



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# San Joaquin Valley Rancho Advertising and Marketing Program

Richardson | **Sotheby's**  
INTERNATIONAL REALTY

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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure San Joaquin Valley Rancho

SKY Advertising is excited to present to Richardson Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to San Joaquin Valley Rancho 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 high-end living in Bakersfield, 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  
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**sara@skyad.com**

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

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$3,640  
HALF PAGE: \$1,820  
QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 512.452.1000  
 Property #1230218  
 Agent: Sotheby's  
 International Realty  
 Broker: Nancy ZS, M.A., M.P.  
 Email: nancy.zs@sothebysrealty.com  
 \$50,000,000.00

Nothing Compares to what's best.  
Explore our exclusive collection of inspiring homes.




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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th of Central Park, 46R/50C is a rare opportunity to own a penthouse living. Every room of this penthouse is 100% full of top quality materials, including marble, onyx, granite, and glass. The penthouse is a true masterpiece of architectural design.

**New York, New York**  
 \$2,000,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 606 7772  
 Email: taylor@sothebysrealty.com  
 \$50,000,000.00



**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York City from 15th to 16th floors. The residence is a true masterpiece of architectural design.

**New York, New York**  
 \$2,000,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 606 7772  
 Email: taylor@sothebysrealty.com  
 \$20,000,000.00



**Four Seasons Private Residences**  
 This apartment is 1,100 sq. ft. It is a true masterpiece of architectural design. The apartment is a true masterpiece of architectural design.

**New York, New York**  
 \$1,000,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 606 7772  
 Email: taylor@sothebysrealty.com  
 \$10,000,000.00

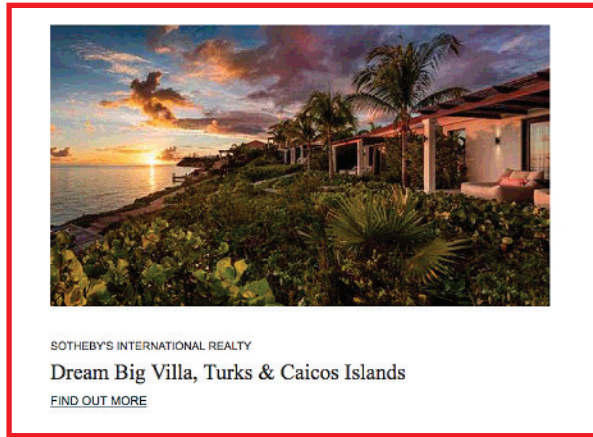
90

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

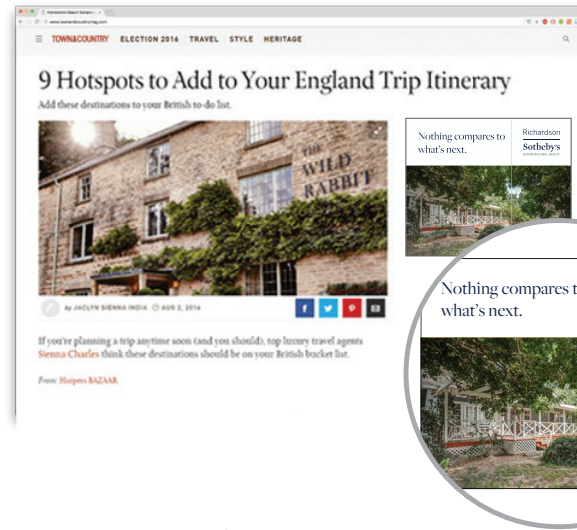
# Impressions Campaign

**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: **San Joaquin Valley Rancho**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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





# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist



# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

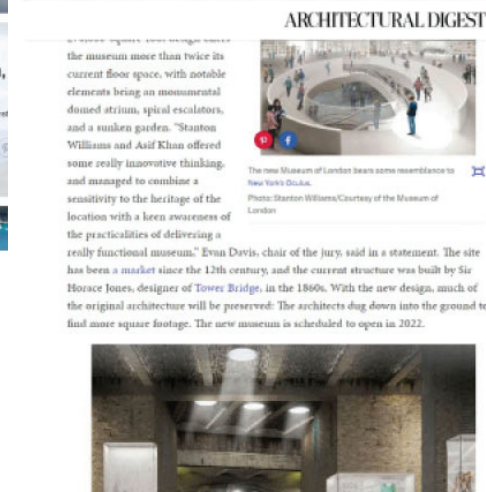
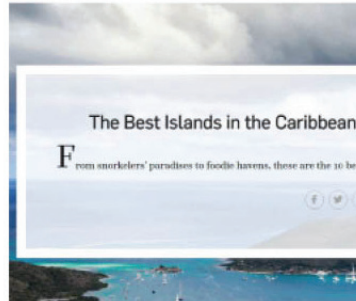
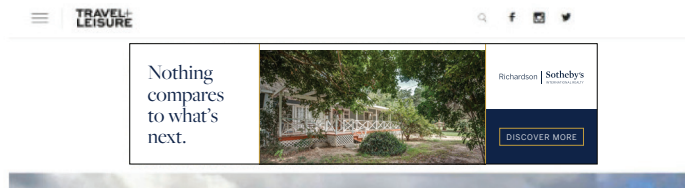
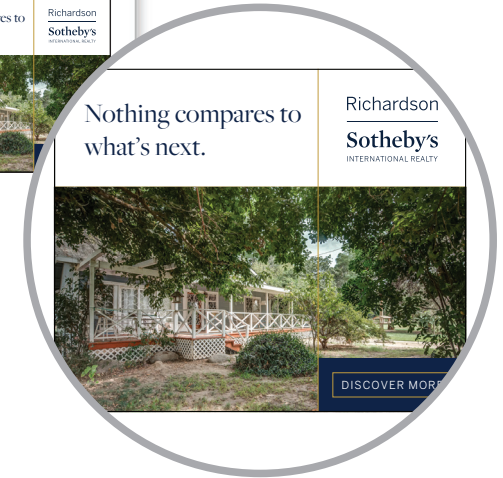
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

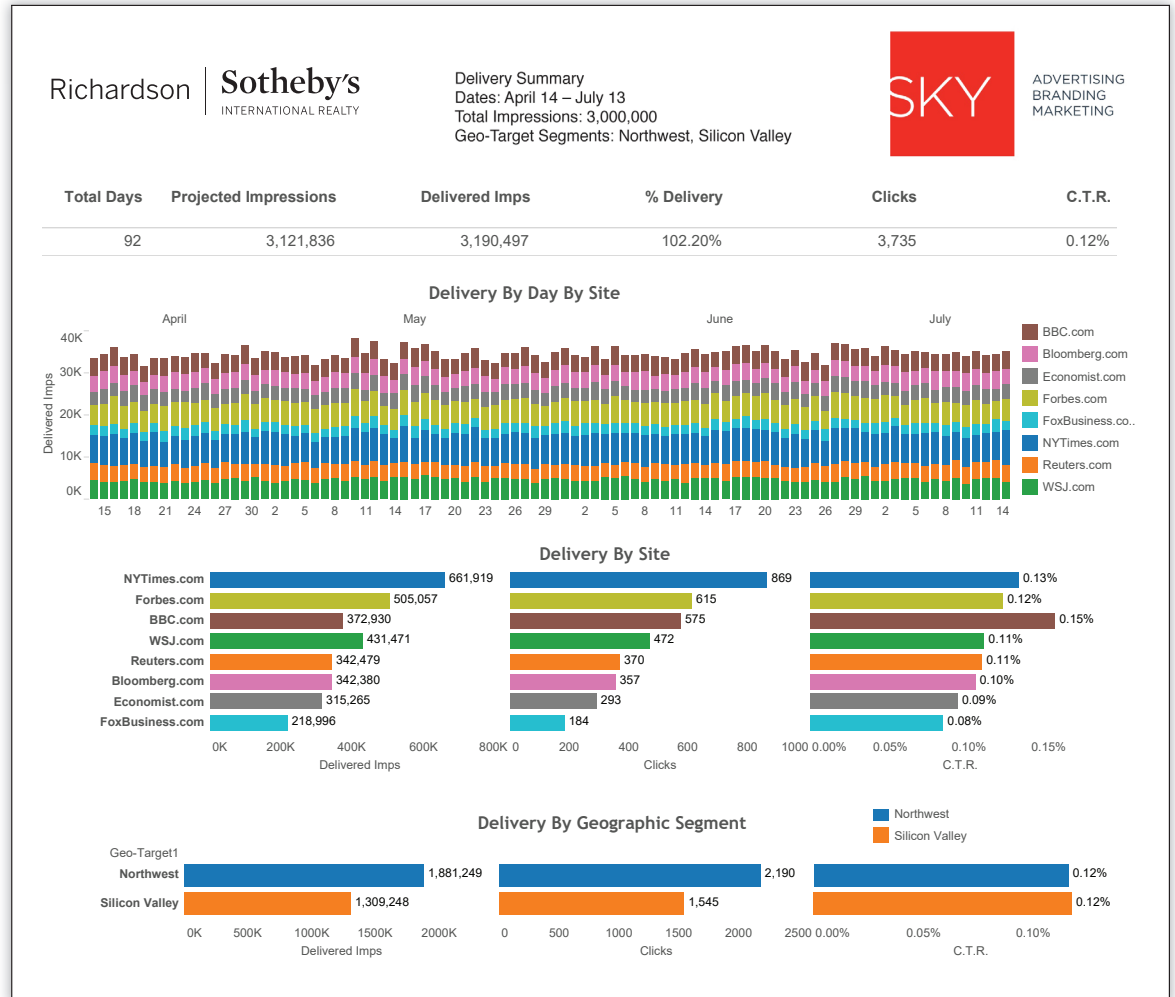


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Comprehensive Digital

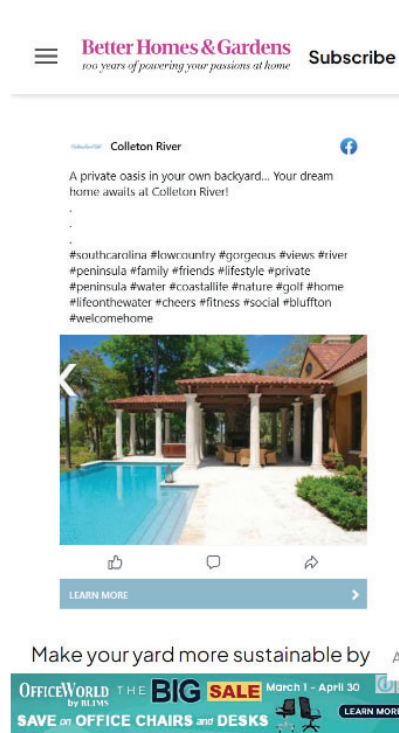
## SOCIAL MIRROR ADS

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.

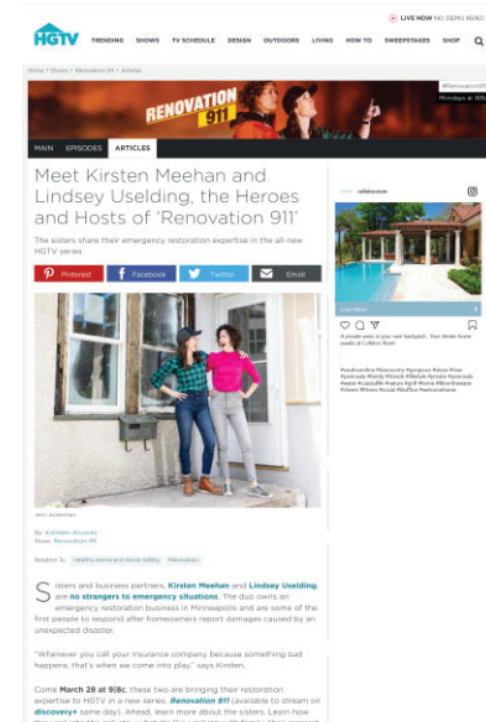
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

# Elite Traveler

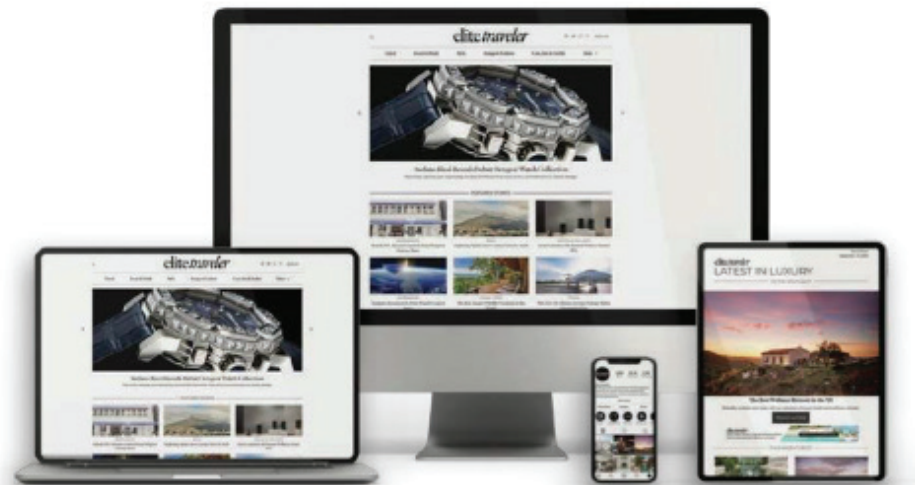
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

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ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR



## 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', 'Stories', 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 features 'MOST POPULAR' items with images and prices: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$478,947), Stunning Villa Ove... (\$478,947), and Ram 2500 (\$48,999). Below this is a 'JAMES SPOTTING' section with a duplex listing and a 'RICH LIST' section with a yacht listing. A 'Featured Agent' section highlights Nick Swinburne. At the bottom, there's a 'LATEST STORIES' section with an orange sports car image and several article teasers.

The screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar with a location input and a 'Search' button. Below the search bar is a grid of featured luxury properties with images and prices: '5 Bedrooms - Pent...' (\$2,734,418), 'Stunning Sherwo...' (\$3,258,000), 'Enviably Estate By...' (\$2,995,900), and 'Modern Apartment...' (\$2,724,332). There are also news articles about Hong Kong, the Bahamas, and Algarve, Portugal. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.



# jamesedition.com

## NEW & TRENDING

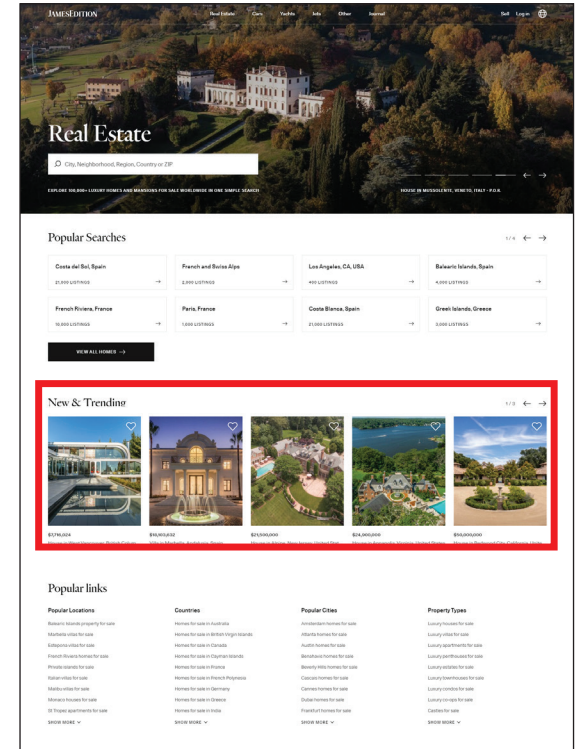
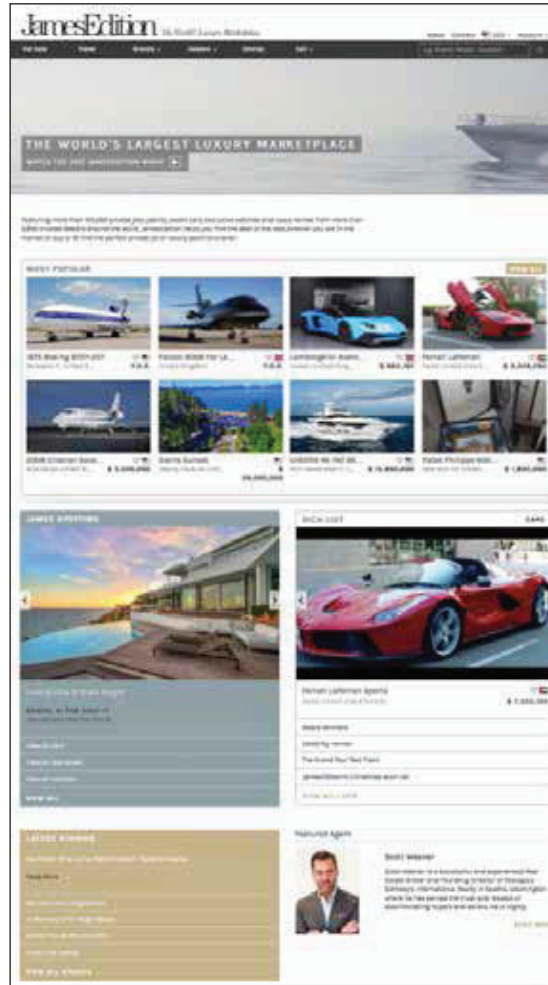
### FEATURED LUXURY POSITION

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REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

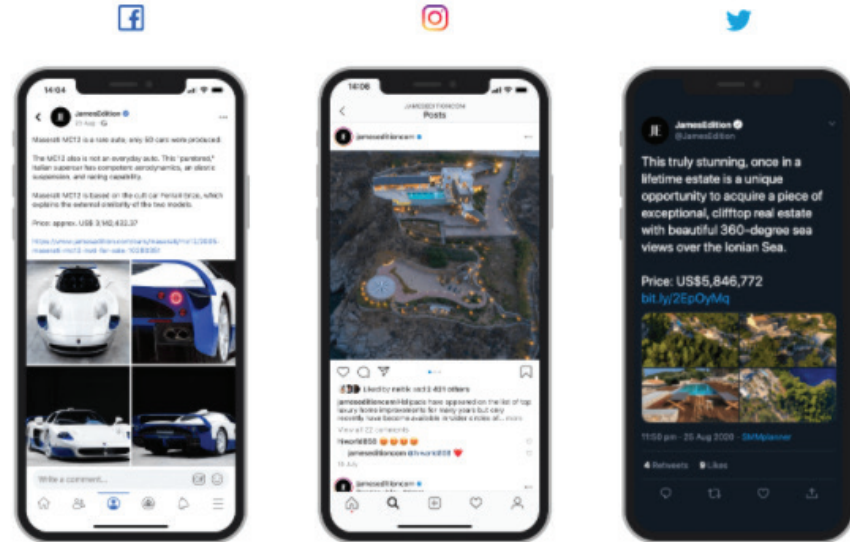
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- Instagram **74.8K**
- Facebook **31.3K**



## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

# Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

## LANDS OF AMERICA

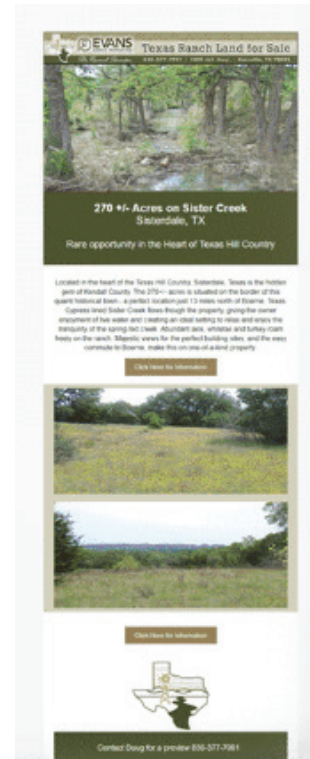
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

## LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



## SIGNATURE LISTINGS

10Xs more Exposure

- \$125/ONE LISTING
- \$330/3 LISTINGS
- \$1200/12 LISTINGS

## PLATINUM FEATURED PROPERTY

PRICE: \$700/30 DAYS  
Featured on all 3 Land.com sites

## DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500

# Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **\$9.3M**
- Household Income: **\$9.2M**

### Top In-Bound Markets:

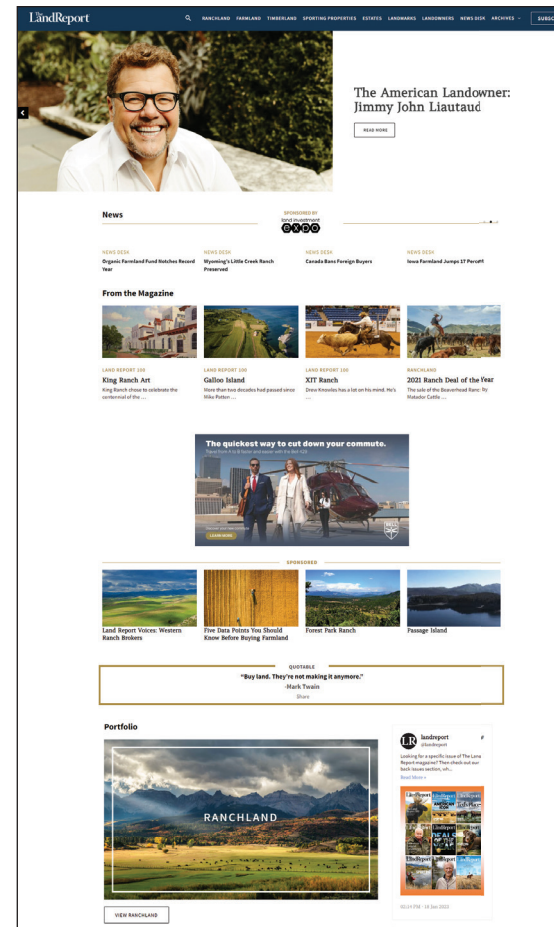
- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

## PORTFOLIO LISTING

FEATURED LISTING:  
\$1,300 SET UP FEE + \$1,250/MONTH

## SOCIAL MEDIA POSTS

BANNERS: \$1,450/POST



## E-NEWSLETTER

MONTHLY E-NEWSLETTER:  
\$1,950/SEND

## CUSTOM CONTENT

\$1,300 SET UP FEE + \$1,250/MONTH

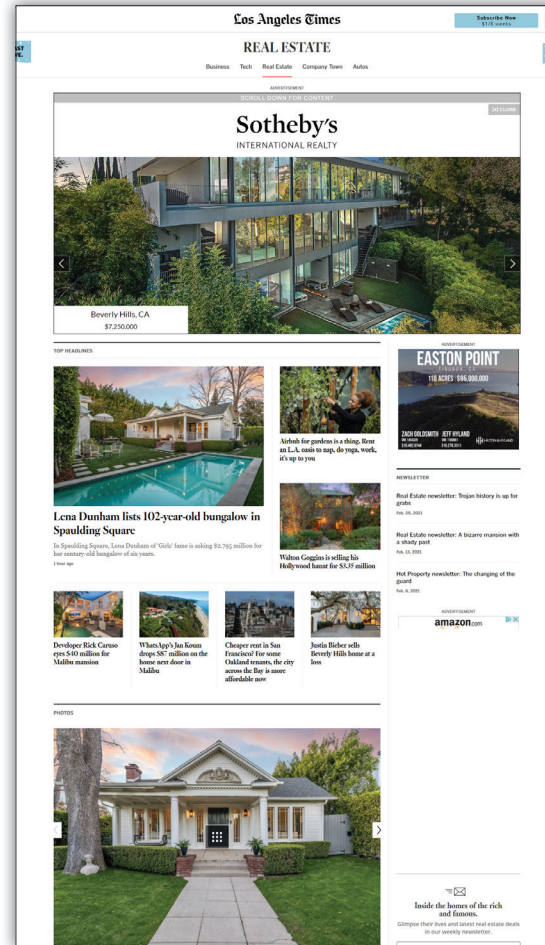
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

Maximum 30 featured properties  
Included with the Hot Property Print Placement



# The Wall Street Journal Online (WSJ.com)

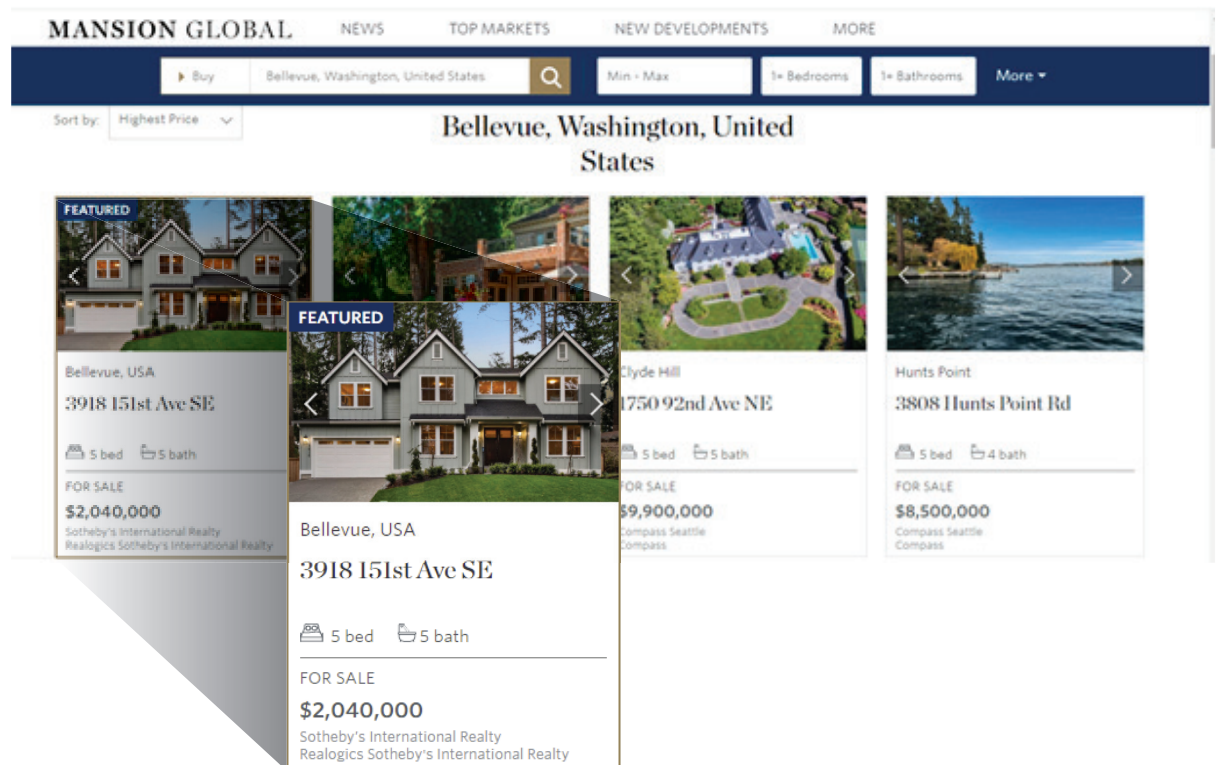
## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

**Included with print placement**



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

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

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

PROPERTY SPOT: \$795

**Includes Bonus 30 Day Digital - Featured Property Upgrade**

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00  
 DAA 292724 • 75351291 • NASDAQ 100: 10,939 • SPX 3000 7812.1 • 1.6 • 10-Y TREAS. A 2.072 • 10-Y T-BILL A 0.843 • GOLD \$1,142.30 • S&P 500 \$1,217.2 • VIX 20.32

**What's News**  
 Business & Finance

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

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

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

**Shaky Ground**  
 A major supply chain of hospitals is being disrupted by a virus that is spreading rapidly in the United States.

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

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

**City, State**  
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt  
 Company: sothebysrealty.com/rlt/gpt  
 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt  
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 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

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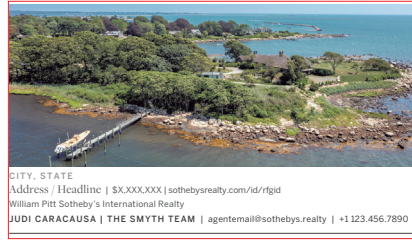
# The New York Times

## 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**

PROPERTY SPOT, COLOR: \$760



CITY, STATE  
Address / Headline | \$XXXXXXX | sothebysrealty.com/d/r/dt  
William Pitt Sotheby's International Realty  
JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800



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# 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**

PROPERTY SPOT, COLOR: \$750

Global

Sotheby's Real Estate

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WORLDWIDE: VIRGINIA  
 The Club at Vantage | \$20,900,000  
 TTD Sotheby's International Realty  
**MARK C. LEHMAN** (mark.lehman@sotheby.com) | +1 703 866 0669

FLORIDA: THE BAHAMAS  
 Emerald Bay - Lot 17 Ocean Ridge Estates  
 \$995,000 | sotheby.com/us/50289  
 Sotheby's International Realty  
**ASHLEY TRECO**  
 ashley.treco@sotheby.com | +1 240 422 0399

NEW YORK: NEW YORK  
 157 W 50th Street  
 \$6,990,000  
 East Side Apartments Brokerage  
**MARK FIELD | HELEN MARGOS**  
 www.eastsideapartments.com | +1 212 606 7669

BUFFALO, SOUTH CAROLINA  
 1718 Buffalo Lane  
 \$4,250,000  
 Daniel Roman Sotheby's International Realty  
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 catherine.donaldson@sotheby.com | +1 818 218 2061

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 \$2,500,000  
 Keller Sotheby's International Realty  
**KARINA WILCOX**  
 karina@sothebyrealty.com | +1 512 433 5538

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 \$20,900,000  
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**KARINA WILCOX**  
 karina@sothebyrealty.com | +1 512 433 5538

BRISTOL, VIRGINIA  
 14477 Flaglands Trail  
 \$1,000,000 | sotheby.com/us/6185024  
 Priscilla Sotheby's International Realty  
**GRETTA FEATIS**  
 gretta@priscillafeatis.com | +1 433 646 5556

# 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

72 Post Road, Old Westbury, NY

Open the door to what's next.

Take a peek at what's next.

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

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

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



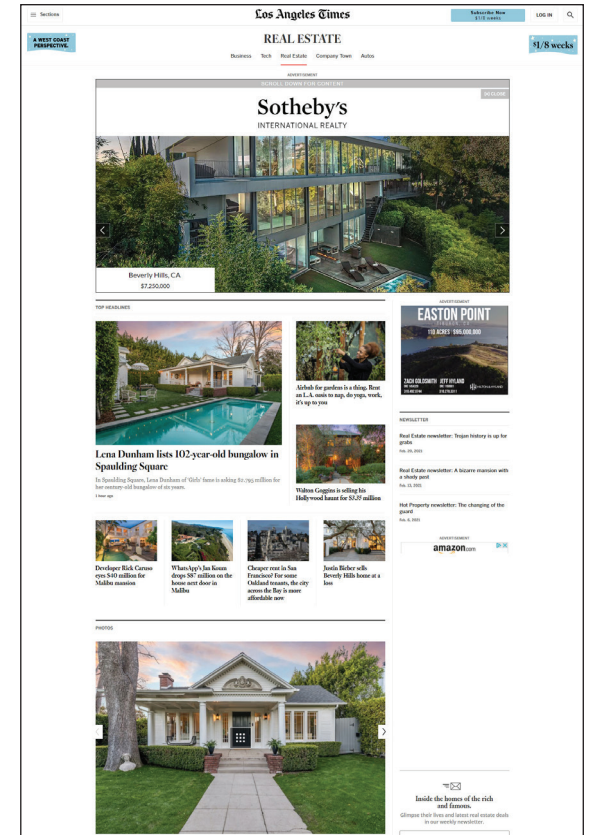
## LA TIMES DIGITAL LIGHTHOUSE

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

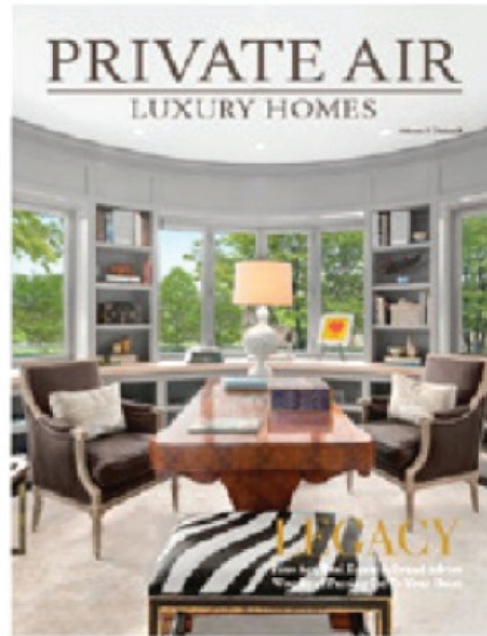
Full color with 30 day Lighthouse Placement



# 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.



## DISTRIBUTION

### 65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

**includes social media & E-Newsletter**

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter  
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter  
& Exclusive Estate Showcase Editorials**



# 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



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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/FICHEA-RUSSELL



Sandbanks  
Exuma, The Bahamas




**Jacqueline Lighthorn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Light House  
JL@Sandbanks.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 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. Like a luxury spa, directly into the ocean for water sports.

SIREBAHAMAS.COM/ID/V29,67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericsantorino.com  
DRE#02155001

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

Plan 1									
Media	Ad Description	April	May	June	July	August	Media Total		Reach
<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		\$ 2,500.00					\$ 2,500.00		550,000
<b>Digital</b>									
<b>Million Impressions*</b>									
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00					\$ 900.00		100,000
<b>Comprehensive Digital</b>									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00		200,000
<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				\$ 1,000.00		13,000
<b>JamesEdition</b>									
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00		750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00		192,000
Social Media	Listing Feature			\$ 1,000.00			\$ 1,000.00		148,000
<b>LA Times</b>									
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus				\$ 325.00		425,000
<b>Land.com</b>									
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00					\$ 1,500.00		5,000
Platinum Listings		\$ 750.00					\$ 750.00		
Signature Listings			\$330				\$ 330.00		
<b>Land Report</b>									
E-Newsletter	Monthly E-Newsletter		\$ 1,950.00				\$ 1,950.00		27,000
<b>WSJ.com</b>									
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00			\$ 1,300.00		328,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus		\$ -		

# Proposed Schedule, Pricing & Reach 2024

<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		\$ 1,320.00	768,000
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
<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 <b>October</b>				\$ 725.00	\$ 725.00	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>						\$ 29,505.00	6,725,577
*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	April	May	June	July	August	Media Total	Reach
<b>Media</b>								
<b>Digital</b>								
<b>Million Impressions*</b>								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00					\$ 900.00	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				\$ 1,000.00	13,000
<b>JamesEdition</b>								
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus				\$ 325.00	425,000
<b>Land.com</b>								
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00					\$ 1,500.00	5,000
Platinum Listings		\$ 750.00					\$ 750.00	
Signature Listings			\$330				\$ 330.00	
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus		\$ -	
<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			\$ 1,320.00	768,000
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00				\$ 760.00	423,111
<b>San Francisco &amp; Silicon Valley Takeover</b>								
San Francisco & Silicon Valley Takeover	Takeover - Full Page <b>October</b>					\$ 725.00	\$ 725.00	36,500
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00			\$ 1,590.00	1,288,848
<b>TOTAL</b>							\$ 13,925.00	4,221,153

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