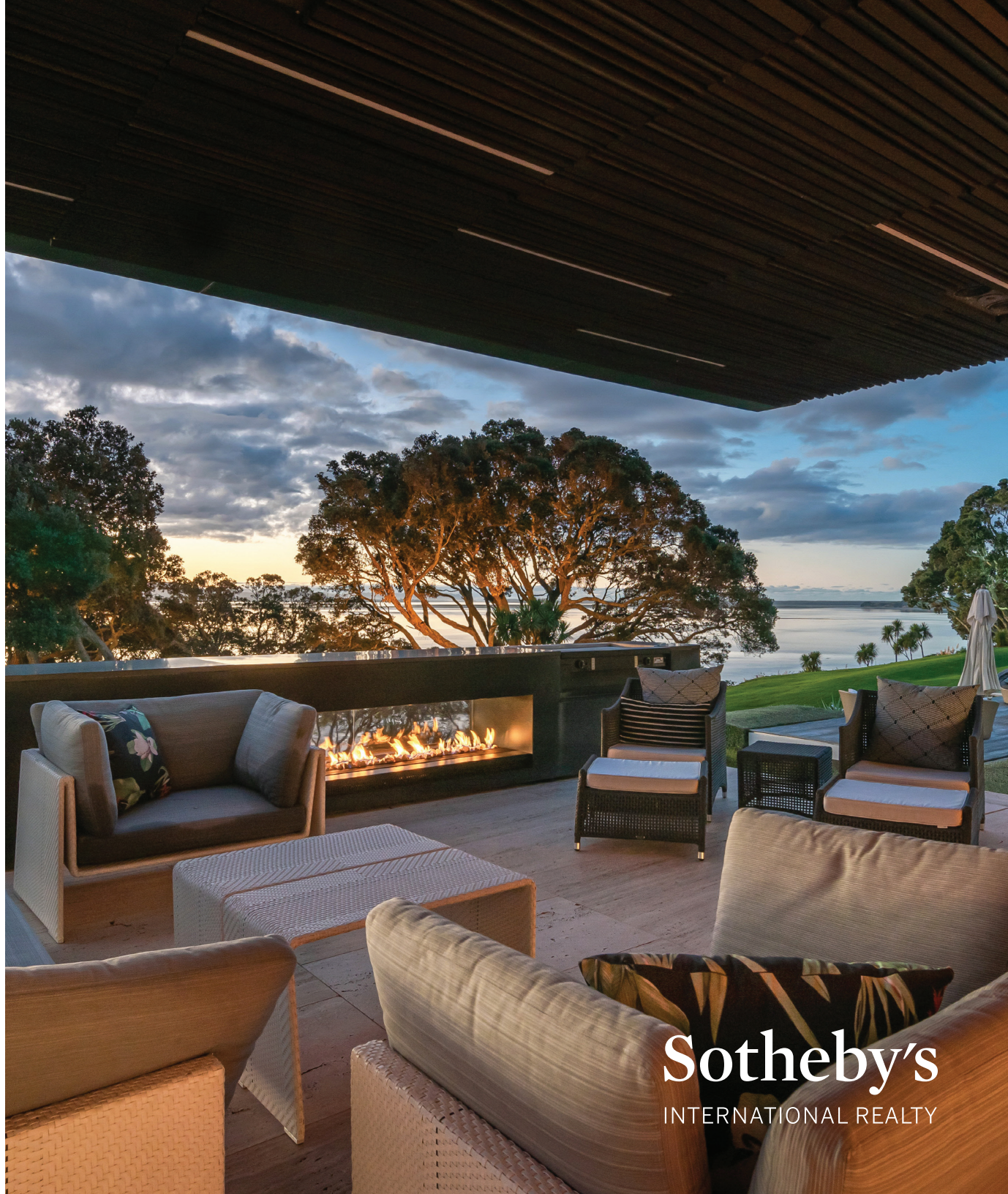
SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 25,000+ recipients

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

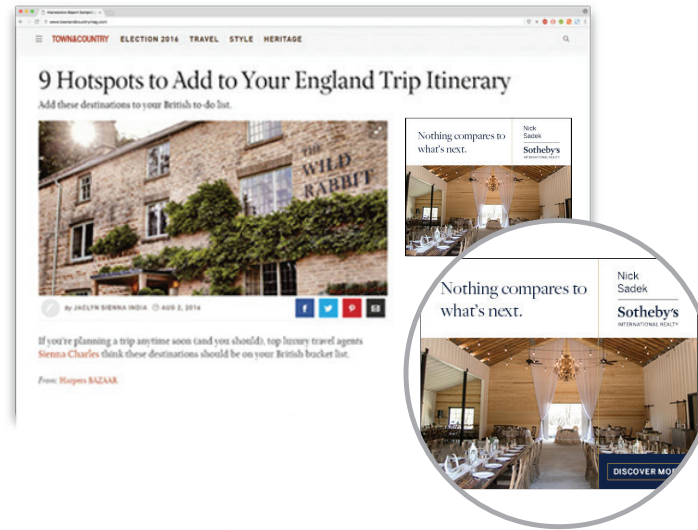
Impressions Campaign

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: **Willow Creek Weddings**
- Flight Dates: **May 2024 - July 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	



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist




Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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


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

BANNER PRODUCTION: \$350

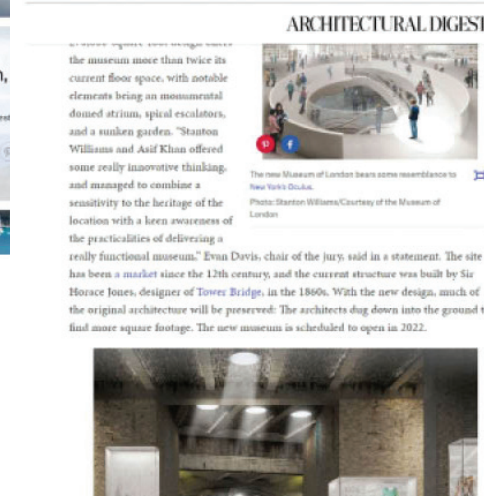
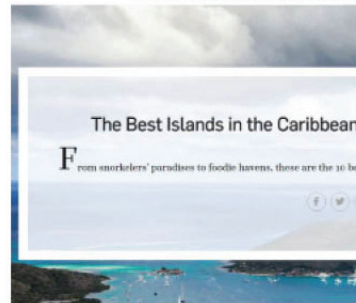
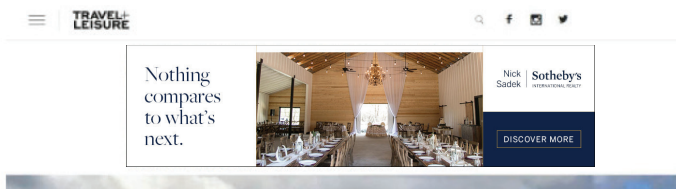
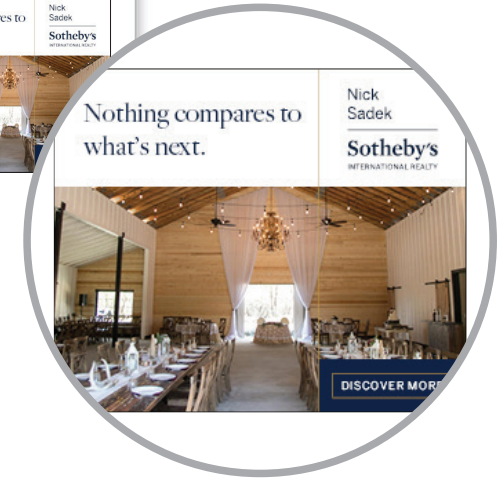
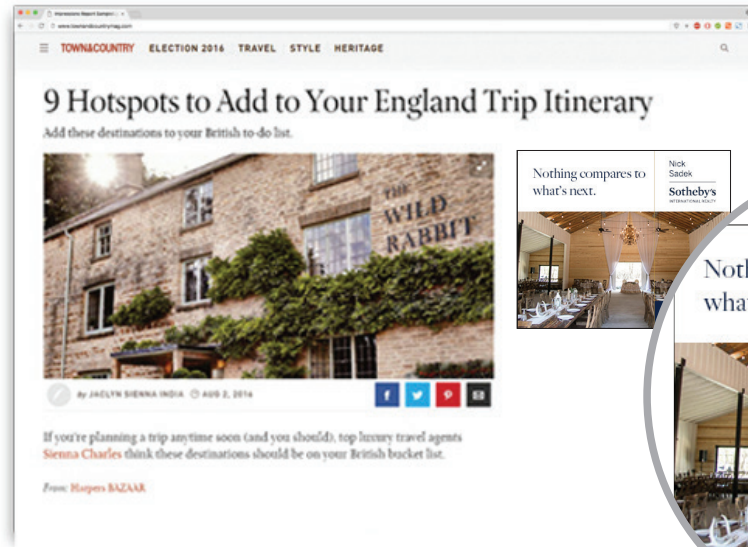
<p>Nothing compares to what's next.</p>		<p>Nick Sadek Sotheby's INTERNATIONAL REALTY</p> <p>DISCOVER MORE</p>
---	---	---

<p>Nick Sadek Sotheby's INTERNATIONAL REALTY</p>		<p>Nothing compares to what's next.</p>	<p>DISCOVER MORE</p>
--	---	---	----------------------

<p>Nothing compares to what's next.</p>	<p>Nick Sadek Sotheby's</p>
	
 <p>DISCOVER MORE</p>	

<p>Nothing compares to what's next.</p>	<p>Nick Sadek Sotheby's INTERNATIONAL REALTY</p>
 <p>DISCOVER MORE</p>	

Sample Banners For Impressions Programs As They Appear On Sites

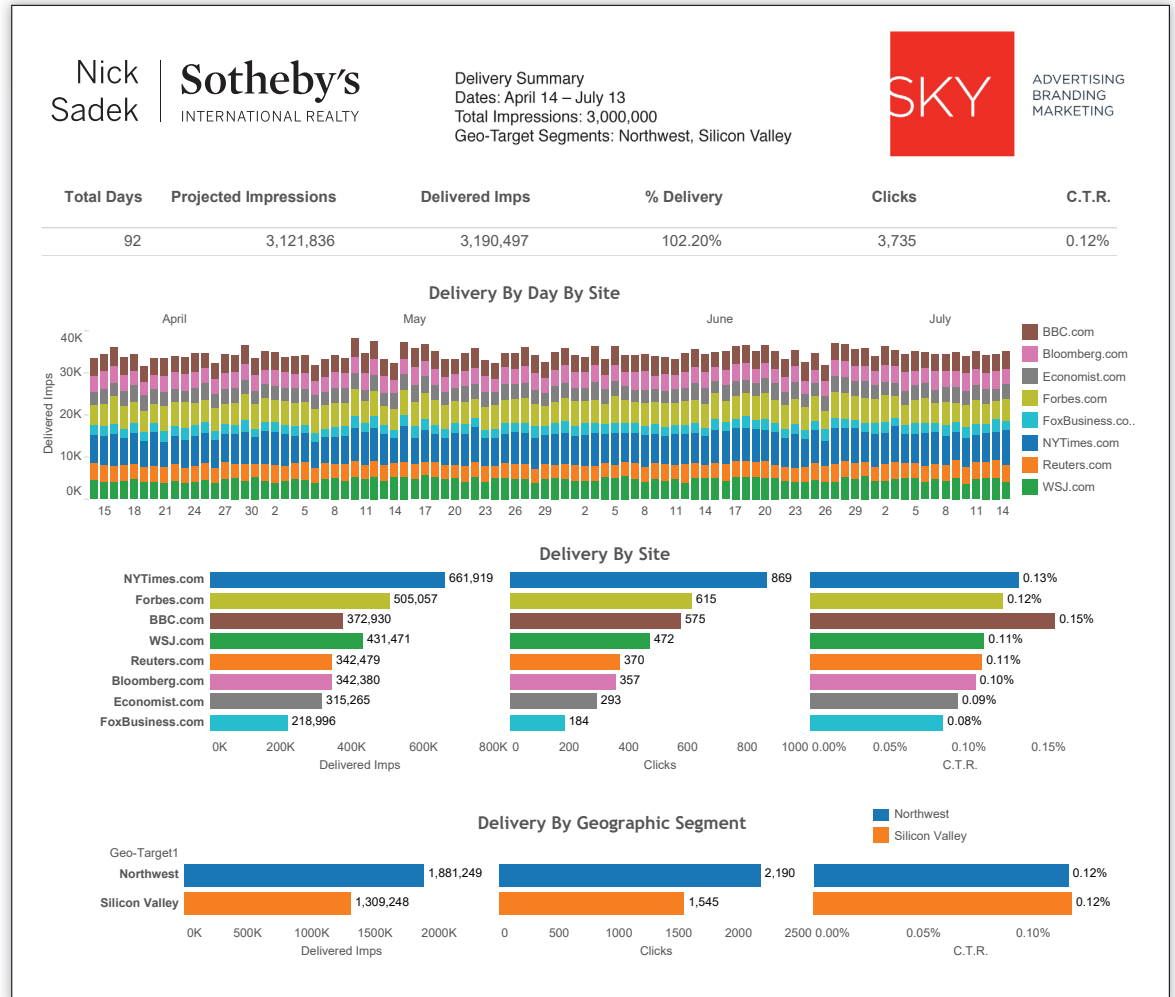


Comprehensive Reporting For Your Customized Campaign

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

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

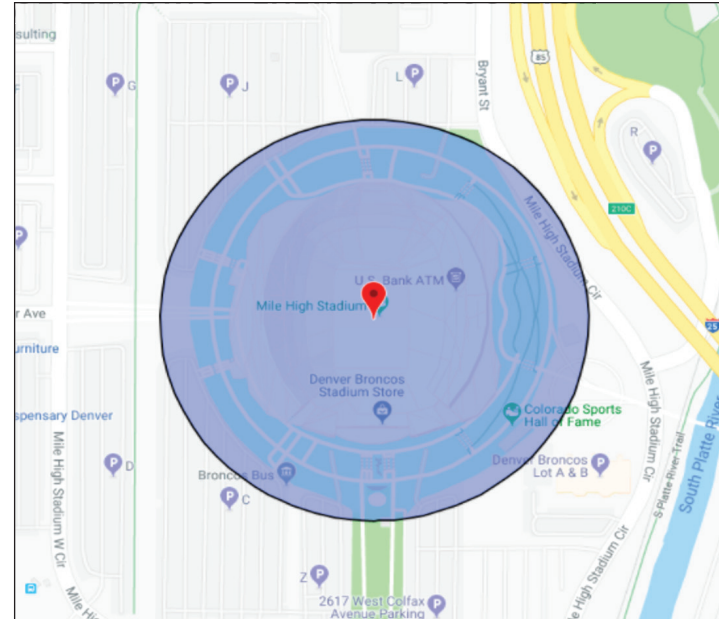
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

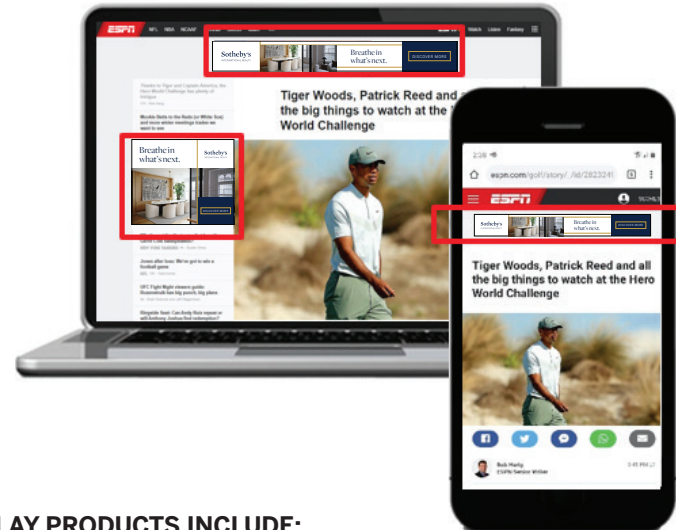
TARGET SPECIFIC EVENTS AND LOCATIONS

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

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

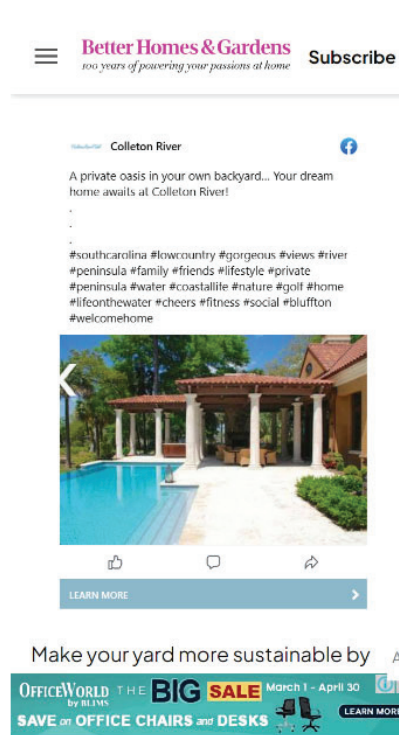
SOCIAL MIRROR ADS

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.

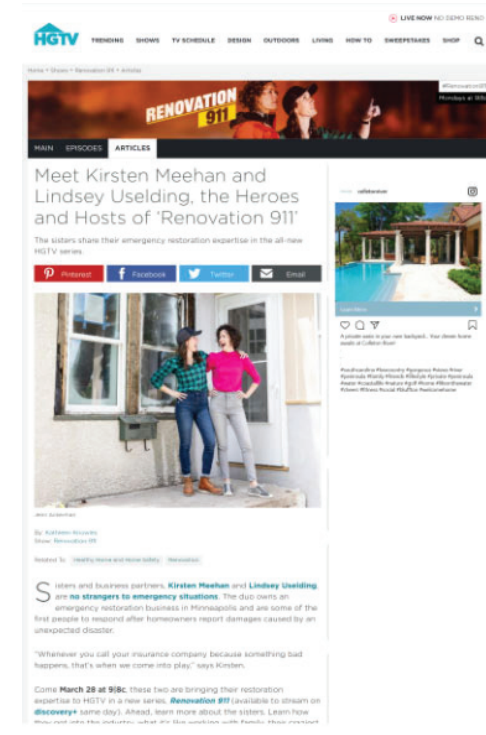
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

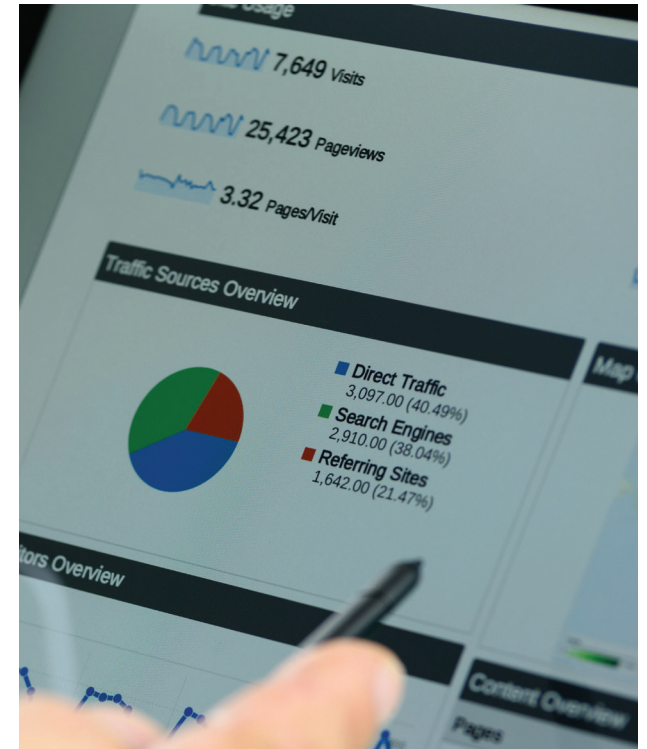


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

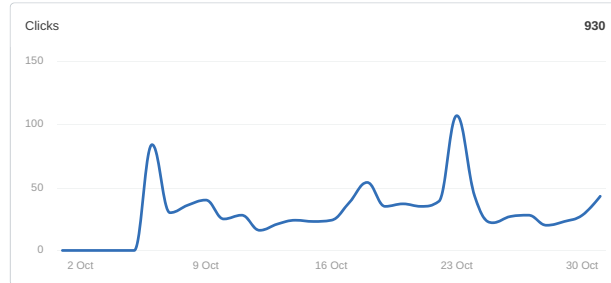
CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



SIR Nick Sadek

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

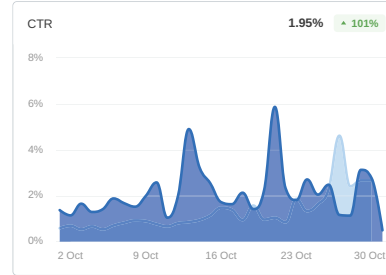
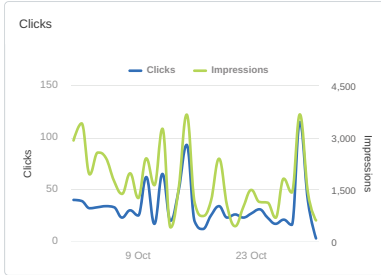
MONTHLY REPORTING

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



SIR Nick Sadek

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

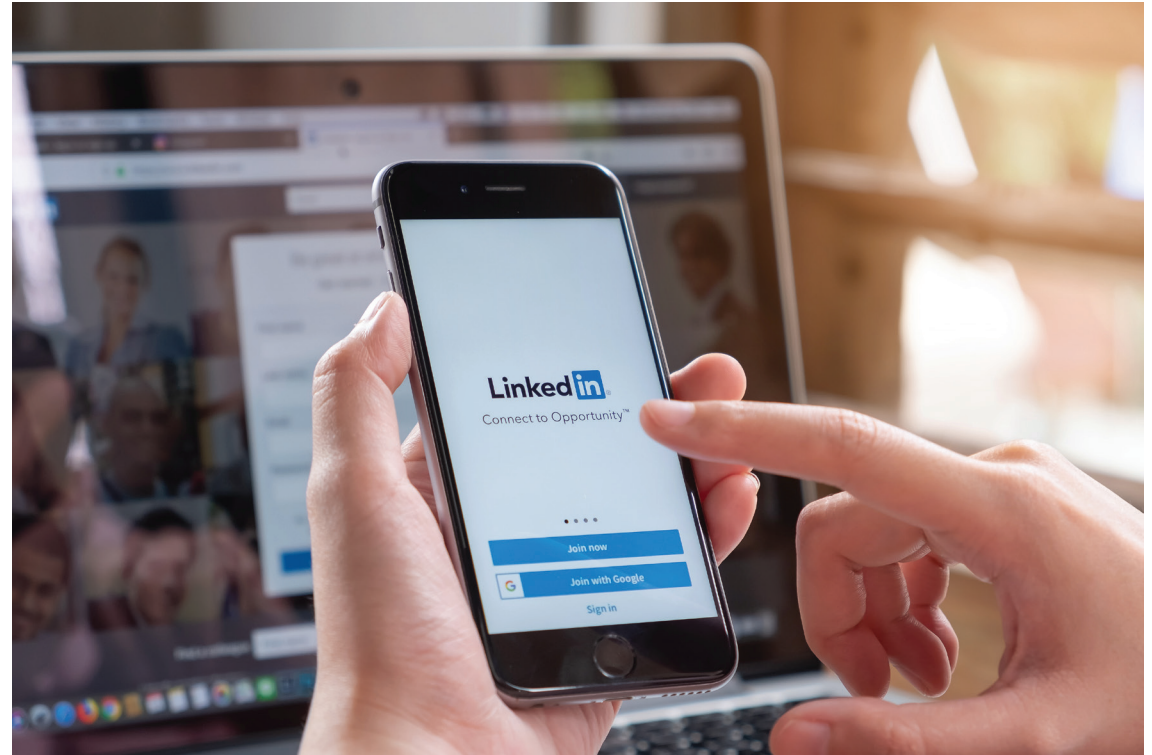
LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

PRICE: STARTING FROM \$2,000/MONTH



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

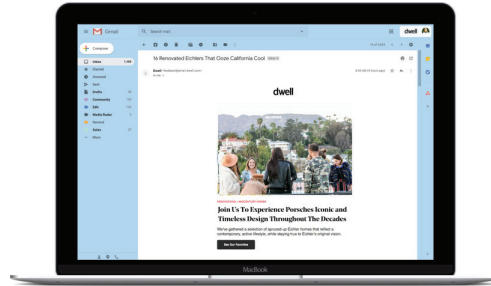
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

This article 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

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

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



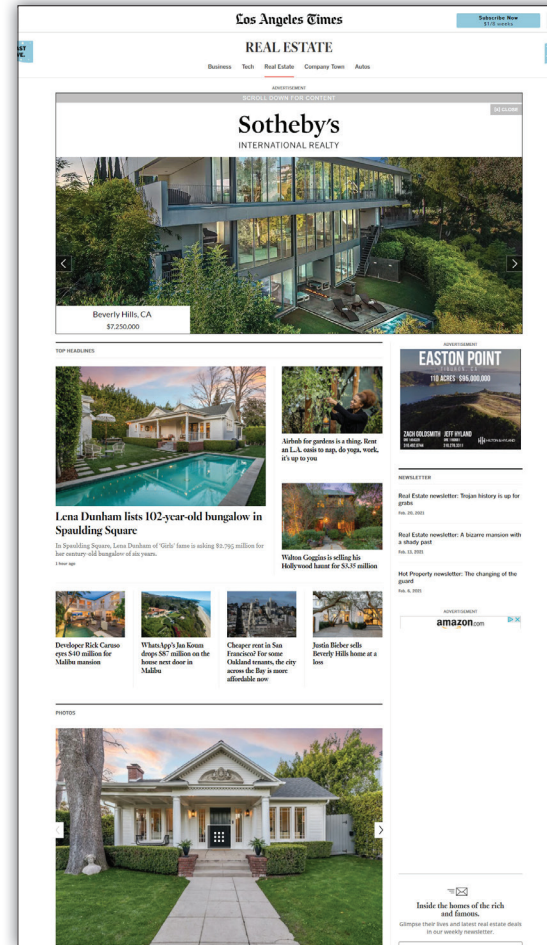
LA Times

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



DIGITAL

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,750/DEPLOYMENT

Los Angeles Times

The Wall Street Journal Online (WSJ.com)

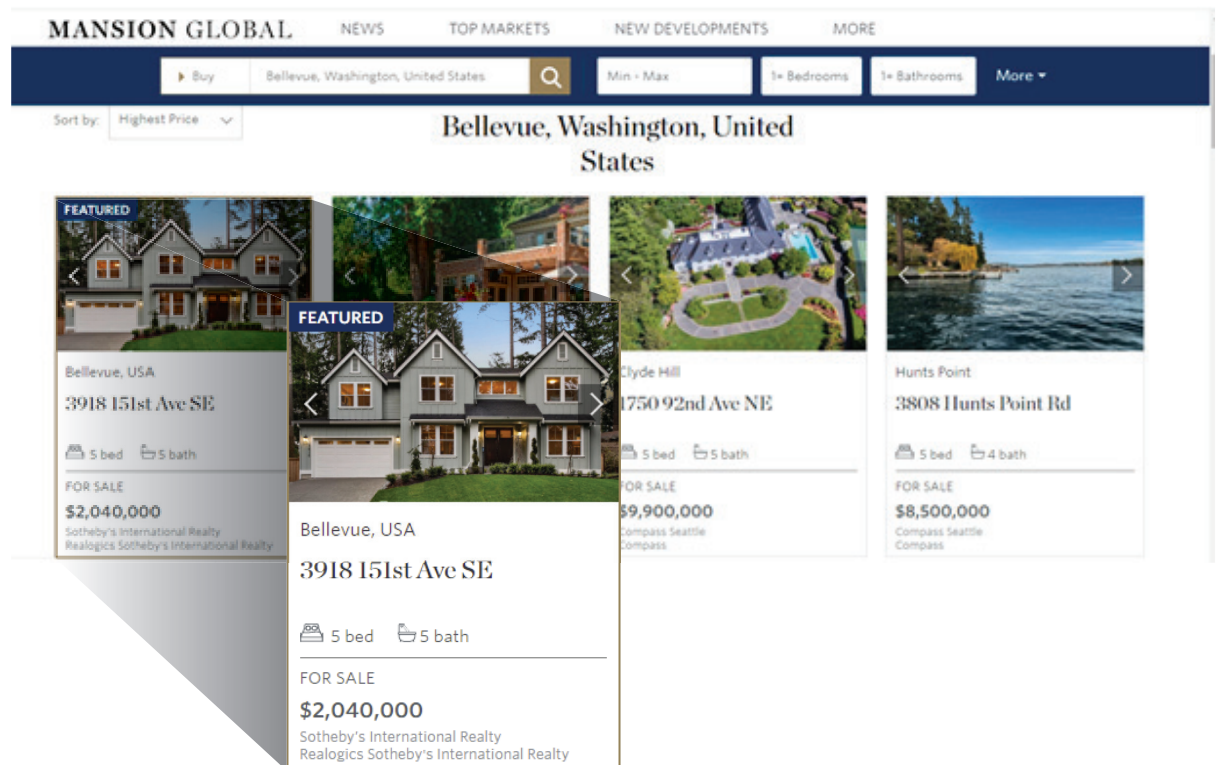
FEATURED PROPERTY UPGRADES

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

Included with print placement



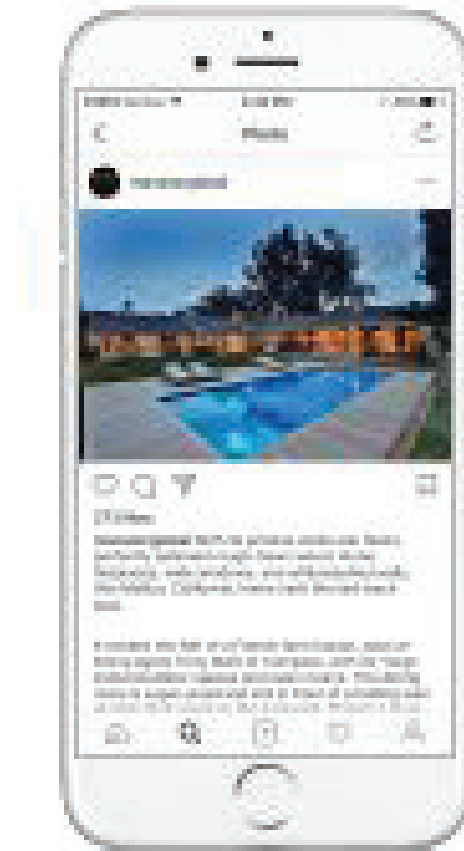
The Wall Street Journal Online (WSJ.com)

@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**

PRICE: \$1,775

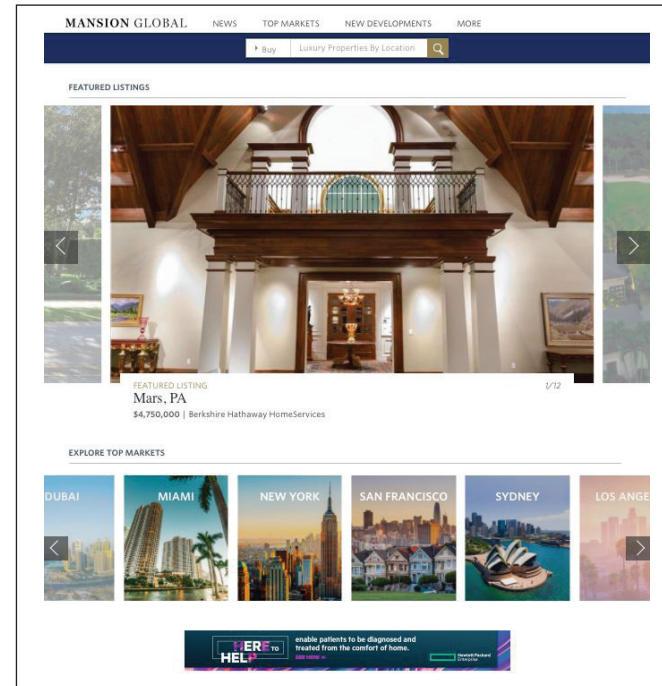


The Wall Street Journal Online (WSJ.com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



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**

NATIONAL
\$795 SINGLE SPOT, COLOR
Includes Bonus 30 Day Digital -
Featured Property Upgrade

WESTERN REGION
\$1,770 2 X 7, COLOR
Buy 4 get 1 free

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • MSJ.com • \$4.00

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

Shaky Ground
A major supply chain of hospitals is being disrupted by the coronavirus, raising concerns about public health operations and other government agencies.

Tennessee Twisters Kill at Least 25
A line of storm began barreling across Tennessee on Tuesday, killing at least 25 people as the weather service warned of deadly winds while many residents slept, according to the National Weather Service.

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.

World-Wide
Biden outlined a string of legislative priorities in his first press conference as vice president, including a \$200-billion infrastructure package and a \$100-billion disaster relief package.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

PRICE: \$980/FULL PAGE



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

PRICE: \$760/SINGLE SPOT, COLOR

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
Bahamas Sotheby's International Realty
GEORGE DAMIANOS
george.damianos@sirbahamas.com
+1 242.424.9699



Web's Far Right Can Hear Itself As Trump Talks
Chearing the Spread of Once-Fringe Views
By KEVIN WOOD and **ALI HERTZOFF**

It's Not Heaven, It's Brooklyn.
The 40,000 racists in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages 73-77.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY

Partisan Rhetoric Of New Query On The Census
By MICHAEL WIND

Called to Serve, Utah Mayor Always Answered
By PETER TRINKEVICH

Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'
By RICHARD HENNEY

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

<p>LEAF CAY, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699</p>	<p>PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$14,900,000 sirbahamas.com/id/46931 FRANK AZARMI frank.azar@sirbahamas.com +1 480.268.0260</p>	<p>SCOTTSDALE, ARIZONA 10779 East Hornbeck Drive \$10,900,000 sirbahamas.com/id/46931 FRANK AZARMI frank.azar@sirbahamas.com +1 480.268.0260</p>	<p>SCOTTSDALE, ARIZONA 62007 North Chantry Road \$10,900,000 sirbahamas.com/id/46931 FRANK AZARMI frank.azar@sirbahamas.com +1 480.268.0260</p>	<p>ATLANTON, CALIFORNIA 1531 Toyon Road \$6,900,000 sirbahamas.com/id/46931 MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674</p>
<p>PALO ALTO, CALIFORNIA 15276 waverly.com \$12,750,000 sirbahamas.com/id/46931 MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674</p>	<p>PALO ALTO, CALIFORNIA 3933 lampwood.com \$11,000,000 sirbahamas.com/id/46931 MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674</p>	<p>POOLS, CALIFORNIA 2731 gowall.com \$11,000,000 sirbahamas.com/id/46931 MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674</p>	<p>SAN DIEGO, CALIFORNIA 2710 Acajou Street \$11,000,000 sirbahamas.com/id/46931 MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674</p>	<p>SAN FRANCISCO, CALIFORNIA 20411818.com \$11,000,000 sirbahamas.com/id/46931 MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2674</p>
<p>GREENSBORO, CONNECTICUT 160000.com \$10,000,000 sirbahamas.com/id/46931 MATT BERNARD matt.bernard@sirbahamas.com +1 203.273.2883</p>	<p>HARTFORD, CONNECTICUT 2500000bridge.com \$14,500,000 sirbahamas.com/id/46931 KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743</p>	<p>WILMINGTON, COLORADO 13119900.com \$14,000,000 sirbahamas.com/id/46931 RUSSELL POST & MOLLY TAYLOR russell.post@mollytaylor.com +1 508.534.4633</p>	<p>MIAMI BEACH, FLORIDA 1719900.com \$11,000,000 sirbahamas.com/id/46931 SUSAN BRYAN & MOLLY THEALE susan.bryan@mollytaylor.com +1 305.523.7700</p>	<p>MIAMI BEACH, FLORIDA 10000000.com \$11,000,000 sirbahamas.com/id/46931 GINY O'DARE & MAZIE BEGAN giny.odare@mollytaylor.com +1 772.773.5809</p>
<p>ALFORD, MASSACHUSETTS 160000.com \$10,000,000 sirbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 617.847.4599</p>	<p>BOSTON, MASSACHUSETTS 160000.com \$10,000,000 sirbahamas.com/id/46931 LOUIS KUHAN & JEFF SIMONIAN loouis.kuhan@jeffsimonian.com +1 617.847.1000</p>	<p>WESTPORT, MASSACHUSETTS 160000.com \$11,000,000 sirbahamas.com/id/46931 GEORGE GAIN george.gain@sirbahamas.com +1 617.861.3850</p>	<p>SPENCER TOWNSHIP, NEW JERSEY 160000.com \$11,000,000 sirbahamas.com/id/46931 JUDSON HENDERSON judson.henderson@sirbahamas.com +1 609.933.1000</p>	<p>SPENCER TOWNSHIP, NEW JERSEY 160000.com \$11,000,000 sirbahamas.com/id/46931 JUDSON HENDERSON judson.henderson@sirbahamas.com +1 609.933.1000</p>
<p>CHARLOTTE, NORTH CAROLINA 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>	<p>PROVIDENCE, RHODE ISLAND 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>	<p>CHARLOTTE, SOUTH CAROLINA 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>	<p>LOS ALAMOS, SOUTH CAROLINA 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>	<p>AUSTIN, TEXAS 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>
<p>HOUSTON, TEXAS 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>	<p>HOUSTON, TEXAS 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>	<p>HOUSTON, TEXAS 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>	<p>AMARILLO, UTAH 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>	<p>KANSAS, UTAH 160000.com \$11,000,000 sirbahamas.com/id/46931 MARLYN WALKER marlyn.walker@sirbahamas.com +1 817.253.4222</p>

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**

\$750 PROPERTY SPOT, COLOR

Global

EXUMA, THE BAHAMAS



Leaf Cay
 \$19,995,000 USD | sirbahamas.com/id/46931
 Bahamas Sotheby's International Realty
GEORGE DAMIANOS
george.damianos@sirbahamas.com
 +1 242.424.9699

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Never too late! Will knowledge dispense free knowledge?
 BY ANNE BRADY

Sign of the Times South Korea's bid to buy end of London price falls
 BY HENRIETTA PAVAN-LAY

Study in style Harrods is no chore
 BY JEFFREY PAVAN-LAY

The home of prime property: property.ft.com

Follow us on Twitter @FTProperty



FTWeekend US Edition

Food and drink festive special

Tips from top global chefs

Lunch with the FT
 FT chief Bernie Ecclestone: "I break the rules"

Schulz reversal raises Merkel's survival hopes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kazan's Problem

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

EXUMA, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	BRIDGE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 www.sirbahamas.com/id/46932 FRANK AZAMI frank.azami@sirbahamas.com +1 480.388.0280	SCOTTSDALE, ARIZONA 9779 East Bismarck Drive \$4,000,000 www.sirbahamas.com/id/46933 FRANK AZAMI frank.azami@sirbahamas.com +1 480.388.0280	SCOTTSDALE, ARIZONA 12887 North Church Road \$2,000,000 www.sirbahamas.com/id/46934 FRANK AZAMI frank.azami@sirbahamas.com +1 480.388.0280	ATHLETON, CALIFORNIA 451 Cypress Road \$6,700,000 www.sirbahamas.com/id/46935 MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2626
PALO ALTO, CALIFORNIA 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2626	PUEBLO, CALIFORNIA 3073 Hampton Road.com \$1,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS VAN HEUTEN CANG michael.deyfus@sirbahamas.com +1 408.882.2626	ROSE, CALIFORNIA 275 Joplin.com \$1,000,000 Golden Gate Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.388.0280	SAN DIEGO, CALIFORNIA 2716 N Ocean Street \$1,000,000 www.sirbahamas.com/id/46936 Pacific Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 760.512.5128	SAN FRANCISCO, CALIFORNIA Nob Hill.com \$2,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.774.8979
BIRMINGHAM, CONNECTICUT 1000 Park Drive.com \$1,000,000 Matt Bernard matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1000 Park Drive.com \$1,000,000 Krisz Blak krisz.blak@sirbahamas.com +1 203.352.2742	ATLANTA, GEORGIA 1170 Peachtree Industrial Drive \$1,000,000 www.sirbahamas.com/id/46937 Russell Post Molly Taylor russell.post@sirbahamas.com +1 508.524.4633	ATLANTA, GEORGIA 1170 Peachtree Industrial Drive \$1,000,000 www.sirbahamas.com/id/46938 Susan Bryan Karly Thiele susan.bryan@sirbahamas.com +1 303.522.7700	MIAMI BEACH, FLORIDA 1500 Brickell Avenue.com \$1,000,000 Cody D'Arcy Mazie Regan cody.darcy@sirbahamas.com +1 772.721.3889
ALFORD, MASSACHUSETTS 1000 Park Drive.com \$1,000,000 Marta Piper marta.piper@sirbahamas.com +1 413.627.4599	BOSTON, MASSACHUSETTS 1000 Park Drive.com \$1,000,000 Luis Alan Jeff Simonian luis.alan@sirbahamas.com +1 413.627.4599	LENOX, MASSACHUSETTS 1000 Park Drive.com \$1,000,000 George Cain george.cain@sirbahamas.com +1 978.961.8955	ROSELLE TOWNSHIP, NEW JERSEY 1000 Park Drive.com \$1,000,000 Jordan Henderson jordan.henderson@sirbahamas.com +1 908.941.2050	PRINCETON, NEW JERSEY 1000 Park Drive.com \$1,000,000 Jordan Henderson jordan.henderson@sirbahamas.com +1 908.941.2050
NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 East Side Manhattan Brokerage HEIDI F. SMITH SEDRA BROADBENT heidi.smith@sirbahamas.com +1 212.605.5523	NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 East Side Manhattan Brokerage HEIDI F. SMITH SEDRA BROADBENT heidi.smith@sirbahamas.com +1 212.605.5523	NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 Downtown Manhattan Brokerage MARIE F. ALAN-BLOOM MIKAI FIELD marie.alan-bloom@sirbahamas.com +1 212.605.5523	NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 Downtown Manhattan Brokerage MARIE F. ALAN-BLOOM MIKAI FIELD marie.alan-bloom@sirbahamas.com +1 212.605.5523	SCOTTSDALE, NEW YORK 1000 Park Drive.com \$1,000,000 Scottsdale Manhattan Brokerage HEIDI F. SMITH SEDRA BROADBENT heidi.smith@sirbahamas.com +1 212.605.5523
UNWILLE, NORTH CAROLINA 1000 Park Drive.com \$1,000,000 1007 Farmingdale Drive \$1,000,000 www.sirbahamas.com/id/46939 MARILYN WISLEY marilyn.wisley@sirbahamas.com +1 813.774.2880	PROVIDENCE, RHODE ISLAND 1000 Park Drive.com \$1,000,000 101 Congdon Street \$1,000,000 www.sirbahamas.com/id/46940 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	CHARLESTON, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 706 S.com \$1,000,000 www.sirbahamas.com/id/46941 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	STATE OF PAINE, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 11000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46942 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46943 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880
AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46944 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	HOUSTON, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46945 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	WIMBERLEY, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46946 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	KANAS, UTAH 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46947 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	KANAS, UTAH 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46948 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880
PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46949 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46950 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46951 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46952 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880	PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46953 THE MCKINLEY GOLD GROUP the.mckinley.gold.group@sirbahamas.com +1 813.774.2880

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**

\$660 FULL PAGE
\$1,500 INSIDE FRONT COVER
\$1,500 INSIDE BACK COVER
\$1,600 BACK COVER

Sotheby's
INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYSREALTY.COM

MALIBU CALIFORNIA

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Campaign
Sotheby's International Realty
632.882.2710
6.02.2024-6.04.2024

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,400,000

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 guest house, a country house, 10 barns, 13 three-carport cottages, an 18-hole garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE
AGENT/DEBRA RUSSELL

Sotheby's
INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

Sotheby's
INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Take a peek at what's next.

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000
342MEADOWROAD.COM

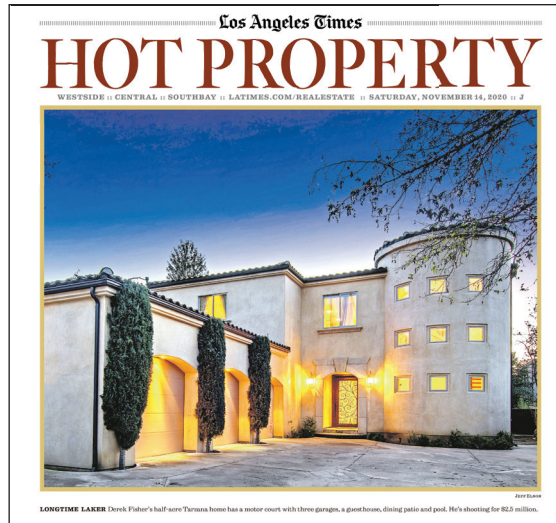
Sotheby's
INTERNATIONAL REALTY

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.

- 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.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



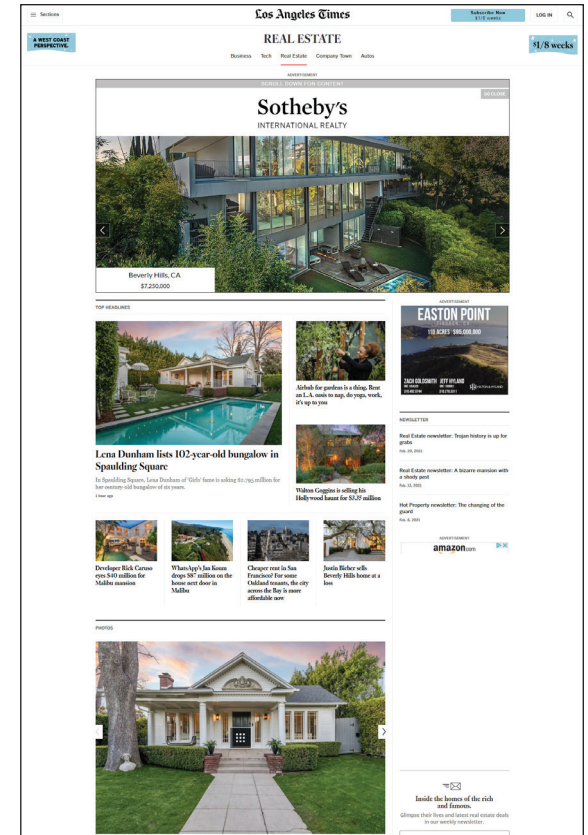
LA TIMES DIGITAL LIGHTHOUSE

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 OCTOBER: \$725
INSIDE FRONT COVER: \$1,125
INSIDE BACK COVER: \$1,125
BACK COVER: \$1,475



Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYREALTY.COM

Represented by: Sarah Ralston MRE, SLS

72 Post Road, Old Westbury, NY



Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.2710
c. 516.562.5400

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.



DANIELGALÉ.COM/AGENT/DEBRA-RUSSELL




Sandbanks Exuma, The Bahamas



Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
#JL@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 sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/X29,67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorbo
Elite Agent
858.334.3557
eric@ericsantorbo.com
DRE#02156201

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.



SOTHEBYREALTY.COM/ID/THE44



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	May	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Digital								
Sotheby's Bespoke Emails	Email	\$ 2,500.00					\$ 2,500.00	550,000
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 - add targeted areas here							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 4,750.00	
LinkedIn								
LinkedIn	Digital Banner Campaign	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00			\$ 7,500.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	450,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	120,000
Dwell.com								
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00				\$ 6,000.00	1,750,000
Nob Hill Gazette								
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
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00	Bonus			\$ 325.00	425,000
Custom Email	Custom Email	\$ 1,750.00					\$ 1,750.00	30,000
WSJ.com								
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00					\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00				\$ 1,775.00	76,200
Financial Times								
Financial Times	Property Spot	\$ 750.00	\$ 750.00				\$ 1,500.00	420,914
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	Takeover - Full Page		\$ 660.00		\$ 660.00		\$ 1,320.00	768,000
The New York Times								
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00			\$ 1,520.00	846,222
San Francisco & Silicon Valley Takeover								
San Francisco & Silicon Valley Takeover	Takeover - Full Page October					\$ 725.00	\$ 725.00	36,500
The Wall Street Journal								
The Wall Street Journal - Western	2 x 7	\$ 1,770.00	\$ 1,770.00	\$ 1,770.00	\$ 1,770.00	Bonus	\$ 7,080.00	592,000
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00			\$ 2,385.00	1,933,272
The Wall Street Journal								
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00			\$ 980.00	100,000
TOTAL							\$ 60,610.00	10,523,168

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