



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 2101 Edgemont Avenue Advertising and Marketing Program

Premier | Sotheby's  
INTERNATIONAL REALTY

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28 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 2101 Edgemont Avenue

SKY Advertising is excited to present to Premier Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to 2101 Edgemont Avenue.

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 Bristol, TN.

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**

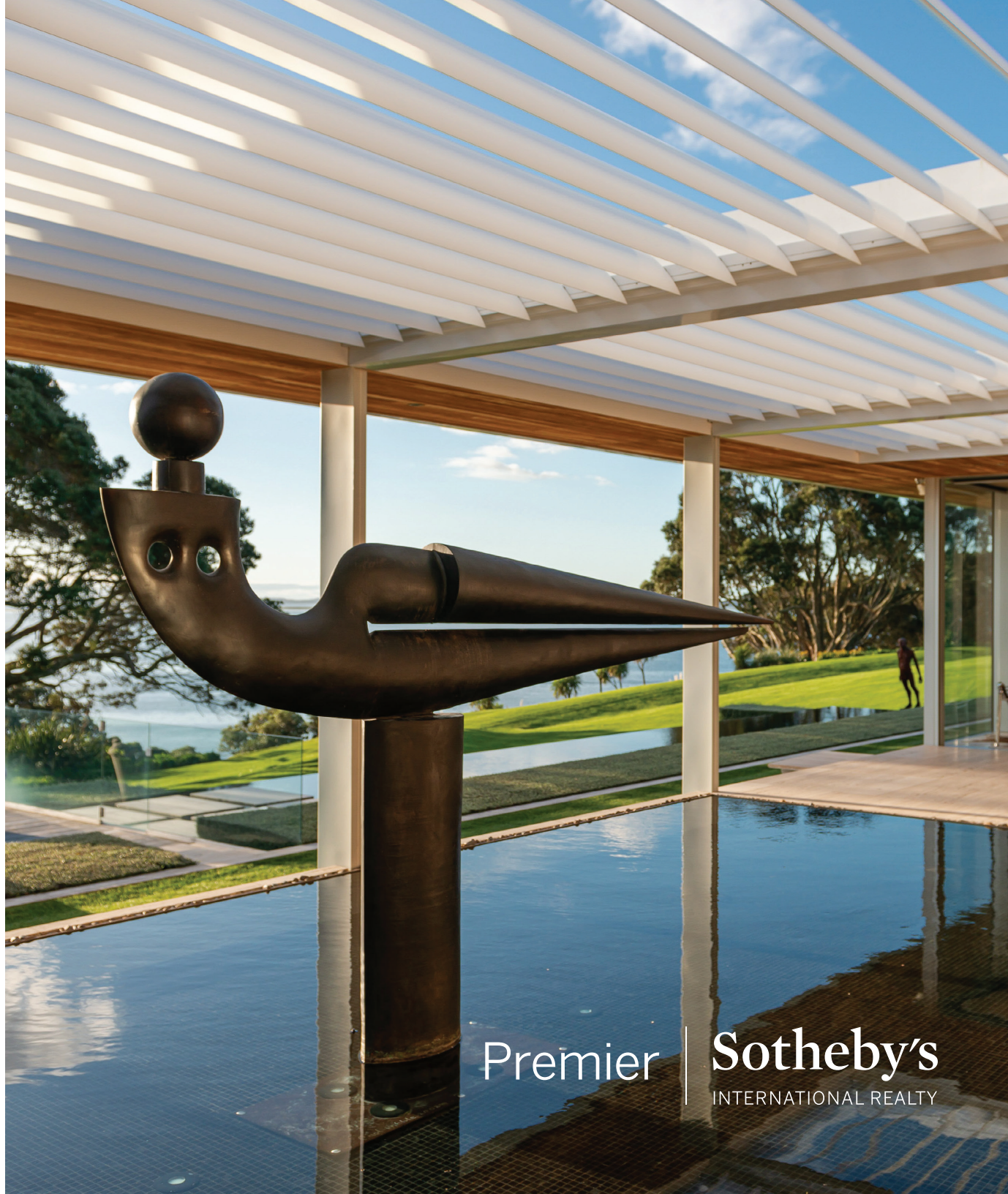
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*Account Executive*  
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Sotheby's  
Auction House  
Offerings



Premier | Sotheby's  
INTERNATIONAL REALTY

# 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



**Sotheby's**  
INTERNATIONAL REALTY

**Buildings Management is what's next.**  
Experience our exclusive collection of buildings in London.

**100 Park Avenue, NY, NY**  
This modern 11-story office building is located in the heart of Midtown Manhattan. It features a prime location, high-end finishes, and a state-of-the-art building management system. The building is currently under construction and is expected to be completed in late 2023. For more information, please contact us at 212 512 1234.

**1 Central Park West 44/F/40C**  
This magnificent luxury apartment is located in the heart of Manhattan. It features a prime location, high-end finishes, and a state-of-the-art building management system. The apartment is currently under construction and is expected to be completed in late 2023. For more information, please contact us at 212 512 1234.

**100 Park Avenue, NY, NY**  
This modern 11-story office building is located in the heart of Midtown Manhattan. It features a prime location, high-end finishes, and a state-of-the-art building management system. The building is currently under construction and is expected to be completed in late 2023. For more information, please contact us at 212 512 1234.

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# Digital Offerings



# 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: **2101 Edgemont Avenue**
- 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

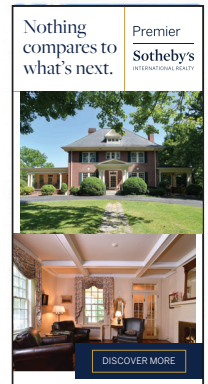
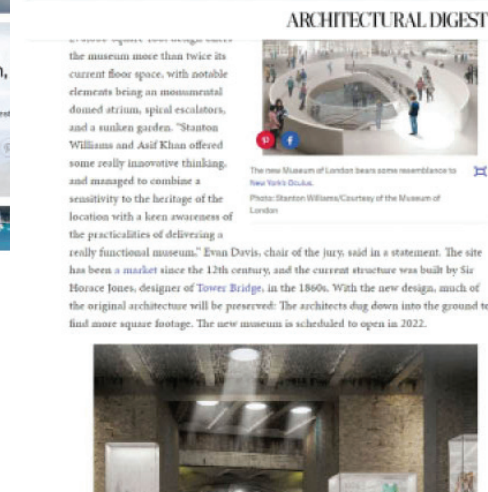
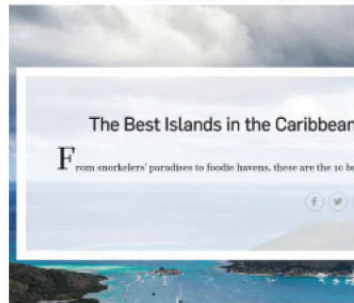
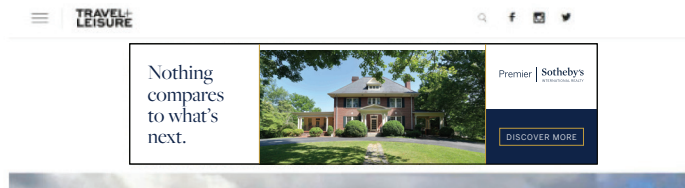
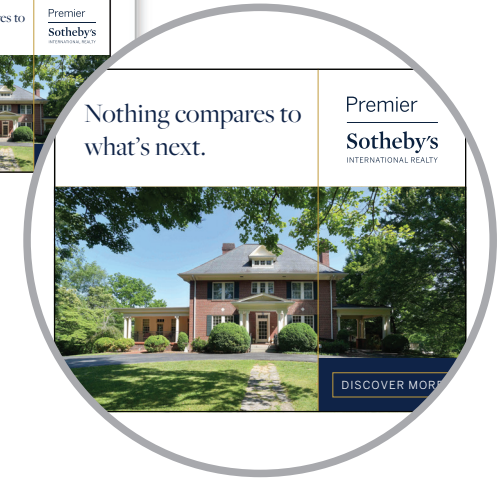
Nothing compares to what's next.		Premier   Sotheby's INTERNATIONAL REALTY  DISCOVER MORE
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Premier   Sotheby's INTERNATIONAL REALTY		Nothing compares to what's next.	DISCOVER MORE
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Nothing compares to what's next.	Premier Sotheby's INTERNATIONAL REALTY
	
 DISCOVER MORE	

Nothing compares to what's next.	Premier Sotheby's INTERNATIONAL REALTY
 DISCOVER MORE	

# Sample Banners For Impressions Programs As They Appear On Sites

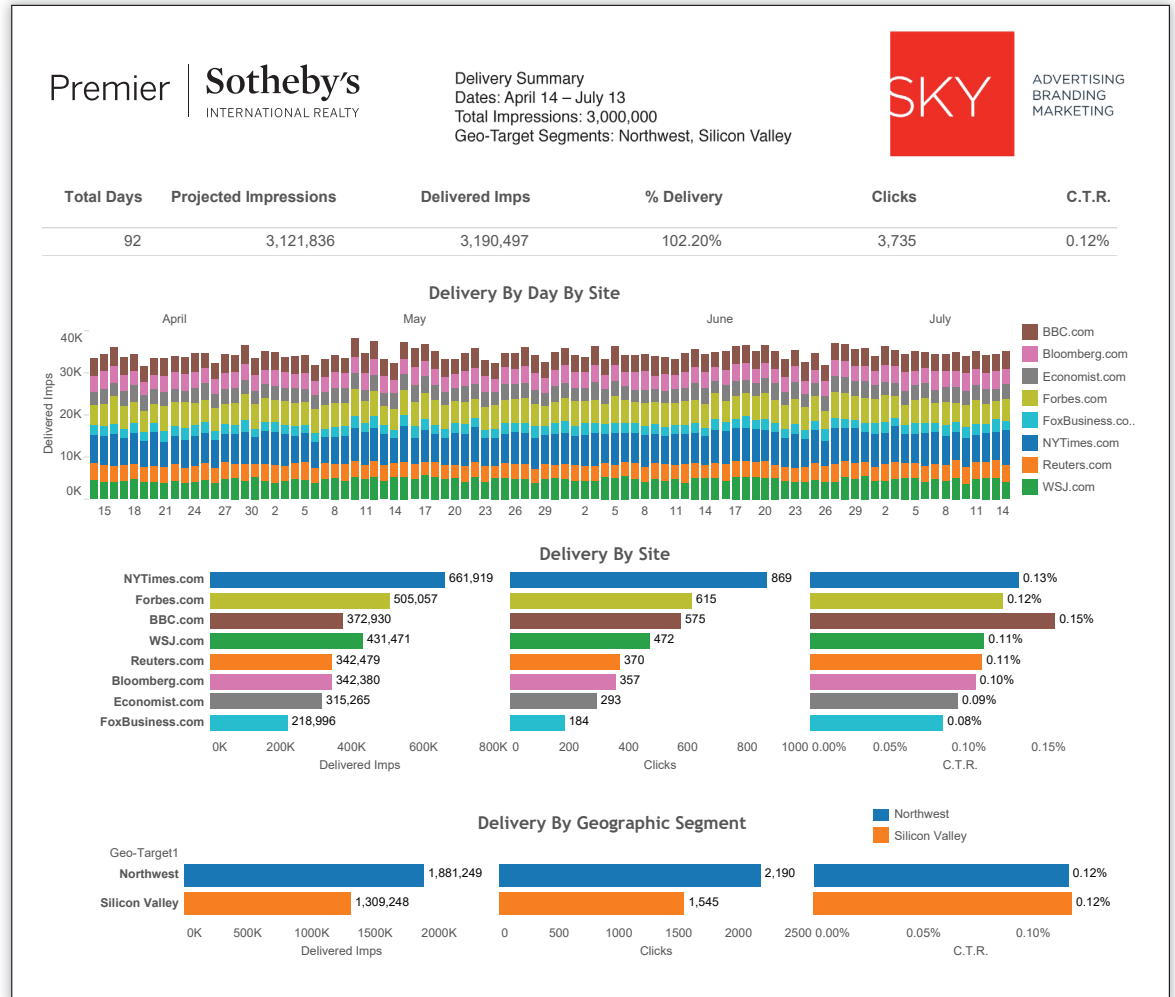


# Comprehensive Reporting For Your Customized Campaign

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

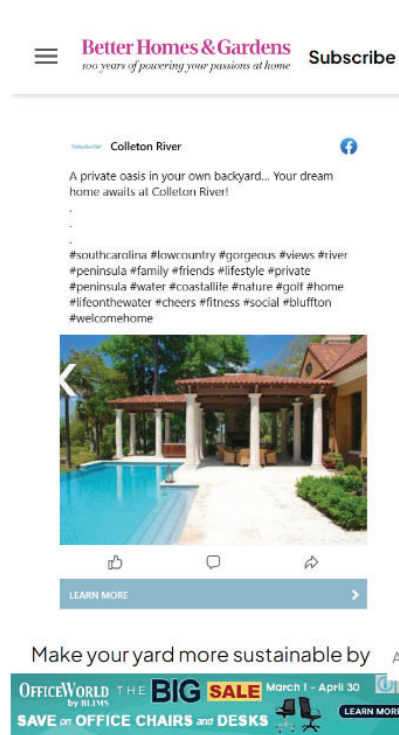
## SOCIAL MIRROR ADS

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.

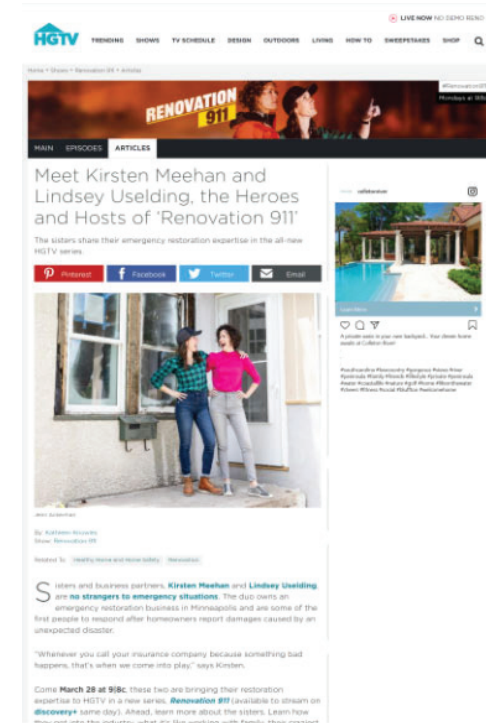
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

# 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.

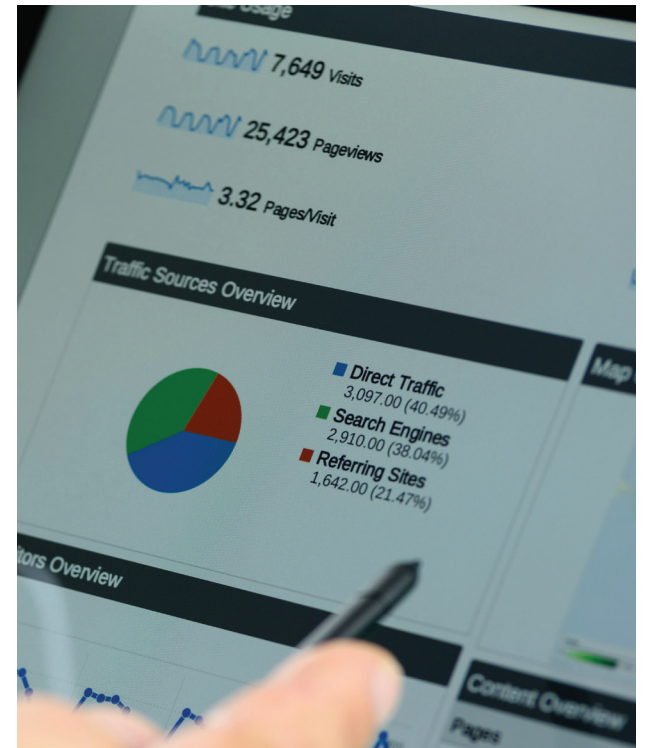


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 WAIVED**  
**\$6,000/MONTH**



# Google AdWords

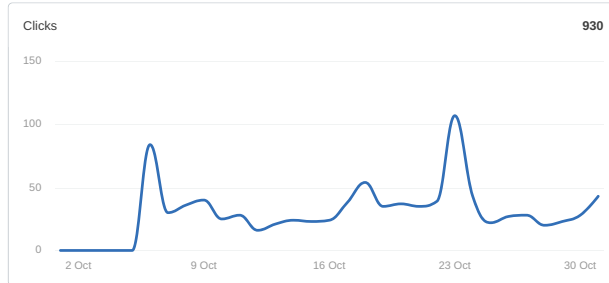
## CLIENT DASHBOARD

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 Premier

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

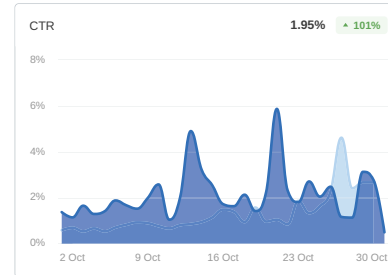
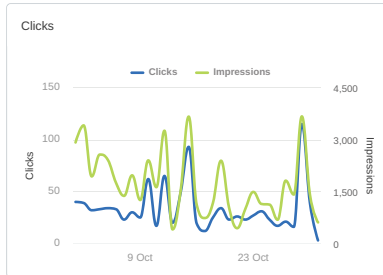
## MONTHLY REPORTING

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



## SIR Premier

### 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

# Circa Old Houses

CIRCA's core mission is to connect real estate agents and homeowners selling old houses to people specifically looking to buy a property with history and character. From fixer-uppers to luxury estates, colonial architecture, to mid-century masterpieces – all homes of extraordinary quality built before 1971 are on their radar. CIRCA's audience trusts their expertise in showcasing only the most visually stunning historical homes currently on the market.

## CIRCAOLDHOUSE.COM

- Monthly page views: **2M**
- Instagram: **386K**
- Facebook: **105K**
- YouTube: **44K**

## SOCIAL MEDIA MARKETING OPPORTUNITIES

- @circahouses
- 90-day listing with Instagram Story.

PRICE: \$270/LISTING





# 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

# jamesedition.com

## NEW & TRENDING

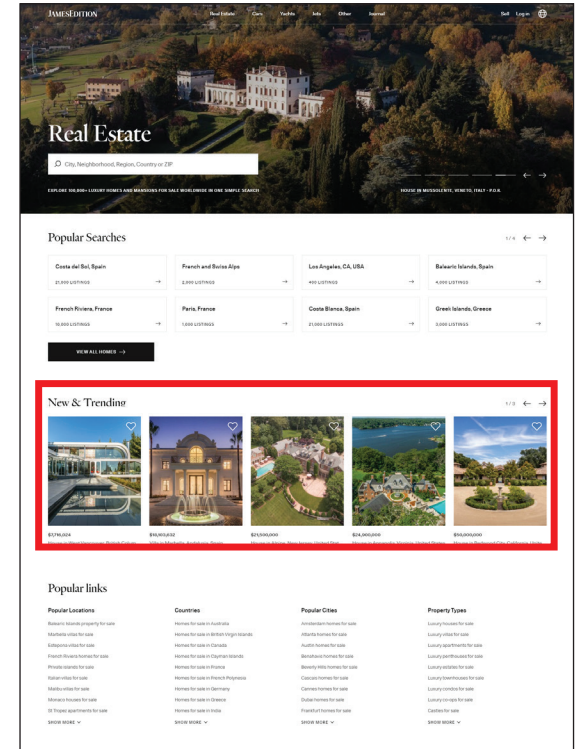
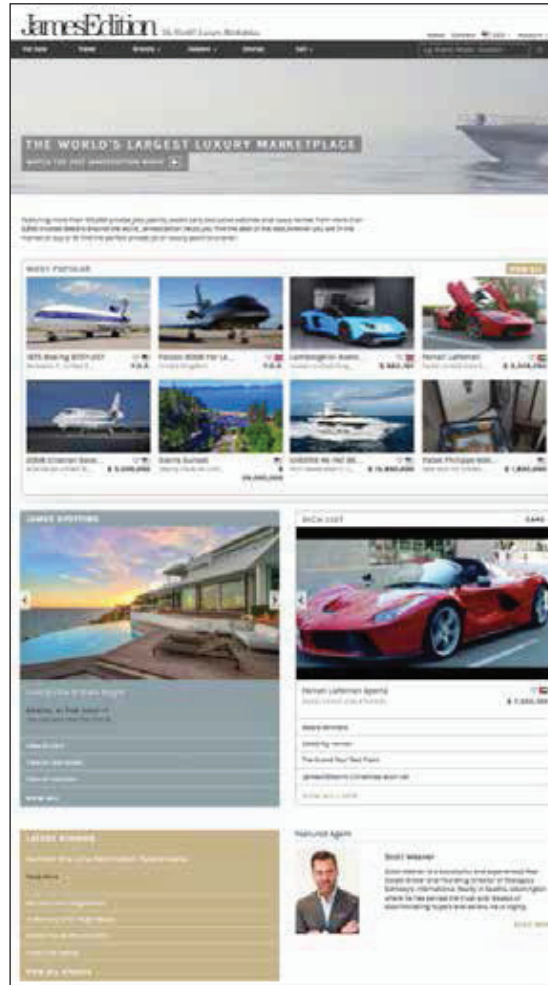
### FEATURED LUXURY POSITION

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

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

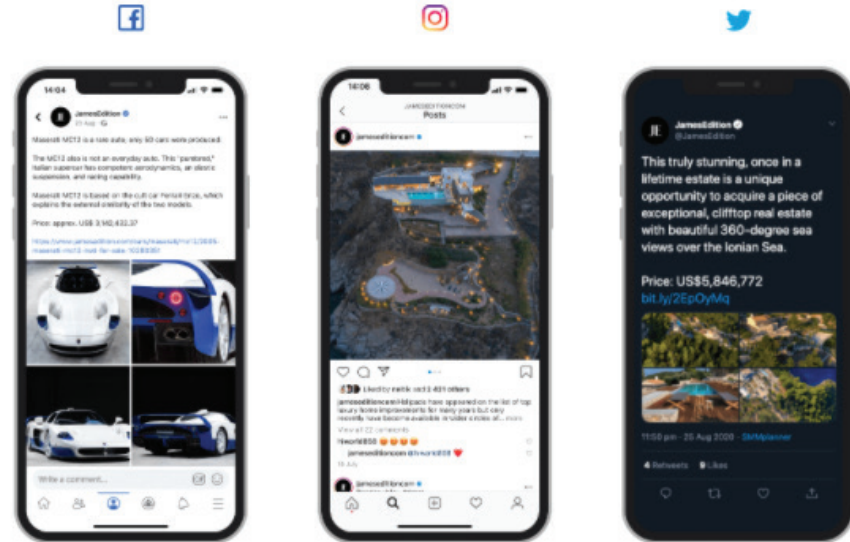
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

# The Wall Street Journal Online (WSJ.com)

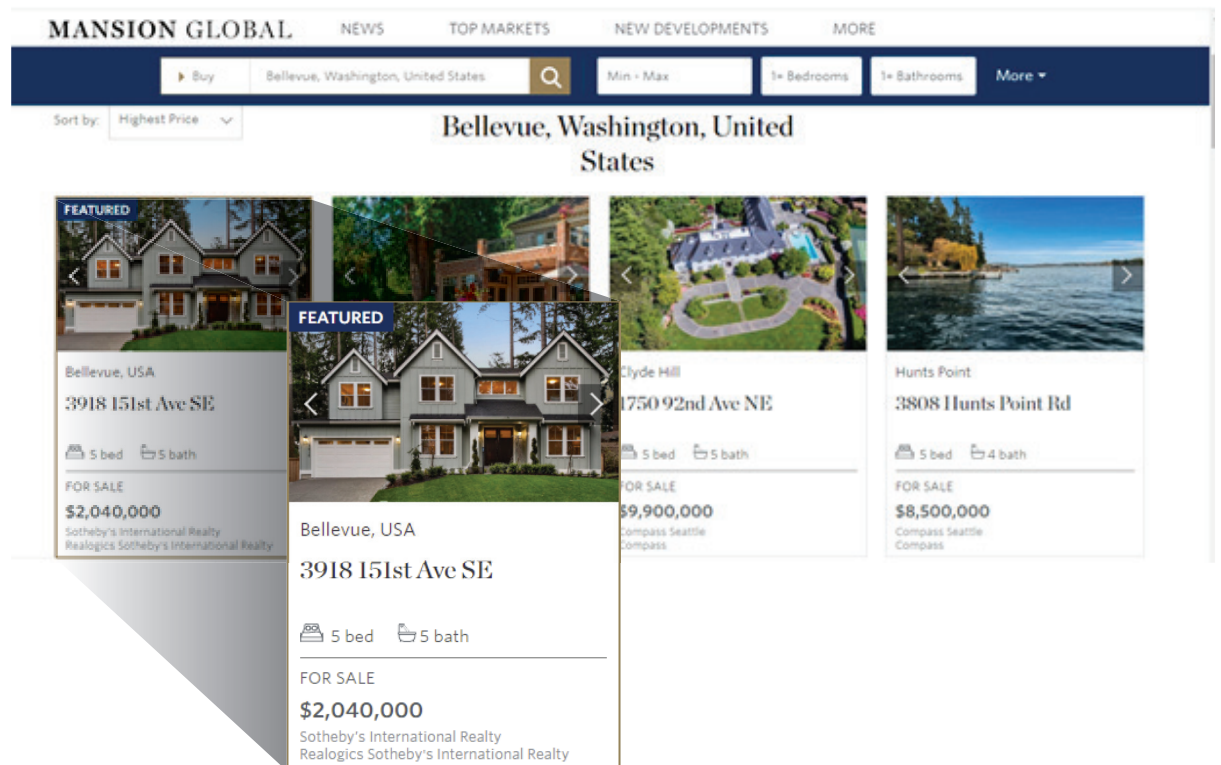
## FEATURED PROPERTY UPGRADES

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



# 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 292741 • 75151219 • NASDAQ 10140.91 • SPX 3009.7121 • 1.61 • 10-Y TREAS. 4.2512 • 10-Y T-BILL 1.45 • 30-Y T-BILL 4.8543 • GOLD 12142.30 • S&P 500 31212 • 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 dozens 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**  
 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 supply chain of goods is being disrupted by a combination of factors, including the impact of the coronavirus pandemic on global supply chains.

**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: Sotheby's International Realty  
 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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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.**

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**

PROPERTY SPOT, COLOR: \$760



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VOL. CLXVIII ... No. 38,157 ... NEW YORK, MONDAY, NOVEMBER 5, 2018 ... \$3.00

### Web's Far Right Can Hear Itsself As Trump Talks

By KEVIN WOOD

On Wednesday, as news outlets reported that the far right of the Web had organized a "March for Trump" in New York City, it was clear that the Web's far right was not just a fringe phenomenon but a force to be reckoned with.

The Web's far right is a collection of websites, social media groups and forums that have grown into a powerful network. It is a place where people can find like-minded individuals and share their views on a wide range of issues, from politics to culture to religion.

One of the most prominent figures in the Web's far right is Steve Bannon, a former White House strategist who has become a leading voice for the far right. Bannon has been instrumental in shaping the agenda of the far right, and his influence is still felt today.

The Web's far right is also a place where people can find support and encouragement. It is a place where people can feel that they are not alone in their beliefs and that they are part of a larger community.

As the Web's far right continues to grow, it is clear that it will have a significant impact on the political and cultural landscape of the United States. It is a force to be reckoned with, and it is one that we should all be paying attention to.

### Edge in Polls Might Not Tip House Scales

By NICHOLAS...

Democrats' recent gains in the polls have led some to believe that they are on the verge of a comeback. However, many analysts believe that the House will remain in Republican hands for the foreseeable future.

The House is a much more difficult place to win than the White House. It requires a coalition of support from a wide range of interests, and it is often easier to lose than to win. Democrats have made significant gains in the polls, but they still have a long way to go to win a majority in the House.

Republicans, on the other hand, have a strong base of support in the House. They have a long history of success, and they are likely to continue to be a major force in the House for the foreseeable future.

The House is a complex institution, and it is difficult to predict the outcome of the upcoming elections. However, it is clear that the House will remain a key battleground in the political process.

### It's Not Heaven, It's Brooklyn

By KEVIN WOOD

The \$10,000 houses in this part of New York City have become a hot topic of discussion. These tiny homes are a response to the high cost of housing in the city, and they offer a new way of living.

These tiny homes are small, efficient and affordable. They are a great option for people who want to live in the city but can't afford a traditional house. They are also a great option for people who want to live in the city but don't want to own a house.

The tiny home movement is growing, and it is likely to continue to be a major trend in the housing market. It is a great way to live in the city, and it is one that we should all be paying attention to.

### Spending Millions in a Bid to Avoid Sanctions

By KEVIN WOOD

The U.S. Treasury Department has announced that it is spending millions of dollars to avoid sanctions on Russia. This move is seen as a major escalation in the trade war between the two countries.

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### Partisan Roots Of New Query On the Census

By MICHAEL...

The U.S. Census Bureau has announced that it is conducting a new survey on the census. This survey is seen as a major escalation in the partisan battle over the census.

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### Called to Serve, Utah Mayor Always Answered

By JEFF...

Utah Mayor [Name] has been called to serve in the military. He has always answered the call, and he is expected to continue to do so.

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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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

## House & Home

FTWeekend

No rest for the Wild  
Wildebeest director  
dispenses fire knowledge  
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Sign of the Thames  
South Bank feels sharp  
note of London's price falls  
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SPD chief ready to join coalition talks  
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# Schedule, Pricing & Reach



# Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	May	June	July	August	September	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>Digital</b>								
<b>Million Impressions*</b>								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00					\$ 900.00	100,000
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	200,000
<b>Circa Old Houses</b>								
Circa Old Houses	Social Media Post	\$ 270.00					\$ 270.00	
<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		\$ 800.00				\$ 800.00	148,000
<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				\$ -	
<b>Print</b>								
<b>Financial Times</b>								
Financial Times	Property Spot	\$ 750.00	\$ 750.00				\$ 1,500.00	420,914
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00					\$ 760.00	423,111
<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>The Wall Street Journal</b>								
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00			\$ 980.00	100,000
<b>TOTAL</b>							\$ 17,810.00	3,970,873

\*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	May	June	July	August	September	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>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
<b>Circa Old Houses</b>								
Circa Old Houses	Social Media Post	\$ 270.00					\$ 270.00	
<b>JamesEdition</b>								
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00				\$ 1,000.00	750,000
<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				\$ -	
<b>Print</b>								
<b>Financial Times</b>								
Financial Times	Property Spot	\$ 750.00					\$ 750.00	210,457
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00					\$ 760.00	423,111
<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>The Wall Street Journal</b>								
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00			\$ 980.00	100,000
<b>TOTAL</b>							\$ 10,850.00	3,200,416

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