



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2747 Sutherland Bluff Advertising and Marketing Program

DeLoach | 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 2747 Sutherland Bluff

SKY Advertising is excited to present to DeLoach Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 2747 Sutherland Bluff.

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 Townsend, GA.

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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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
 78758
 Property # 1230123
 Agent: Sotheby's
 International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials and an exquisite light palette. Sotheby's International Realty is proud to exclusively represent this exceptional property.

New York, New York
 10022
 Property # 123456789
 Agent: Sotheby's International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York City's most prestigious neighborhood. This exclusive offering will be sold by registered agents.

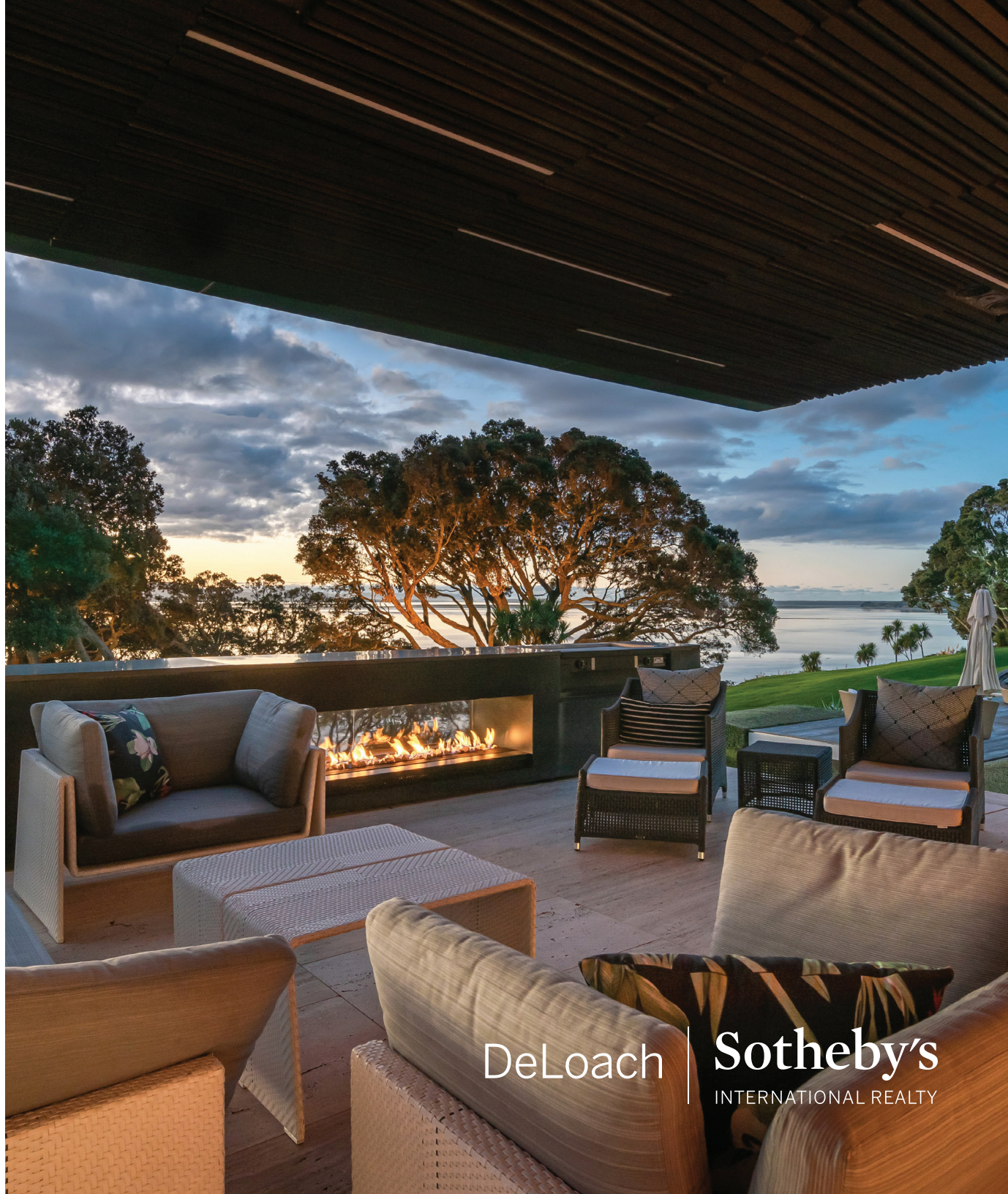
New York, New York
 10022
 Property # 123456789
 Agent: Sotheby's International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$20,000,000.00

Four Seasons Private Residences
 This offering is 1,100 sq. ft. of exquisite craftsmanship and modern luxury. With its prime location, this residence is an exceptional opportunity to own a piece of the Four Seasons experience.

New York, New York
 10022
 Property # 123456789
 Agent: Sotheby's International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$15,000,000.00

SC

Digital Offerings



DeLoach | 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: **2747 Sutherland Bluff**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- 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 and globally.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



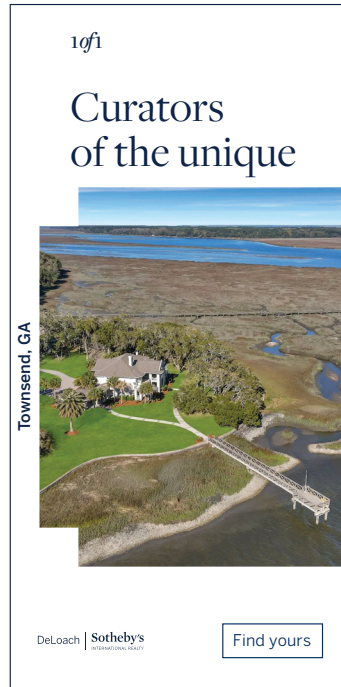
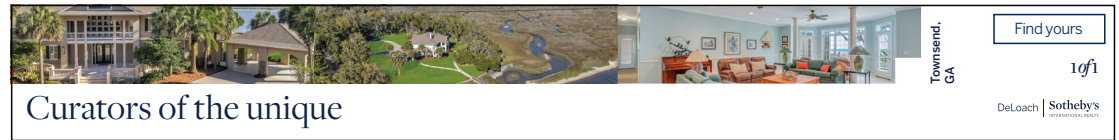
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

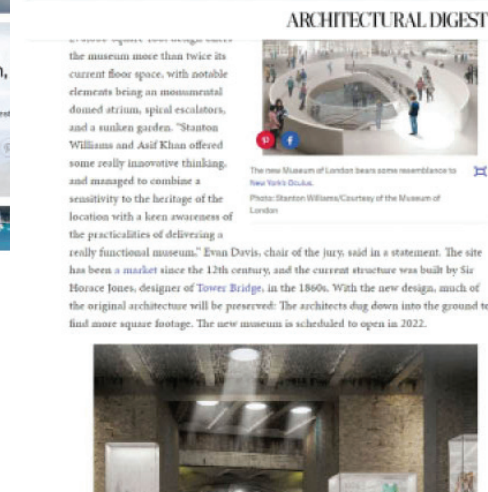
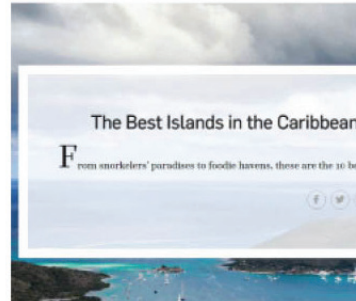
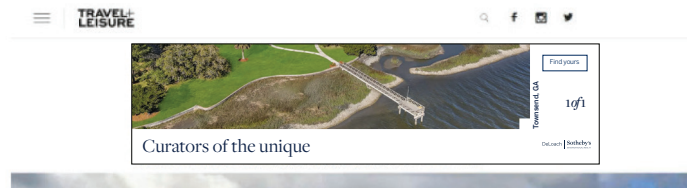
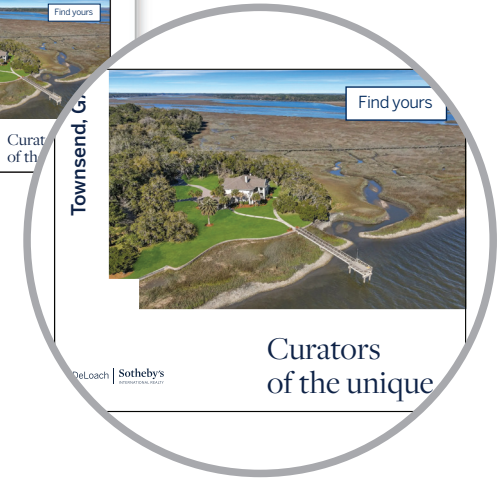
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

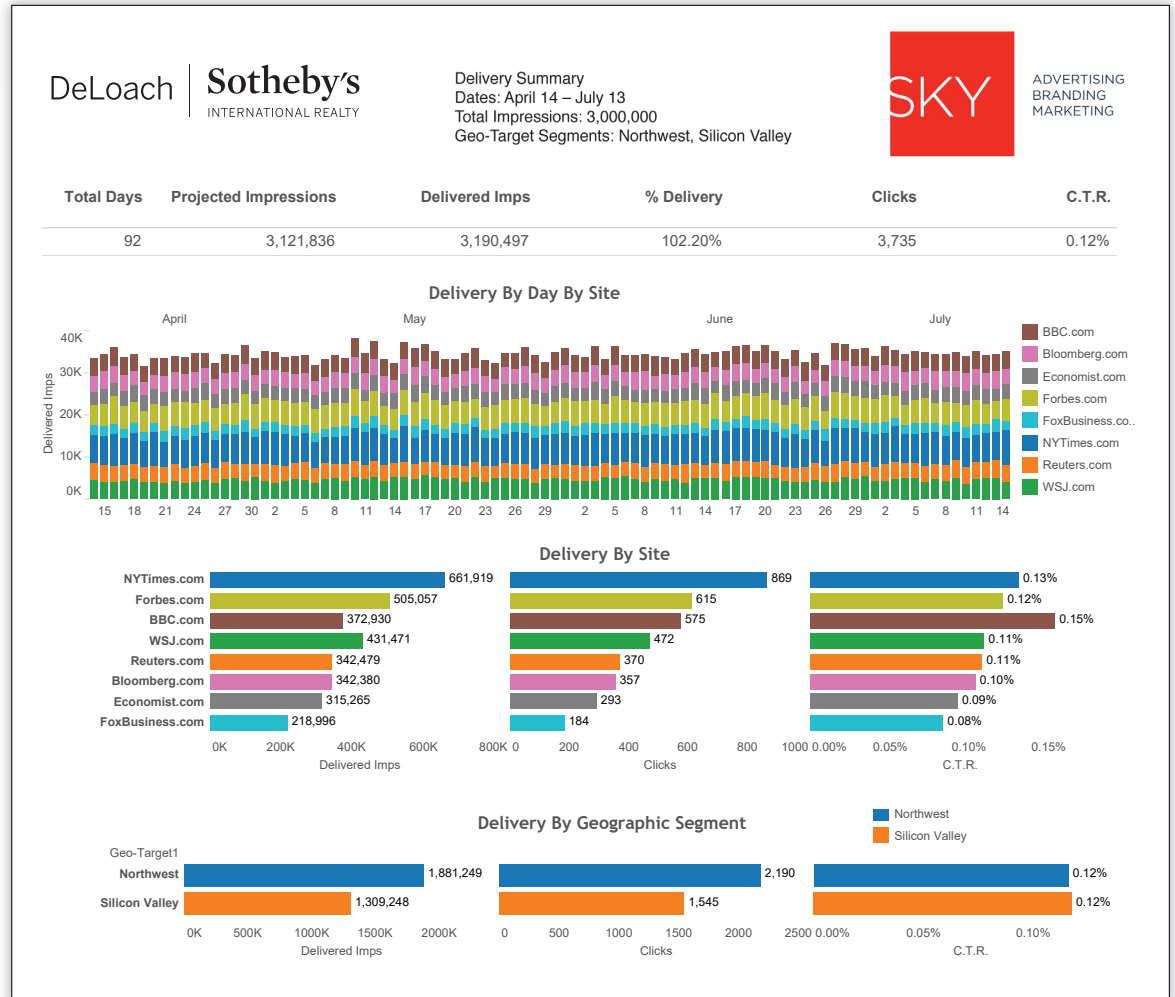


Comprehensive Reporting For Your Customized Campaign

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.

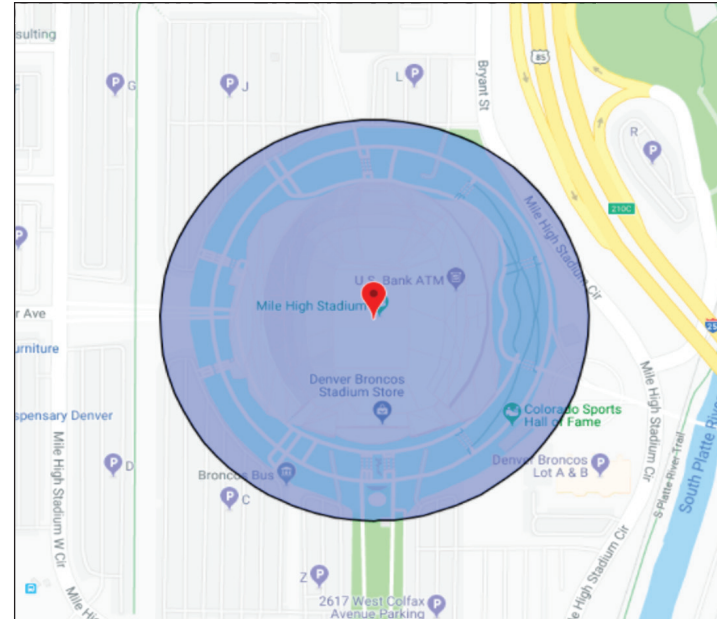
IMPRESSIONS PROGRAM SAMPLE REPORT



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

TIER 1

- From: **\$1,500/Month**
- **Up to 3 Geo-fences**
- **60,000 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.

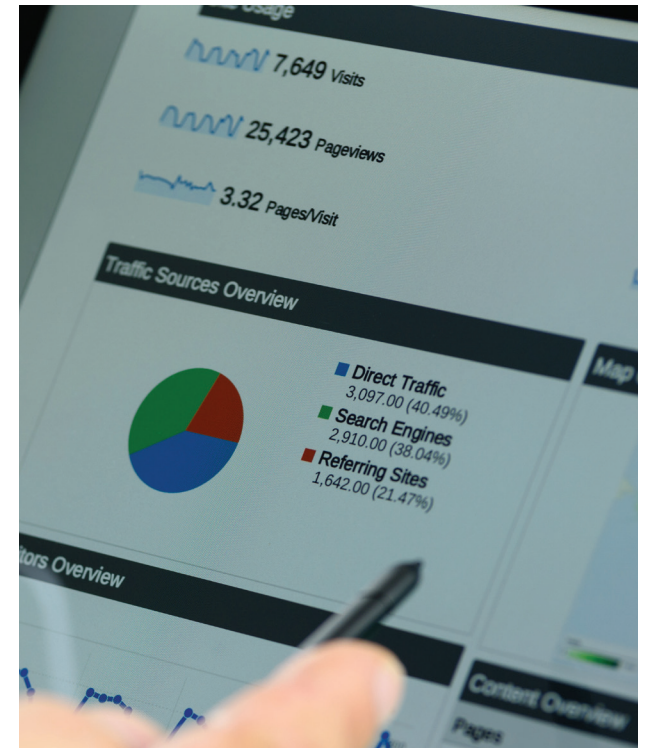


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

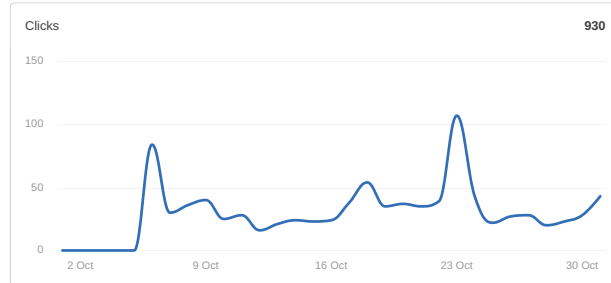
CLIENT DASHBOARD

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.



DeLoach Sotheby's International Realty

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



Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
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

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

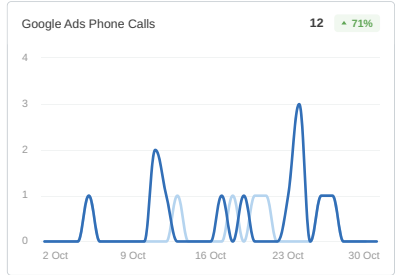
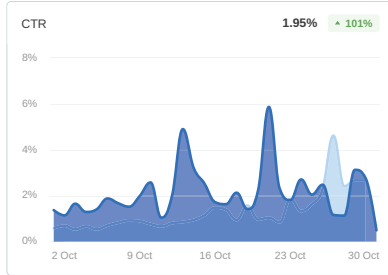
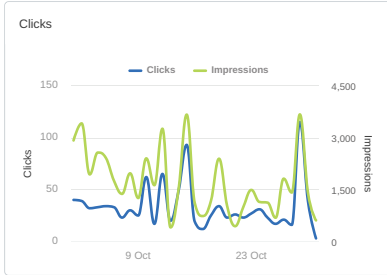
MONTHLY REPORTING

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



DeLoach Sotheby's International Realty

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

Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

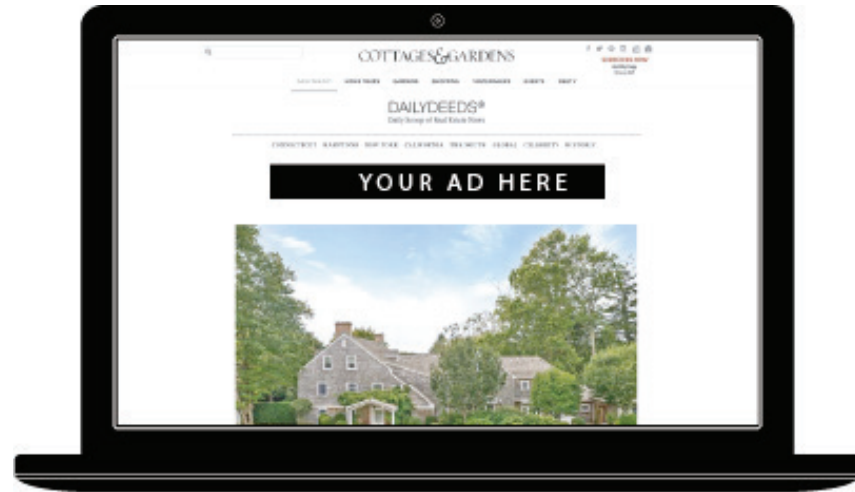
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.

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

NEW & TRENDING

FEATURED LUXURY POSITION

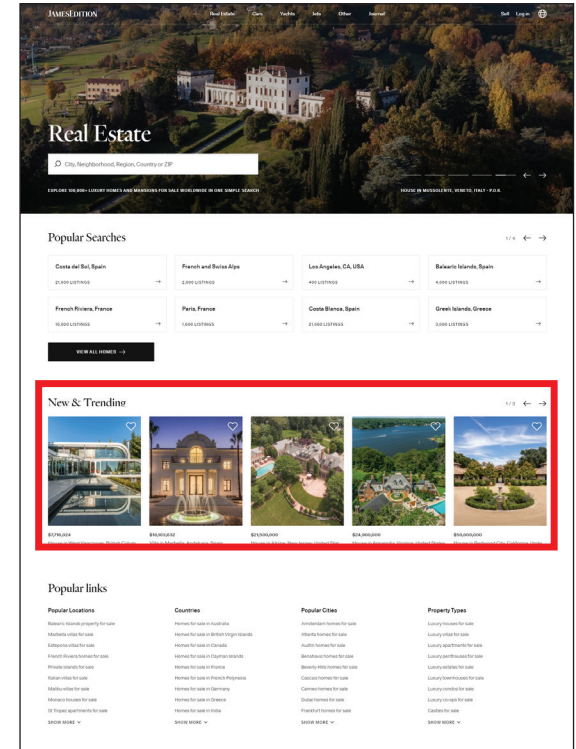
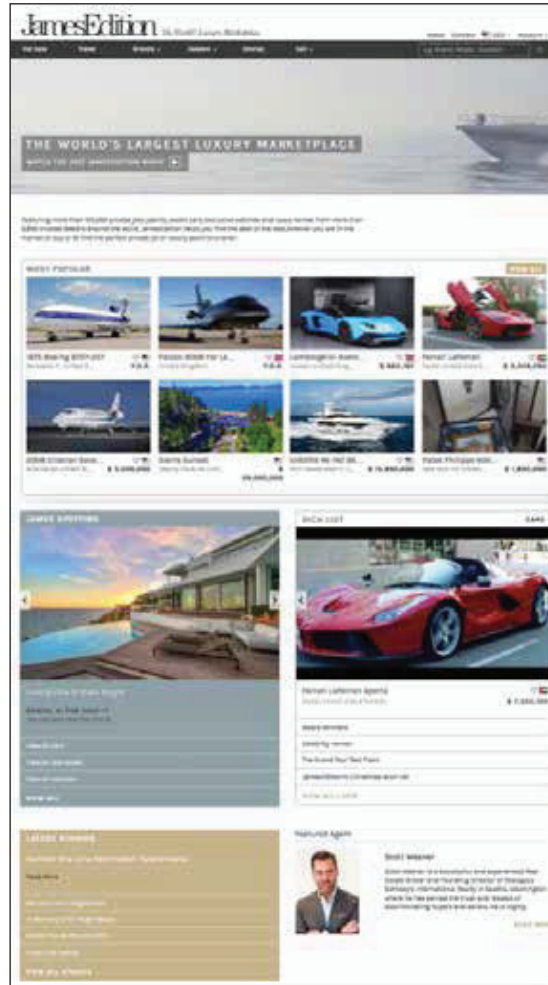
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



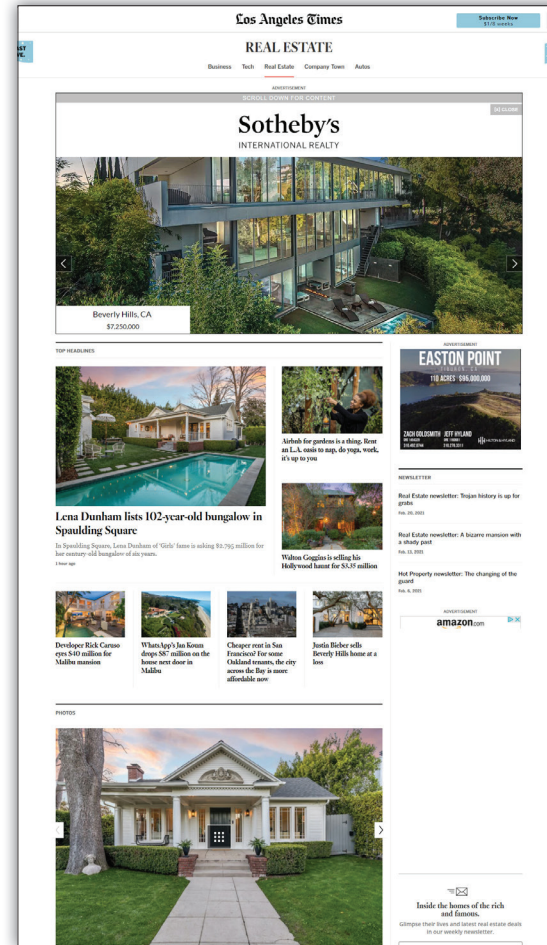
LA Times

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**



Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

BANNERS

Online Banner Ads offer a versatile and flexible way to connect with consumers and drive customers to your website. They also provide an excellent way to establish your online presence and brand awareness.

PRICE: BONUS WITH PRINT PLACEMENT



ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 19% Open Rate
- 15% Click through rate

PRICE: STARTING AT \$750 PER MONTH

OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

PRICE AND SPECS

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per first position, larger image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per image, headline (30 characters) + text (40 words) & two links

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

2022 RELEASE DATES

- Feb 16
- March 16
- April 20
- May 18
- June 22
- July 13
- Aug 17
- Sept 21
- Oct 19
- Nov 16

Limited inventory. Reservations are first come, deadline 1 week prior.

22,000 OPT-IN SUBSCRIBERS **19%** OPEN RATE **15%** CLICK THROUGH RATE

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910 **RMS**

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,500



SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$2,500

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$800 PER POST
 FACEBOOK: \$675 PER POST
 FACEBOOK/INSTAGRAM AD:
 \$1,400 PER MONTH

OCEANHOME EXCLUSIVE

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anouilla today.

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

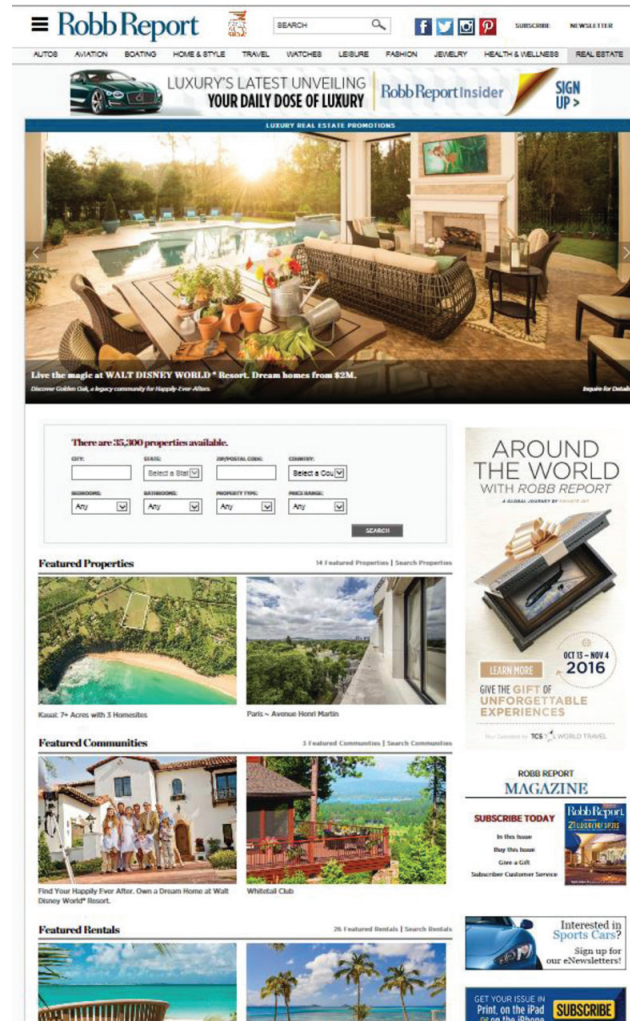
RobbReport.com

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

☰ CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS 🔍

40737 properties available.

Q
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)

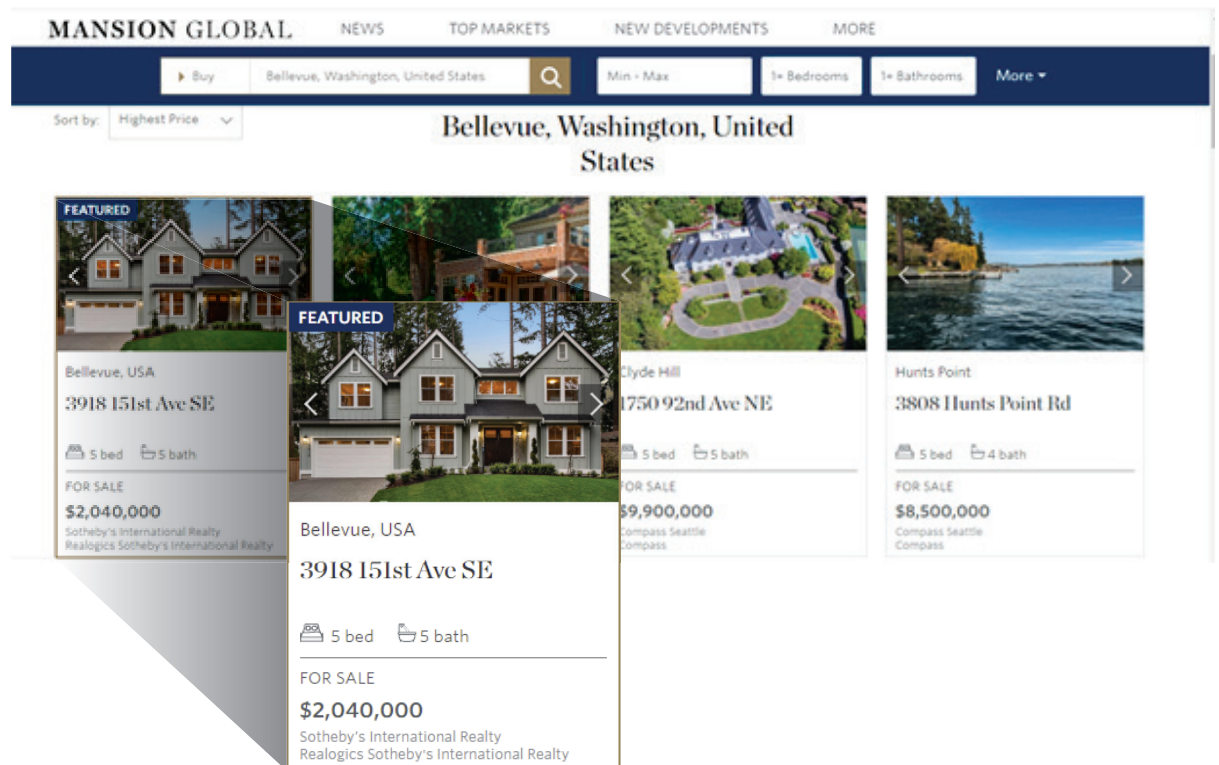
FEATURED PROPERTY UPGRADES

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

Included with print placement



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

- **164,000** Unique Visitors
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SHARED BANNER: \$650/LISTING

Shared with 5 properties



Print Offerings



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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.

NEW YORK WEDNESDAY, MARCH 4, 2020 VOL. CCLXXXV NO. 52 WSJ.com ***** \$4.00

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What's News

Business & Finance

The Fed rescinded an emergency rate cut and more rate hikes, reflecting worries that the economic outlook is improving and that inflation risks remain elevated. The Fed's decision to raise the rate on the overnight rate to 2.00% on Wednesday is the first time since 2015 that the Fed has raised the rate.

The Fed rescinded the 0.25% rate cut and more rate hikes, reflecting worries that the economic outlook is improving and that inflation risks remain elevated. The Fed's decision to raise the rate on the overnight rate to 2.00% on Wednesday is the first time since 2015 that the Fed has raised the rate.

Fed Cuts Rates Amid Virus Fears

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

By Nick Timonen

WASHINGTON—The Federal Reserve rescinded an emergency rate cut and more rate hikes, reflecting worries that the economic outlook is improving and that inflation risks remain elevated. The Fed's decision to raise the rate on the overnight rate to 2.00% on Wednesday is the first time since 2015 that the Fed has raised the rate.

The central bank has typically raised rates to curb inflation, but it has quickly dialed them back in early 2020 and early 2008, when the U.S. economy was heading into recession.

Decision makers have been enough to "revert to a Federal Reserve" stance and "cut rates," said Jeffrey Kling, an economist at Pacific Investment Management Co.

The market's move Tuesday showed "the extent to which investors worry the central bank cut on measures that could amplify any economic shock," said Tom Ivers, chief economist at the investment bank.

The rate cut was approved by the Fed's seven-member governing committee, which met by videoconference on Wednesday. It is a somewhat difficult task for the Fed to raise rates in the presence of a global health crisis, but it is "not as aggressive" as in the past, Ivers said.

Tennessee Twisters Kill at Least 25

By Anne Cooper-Petersen

MEMPHIS—A twister ripped through Tennessee on Tuesday, killing at least 25 people in the rural area around Nashville and around some of the state's major cities while many residents were sleeping.

Service workers were also hit, including some firefighters, including some firefighters, including some firefighters.

Prisoners County Mayor said that the twister caused many people to die in the middle of the night.

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 picked up a string of Super Tuesday victories, while Sen. Bernie Sanders won delegates in California, as the pair broke away from the field of Democratic presidential candidates.

The first delegate contest in the U.S. happened last week, when Sen. Bernie Sanders won delegates in California as he broke away from the field of Democratic presidential candidates.

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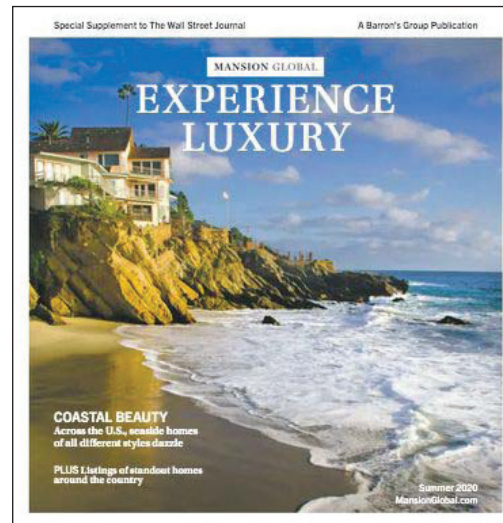
The Wall Street Journal

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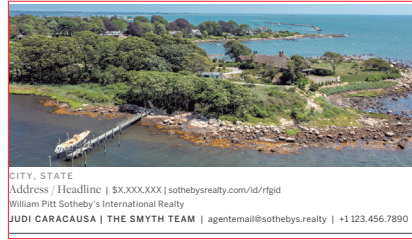
The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PROPERTY SPOT, COLOR: \$760



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

Web's Far Right Can Hear itself As Trump Talks
Chewing the Spread of Once-Fringe Views
By KEVIN WOOD

Edge in Polls Might Not Tip House Scales
Outcomes Hang on a Handful of Trumps
By NICK COHEN

It's Not Heaven, It's Brooklyn
The 80,000 runners in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F2-22.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY

Partisan Roots Of New Query On the Census
By MICHAEL WIND

Called to Serve, Utah Mayor Always Answered
By ALEX TREMPER

Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'
By RICHARD HENNETT

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The New York Times

THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

PRICE: \$760/SINGLE SPOT, SUNDAY, COLOR



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Real Estate
 The New York Times

SECOND HOMES

THE HAMPTONS NORTH?

The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACROW
 For some time, the Hudson Valley was regarded as the most desirable real estate market in the Northeast. And now, the market has become a hot spot for people who are looking to escape the city and enjoy a second home in the Hudson Valley. The market is starting to resemble that stretch of Long Island.

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- Distribution: **NYC Metro Area**

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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.




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Sandbanks Exuma, The Bahamas




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

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car 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 to the ocean for water sports.

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Eric Santorbo
Elite Agent
858.334.3557
eric@ericsantorbo.com
DRE#01565001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3039 SQ FT
\$25,000,000

Stunning single story 15 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.



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Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PROPERTY SPOT, COLOR: \$750

Global

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

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Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Campaign
Special Offer Available
+ \$2,500,000
+ \$250,000

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 Country Club, 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, 10,54-acre, three-story main cottage, a two-story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELGAL.COM/AGENT/DEBRA.RUSSELL

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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

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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.
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- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



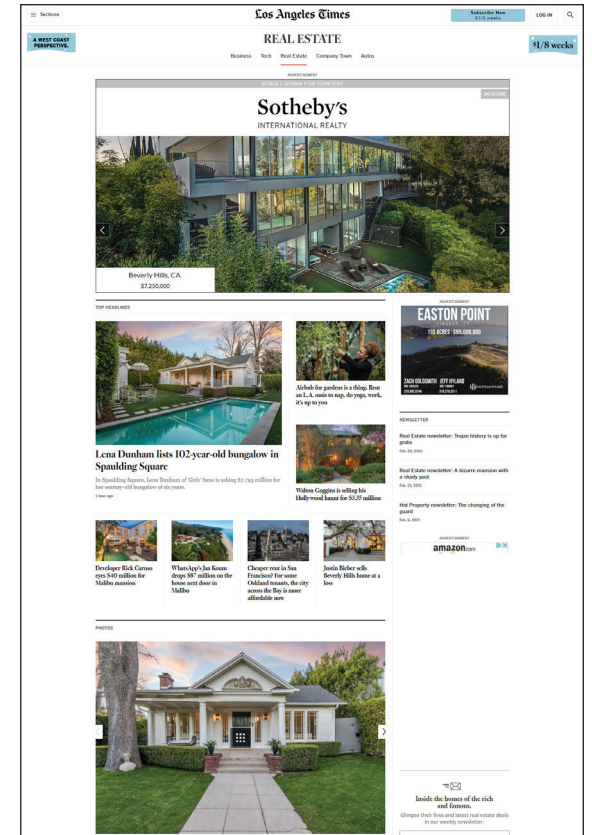
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



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



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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 five 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.



DANIELGALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks Exuma, The Bahamas




Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Light Towers
#JL@bahamas.com

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

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car 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 beachside spa, directly into the ocean for water sports.

SIREBAHAMAS.COM/ID/V295,67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3557
eric@ericsantorino.com
DRE#02156503

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

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



SOTHEBYREALTY.COM/ID/THE44



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1

Plan 1

Media	Ad Description	October	November	December	January	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
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	
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00			\$ 500.00	6,500
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus		\$ -	425,000
Ocean Home							
E-Newsletter	E-Newsletter		\$ 750.00			\$ 750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400
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			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -	

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1 - CONTINUED

Print

Financial Times								
Financial Times	Property Spot	\$	750.00	\$	750.00	210,457		
The Los Angeles Times								
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$	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	423,111	
The New York Times	Property Spot - Sunday			\$	760.00	381,268		
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	\$	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								
Mansion Global Experience Luxury	Weekend Property insert			\$	980.00	\$	980.00	100,000
TOTAL				\$	24,460.00		5,135,864	

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

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 2

Plan 2

Media	Ad Description	October	November	December	January	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
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	
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00			\$ 500.00	6,500
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
Ocean Home							
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
Robbreport.com							
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00			\$ 450.00	
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -	

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 2 - CONTINUED

Print

Financial Times								
Financial Times	Property Spot	\$	750.00	\$	750.00	210,457		
The Los Angeles Times								
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	423,111		
The New York Times	Property Spot - Sunday			\$	760.00	381,268		
The New York Times Takeover	Full Page w/ Digital promotion		\$	750.00	\$	750.00	165,000	
San Francisco & Silicon Valley								
San Francisco & Silicon Valley	Takeover - Full Page	\$	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	1,288,848		
The Wall Street Journal								
Mansion Global Experience Luxury	Weekend Property insert			\$	980.00	\$	980.00	100,000
TOTAL				\$	20,585.00	4,275,484		

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

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 3

Plan 3

Media	Ad Description	October	November	December	January	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
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	6,500
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
Ocean Home							
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
Robbreport.com							
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			\$ -	

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 3 - CONTINUED

Print

Financial Times					
Financial Times	Property Spot	\$ 750.00		\$ 750.00	210,457
The Los Angeles Times					
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	423,111
The New York Times	Property Spot - Sunday		\$ 760.00	\$ 760.00	381,268
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	165,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page	\$ 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	644,424
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 14,690.00	3,407,060

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

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 4

Plan 4 Media	Ad Description	October	November	December	January	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
Ocean Home							
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades		Bonus			\$ -	
Print							
Financial Times							
Financial Times	Property Spot	\$ 750.00				\$ 750.00	210,457
The Los Angeles Times							
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	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00			\$ 750.00	165,000
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00			\$ 795.00	644,424
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
TOTAL						\$ 8,955.00	2,982,792

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

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 5

Plan 5
Media

Ad Description	October	November	December	January	Media Total	Reach
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	\$ 900.00				\$ 900.00	100,000
WSJ.com						
Mansion Global Homepage Hero	\$ 650.00				\$ 650.00	164,000
Property Upgrades		Bonus			\$ -	
Print						
Financial Times						
Financial Times	\$ 750.00				\$ 750.00	210,457
The New York Times						
The New York Times	\$ 760.00				\$ 760.00	423,111
The New York Times Takeover		\$ 750.00			\$ 750.00	165,000
The Wall Street Journal						
The Wall Street Journal - National		\$ 795.00			\$ 795.00	644,424
The Wall Street Journal						
Mansion Global Experience Luxury				\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 5,585.00	1,806,992

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