



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 17 Plantation Way Advertising and Marketing Program

DeLoach | **Sotheby's**  
INTERNATIONAL REALTY

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42 2024-2025



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 17 Plantation Way

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 17 Plantation Way.

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 St Simons Island, 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**

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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  
 214.426.8200  
 Property # 123012  
 Agent: Sotheby's  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: sotheby@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, from the marble-clad walls to the custom millwork, creating an unparalleled level of luxury and elegance. This is a rare opportunity to own a piece of Central Park West history.

**New York, New York**  
 212.660.5000 ext. 2000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby +1 212 660 5772  
 Email: sotheby@sothebysrealty.com  
 \$50,000,000

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city from the 15th and 16th floors. The property features a private elevator, a full kitchen, and a large terrace. This is a rare opportunity to own a piece of Park Avenue history.

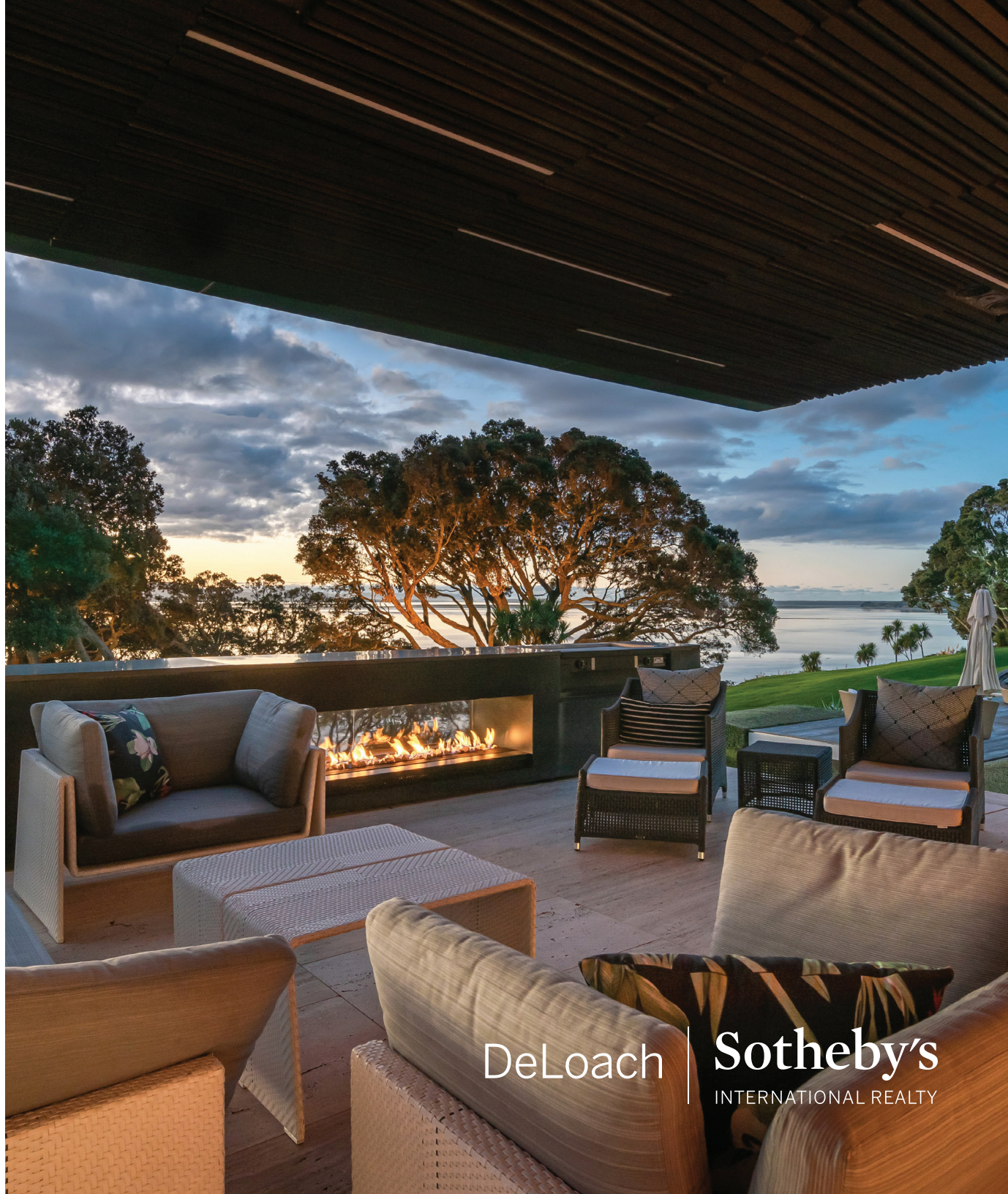
**New York, New York**  
 212.660.5000 ext. 2000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby +1 212 660 5772  
 Email: sotheby@sothebysrealty.com  
 \$20,000,000

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse is a masterpiece of modern architecture and craftsmanship. It features a private elevator, a full kitchen, and a large terrace. This is a rare opportunity to own a piece of Four Seasons history.

**New York, New York**  
 212.660.5000 ext. 2000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby +1 212 660 5772  
 Email: sotheby@sothebysrealty.com  
 \$15,000,000

SC

# Digital Offerings



DeLoach | Sotheby's  
INTERNATIONAL REALTY

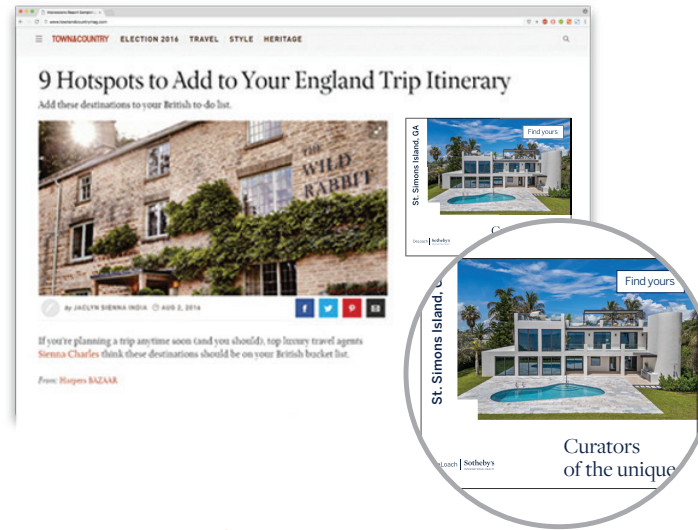
# Impressions Campaign

**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: **17 Plantation Way**
- 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 and globally.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist





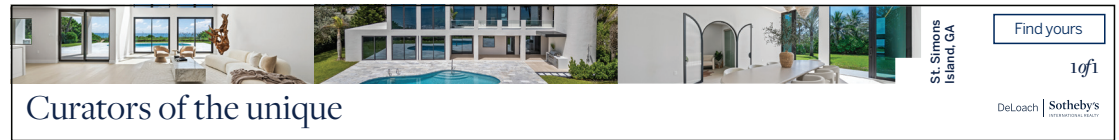
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

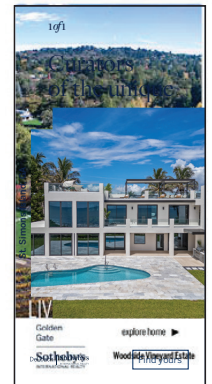
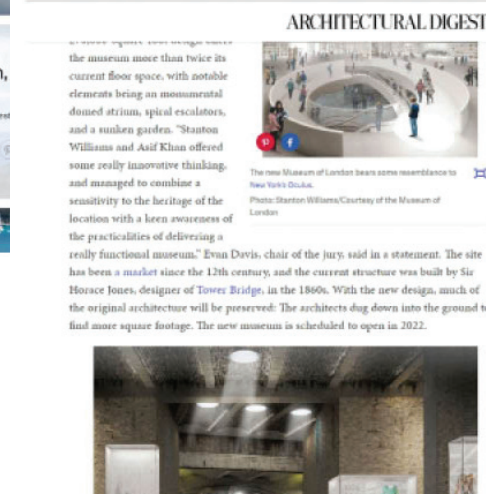
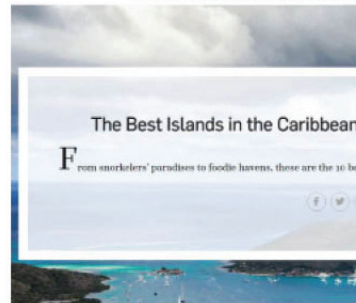
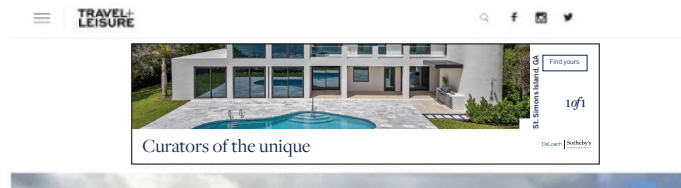
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

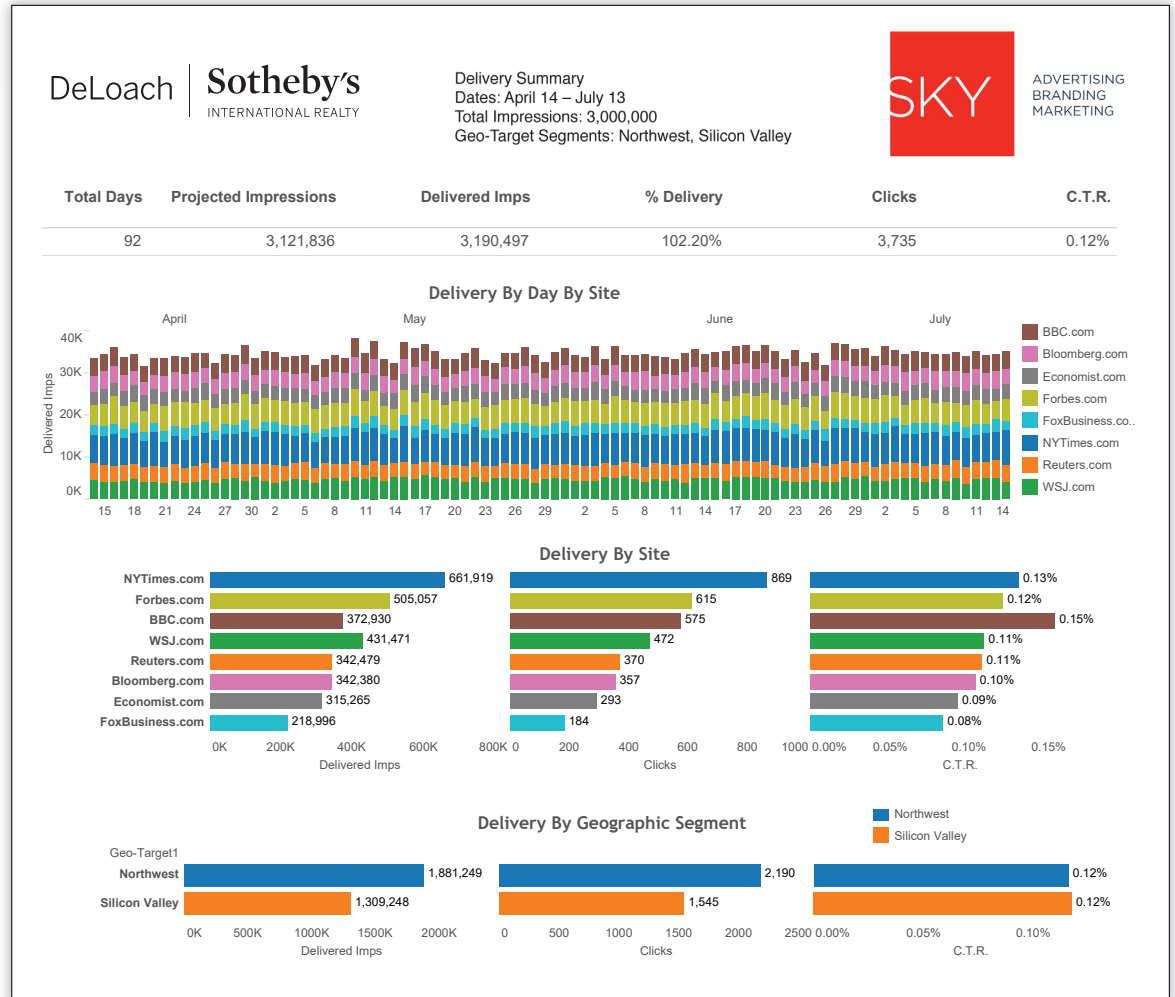


# Comprehensive Reporting For Your Customized Campaign

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.

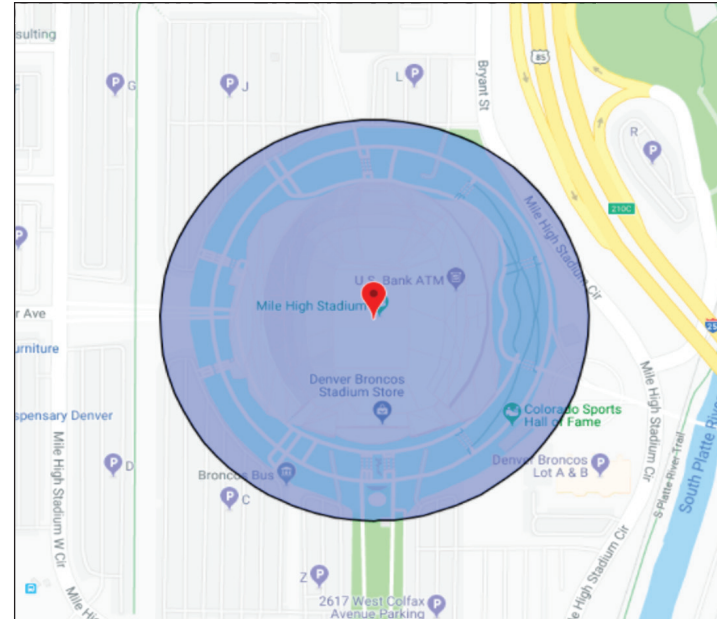
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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.

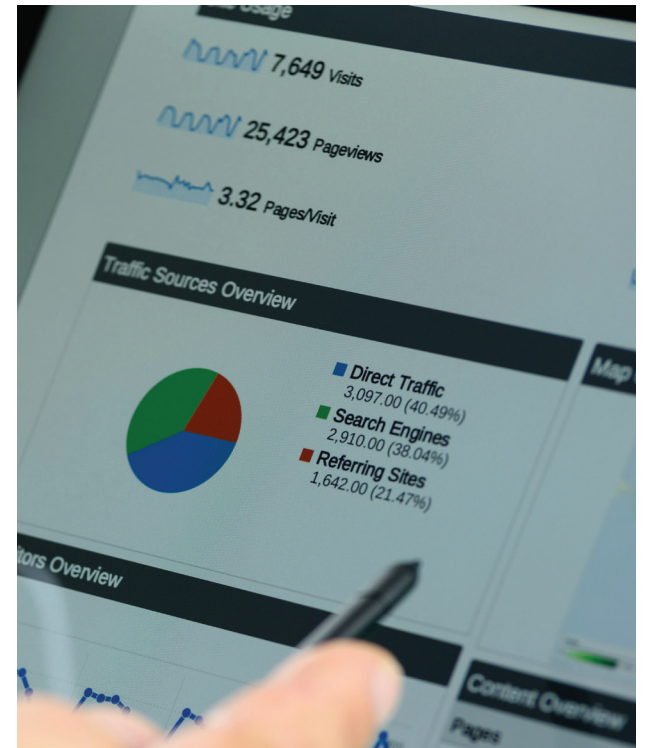


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

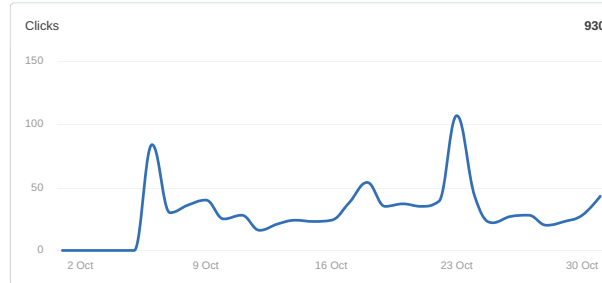
## CLIENT DASHBOARD

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...
<b>85,229</b>	<b>930</b>	<b>1.09%</b>	<b>9</b>	<b>\$1.52</b>	<b>1.14%</b>



Showing 50 of 89 Rows

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

Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - PMAX</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	0	\$0.00	\$0.00	1

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

# Google AdWords

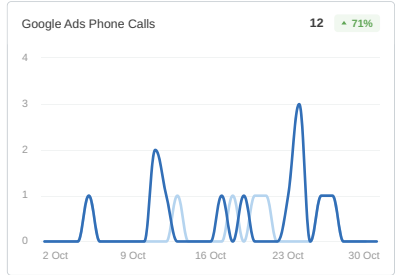
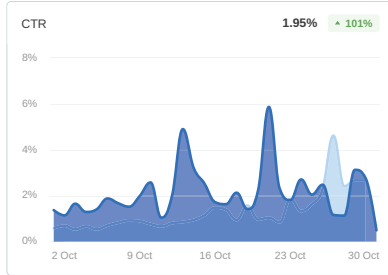
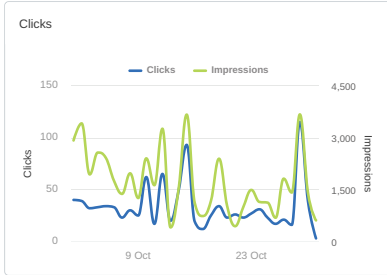
## MONTHLY REPORTING

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



## 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

# Atlanta Journal Constitution

The Atlanta Journal - Constitution is an American daily newspaper based in metropolitan area of Atlanta, Georgia.

- 389,702 Average Weekday readers, including ePaper readers
- 628,095 Average Sunday readers, including ePaper readers
- 50,000 + Monthly ePaper APP users
- 1.2M total monthly print & ePaper readership

Opt In newsletter that keeps you ahead of the crowds with updates on the latest local entertainment events.

- Delivered each Thursday
- 31,153 Subscribers
- Sponsored by position is available at the top

ENEWSLETTER: \$1,875

The Atlanta Journal-Constitution  
**Things to Do**  
January 27, 2023

Presented by  
**NETFLIX**  
**STRANGER THINGS**  
THE EXPERIENCE

It's worth knowing what's really going on >

**Go Atlanta**  
Listen to the latest Go Atlanta podcast  
Apple Podcasts Spotify Google Podcasts STITCHER

**New York's Boca Tuya dance company brings dreamscapes, mayhem to KSU**  
[Read more >](#)

**The Atlanta Opera's 'Don Giovanni' is often stirring in its noir take**  
[Read more >](#)

**Staibdance's 'Ararat, the beginning' explores post-adversity restart**  
[Read more >](#)

**The Battery has events for everyone this February and March**  
[Read more >](#)

ADVERTISEMENT

**NETFLIX STRANGER THINGS THE EXPERIENCE**  
FRIENDS, THE EXPERIENCE IN ATLANTA IS CLOSING SOON!  
**GRAB YOUR TICKETS NOW!**

Powered by Livestandard



# Cottages & Garden

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

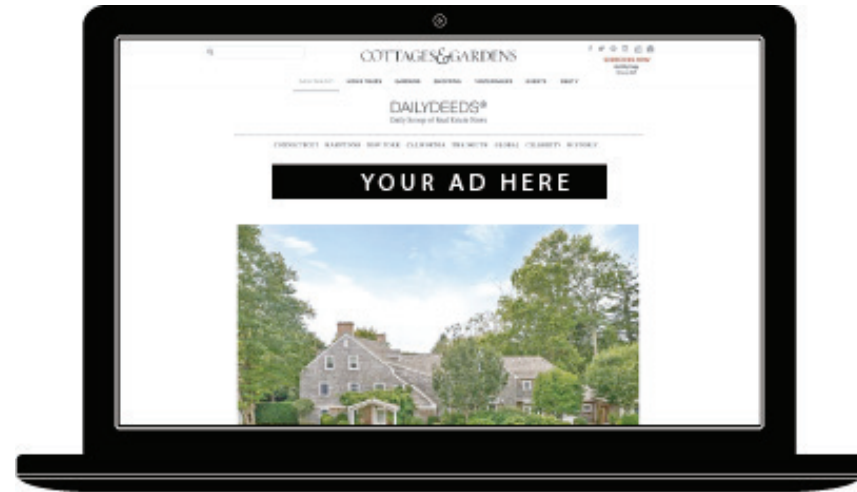
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

## 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.

# Elegant Island Living

Elegant Island Living is the premier lifestyle magazine for St. Simons Island and the surrounding communities. Published monthly, Elegant Island Living is unequalled in its commitment to its readers' appetite for quality and luxury in every aspect of their lives. Elegant Island Living embodies the way of life and tastes of its readers, covering such topics as philanthropy, the arts, shopping, health & beauty, the outdoors, home design, charity opportunities, travel and leisure, community, social events, and more. Elegant Island Living readers understand luxury, and enjoy this magazine as a guide and companion to the St. Simons Island lifestyle.

A dedicated mailing to a wider target audience

Sponsored email sent directly to database of approximately 8,000 subscribers.

ELECTRONIC POSTCARD: \$825

The graphic features a background of various poinsettias in red, white, and pink. At the top, the text 'Live Oaks Garden Club Poinsettia Sale' is written in a red, cursive font. Below this, a small inset image shows a potted poinsettia with red, white, and pink flowers. The main text is centered in a white box with a semi-transparent background. It reads: 'Now is the time to order your poinsettias! The Live Oaks Garden Club's 21st Annual Poinsettia sale starts Thursday, October 7th and runs through Thursday, November 18th.' This is followed by 'Lush, long-lasting, red, white, and pink poinsettias in 8" foil pots are only \$20.' Then, 'Place orders online at liveoaksgardenclubinc.com.' Finally, 'Poinsettia pick-up will be in the parking lot of St. Simons United Methodist Church on Friday, December 3, from noon-6:00 p.m.'

### **Time to Order Your Holiday Poinsettias!**

The Live Oaks Garden Club's 21st Annual Poinsettia Sale begins TOMORROW, Thursday, October 7 and will continue through Thursday, November 18th. Plants are available in red, white, and pink and come in 8" foil-wrapped pots for only \$20. Please place your orders at [liveoaksgardenclubinc.com](http://liveoaksgardenclubinc.com). Pick-up will be Friday, December 3. All proceeds go to Club beautification projects such as maintaining the planters at the pier on St. Simons Island, the Demere Road Butterfly Garden, and the Justice Tree at the Glynn County Court House.

## DIGITAL

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# 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

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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

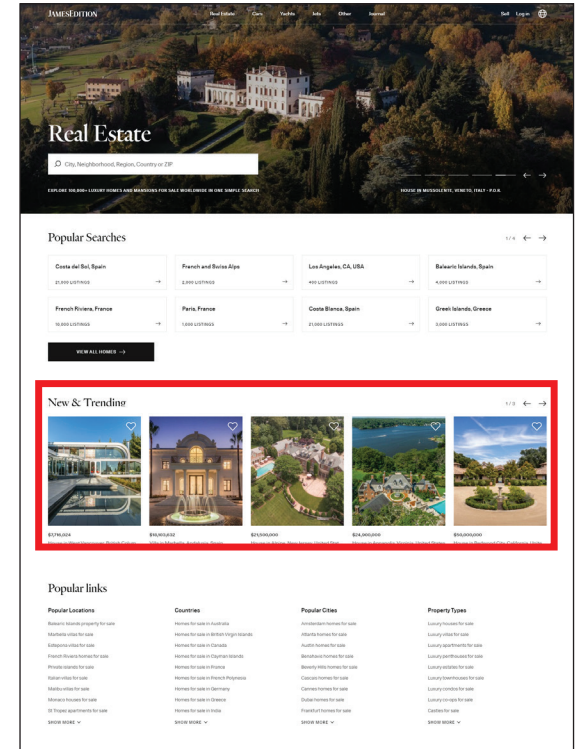
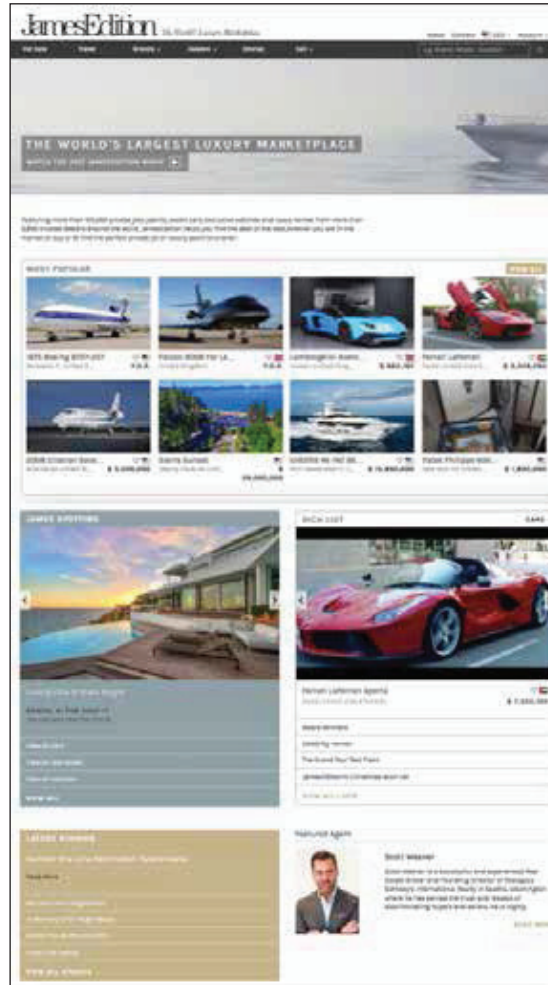
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



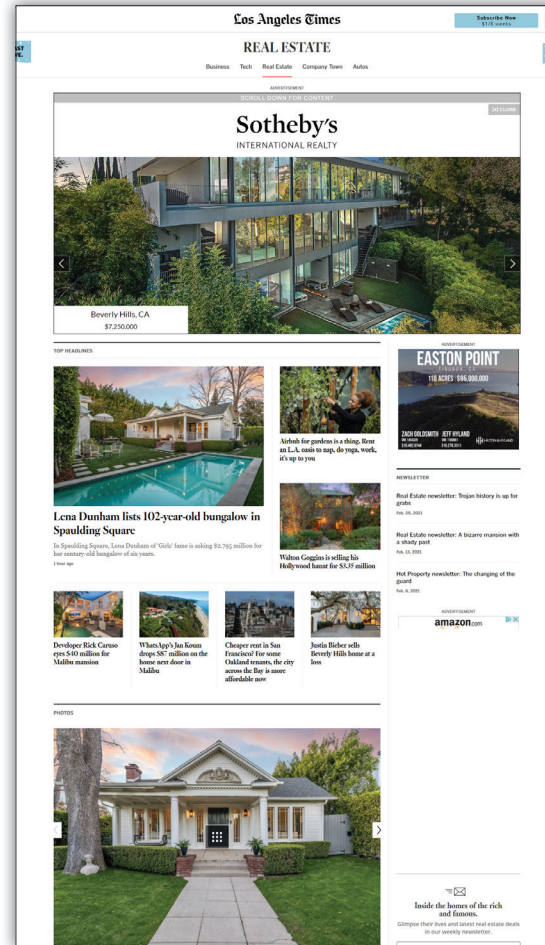
# LA Times

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

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**

# 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

**OCEAN HOME** 2021 MAGAZINE

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ANGUILLA

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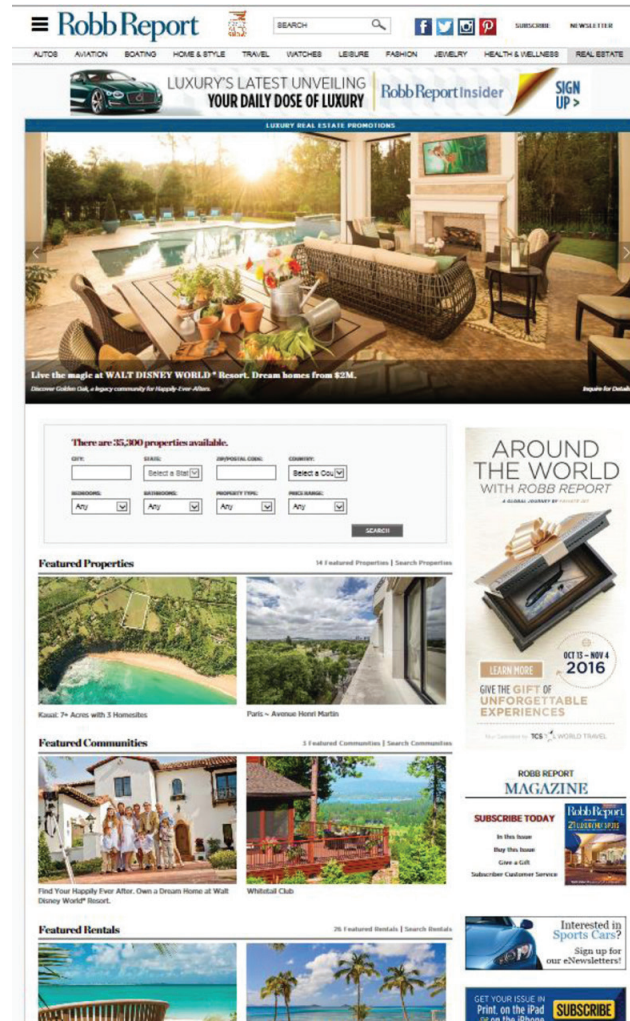
# RobbReport.com

## 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


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**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)

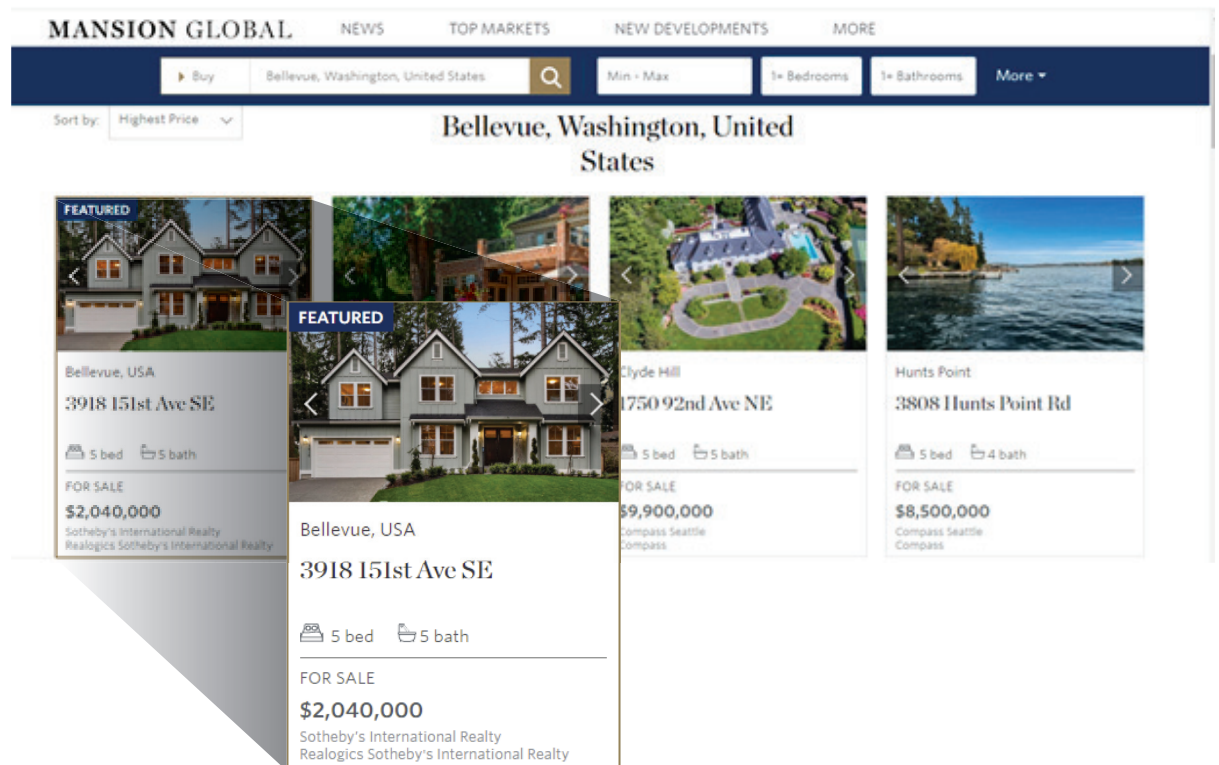
## FEATURED PROPERTY UPGRADES

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



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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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- **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



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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.**

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

DOW JONES    *Market Watch*    \*\*\*\*\*    \$5.00

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**What's News**

*Business & Finance*

**Emergency bill passed**  
The House passed an emergency bill to provide relief to states and cities facing a crisis. The bill includes provisions for disaster relief, unemployment benefits, and other measures. It is expected to pass the Senate as well.

**Stocks, bond yields fall**  
After a volatile start, markets settled lower. The S&P 500 fell 1.1%, while the Dow Jones Industrial Average dropped 1.2%. Treasury yields also declined.

**Shaky Ground**  
The market's move Tuesday showed the extent of uncertainty. Investors are watching for signs of a recovery, but the outlook remains uncertain.

**Tennessee Twisters Kill at Least 25**  
Violent storms hit the state, causing significant damage and loss of life. Emergency services are still working to clear debris and provide aid to affected areas.

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**  
Democratic candidates secured key wins in swing states. Biden won in Virginia, and Sanders won in California, boosting their momentum in the primary season.

**Fed Cuts Rates Amid Virus Fears**

The Federal Reserve cut its benchmark interest rate to a range between 0% and 0.25% in the first move since the global financial crisis. The move is the first time since 2008 that the Fed has lowered its rate. It also announced a \$750-billion expansion of its balance sheet to provide liquidity to the financial system.

The central bank has typically raised rates to combat inflation, but this time it is cutting them to stimulate economic growth and support businesses and consumers. The move is expected to help stabilize the economy and reduce the risk of a recession.

The Fed's decision is seen as a response to the uncertainty surrounding the coronavirus outbreak. It aims to provide relief to businesses and households by making borrowing cheaper and encouraging spending.

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**World-Wide**

**Biden crushed a string of**  
Democratic wins in Virginia, including a decisive victory in the state's primary election. This win is seen as a major boost for Biden's campaign.

**The first deaths linked**  
to the coronavirus in the U.S. reported in California. The state health department confirmed several cases, marking the beginning of the outbreak in the United States.

**Chadwick Boseman**  
The actor passed away from cancer. His death is a significant loss to the entertainment industry, and his legacy continues to inspire many.

**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. He celebrated a victory in Virginia, which is a key swing state. His opponent, Donald Trump, lost the state.

Biden's win in Virginia is seen as a major breakthrough for his campaign. It shows that he has significant support in a state that is traditionally a swing state. This win also helps Biden build momentum for the general election.

Sanders' victory in California is another significant win for the Democratic Party. It shows that there is still strong support for progressive candidates in the West. Sanders' win also helps him build momentum for the general election.

The results of the Super Tuesday primaries are seen as a turning point in the election. Biden's and Sanders' wins are seen as a challenge to Trump's lead in the polls. It shows that there is still a significant portion of the electorate that supports Democratic candidates.

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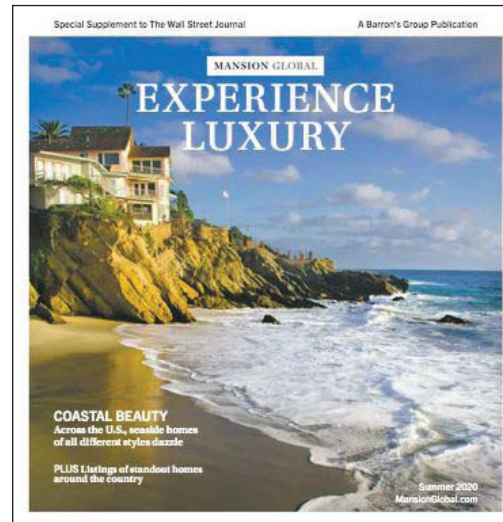
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

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- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE:  
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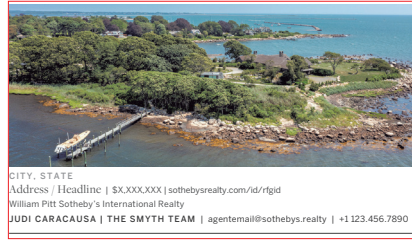
# The New York Times

## 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** Today, don't forget, today, today and today...  
VOL. CLXVIII ... No. 38,157 ... NEW YORK, MONDAY, NOVEMBER 5, 2018 ... \$3.00

**Web's Far Right Can Hear Itself As Trump Talks**  
*Chearing 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 NICHOLAS...

**It's Not Heaven, It's Brooklyn**  
*The 80,000 residents in this part of New York City cherish their blue skies, tree-lined sidewalks and a fast commute. Pages F2-3.*

**Spending Millions in a Bid to Avoid Sanctions**  
*By KENNETH P. WENZ*

**Partisan Roots Of New Query On the Census**  
By MICHAEL WIND

**Called to Serve, Utah Mayor Always Answered**  
By JEFF TINKER

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


# 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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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 affordable real estate market in the Northeast. And now, as the market has cooled, it's starting to resemble that stretch of Long Island. In the past few years, the Hudson Valley has seen a surge in second-home buyers, many of whom are looking for a place to escape the city. This is especially true in the Hudson Valley, where the market has been particularly strong. The region is now seeing a mix of buyers, including those looking for a second home, those looking for a primary residence, and those looking for an investment property. The market is still hot, and it's expected to continue to be so for the foreseeable future.

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

FULL PAGE, COLOR: \$750

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\$4,800,000

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260 Sandbanks Light House  
#SIBAHAMAS.COM

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

Sandbanks is a truly particular C bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. Like a luxury spa, directly visible the ocean for water sports.

**SIBAHAMAS.COM/ID/V29V67**

**Bahamas | Sotheby's INTERNATIONAL REALTY**

**5305 Carlsbad Boulevard, Carlsbad, CA 92008**

**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericca.com/ID/115000  
DRE#02156001

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

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

**SOTHEBYSREALTY.COM/ID/THE44**

**Pacific | Sotheby's INTERNATIONAL REALTY**

PRINT

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# Brunswick News

The Brunswick News is a daily newspaper in Brunswick, Georgia that covers local and international news, sports, entertainment, and classifieds. It has been published since 1902 by the Leavy family, making it one of the oldest family-owned newspapers in Georgia and one of the few remaining family-controlled newspapers in the country.

The Brunswick News is published Tuesday - Saturday and distributed through home delivery and single copy sales.

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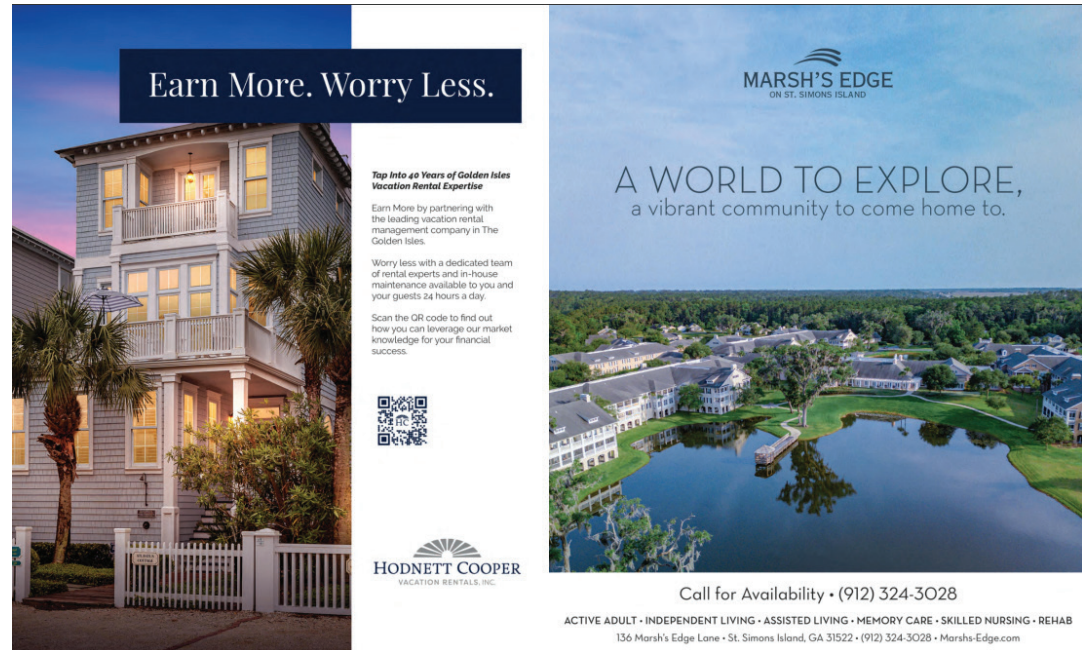
QUARTER PAGE, COLOR - 3 DAYS: \$1,497



# Elegant Island Living

Elegant Island Living is the premier lifestyle magazine for St. Simons Island and the surrounding communities. Published monthly, Elegant Island Living is unequalled in its commitment to its readers' appetite for quality and luxury in every aspect of their lives. Elegant Island Living embodies the way of life and tastes of its readers, covering such topics as philanthropy, the arts, shopping, health & beauty, the outdoors, home design, charity opportunities, travel and leisure, community, social events, and more. Elegant Island Living readers understand luxury, and enjoy this magazine as a guide and companion to the St. Simons Island lifestyle.

REAL ESTATE FULL PAGE: \$925  
REAL ESTATE HALF PAGE: \$650



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a vibrant community to come home to.

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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

# Golden Isles

Golden Isles Magazine is a local publication with regional presence - a six-time national and twelve-time state award winner, jam-packed with quality content.

Golden Isles Magazine is a glossy bi-monthly publication with a distribution of 13,000 copies.

The Golden Isles Magazine has direct mailing to over 3,000 homes throughout Sea Island, St Simons Island, Jekyll Island, and Brunswick in addition to the racked and distribution point copies.

Approximately 64 percent of the direct-mailed copies are sent to homes on St. Simons and Sea Islands; 27 percent are mailed to homes in Brunswick, on Jekyll Island, and surrounding areas; and, nine percent are mailed out-of-town to part-time residents and frequent visitors to the Golden Isles. It is a powerful statement that 1-in-5 homes on the two islands receive Golden Isles Magazine in their mailboxes every two months.

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PRICE: 2/3 PAGE \$1,056



# 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

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
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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**



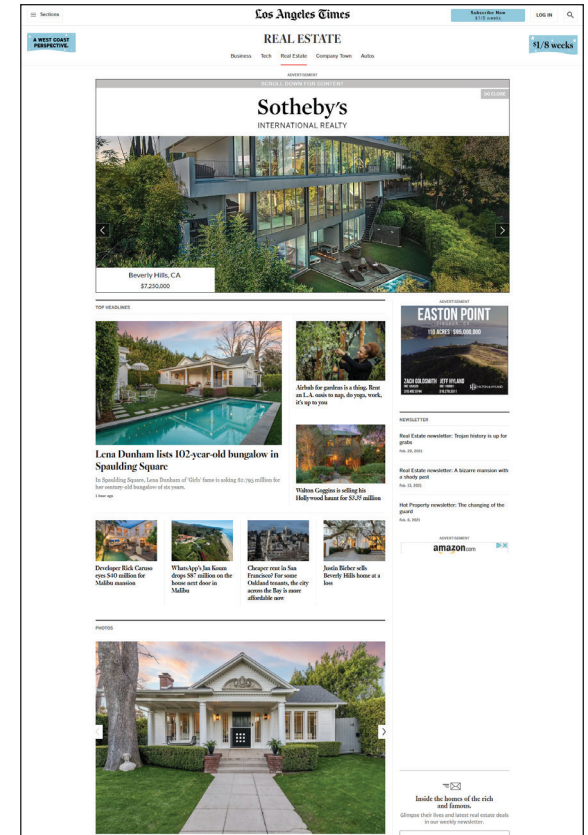
## LA TIMES DIGITAL LIGHTHOUSE

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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Represented by: Sarah Matheson MRE, SLS

72 Post Road, Old Westbury, NY




**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 516.562.2710  
c. 516.562.5400

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

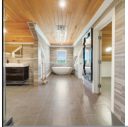
Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a five bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.



DANIELGALE.COM/AGENT/FICHEA-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 sweeping pool deck and a classic infinity pool. Like a beachside spa, directly into the ocean for water sports.

SIREBAHAMAS.COM/ID/V29V.67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorbo**  
Sales Associate  
858.334.3557  
eric@ericsantorbo.com  
DRE#02156503

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

Stunning single story 15,000 sq foot 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
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Atlanta Journal Constitution</b>							
Atlanta Journal Constitution E-newsletter	E-newsletter - Thursdays		\$1,875		\$1,875	\$ 3,750.00	62,306
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Elegant Island Living</b>							
Elegant Island Living	Electronic Postcard	\$ 825.00		\$ 825.00		\$ 1,650.00	16,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00			\$ 500.00	6,500
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus		\$ -	425,000
<b>Ocean Home</b>							
E-Newsletter	E-Newsletter		\$ 750.00			\$ 750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400
<b>Robbreport.com</b>							
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	
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -	

# Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1 - CONTINUED

**Print**

<b>Atlanta Business Chronicle</b>									
Atlanta Business Chronicle							TBD		
<b>Brunswick News</b>									
Brunswick News	1/4 Page Color - 3 Days		\$1,498		\$1,498	\$	2,995.00	29,400	
<b>Elegant Island Living</b>									
Elegant Island Living Full Page	Real Estate Full Page		\$925		\$925	\$	1,850.00	20,000	
Elegant Island Living Half Page	Real Estate Half Page	\$650		\$650		\$	1,300.00	20,000	
<b>Golden Isles Magazine</b>									
Golden Isles Magazine	2/3 Page			\$1,056.00	\$1,056.00	\$	2,112.00	26,000	
<b>Financial Times</b>									
Financial Times	Property Spot	\$	750.00			\$	750.00	210,457	
<b>The Los Angeles Times</b>									
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$	425.00	\$	425.00	220,780	
The Los Angeles Times	Takeover - Full Page		\$	660.00		\$	660.00	384,000	
<b>The New York Times</b>									
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	\$	1,500.00	330,000	
<b>San Francisco &amp; Silicon Valley</b>									
San Francisco & Silicon Valley	Takeover - Full Page	\$	725.00			\$	725.00	36,500	
<b>The Wall Street Journal</b>									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00	\$	1,590.00	1,288,848	
<b>The Wall Street Journal</b>									
Mansion Global Experience Luxury	Weekend Property insert				\$	980.00	\$	980.00	100,000
TOTAL							\$	38,117.00	5,309,570

\*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
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Atlanta Journal Constitution</b>							
Atlanta Journal Constitution E-newsletter	E-newsletter - Thursdays				\$1,875	\$ 1,875.00	31,153
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Elegant Island Living</b>							
Elegant Island Living	Electronic Postcard	\$ 825.00		\$ 825.00		\$ 1,650.00	16,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00			\$ 500.00	6,500
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
<b>Ocean Home</b>							
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
<b>Robbreport.com</b>							
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00			\$ 450.00	
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -	

# Proposed Schedule, Pricing & Reach 2024-2025

PLAN 2 - CONTINUED

**Print**

<b>Atlanta Business Chronicle</b>								
Atlanta Business Chronicle					TBD			
<b>Brunswick News</b>								
Brunswick News	1/4 Page Color - 3 Days	\$1,498	\$1,498	\$	2,995.00	29,400		
<b>Financial Times</b>								
Financial Times	Property Spot	\$	750.00	\$	750.00	210,457		
<b>Elegant Island Living</b>								
Elegant Island Living Full Page	Real Estate Full Page		\$925	\$	925.00	10,000		
Elegant Island Living Half Page	Real Estate Half Page	\$650		\$	650.00	10,000		
<b>Golden Isles Magazine</b>								
Golden Isles Magazine	2/3 Page		\$1,056.00	\$	1,056.00	13,000		
<b>The Los Angeles Times</b>								
The Los Angeles Times	Takeover - Full Page	\$	660.00	\$	660.00	384,000		
<b>The New York Times</b>								
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		
<b>San Francisco &amp; Silicon Valley</b>								
San Francisco & Silicon Valley	Takeover - Full Page	\$	725.00	\$	725.00	36,500		
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00	\$	1,590.00	1,288,848
<b>The Wall Street Journal</b>								
Mansion Global Experience Luxury	Weekend Property insert		\$	980.00	\$	980.00	100,000	
TOTAL					\$	29,736.00	4,385,037	

\*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
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Atlanta Journal Constitution</b>							
Atlanta Journal Constitution E-newsletter	E-newsletter - Thursdays				\$1,875	\$ 1,875.00	31,153
<b>Elegant Island Living</b>							
Elegant Island Living	Electronic Postcard			\$ 825.00		\$ 825.00	8,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00			\$ 500.00	6,500
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
<b>Ocean Home</b>							
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
<b>Robbreport.com</b>							
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00			\$ 450.00	
<b>WSJ.com</b>							
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

<b>Atlanta Business Chronicle</b>				
Atlanta Business Chronicle			TBD	
<b>Brunswick News</b>				
Brunswick News	1/4 Page Color - 3 Days	\$1,498	\$ 1,497.50	14,700
<b>Elegant Island Living</b>				
Elegant Island Living Full Page	Real Estate Full Page	\$925	\$ 925.00	10,000
Elegant Island Living Half Page	Real Estate Half Page		\$ -	0
<b>Financial Times</b>				
Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
<b>Golden Isles Magazine</b>				
Golden Isles Magazine	2/3 Page	\$1,056.00	\$ 1,056.00	13,000
<b>The Los Angeles Times</b>				
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00	384,000
<b>The New York Times</b>				
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
<b>San Francisco &amp; Silicon Valley</b>				
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00	\$ 725.00	36,500
<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			\$ 20,868.50	3,483,913

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

Pricing Subject to Change