



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Commercial Development Advertising and Marketing Program

ONE | 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 Commercial Development

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring awareness to the Commercial Development 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 retail and office rentals in Miami Beach, FL.

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

**LET'S DO
GREAT THINGS TOGETHER**

JANINE JONES
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212-677-2671
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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: **Commercial Development**
- Flight Dates: **Month 1 - Month 3**
- 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



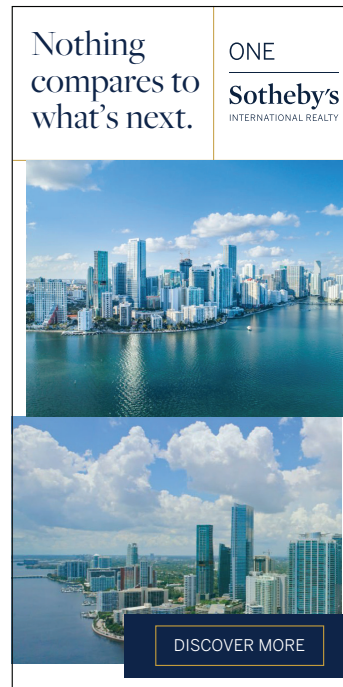
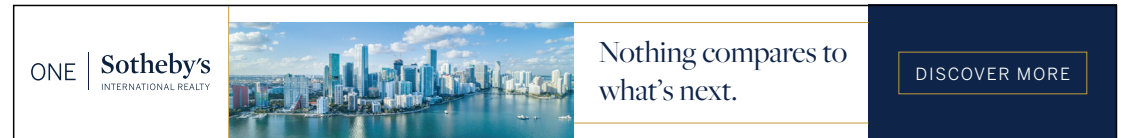
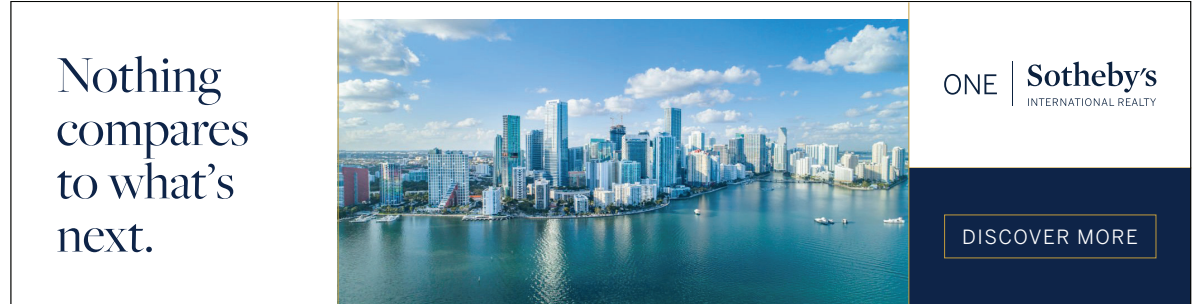
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

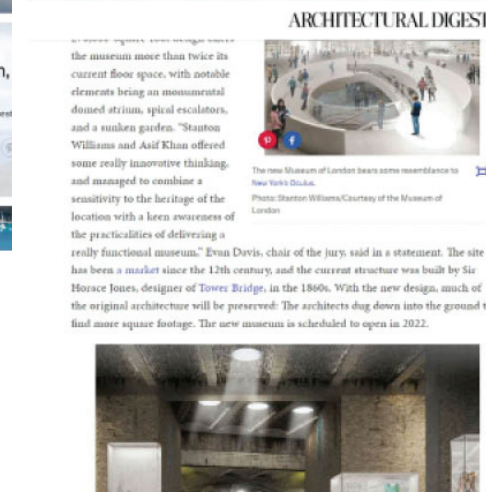
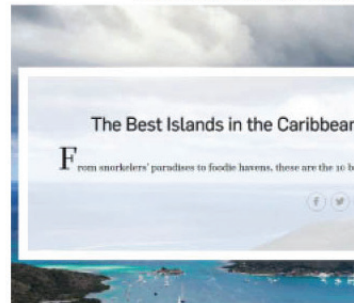
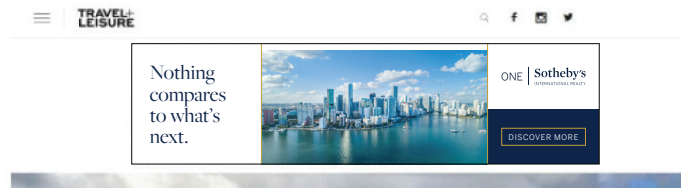
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

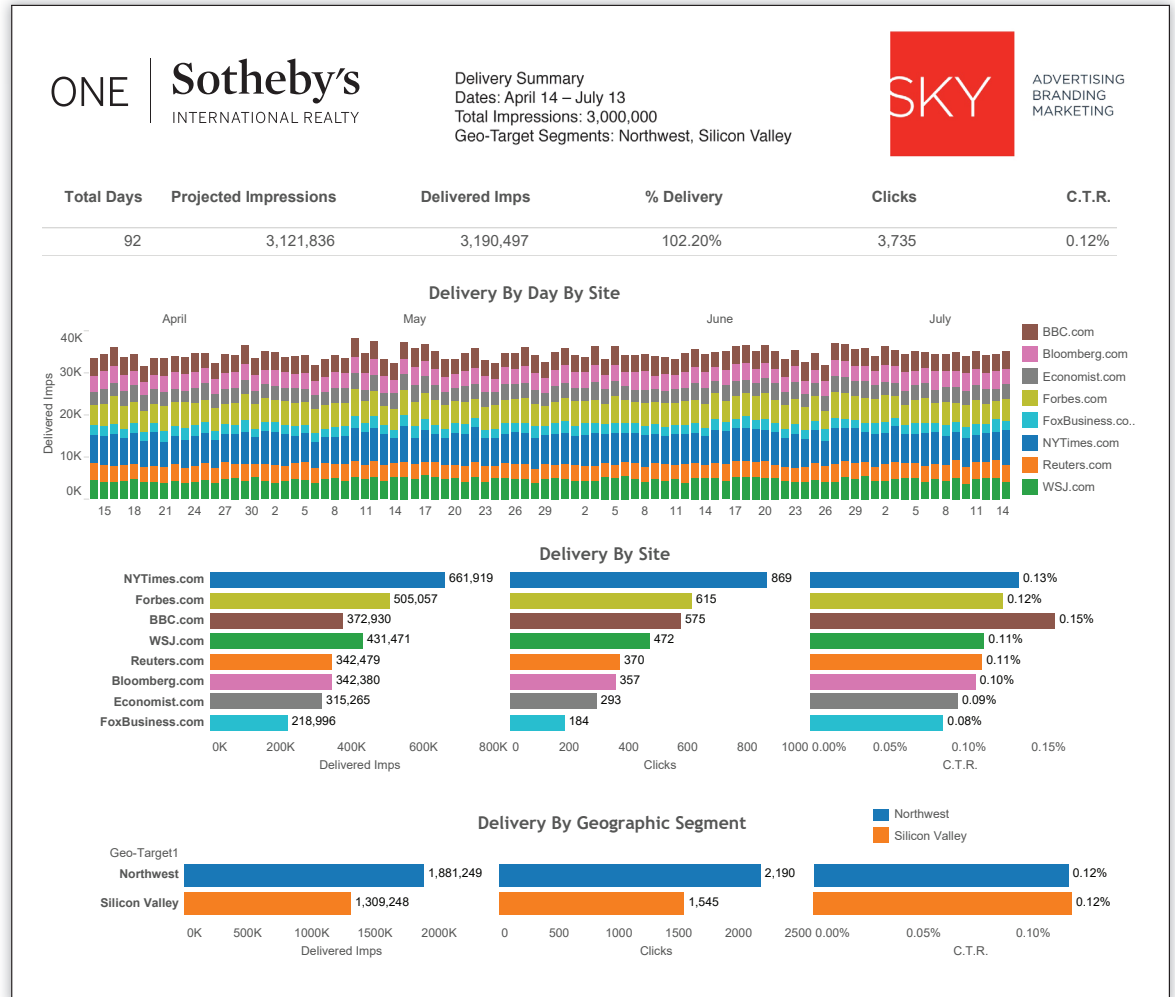


Comprehensive Reporting For Your Customized Campaign

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

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

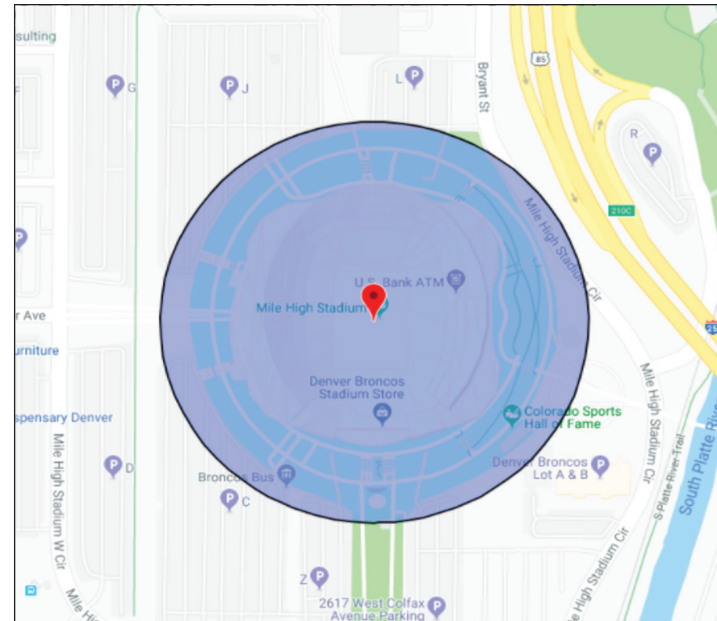
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

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

MOBILE CONQUESTING

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

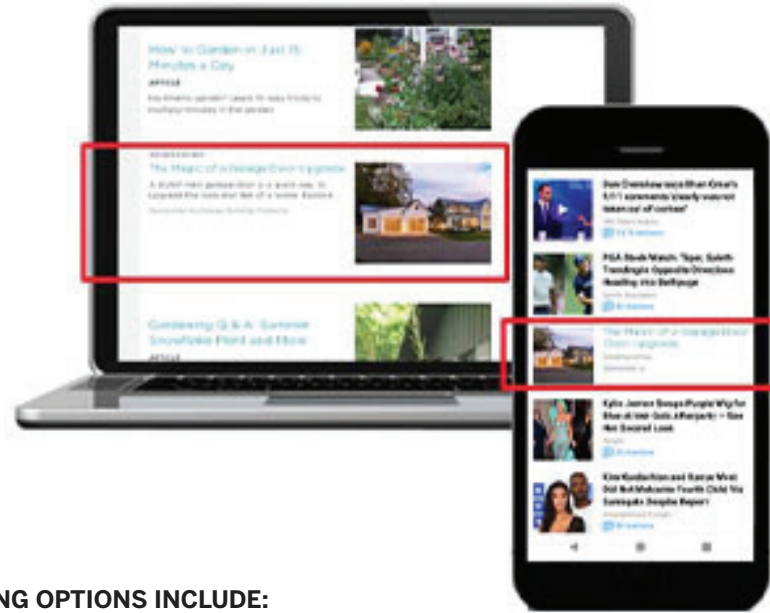
Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile

Conquesting.

- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

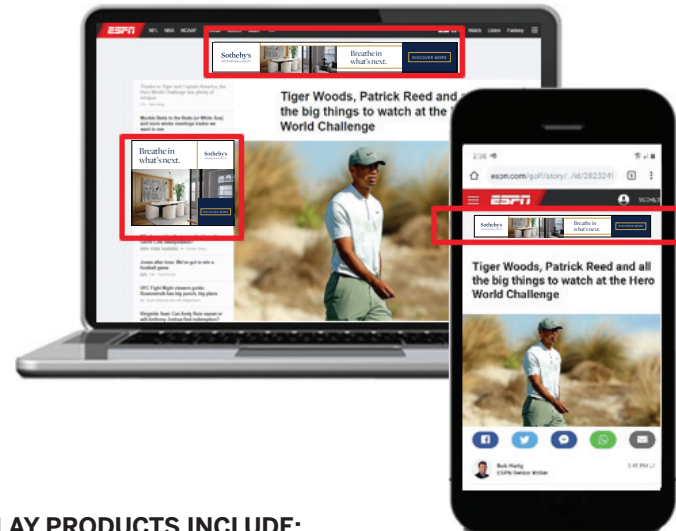
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences-target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

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.

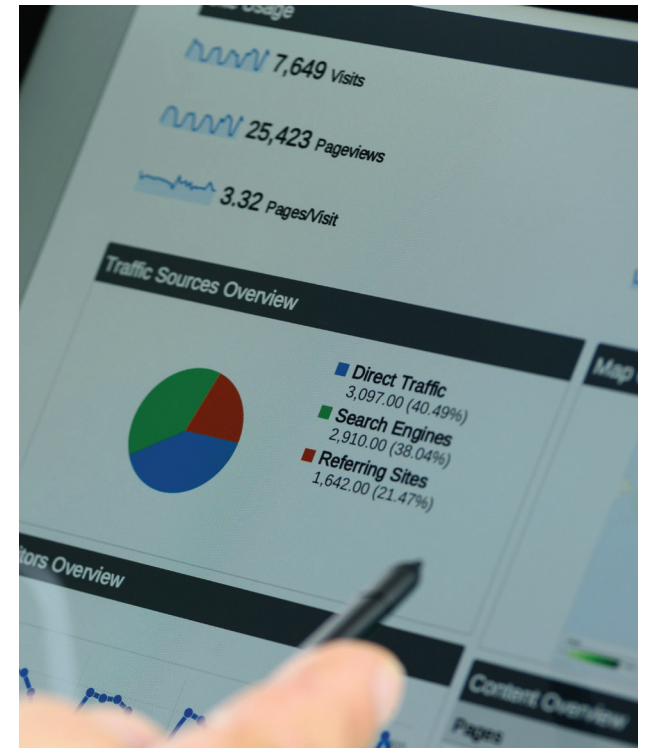


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

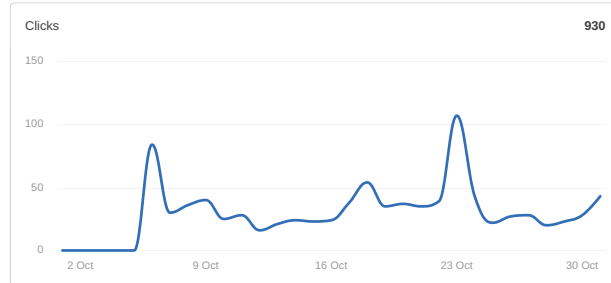
CLIENT DASHBOARD

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 ONE

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

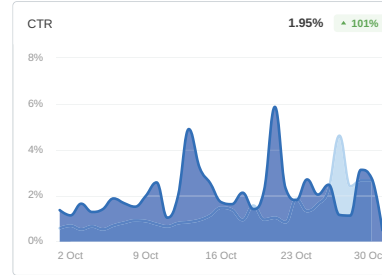
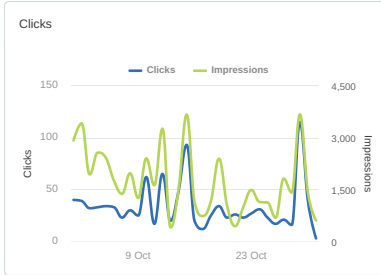
MONTHLY REPORTING

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



SIR ONE

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

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

LinkedIn.com

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

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

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

PRICE: STARTING FROM \$2,000/MONTH



Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)

650 FIFTH WORKING UNDER YOUR TERMS. NEW HIGH-END PRE-BUILT SUITES AVAILABLE. RANGING FROM 2,833 - 6,475 SF. LEARN MORE. CUSTOMER SUPPORT AVAILABLE

CRAINS NEW YORK BUSINESS
Real Estate Daily
Tuesday, November 02, 2021

Vornado's Roth expresses frustration over return-to-office pace on earnings call
The firm remains hopeful about the sector, noting its occupancy rate has grown steadily since the summer
[READ MORE >](#)

Manhattan office market sees best month for leasing since 2020
Leasing volume for the year has already exceeded 2020 levels.
[READ MORE >](#)

WestPark: Where Innovation Thrives
WestPark offers two exceptional Class A, trophy headquarters buildings, ideally situated on a 25-acre campus in Metro New York
[View More](#)

Hotel mogul Sam Chang explains his slew of recent sales
The developer says they are because he's retiring, although he has made that claim before
[READ MORE >](#)

CRAIN'S
CORPORATE SUBSCRIPTIONS
INFORM. INSPIRE. INFLUENCE.
READ THE COLLECTION. [LEARN MORE](#)

Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers
Lawmakers should return to the drawing board rather than set up a seesaw approach
[READ MORE >](#)

Deals of the Day: Nov. 2, 2021
The Henry Luce Foundation moves its headquarters, and a College Point warehouse hits the market.
[READ MORE >](#)

Hochul set to scale back Cuomo's ambitious Penn Station plan
The closely-watched project could reshape Midtown Manhattan
[READ MORE >](#)

CRAINS NEW YORK BUSINESS

Deal reached on \$750M New York Blood Center rezoning project

Manhattan office market sees best month for leasing since 2020

WestPark: Where Innovation Thrives

Hotel mogul Sam Chang explains his slew of recent sales

Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers

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The Real Deal

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell’s)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

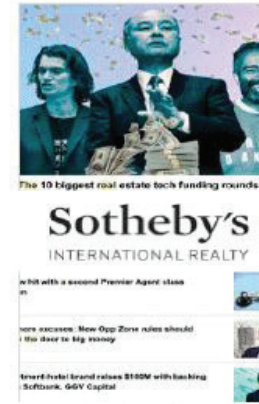
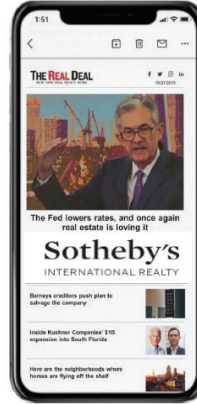
Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**
- Earn over \$150K per year: **10M+**

Real Deal digital subject to a minimum spend.



NEWSLETTER SPONSORSHIP - TRD'S DAILY NEWSLETTER

The Real Deal’s newsletters offer the daily download on the trending, must-know real estate news for each market.

OPPORTUNITY DETAILS:

- 1x banner per newsletter
- Choice of regions as follows:

OPPORTUNITY DETAILS:

- Sponsorship messaging with inclusion of logo with embedded link
- (4) 970x250 display media placements
- 100% SOV for weekly Monday newsletter

COMMERCIAL WEEKLY ENEWSLETTER: \$4,000

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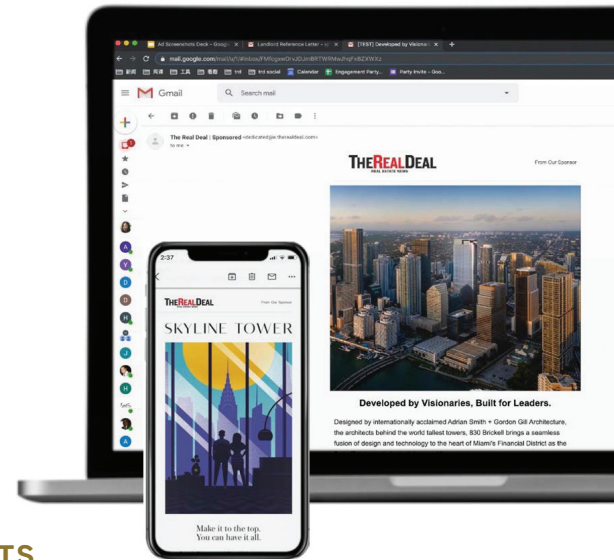
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Real Deal digital subject to a minimum spend.



DEDICATED EBLASTS

The Real Deal provides cutting-edge news on the real estate industry in New York City and beyond. According to a recent Quantcast ranking, the Real Deal has the #1 wealthiest audience in the U.S. and falls in the top 25 on their list of websites with the most educated readers

OPPORTUNITY DETAILS:

SOUTH FLORIDA: \$5,300
Audience: 47,000

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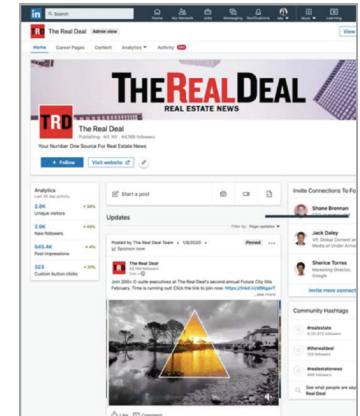
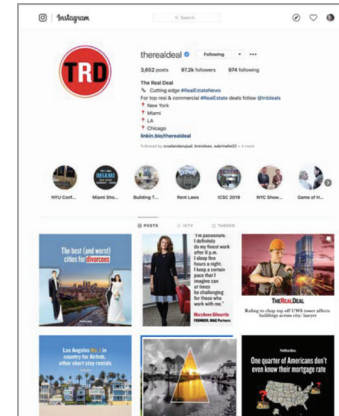
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SOCIAL PROMOTION

OPPORTUNITIES INCLUDE:

- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby's International Realty desired audience

Facebook: **110K+**

Instagram: **120K+**

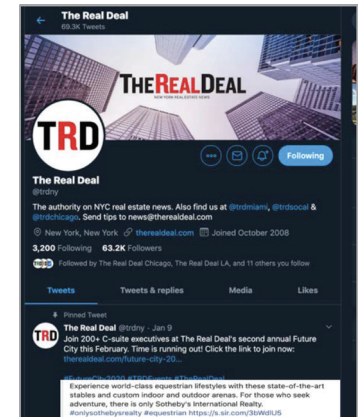
LinkedIn: **45K+**

Twitter: **65K+**

FACEBOOK: \$1,250

INSTAGRAM: \$1,250

LINKEDIN: \$1,250



Real Deal digital subject to a minimum spend.

The Wall Street Journal Online (WSJ.com)

WEEKLY NEWSLETTER

- Delivers Wednesday and Friday
- **100%** SOV
- **50,000** Opt in subscribers

PRICE: \$3,500

[Trouble viewing this email?](#) [View in web browser.](#)

THE WALL STREET JOURNAL



REAL ESTATE

Coronavirus is baring its teeth to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Filiman's [Frances Katzen told our reporter](#). "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

Do air purifiers and filters kill viruses?

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.

Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. 📧

Happy reading!

-Kerry Berger, digital editor of Mansion

Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM BARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/GETTY IMAGES

As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

BUSINESS REAL ESTATE SERVICES SECTION

NEW YORK REGION - EIGHTH PAGE: \$2,570

FLORIDA - EIGHTH PAGE: \$1,250

THE WALL STREET JOURNAL.

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52

DOW JONES *Heart Group* ***** NASDAQ 8684.09 + 3.01 STOXK 600 3811.5 + 1.41 10-YR. TREAS. 2.572, yield 1.005% OIL \$47.18 + \$0.43 GOLD \$1,642.10 + \$49.80 EURO \$1.1172 YEN 107.12

What's News

Business & Finance

The Fed executed an emergency half-percent rate cut and markets tumbled, reflecting worries that the coronavirus epidemic is raising recession risks. Major U.S. stock indexes fell around 7%. The yield on the 10-year U.S. Treasury briefly dropped below 1% for the first time. **A1, B1, B3**

- ◆ **The SEC is investigating sales and accounting practices at Nowell, the consumer products firm said. **B1****
- ◆ **Target, Kohl's and other retailers that posted lachrymose holiday results now face uncertainty stemming from the coronavirus outbreak. **B1****
- ◆ **Hudson's Bay CEO Helena Foulkes is leaving the Sales Fifth Avenue parent following its deal to go private. **B3****
- ◆ **Nordstrom named Erik Nordstrom as its sole chief, ending an unusual shared management structure. **B3****
- ◆ **Thermo Fisher agreed to pay about \$10.1 billion to acquire molecular-diagnostics company Qiagen. **B3****
- ◆ **The Supreme Court indicated it may be inclined to rein in how courts and regulators order litigants to return money gained through illegal investment schemes. **B6****
- ◆ **An outrage that hit popular online brokerage Robinhood on Monday stemmed into part of Tuesday. **B13****
- ◆ **Fidelity posted record annual profit and revenue, aided by market gains and its broad reach to investors. **B22****
- ◆ **Orbital said a second round of financing brought its total investment to \$1.75 billion. **B4****

Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

By Nick Thomas

WASHINGTON—The Federal Reserve executed an emergency half percentage-point rate cut and markets tumbled, reflecting worries that the coronavirus epidemic is raising recession risks for the U.S. and global economies. The Fed reduced the federal funds rate to a range between 1% and 1.25% in the first rate change in between scheduled Fed policy meetings since the 2008 financial crisis. Stock markets fell sharply: Major market indexes declined around 7% and the yield on the benchmark 10-year U.S. Treasury dipped below 1% for the first time as investors sought havens.

The central bank has typically reserved such moves for times when the economic outlook has quickly darkened, as in early 2001 and early 2008, when the U.S. economy was heading into recession. Recession risks have risen enough to "warrant a Federal Reserve shock-and-awe approach," said Tiffan Wilding, an economist at Pacific Investment Management Co.

The market's move Tuesday showed the extent to which investors worry the central bank can't on its own prevent a drop-off in confidence and spending without a commanding response from public-health authorities and other government agencies. The rate cut was approved unanimously by the Fed's rate-setting committee, which met by videoconference on Monday night. In a statement, officials held out the prospect of additional stimulus by pledging to "act as appropriate" to support the economy.

Fed officials moved to prevent a pullback in credit availability to households and businesses that could amplify any slowdown in U.S. growth, especially if steps to mitigate the spread of the virus—school and business closures, canceled public events and changed social behavior, broadly speaking—curtail spending and depress hiring.

"The virus and measures being taken to contain it will weigh on economic activity," Fed officials said.

Please turn to page A7

World-Wide

- ◆ **Biden notched a string of Super Tuesday primary victories and Sanders won delegates-rich California as the two candidates broke away from the field in the race for the Democratic presidential nomination. **A1, A5-A5****
- ◆ **The first deaths linked to the coronavirus in the U.S. happened last week, days earlier than previously known. Meanwhile, countries are diverging on the question of who should be tested for the virus. **A10-A11****
- ◆ **The administration is considering using a national disaster program to pay hospitals and doctors for their**

Shaky Ground

- ◆ **Move sparks frenzy of trading. **B1****
- ◆ **Greg Ip: Fiscal policy, not Fed, is best remedy. **A2****
- ◆ **Countries struggle over testing. **A7****

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.

Former Vice President Joe Biden notched a string of Super Tuesday victories, while Sen. Bernie Sanders won delegates-rich California, as the pair broke away from the field in the race for the Democratic presidential nomination.

The results across Super Tuesday:

By Chad Day, Julie Dolbow and Gabriel T. Rubin

Tuesday undercut the big-spending strategy of former New York City Mayor Michael Bloomberg, who had lusted his

Tennessee Kill at Least 25

By Adam Campo-Floris and Ann Jennifer Galvin

Tornadoes ripped through Tennessee on Tuesday, killing at least 25 people as the twisters carved a path through scenic mountain communities and razed homes in a trendy Nashville neighborhood.

A line of storms began barreling across Tennessee on Monday, spanning three tornadoes in the middle part of the state while many residents slept, according to the National Weather Service. They smashed homes and businesses and left tens of thousands of residents without power.

Gov. Bill Lee said 19 of the deaths, including some children, took place in Putnam County, about 80 miles east of Nashville and home to parks and waterfalls.

Putnam County Mayor Randy Porter said one possible reason so many people died is that the tornado struck suddenly in the middle of the night when people were asleep and might not have heard warning sirens and cellphone alerts.

"It hit so fast," Mr. Porter said. "A lot of folks didn't have time to take shelter."

The remainder of the deaths were in the counties of Wilson, Benton and Davidson, home to Nashville. One twister cut through Nashville, hitting neighborhoods including Germantown, an affluent area with upscale apartments and restaurants, and East Nashville, a section with popular bars and music spots.

"It is heartbreaking. We have had loss of life all across the state," Mr. Lee said. "We're

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.

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- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PRICE: \$6.000 1/4 PAGE

"All the News That's Fit to Print"

The New York Times

VOL. CLXVIII ... No. 58,137 © 2018 The New York Times Company NEW YORK, MONDAY, NOVEMBER 5, 2018 \$3.00

Late Edition
Today, cloudy, heavy rain and drizzle. Sat. 51. Tonight, cloudy, drizzle, low 52. Tomorrow, cloudy, morning drizzle, afternoon rain showers, high 56. Weather map, Page A11.



It's Not Heaven. It's Brooklyn.
The 50,000 runners in this year's New York City Marathon enjoyed blue skies, near-ideal conditions and a fast course. Pages F7-22.

Web's Far Right Can Hear Itself As Trump Talks

Cheering the Spread of Once-Fringe Views

By KEVIN MOORE and ALI WINSTON

On Wednesday, minutes after President Trump posted an incendiary cartoon of a factory exploding, Democrats of flooding the country with murderers, illegal immigrants, various racism on its online message board erupted in celebration.

"I love it, we should be making videos like this," one said. Another approvingly commented on an ad in "The Daily Caller," a right-wing video about the dangers of European immigration that drew praise from prominent neo-Nazis and white nationalists, and was broadly condemned by anti-hate groups.

Those posts, which appeared on the website's front page, are on the message board known for hosting extreme speech and graphic imagery, wrote one analyst. In recent weeks, Mr. Trump and his allies have waged a frenzied campaign to drive fringe-right views to the peak of the mainstream discourse on Twitter, far-right extremist commentators have been lauded in their own right, and have often given credence by prominent Republicans.

Mr. Trump suggested that the Jewish billionaire George Soros could be secretly funding a campaign of anti-American propaganda — a dog-whistle reference to an anti-Semitic conspiracy theory that has been advanced by neo-Nazis and their imitators for years. They shared their approval when Mr. Trump began stirring up fears of angry voters with wide-mouth, snarling far-right bigotry maps. And they have found cracks in their criticism of Mr. Trump's rhetoric, including his concern for an obscure third-right election.

Continued on Page A17

Spending Millions in a Bid to Avoid Sanctions

Oligarch Deploys Small Army of Lobbyists to Suave Washington

By ANDREW HUGHES and KENNETH VOGLER

This spring, a British lord with deep ties to the governing Conservative Party and a reputation as a do-gooder, environmentalist, arrived in Washington on an unlikely mission: to save the business empire of Oleg Deripaska, one of Russia's most successful oligarchs.

Mr. Deripaska was in deep trouble in April, the Trump administration had announced sanctions on his empire. Close to President Vladimir V. Putin, and on their

compensation, as punishment for Russian interference in the 2016 presidential election and for other reasons. A billionaire who once took the world's second-largest aluminum company, Mr. Deripaska faced possible ruin.

Petravsky at last have been a thing by his crisis and suspicion

by United States officials of having ties to Russian organized crime, Mr. Deripaska, 50, has spent two decades trying to buy respect in the West. London real-estate heir, Washington real-estate mogul, he has used his money to buy influence in Washington and to build a reputation as a philanthropist.

Mr. Deripaska was in deep trouble in April, the Trump administration had announced sanctions on his empire. Close to President Vladimir V. Putin, and on their

Partisan Roots Of New Query On The Census

By MICHAEL WINES

WASHINGTON — Walter L. Reed Jr. had been Commerce secretary for less than three months, and he was growing impatient.

The billionaire investor wanted to resolve the situation when he introduced preliminary talks with President Donald Trump's chief of staff, John Kelly, and the Commerce Department's top officials.

Mr. Reed's company paid off its March 2018 mortgage on the new census would in fact ask respondents whether they are American citizens. The backlash was immediate, with reports saying the census would cause panic.

Called to Serve, Utah Mayor Always Answered

By JULIE TURBENTZ

NORTON, UTAH — The call had come again. Brian Taylor, the mayor of North Ogden and a member of the Utah National Guard, would be going to Afghanistan for his fourth deployment.

He had his commitments above it.



Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'

By RICHARD FANNEY and ALAN BLINDER

ATLANTA — For weeks, Brian Kemp, the Georgia secretary of state and Republican candidate for governor, has faced accusations

Edge in Polls Might Not Tip House Scales

Outcome Hinges on a Handful of States

By NATE COHEN

Democrats appear poised to win the House if a wide range of national polls showing sustained disapproval of President Trump — and yet the fate of the chamber will hinge on a handful of states.

On the day before the midterm elections, one nearly identical measure remains early on. There could be a Democratic majority in the House if the Republican coast of the House and even stronger than Senate majority. Or there could be a decisive shift in the House control that leads to an election night and perhaps for weeks after.

The first would be interpreted as a repudiation of Donald J. Trump, the second as another example of his political resilience. But the difference seems to be just a few percentage points.

The House and Senate are expected to be held in New York Times Upshot's Siena College survey conducted over the last few weeks.

After more than 10,000 interviews, the results in the aggregate show that Democrats and Republicans are essentially tied in the 30 districts rated as toss-ups by the Cook Political Report, which Democrats leading by an average of 1.5 percentage points.

Democrats lead in only a handful of those swing districts — perhaps as few as six — to gain the net 23 seats needed to take control, which is why there is considerable interest in the House race.

Continued on Page A12

skyad.com | 24

The Real Deal

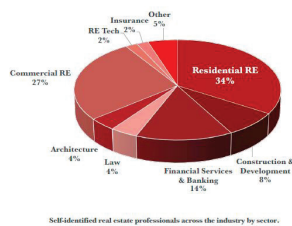
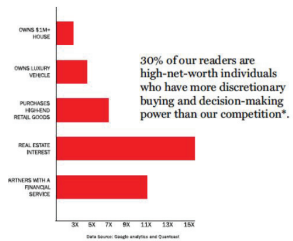
For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

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2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

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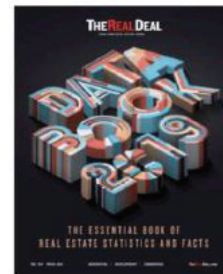
STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

Circulation:

- 50,000 annual

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
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 - New York, South Florida, southern California					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 3,750.00	
LinkedIn						
LinkedIn	Digital Banner Campaign	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 7,500.00	
Comprehensive Digital						
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	180,000
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
Real Deal						
Real Deal	Dedicated Email- South Florida	\$ 5,300.00			\$ 5,300.00	47,000
Real Deal	Commercial Weekly Enewsletter	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 5,400.00	45,000
Real Deal	Social Post Facebook	\$ 1,250.00			\$ 1,250.00	110,000
Real Deal	Social Post Instagram		\$ 1,250.00		\$ 1,250.00	120,000
Real Deal	Social Post LinkedIn	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00	135,000
WSJ.com						
WSJ.com E-Newsletter	Weekly E-Newsletter (Wed/Fri)	\$ 3,500.00			\$ 3,500.00	17,000

Proposed Schedule, Pricing & Reach 2024

Print

The New York Times

The New York Times	1/4 page - Weekday/Saturday	\$ 6,000.00	\$ 6,000.00	423,111
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The Real Deal

The Real Deal	Full Page	\$ 5,000.00	\$ 5,000.00	324,000
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The Wall Street Journal

The Wall Street Journal - New York Region Region	Eighth Page - Business Real Estate Services Section	\$ 2,570.00	\$ 2,570.00	76,965
The Wall Street Journal - Florida	Eighth Page - Business Real Estate Services Section	\$ 1,250.00	\$ 1,250.00	43,337

TOTAL

			\$ 66,755.00	3,186,413
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*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change