



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

132 Mountain Shore Trail Advertising and Marketing Program

Joan Herlong
& Associates

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 132 Mountain Shore Trail

SKY Advertising is excited to present to Joan Herlong & Associates Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to 132 Mountain Shore Trail 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 Six Mile, SC.

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**

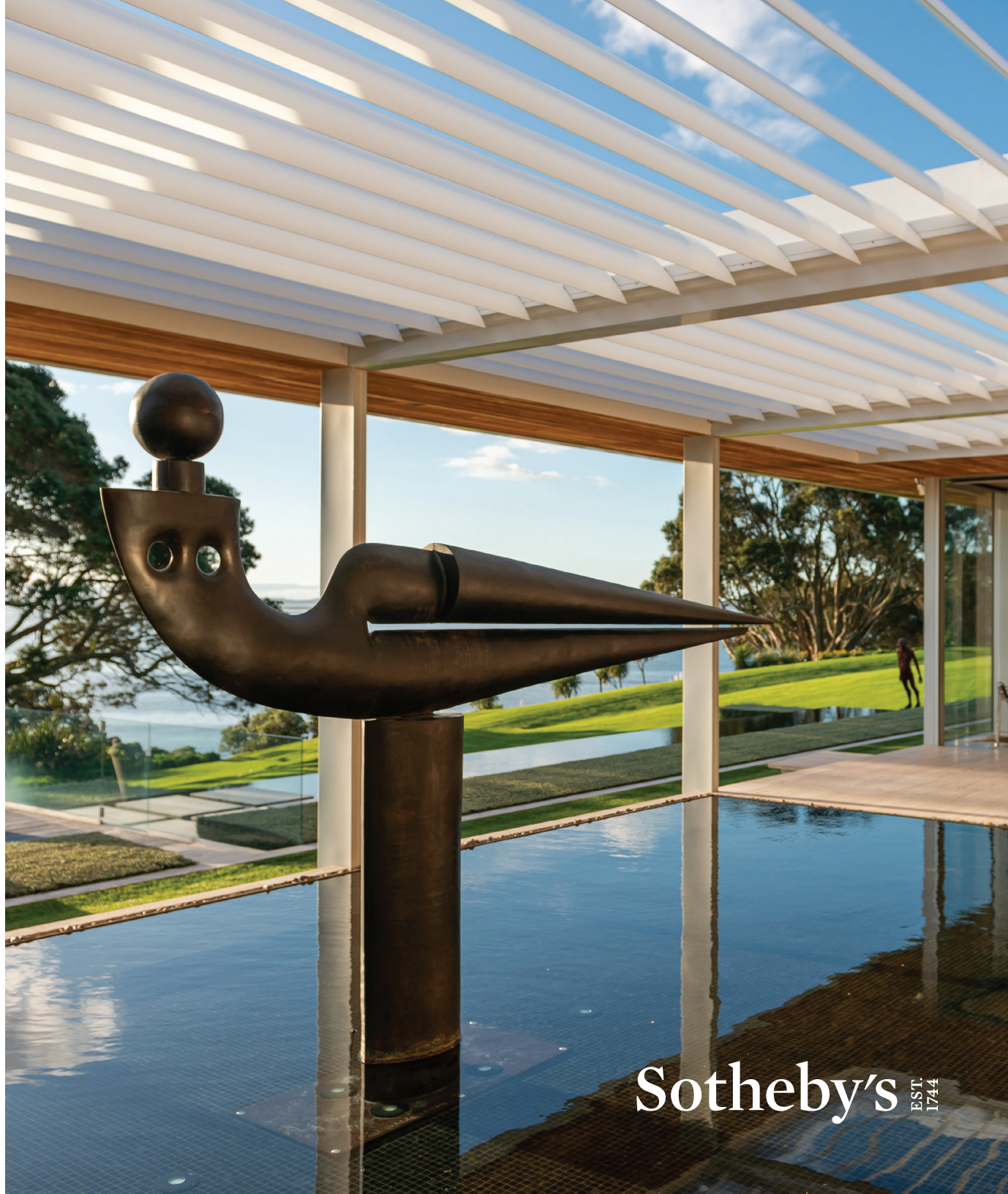
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CHLOE STEELY
Account Executive
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Sotheby's
Auction House
Offerings



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
 714.444.4444
 Property # 1230123
 Agent: Jennifer Smith
 International Realty
 Broker: Sotheby's International Realty
 Email: jsmith@sothebysrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46F/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, including marble, granite, and custom millwork. This is a rare opportunity to own a piece of New York City's most iconic real estate.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 850 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 the city. The residence is finished with the finest materials and features a private elevator and a large terrace.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 850 7772
 Email: taylor@sothebysrealty.com
 \$20,000,000.00

Four Seasons Private Residences
 This amazing 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. It features a private elevator, a large terrace, and a view of the city.

New York, New York
 \$1,100,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 850 7772
 Email: taylor@sothebysrealty.com
 \$10,000,000.00

95

DIGITAL

SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ recipients

PRICE: \$2,500/DEPLOYMENT




DIGITAL

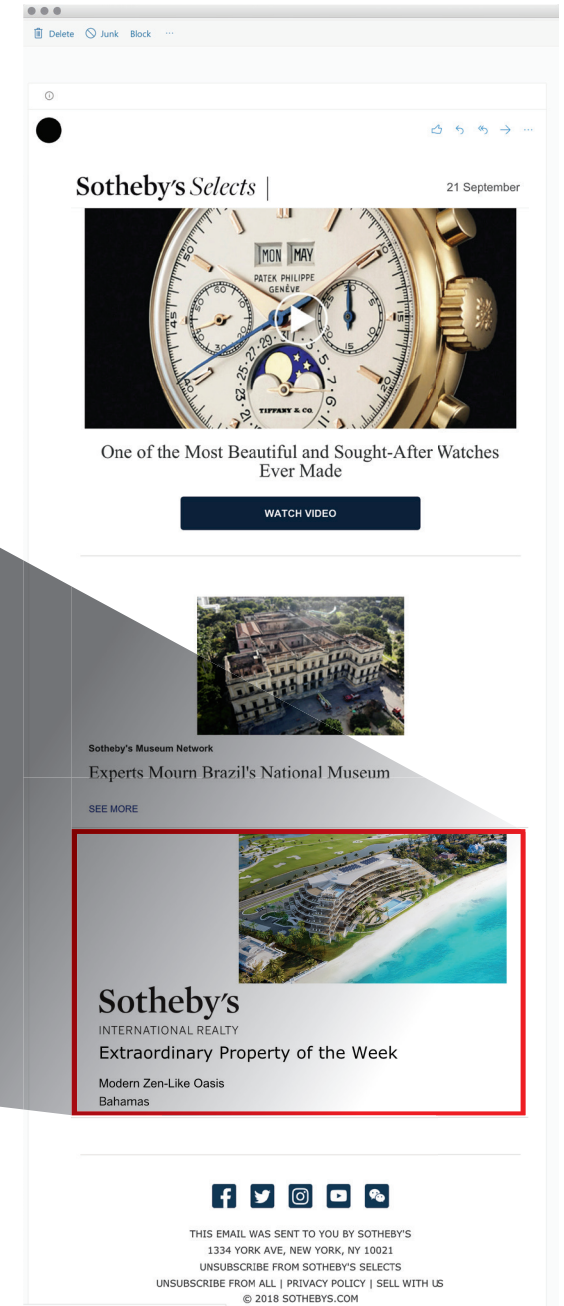
SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 700,000+ recipients
- 34% average open rate


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)




Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

[f](#) [t](#) [@](#) [v](#) [w](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US
© 2018 SOTHEBYS.COM

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: **132 Mountain Shore Trail**
- Flight Dates: **May 15, 2024 - August 15, 2024**
- Impressions: **750,000**
- 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	



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



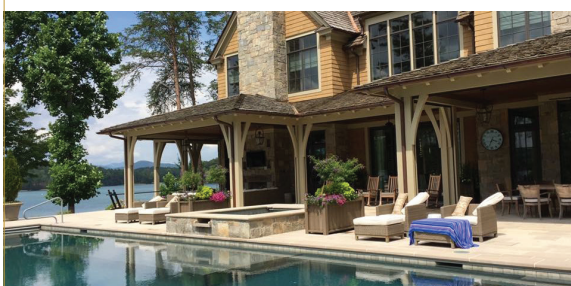
Creative

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

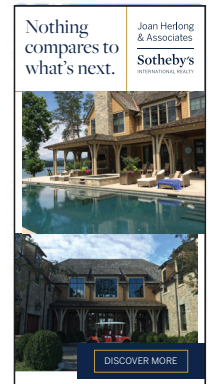
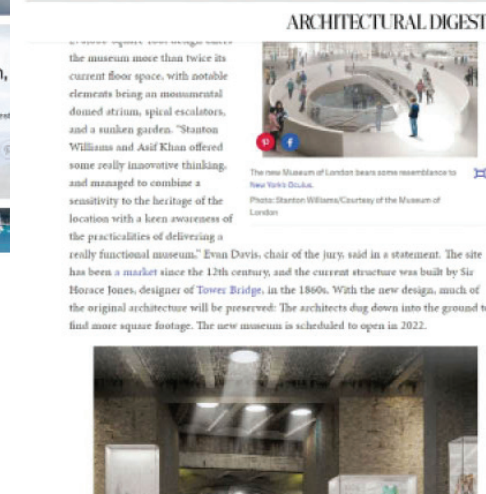
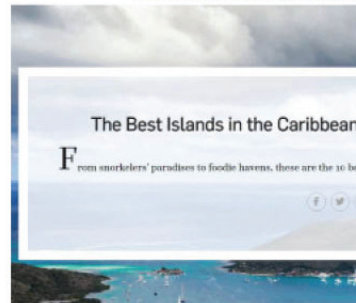
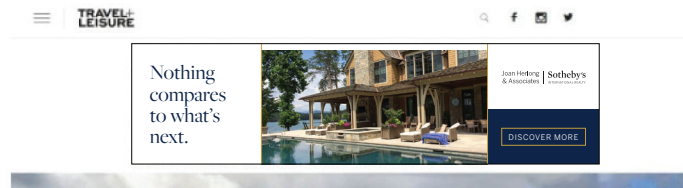
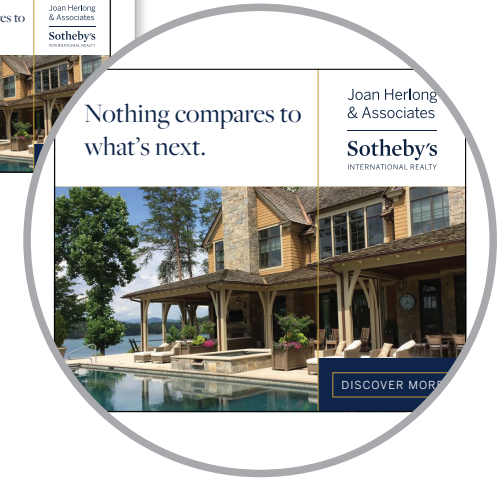
<p>Nothing compares to what's next.</p>		<p>Joan Herlong & Associates Sotheby's INTERNATIONAL REALTY</p>
		<p>DISCOVER MORE</p>

<p>Joan Herlong & Associates Sotheby's INTERNATIONAL REALTY</p>		<p>Nothing compares to what's next.</p>	<p>DISCOVER MORE</p>
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<p>Nothing compares to what's next.</p>	<p>Joan Herlong & Associates Sotheby's INTERNATIONAL REALTY</p>
	
 <p>DISCOVER MORE</p>	

<p>Nothing compares to what's next.</p>	<p>Joan Herlong & Associates Sotheby's INTERNATIONAL REALTY</p>
 <p>DISCOVER MORE</p>	

Sample Banners For Impressions Programs As They Appear On Sites

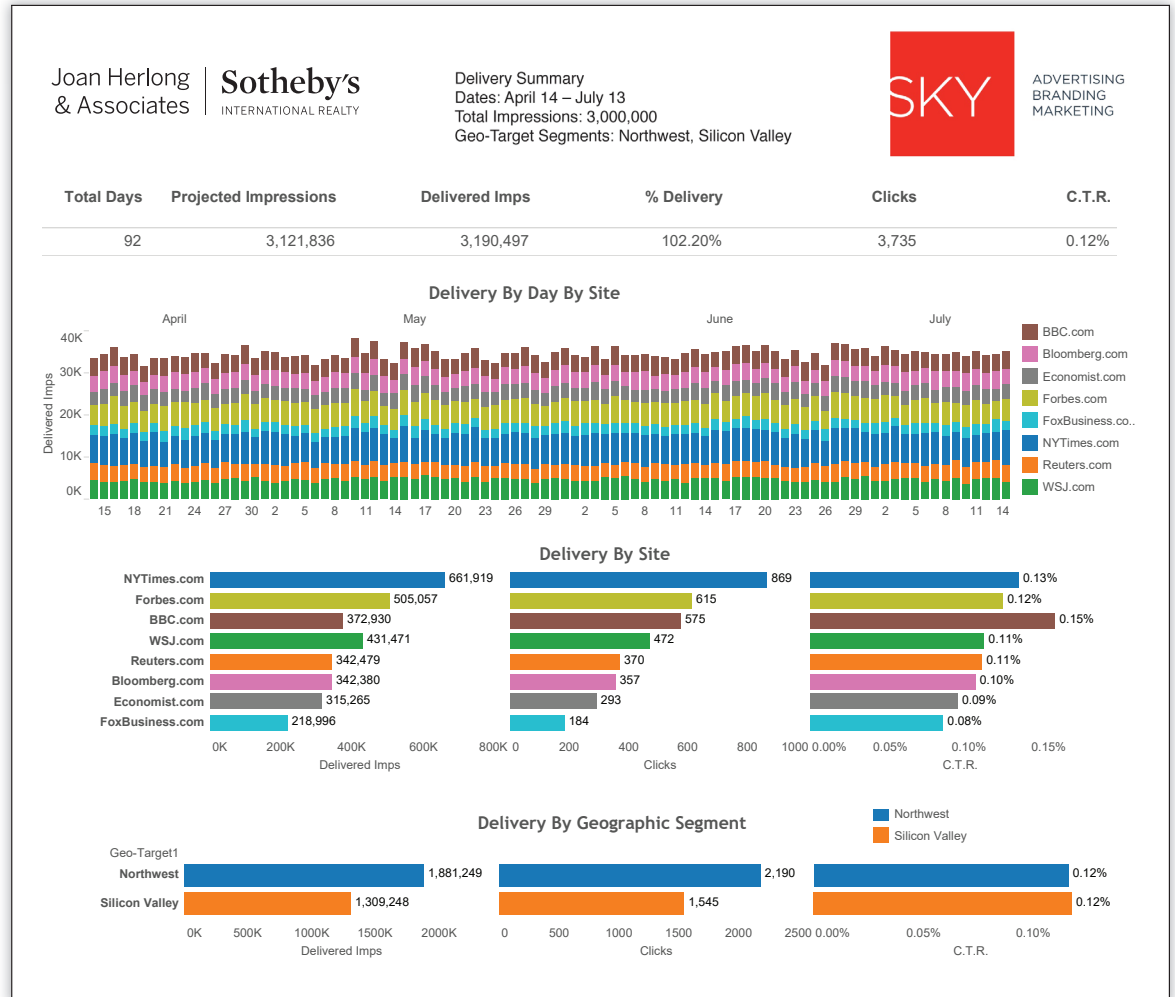


Comprehensive Reporting For Your Customized Campaign

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.

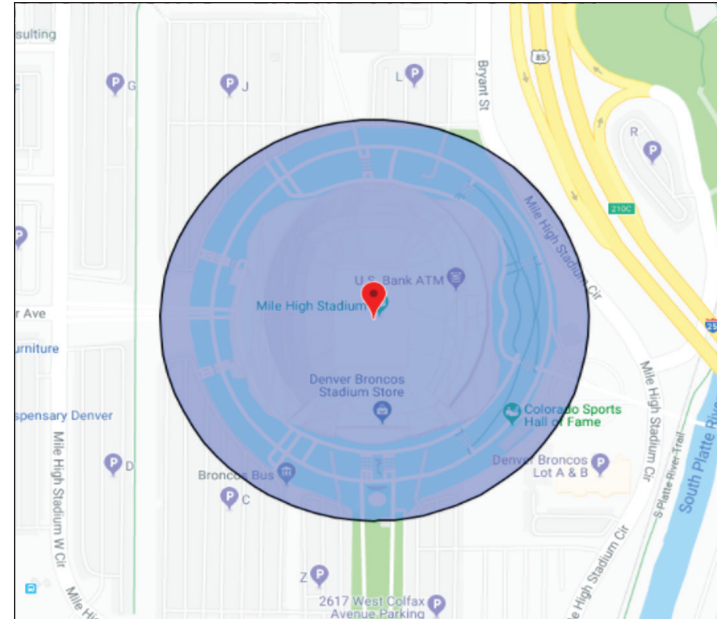
IMPRESSIONS PROGRAM SAMPLE REPORT



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**
- Monthly Impressions: **100,000/month**

Comprehensive Digital

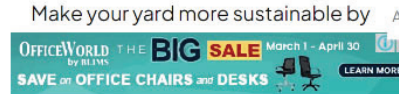
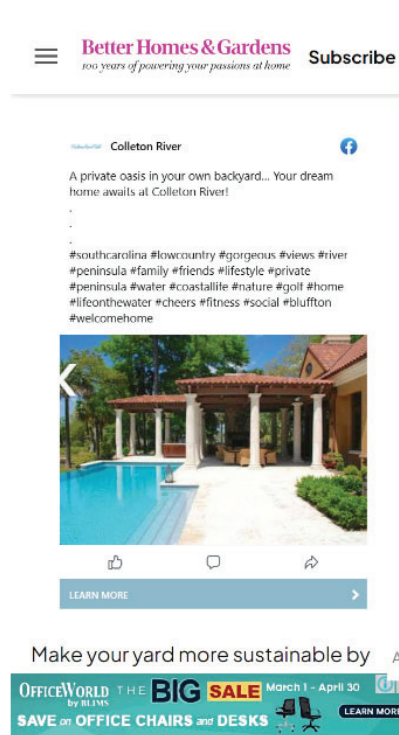
SOCIAL MIRROR ADS

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.

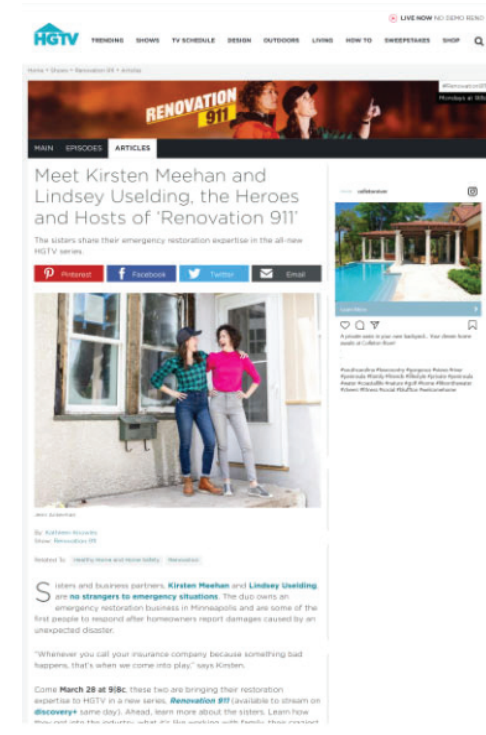
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

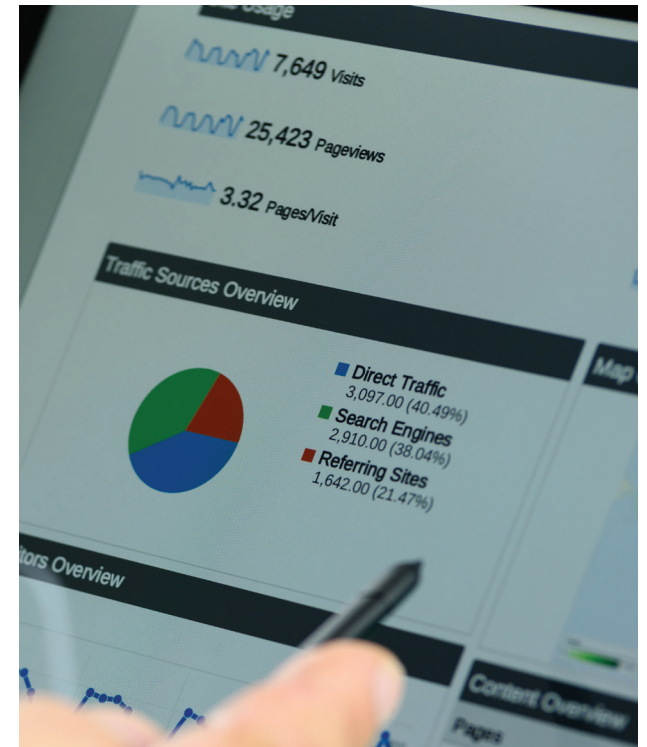


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

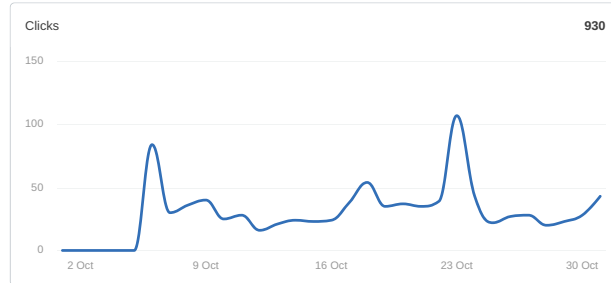
CLIENT DASHBOARD

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 Joan Herlong & Assoc

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%
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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

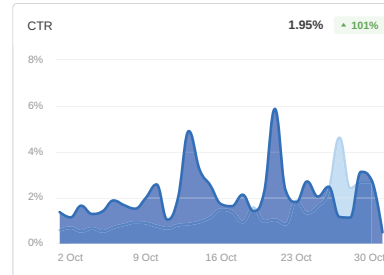
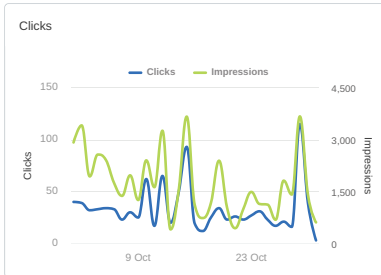
MONTHLY REPORTING

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



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October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

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

Dwell Real Estate

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

Dwell Audience Real Estate Metrics

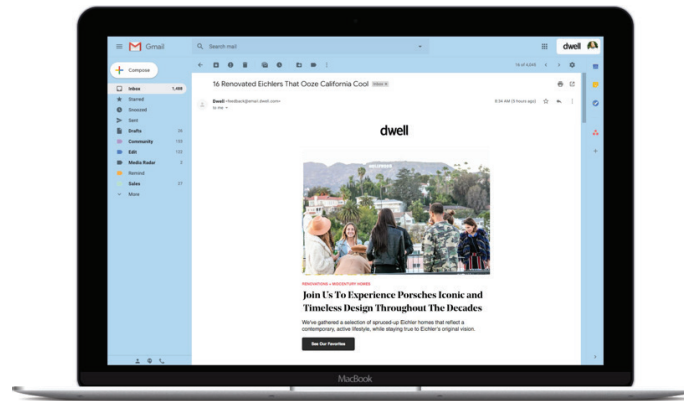
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

REAL ESTATE EMAIL NEWSLETTER SPONSORSHIP

Dwell's newest email newsletter delivers each week's must-see, just-listed homes straight to your inbox.

- Dwell Real Estate Subscribers: **565k**
- Avg Open Rate: **30%**
- Avg Click Through: **1-3.5%**
- Cadence: **1x per week** (Thursdays)

PRICE: \$3,625 PER DEPLOYMENT

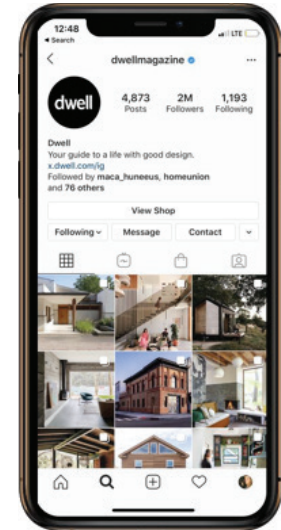


CUSTOM REAL ESTATE ARTICLE.

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



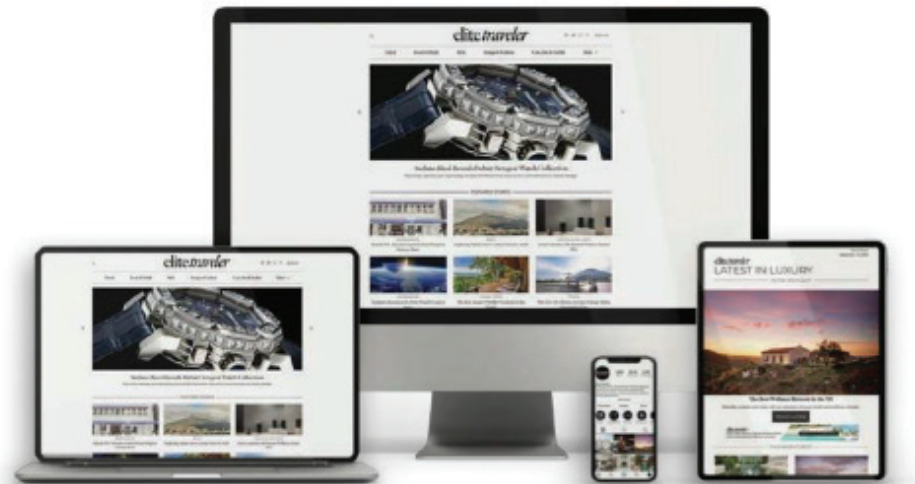
Elite Traveler

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

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



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



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

ROTATING GALLERY

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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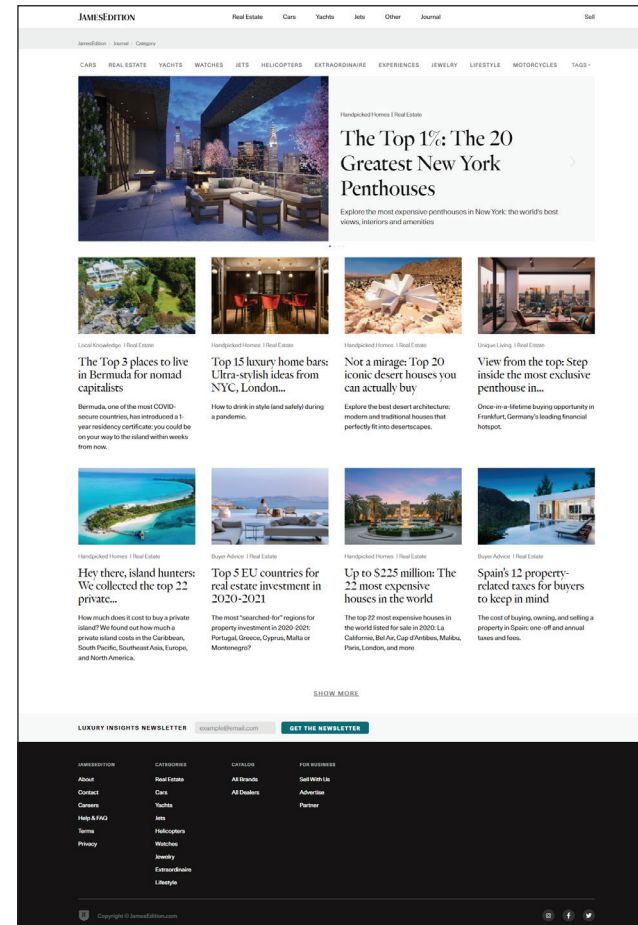
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

\$5,500 NEWSLETTER TOP & ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

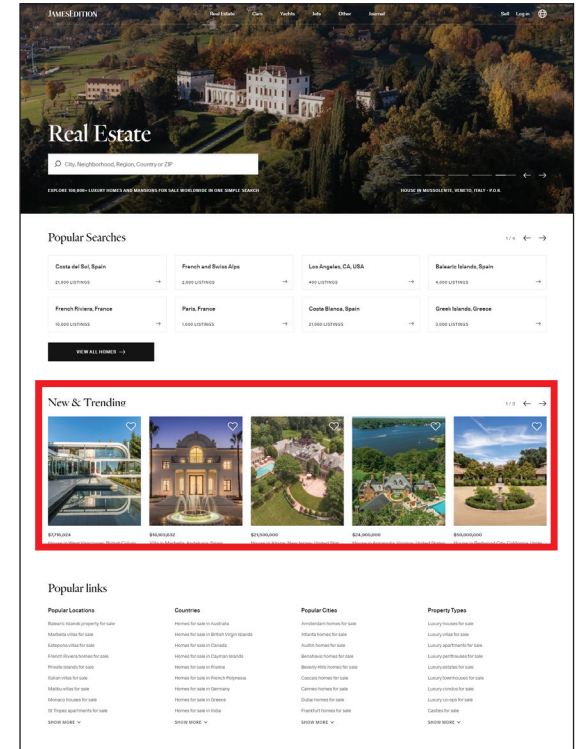
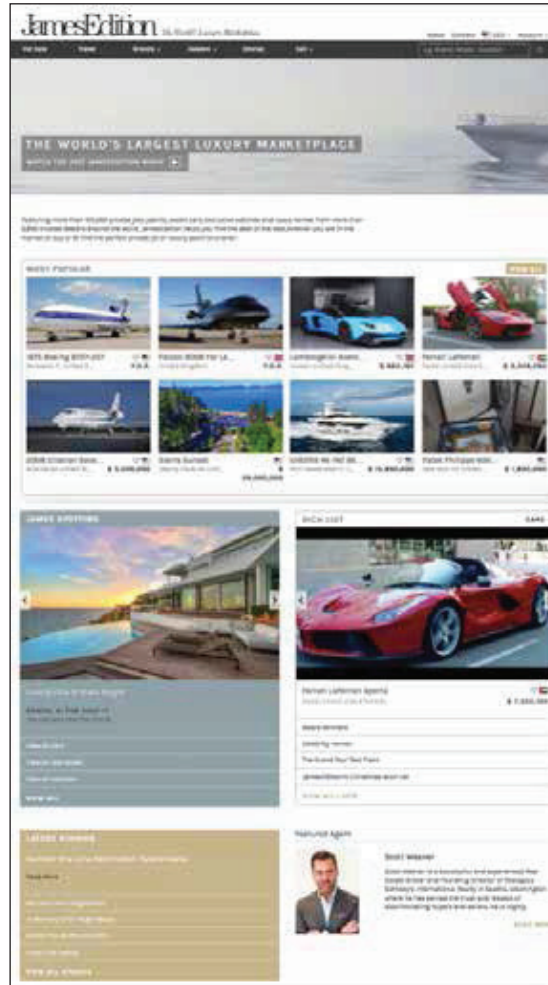
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

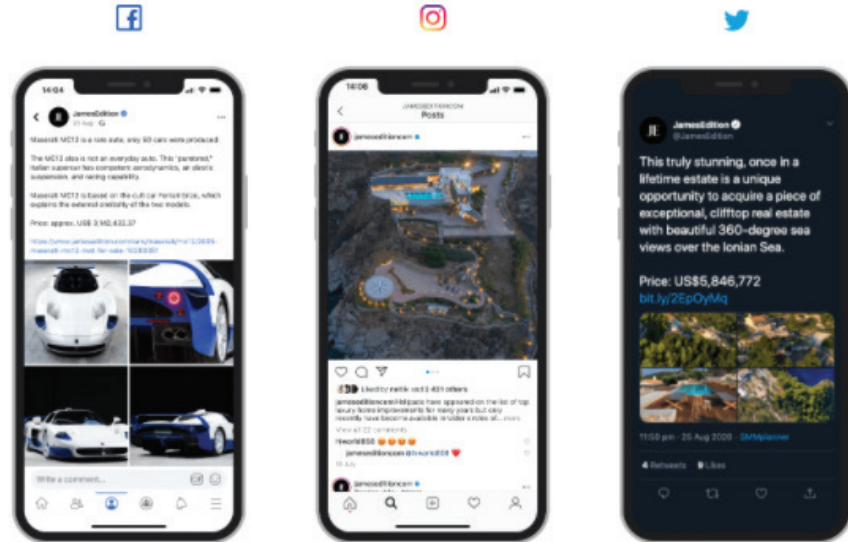
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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



PHOTO

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

PHOTO: \$800

PHOTO PLUS

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

PHOTO PLUS: \$1,000

VIDEO

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

VIDEO: \$1,800

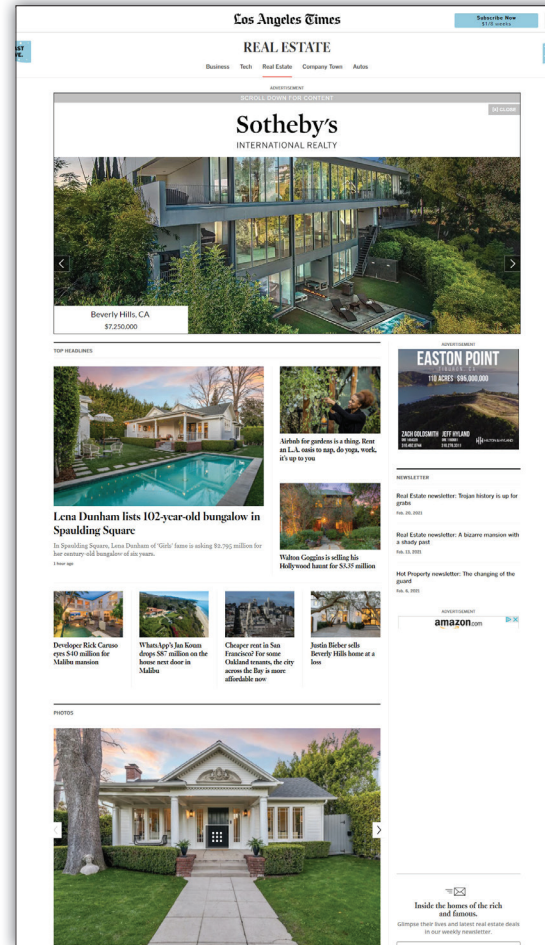
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

Maximum 30 featured properties
Included with the Hot Property Print Placement



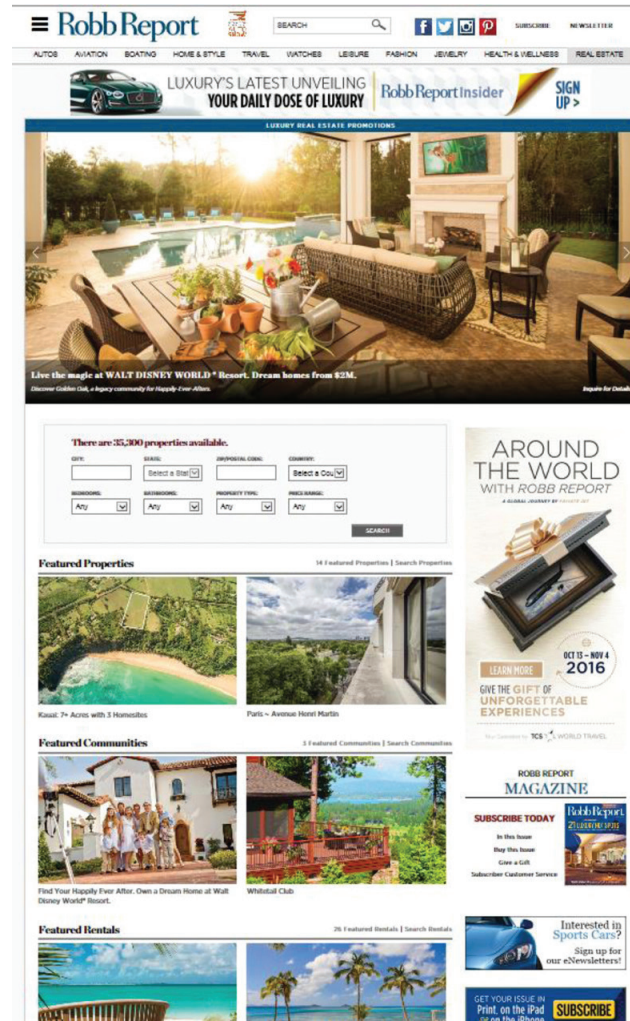
RobbReport.com

FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH.



RobbReport.com

LUXURY PROPERTY LISTING

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

MANUAL 1 LISTING: \$450/MONTH


RR1
Robb Report
SUBSCRIBE

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40737 properties available.

🔍
More ▾

Sort By: Recent ▾




59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

Bed: N/A SQFT: N/A
Bath: N/A

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




2965 Outlook Way, Naramata, BC V0H 1N0, CAN

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land




419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land




33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land




1000 Curisha Point S, St Helena Island, South Carolina 29920

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

The Wall Street Journal Online (WSJ.com)

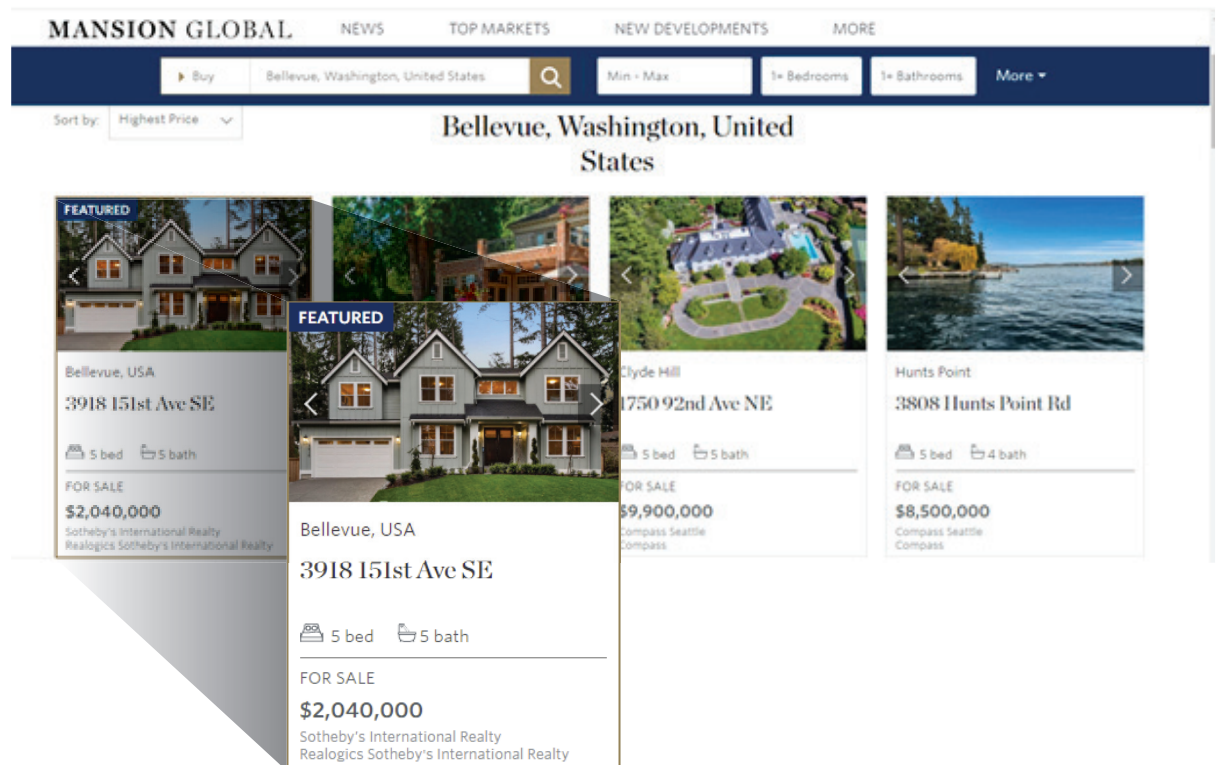
FEATURED PROPERTY UPGRADES

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

Bonus 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
DOUBLE PROPERTY SPOT: \$1,590

Includes Bonus 30 Day Digital -
Featured Property Upgrade

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

By Nick Timiras

WASHINGTON—The Federal Reserve reacted in an emergency move on Wednesday, cutting its benchmark interest rate to 0% and buying \$200 billion of Treasury debt to help stabilize the market. The Fed's move was the most aggressive since the 2008 financial crisis. The central bank has typically raised rates to cool inflation, but this time it is cutting them to zero. The Fed's move was the most aggressive since the 2008 financial crisis.

The market's move Tuesday showed the extent to which investors worry the central bank will act to avert a deepening economic downturn. The Fed's move was the most aggressive since the 2008 financial crisis.

Shaky Ground
A new report says the U.S. economy is in a state of "shaky ground" as the coronavirus pandemic spreads.


Tennessee Twisters Kill at Least 25
A line of heavy rain began barreling across Tennessee on Tuesday, bringing with it a deadly combination of lightning, hail and flooding.

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 reached a string of major Tuesday primary victories and Sanders won the Democratic presidential nomination in California.

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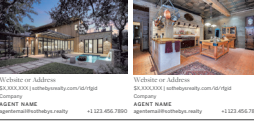
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The Wall Street Journal

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.**

\$980/FULL PAGE TEMPLATE OR
\$1985/FULL PAGE CUSTOM



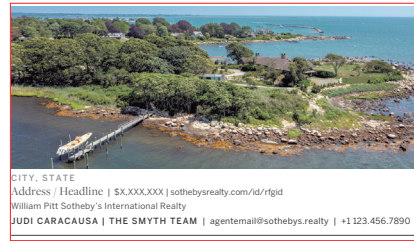
The New York Times

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

The New York Times
LATE EDITION
Today, don't forget to vote and don't forget to donate. The election is the most important day of the year. Remember, check, register, vote. We'll be here with you every step of the way. High 50. Weather: sunny, high 50.

Web's Far Right Can Hear itself As Trump Talks
Chearing the Spread of Once-Fringe Views
By KEVIN WOOD and ALI MITTON
On Wednesday, as news outlets reported that the president's speech had been widely watched, the far right of the Web was already celebrating. The Web's far right is now a place where the president's words are being amplified and spread to millions of people. It is a place where the president's words are being amplified and spread to millions of people. It is a place where the president's words are being amplified and spread to millions of people.

Edge in Polls Might Not Tip House Scales
Outcomes Hang on a Handful of Seats
By NICHOLAS...
Democrats' recent gains in the House of Representatives, while they are a sign of their growing momentum, may not be enough to tip the scales in their favor. The House is still controlled by Republicans, and the outcome of the election will depend on a handful of key seats.

It's Not Heaven, It's Brooklyn
The \$10,000 houses in this part of New York City...
By...
A new wave of affordable housing is being built in Brooklyn, New York. These houses are being built in a part of the city that has long been known for its high rents and high prices. These houses are being built in a part of the city that has long been known for its high rents and high prices.

Spending Millions in a Bid to Avoid Sanctions
By...
A company is spending millions of dollars to avoid sanctions. The company is spending millions of dollars to avoid sanctions. The company is spending millions of dollars to avoid sanctions.

Partisan Rhetoric Of New Query On the Census
By...
The Census Bureau is asking for more information. The Census Bureau is asking for more information. The Census Bureau is asking for more information.

Called to Serve, Utah Mayor Always Answered
By...
A Utah mayor has been called to serve. A Utah mayor has been called to serve. A Utah mayor has been called to serve.

Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'
By...
A Republican has accused a Georgia rival of being a hacker. A Republican has accused a Georgia rival of being a hacker. A Republican has accused a Georgia rival of being a hacker.

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SO THEBY'S REALTY.COM

The New York Times Takeover

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

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

FULL PAGE, COLOR: \$750
 INSIDE FRONT COVER, COLOR: \$1,150
 INSIDE BACK COVER, COLOR: \$1,150
 BACK COVER, COLOR: \$1,500

Includes Digital promotion and Digital Flipbook

Sotheby's INTERNATIONAL REALTY

GREENWICH CONNECTICUT

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Represented by: **Jeep Rubino** MRE 013.

72 Post Road, Old Westbury, NY

Fichea Russell
 Real Estate Salesperson
 Gold Circle Of Excellence
 6 516.632.2710
 c. 516.662.5400

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

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a 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.

DANIELE GALE CO-AGENT/DOBRA RUSSELL

Agent **Gale Sotheby's International Realty**

Sandbanks Exuma, The Bahamas

Jacqueline Lighthorn
 Estate Agent
 +1 242 269 2225
 260 Seaview Light House
 #JL@bahamas.com

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

Sandbanks is a truly particular 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 visible the ocean for water sports.

SIREBAHAMAS.COM/ID/V29,67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
 Sales Associate
 858.334.3557
 eric@ericsantorinorealty.com
 DRE#02156001

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

Stunning single story 11.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty

Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

LUXURY HOMES FEATURE
STARTING AT \$4,500



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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FT Weekend

No rest for the Wild
Wildlife director
discusses fire knowledge
AT HOME PAGE 2

Sign of the Times
South Bank for a sharp
rise in London price falls
UK PROPERTY PAGE 4 & 5

Study in style
Homeowner
to do more
JUST PROPERTY PAGE 10

The home of prime property: propertylistings.com

Follow us on Twitter @FTProperty

FT Weekend US edition

Food and drink festive special
Tips from top global chefs
LUNCH WITH THE FT FICHER BERNIE ECKHART: 7 BREAK THE RULES OF LIFE SAFETY

Schulz reversal raises Merkel's survival hopes
• SPD chief ready to join coalition talks
• Rare bout of German antics precedes

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

Uber and the cost of the Kalamita Problem

Arriving the world on 10 days Adventure on two wheels

Sarah Jessica Parker

Sotheby's International Realty

Nothing compares to what's next.

WILLOW, VIRGINIA
The Club's signature home | \$20,900,000
FT's Sotheby's International Realty
MARK C. LEHMAN | mark.lehman@sotheby.com | +1 703 866 0669

STONEMOUNTAIN, NEW YORK
Stunning 100-acre estate with 100+ acres of woods and a 100-acre lake. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake. **ASHLEY TRECO** | ashley.treco@sotheby.com | +1 248 422 0000

WYCKOFF, NEW JERSEY
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake. **WYCKOFF, NEW JERSEY**
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake. **WYCKOFF, NEW JERSEY**
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake.

BUFFALO, SOUTH CAROLINA
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake. **FT's Sotheby's**
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake. **FT's Sotheby's**

AUSTIN, TEXAS
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake. **AUSTIN, TEXAS**
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake. **AUSTIN, TEXAS**
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake.

BRISTOL, VIRGINIA
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake. **BRISTOL, VIRGINIA**
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake. **BRISTOL, VIRGINIA**
A beautiful 100-acre estate with a 100-acre lake and a 100-acre forest. The home features a grand entrance, a formal dining room, a library, a study, a master suite, and a finished basement. The property is surrounded by rolling hills and a beautiful view of the lake.

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

Sotheby's INTERNATIONAL REALTY

Malibu CALIFORNIA

Your next move can be next level.

Nothing compares.
SOTHEBYREALTY.COM

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Compensation Split/Commission Split + \$2,500,000

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,900,000

Headquartered in the center directly adjacent to the 220-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, eight-bath, six-car garage, 10,000 sq. ft. three-generation cottage, a two-garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE COMAGENT/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

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

SOTHEBYREALTY.COM

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
\$42MEADOWROAD.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**



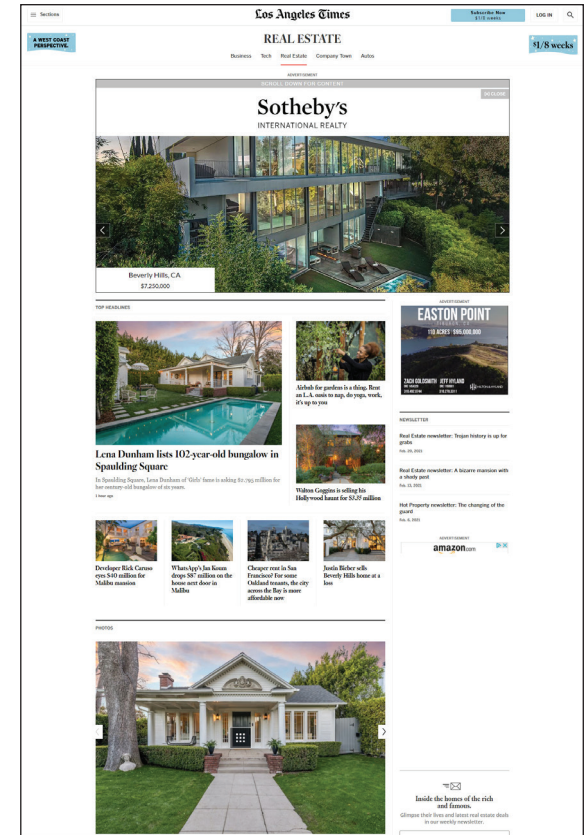
LA TIMES DIGITAL LIGHTHOUSE

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

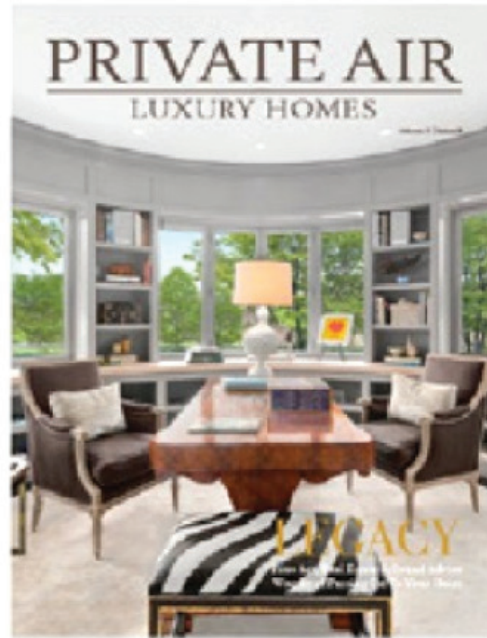
Full color with 30 day Lighthouse Placement



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



Sotheby's
INTERNATIONAL REALTY

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Move beyond your expectations.

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SOTHEBYREALTY.COM

Represented by: Sarah Rabinowitz M.S.I.S.

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@Sandbanks.com

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

Sandbanks is a truly particular C bedroom, 7 full bath and 11.25 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. Once a beachside area directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/V29/67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.534.3557
eric@ericsantorino.com
DRE#02156503

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

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



SOTHEBYREALTY.COM/ID/THE44

Pacific | **Sotheby's**
INTERNATIONAL REALTY

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	May	June	July	August	September	Media Total	Reach
Media								
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page					\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00		\$ 2,585.00	770,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - Northeast, FL, Houston, Dallas, Atlanta, Charlotte, Cincinnati, CA							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Geofencing - Event and Location								
Mobile Conquesting	Target specific events and locations	\$ 1,500.00		\$ 1,500.00			\$ 3,000.00	200,000
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
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00				\$ 1,000.00	13,000
JamesEdition								
Real Estate Rotating Gallery	Featured Banner	\$ 1,600.00					\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot			\$ 1,200.00			\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 1,000.00			\$ 1,000.00	148,000
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00				\$ 325.00	425,000
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00				\$ 450.00	
WSJ.com								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00					\$ 2,150.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -	

Proposed Schedule, Pricing & Reach 2024

Print						
Elite Traveler						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
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	220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00		\$ 660.00	384,000
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00	\$ 1,520.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00		\$ 1,500.00	330,000
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page October			\$ 725.00	\$ 725.00	36,500
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00	\$ 1,590.00	1,288,848
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00			\$ 1,590.00	644,424
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000
TOTAL				\$ 56,370.00		11,781,688
*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
Media								
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page					\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000
Digital								
Million Impressions*								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00					\$ 900.00	100,000
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	200,000
Geofencing - Event and Location								
Mobile Conquesting	Target specific events and locations	\$ 1,500.00					\$ 1,500.00	100,000
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00				\$ 1,000.00	13,000
JamesEdition								
Real Estate Rotating Gallery	Featured Banner	\$ 1,600.00					\$ 1,600.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 800.00			\$ 800.00	148,000
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00				\$ 325.00	425,000
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00				\$ 450.00	
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00					\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -	

Proposed Schedule, Pricing & Reach 2024

Print						
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	220,780	
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	384,000	
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 1,520.00	846,222	
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 1,500.00	330,000	
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00	\$ 1,925.00	65,000	
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page October			\$ 725.00	\$ 725.00	36,500
The Wall Street Journal						
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				\$ 33,905.00	7,104,688	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						

Proposed Schedule, Pricing & Reach 2024

Plan 3									
Media	Ad Description	May	June	July	August	September	Media Total	Reach	
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000	
Digital									
Million Impressions*									
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00					\$ 900.00	100,000	
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00				\$ 1,000.00	13,000	
JamesEdition									
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000	
Social Media	Listing Feature			\$ 800.00			\$ 800.00	148,000	
LA Times									
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00				\$ 325.00	425,000	
Robbreport.com									
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00	6,000	
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00				\$ 450.00		
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00					\$ 650.00	164,000	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -		

Proposed Schedule, Pricing & Reach 2024

Print						
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	220,780	
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	384,000	
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 1,520.00	846,222	
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 1,500.00	330,000	
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page October			\$ 725.00	\$ 725.00	36,500
The Wall Street Journal						
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				\$ 22,470.00	5,869,688	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						