



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Coral Springs Stunner

## 8724 NW 27th St

### Advertising and Marketing Program

ONE | Sotheby's  
INTERNATIONAL REALTY

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21 2024



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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Coral Springs Stunner 8724 NW 27th St

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the Coral Springs Stunner 8724 NW 27th St.

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 Coral Springs, 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  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

CHLOE STEELY  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto:chloe@skyad.com)

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

**Austin, Texas**  
[ashley@sothebysrealty.com](mailto:ashley@sothebysrealty.com)  
 Property # 1230018  
 Agent: Ashley  
 International Realty  
 Broker: Sotheby's International Realty  
 Tel: 512.452.3456  
 Email: ashley@sothebysrealty.com  
 \$50,000,000.00

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

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**Home**

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom-made cabinetry. This is a rare opportunity to own a piece of New York City's most iconic real estate. Call today to schedule your private showing. \$50,000,000.

**New York, New York**  
**200 West 57th Street**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$50,000,000

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular 10th floor real estate. The interior is finished with the finest materials and features a private elevator. Call today to schedule your private showing. \$25,000,000.

**New York, New York**  
**Sotheby's International Realty**  
 East Side Manhattan Brokerage  
 Manhattan South +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$25,000,000

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. The interior is finished with the finest materials and features a private elevator. Call today to schedule your private showing. \$15,000,000.

**New York, New York**  
**Sotheby's International Realty**  
 East Side Manhattan Brokerage  
 Manhattan South +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$15,000,000

**8C**

# 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: **Coral Springs Stunner 8724 NW 27th St**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist





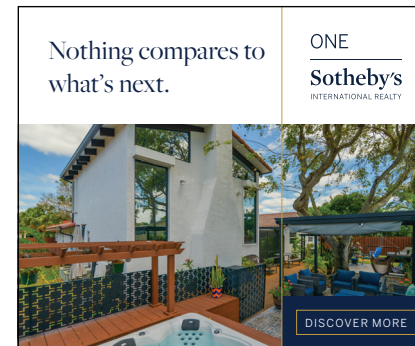
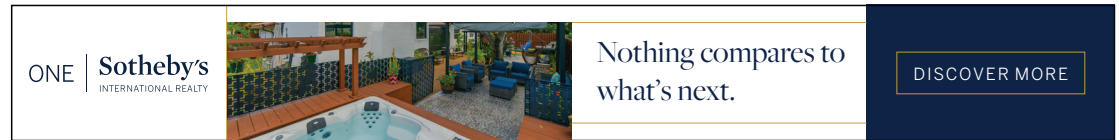
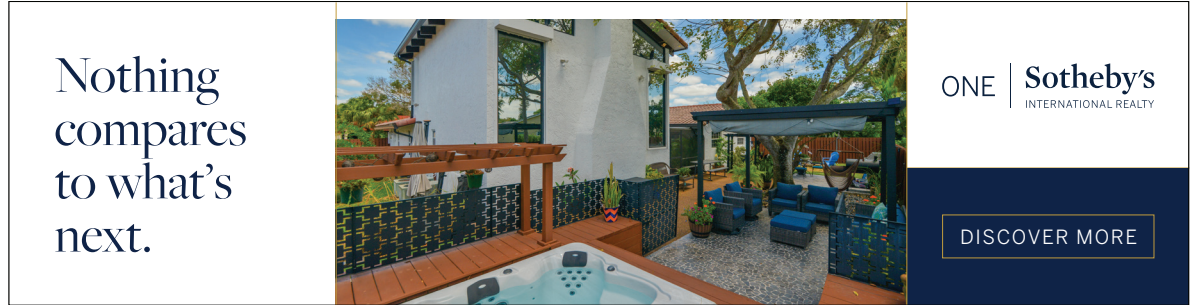
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

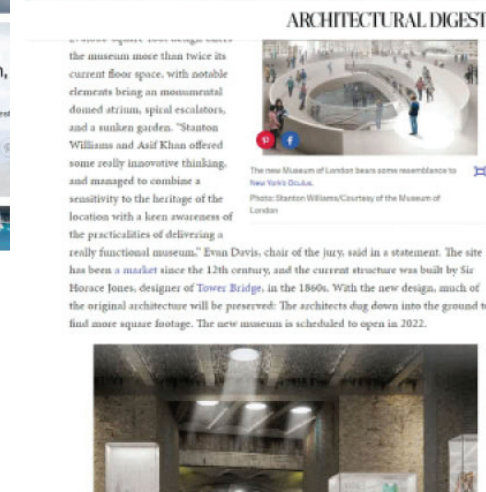
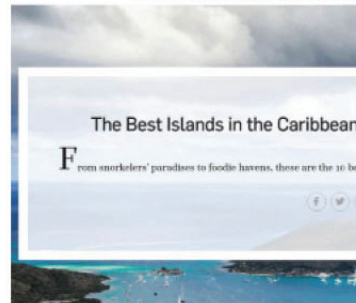
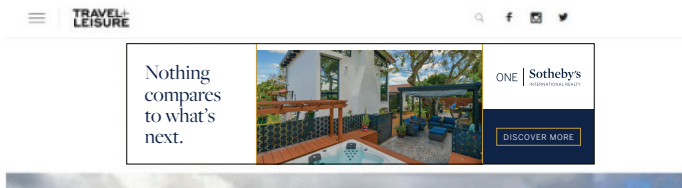
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

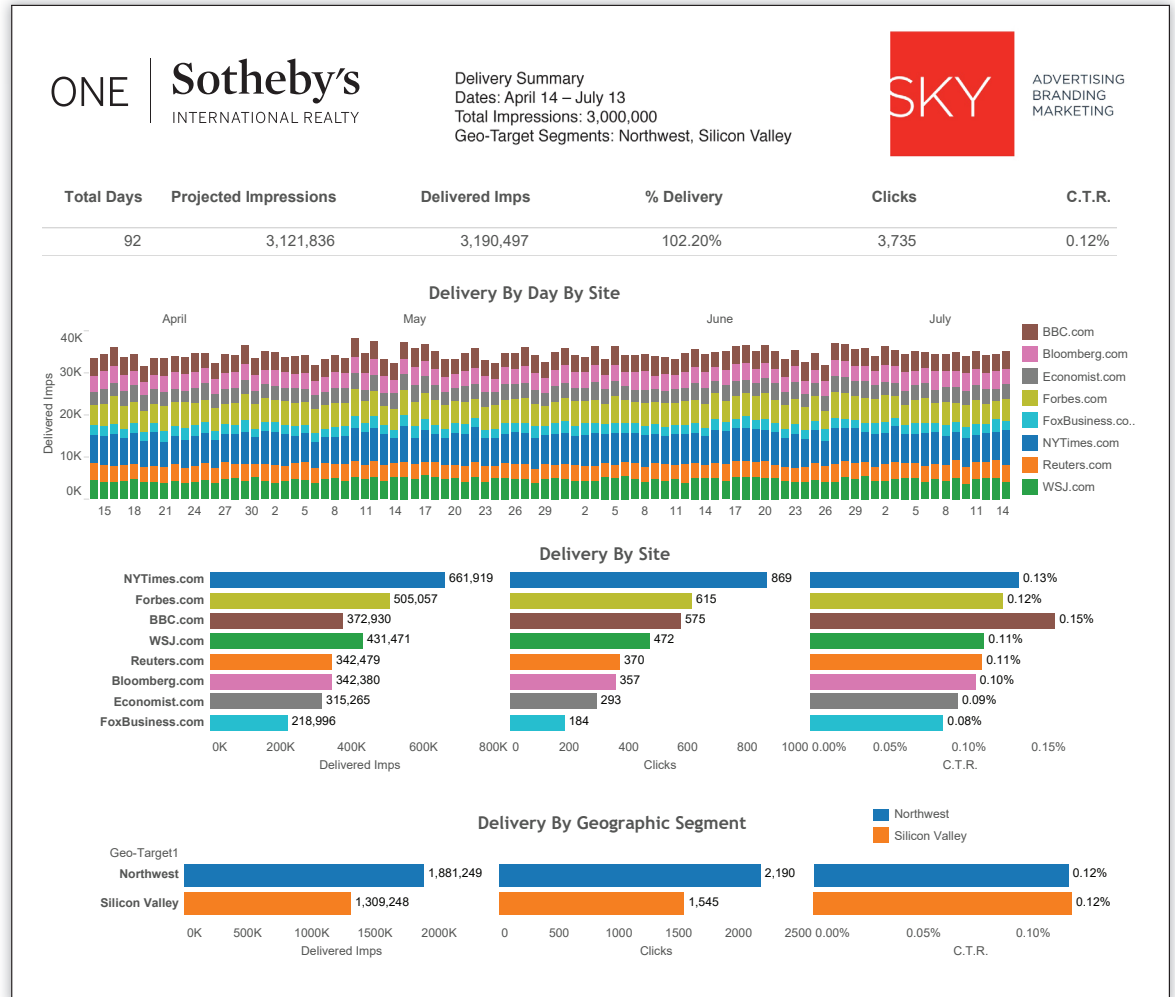


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

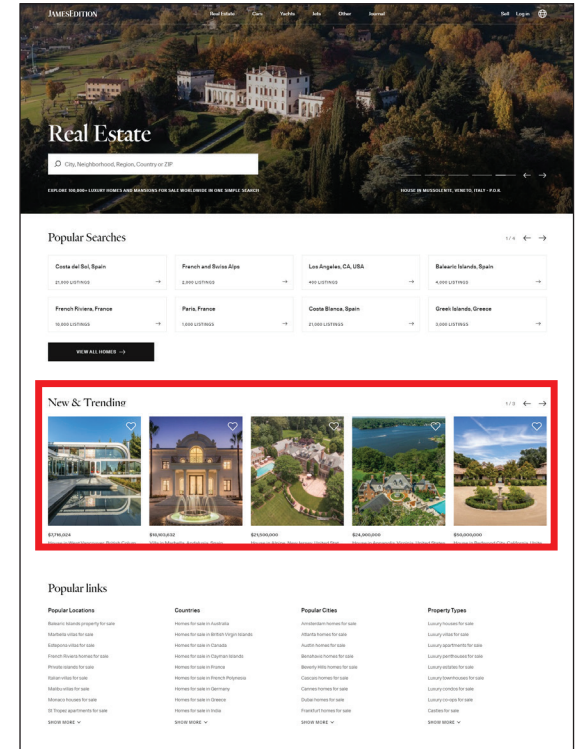
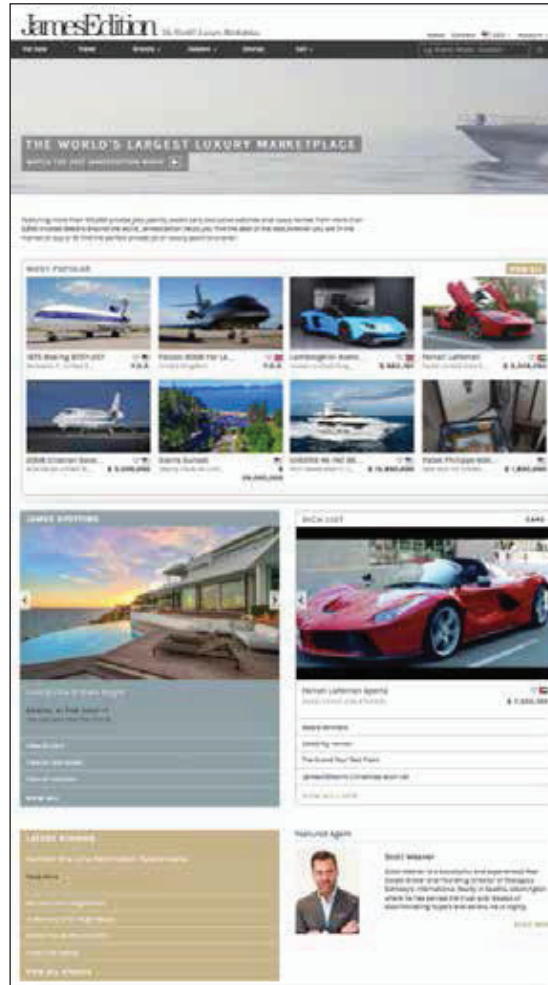
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

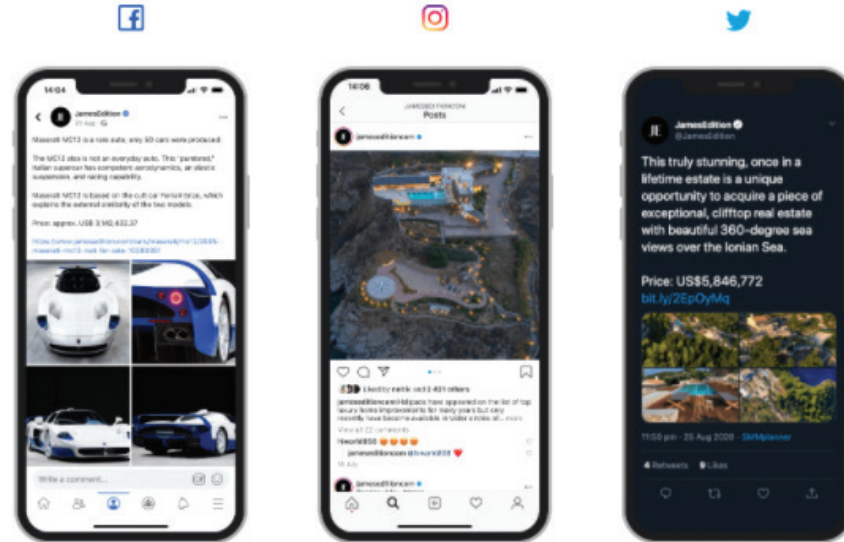
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

PROPERTY SPOT: \$795  
Includes Bonus 30 Day Digital -  
Featured Property Upgrade

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

**What's News**  
Business & Finance

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

**Tennessee Twisters Kill at Least 25**  
A line of twisters began barreling across Tennessee on Monday afternoon, leaving at least 25 people dead in the state while many residents fled, according to the National Weather Service. They included children and young adults, including some children, such as a 10-year-old boy from the town of Paducah, about 80 miles east of Nashville, and home to parks and trails.

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

**Shaky Ground**  
A major update from the Fed on Wednesday says the central bank has kept its policy rate at 2.00% and lowered its target for the overnight rate to 0% to support the economy.

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

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

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

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

City, State  
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Company  
AGENT NAME agentname@sothebysrealty +1 212 456 7890

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



PRINT

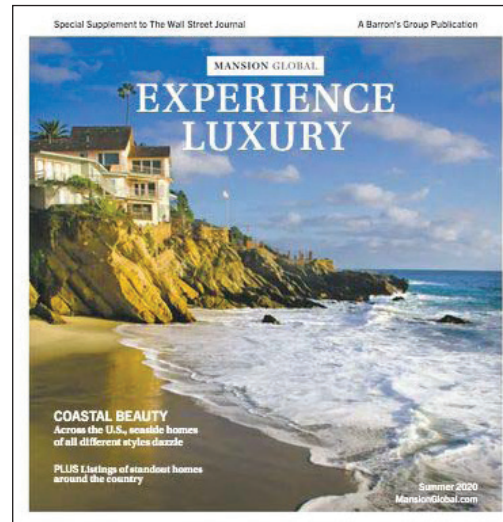
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

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

FULL PAGE:  
\$980/TEMPLATE  
\$1,985/CUSTOM



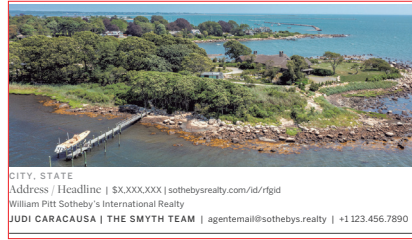
# The New York Times

## 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



**Sotheby's INTERNATIONAL REALTY** Nothing compares to what's next.

<b>CITY, STATE</b> Address / Headline   \$XXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800	<b>CITY, STATE</b> Address / Headline   \$XXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800	<b>CITY, STATE</b> Address / Headline   \$XXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800	<b>CITY, STATE</b> Address / Headline   \$XXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800
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SO THEBY'S REALTY.COM

# 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

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	July	August	September	October	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00	148,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
<b>Print</b>							
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 750.00				\$ 750.00	210,457
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00		\$ 760.00	423,111
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00			\$ 795.00	644,424
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
TOTAL						\$ 7,745.00	2,559,992
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							