



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# 510 South Point Blvd Advertising and Marketing Program

Joan Herlong  
& Associates

**Sotheby's**  
INTERNATIONAL REALTY

# Table of Contents

## **3 INTRO**

## **4 SOTHEBY'S AUCTION HOUSE**

5 Sotheby's Magazine

## **6 DIGITAL**

7 Impressions Campaign

12 Geofencing - Event and Location

13 Google AdWords

16 JamesEdition.com

18 WSJ.com

## **20 PRINT**

21 The Wall Street Journal

23 The New York Times

## **24 SCHEDULE, PRICING & REACH**

25 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 510 South Point Blvd

SKY Advertising is excited to present to Joan Herlong & Assoc Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 510 South Point Blvd.

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 Sunset, SC.

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

LET'S DO  
GREAT THINGS TOGETHER

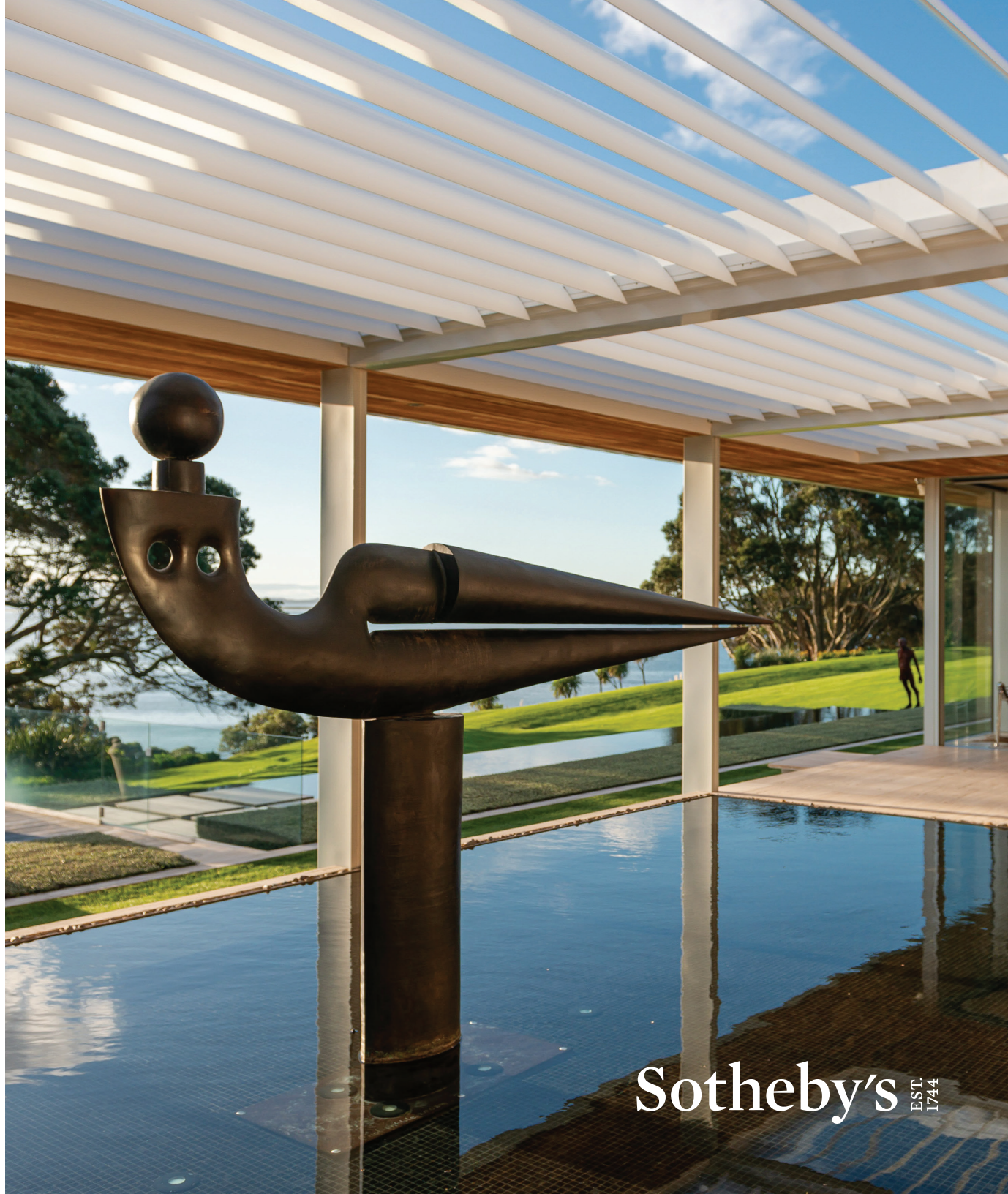
JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

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

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

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

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

FULL PAGE: \$3,640  
 HALF PAGE: \$1,820  
 QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 512.453.8800  
 Property # 1230123  
 Agent: Jennifer Smith  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: jsmith@sothebysrealty.com  
 \$50,000,000.00

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

© 2013 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty, Inc. is a registered trademark of Sotheby's International Realty, Inc. Sotheby's International Realty, Inc. is a member of the Sotheby's International Realty network. All other trademarks are the property of their respective owners.

Home

**1 Central Park West 46F/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom-made furniture. This is a rare opportunity to own a piece of New York City's most prestigious address. Sotheby's International Realty is proud to represent this exceptional property. Call us today to schedule your private showing.

**New York, New York**  
 212.850.3000 ext. 2000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 3772  
 Email: taylor@sothebysrealty.com  
 \$35,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky rises 2,000 ft. in the heart of Midtown Manhattan. It is a masterpiece of modern architecture, featuring a private terrace with panoramic views of the city. Sotheby's International Realty is proud to represent this exceptional property. Call us today to schedule your private showing.

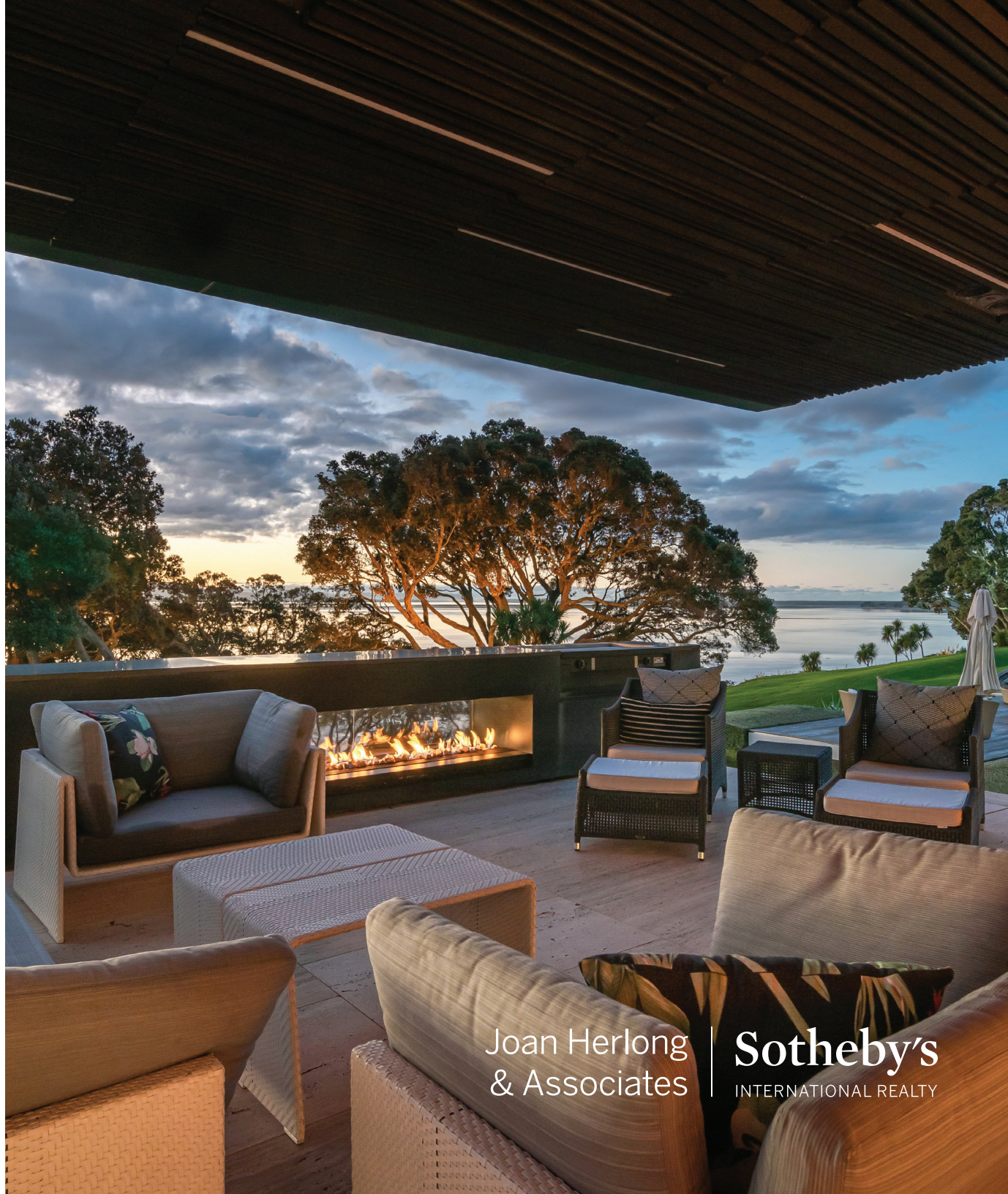
**New York, New York**  
 212.850.3000 ext. 2000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 3772  
 Email: taylor@sothebysrealty.com  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This stunning 1,100 sq. ft. penthouse is a masterpiece of modern architecture, featuring a private terrace with panoramic views of the city. Sotheby's International Realty is proud to represent this exceptional property. Call us today to schedule your private showing.

**New York, New York**  
 212.850.3000 ext. 2000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 3772  
 Email: taylor@sothebysrealty.com  
 \$15,000,000.00

SC

# Digital Offerings



Joan Herlong  
& Associates

**Sotheby's**  
INTERNATIONAL REALTY

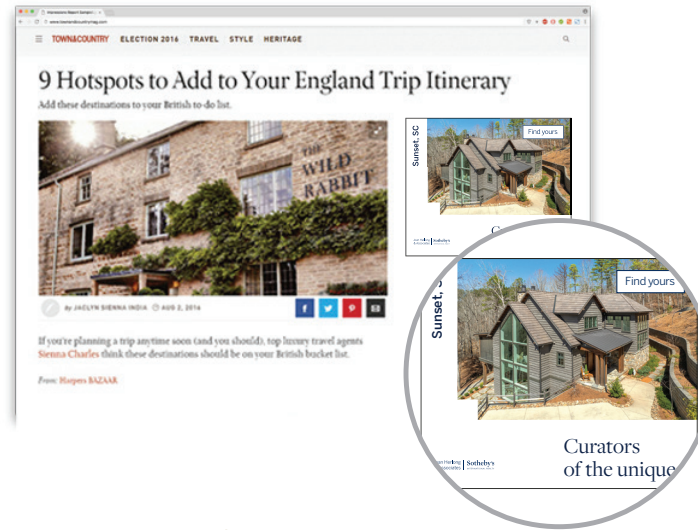
# Impressions Campaign

**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: **510 South Point Blvd**
- Flight Dates: **Two weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**





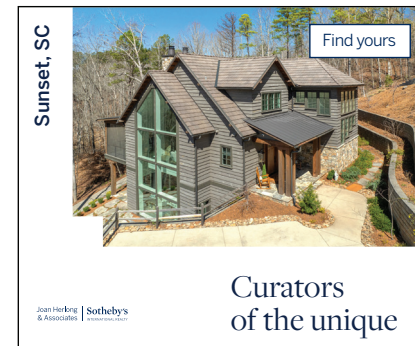
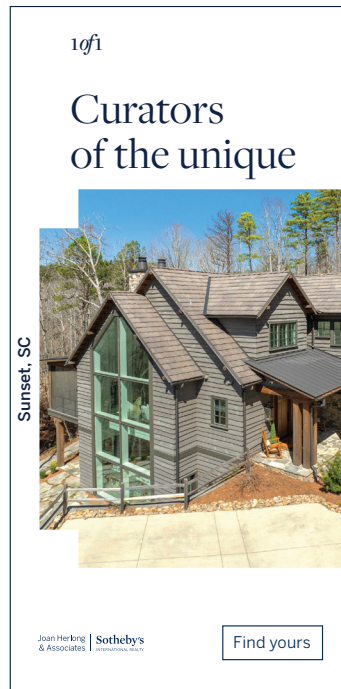
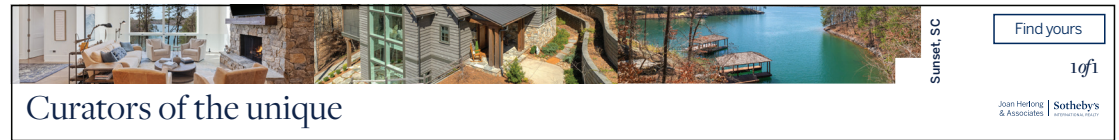
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

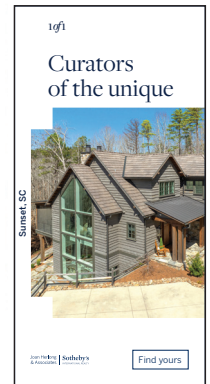
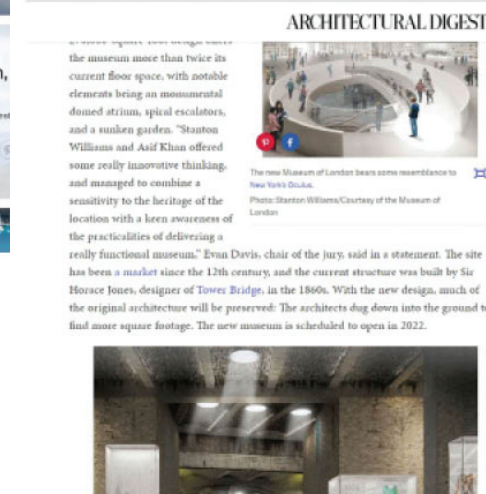
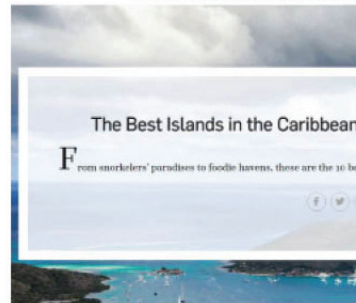
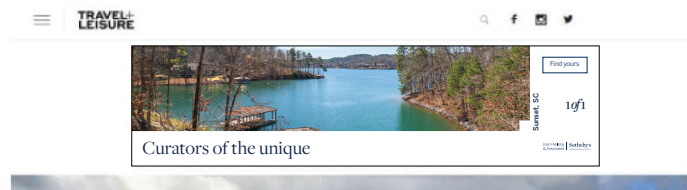
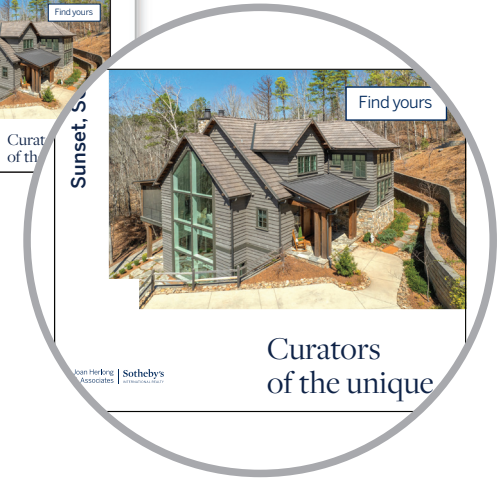
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

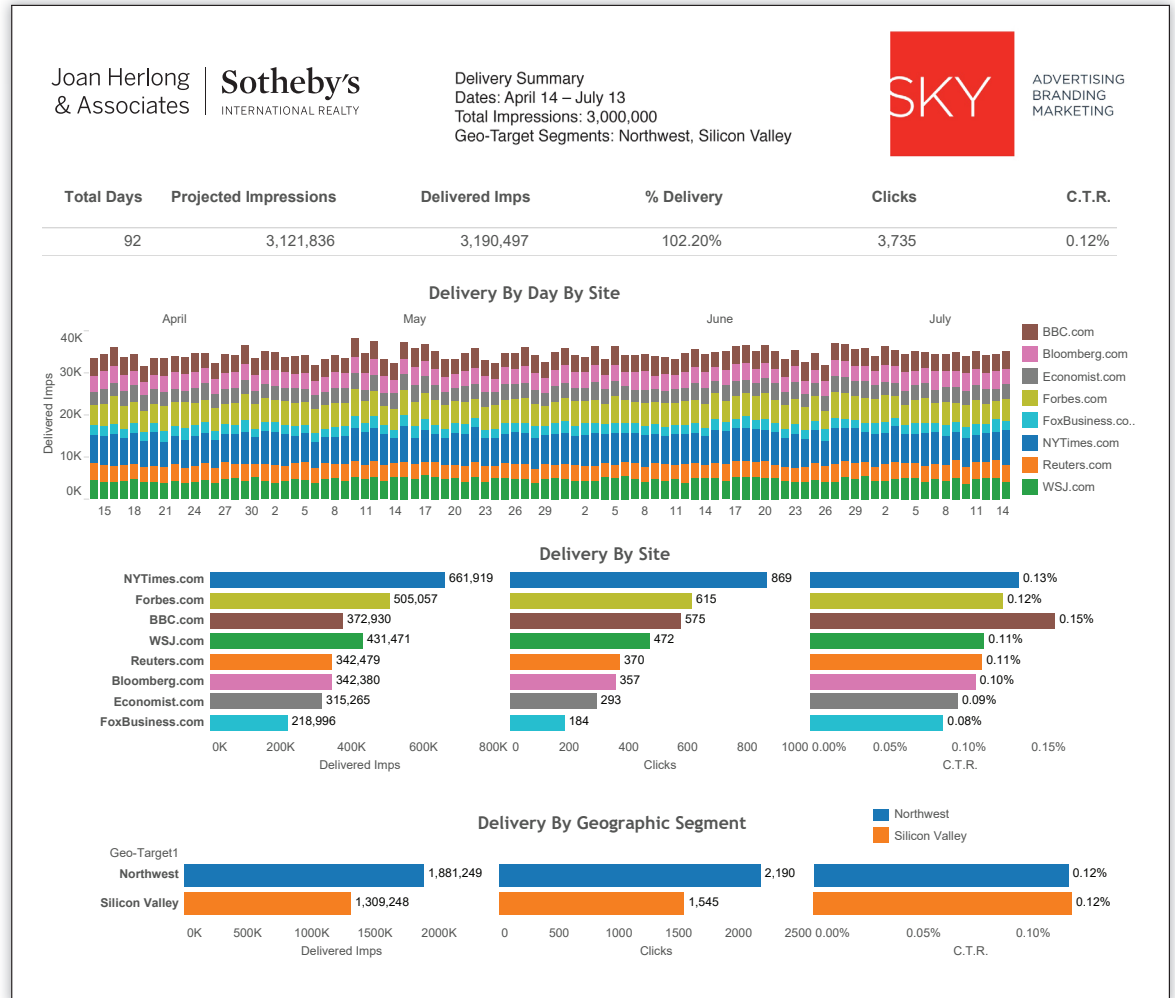


# Comprehensive Reporting For Your Customized Campaign

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.

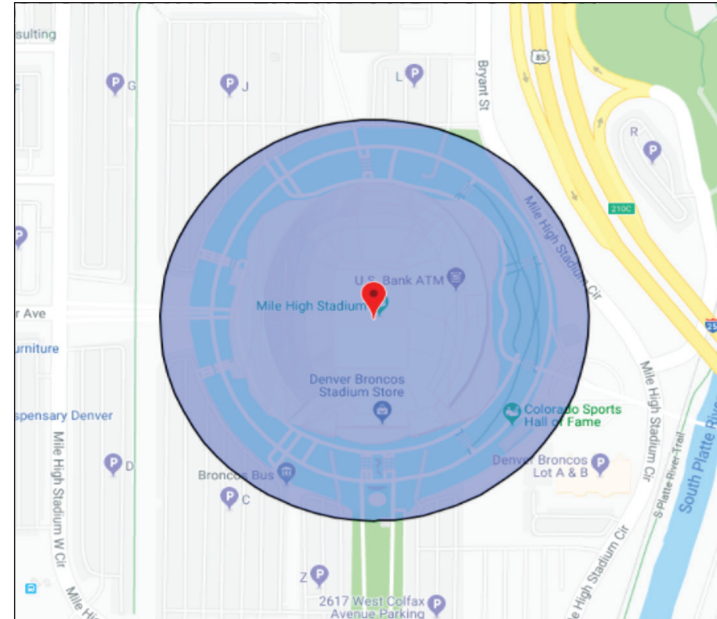
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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**
- **100,000 impressions**

# Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

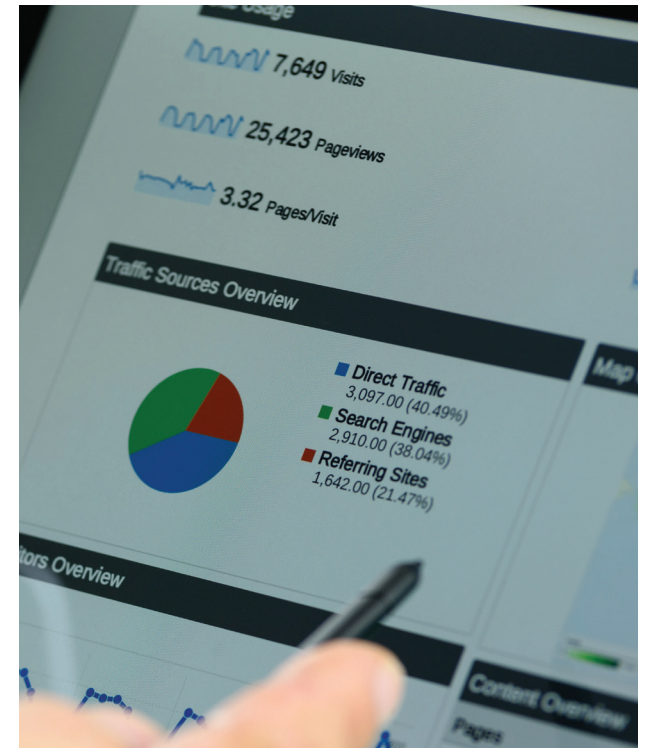


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

**\$750 CAMPAIGN SET UP**  
**STARTING AT \$850/MONTH**



# Google AdWords

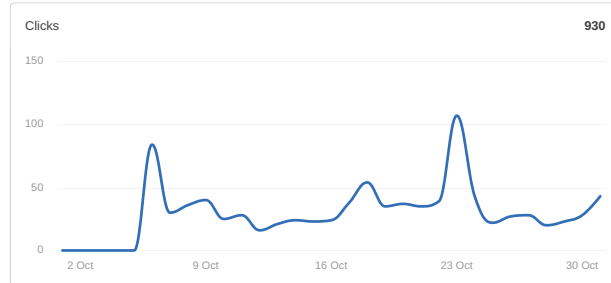
## CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



## SIR Joan Herlong & Assoc

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



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

Showing 50 of 89 Rows

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

Cities

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

# Google AdWords

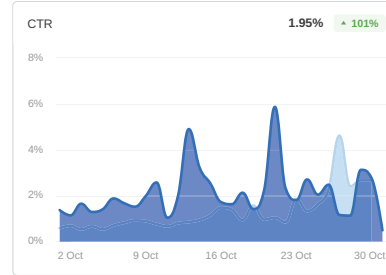
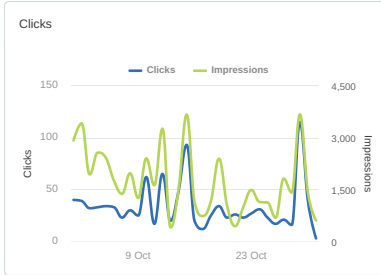
## MONTHLY REPORTING

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



## SIR Joan Herlong & Assoc

### 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

# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

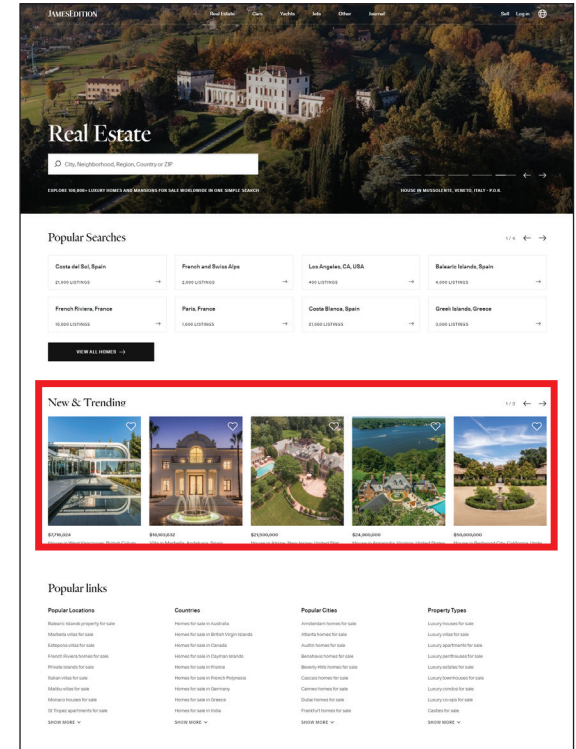
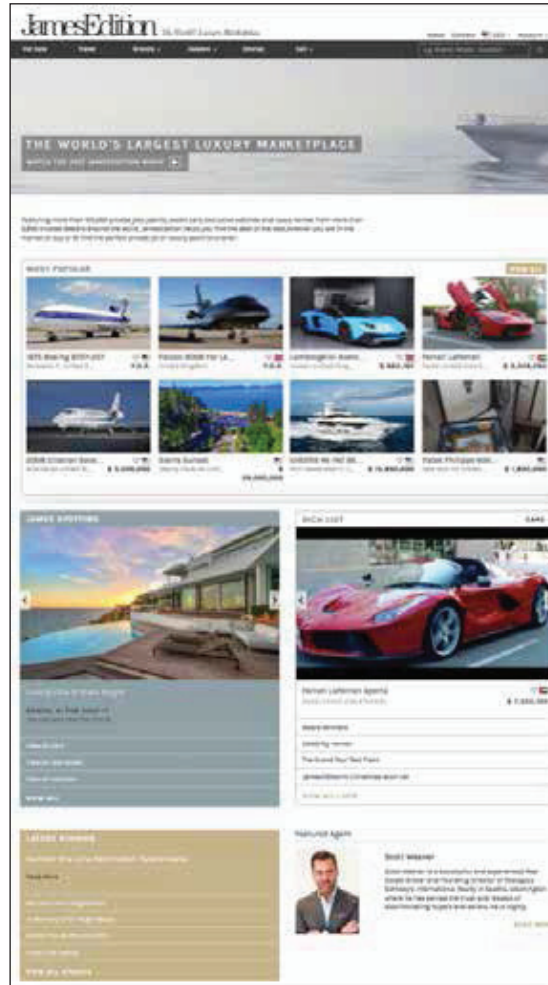
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



# The Wall Street Journal Online (WSJ.com)

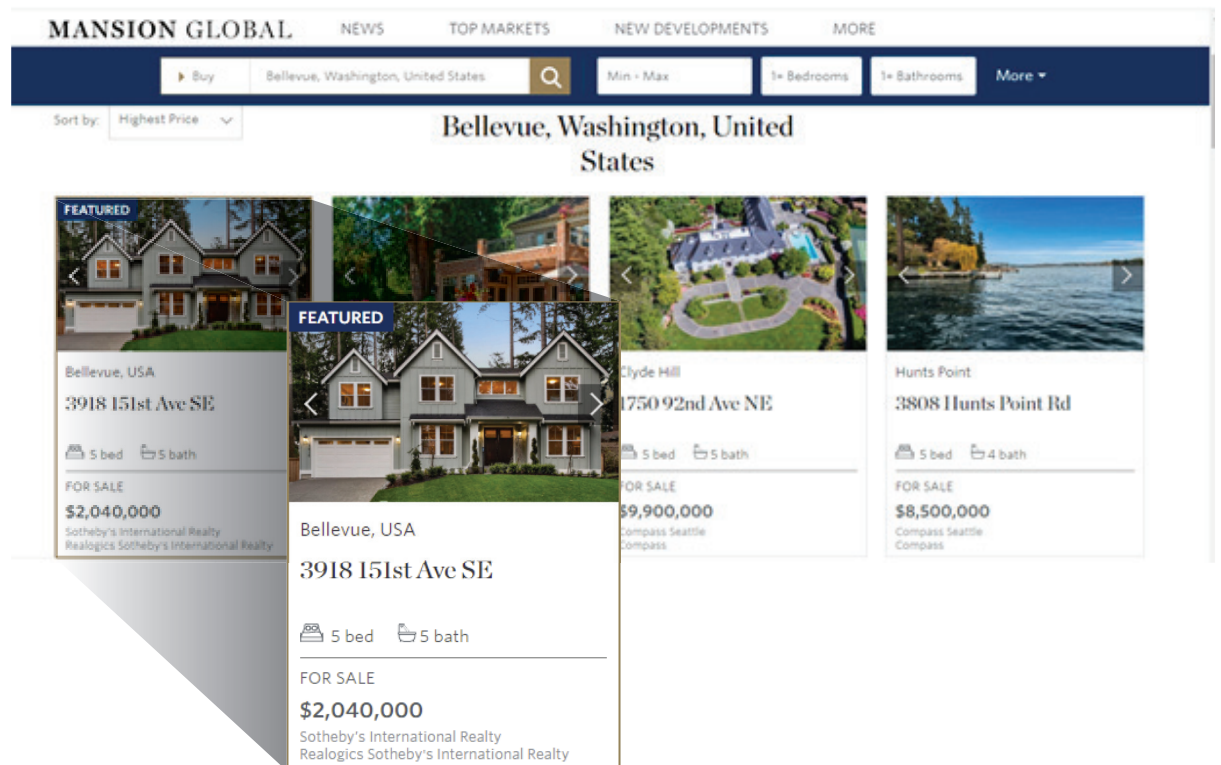
## FEATURED PROPERTY UPGRADES

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



## DIGITAL

# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# Print Offerings



Joan Herlong  
& Associates

Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

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

## THE WALL STREET JOURNAL.

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

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

DOW 29272.4    NYSE 19,219.1    NASDAQ 100 10,919.3    SPX 3,000.7    NYSE TICKET    1.16    SPY TRAIL    A 2572    RUSSELL 2000    10,517.38    A 50.43    S&P 500    11,142.30    A 50.90    EURO    1.1212    YEN    107.32

---

### What's News

**Business & Finance**

**The Fed unveiled an emergency half percent rate cut and more** into late Feb., reflecting worries that the economic outlook was heading toward recession. The Fed's move to cut rates to 0% was the first in the 100-year history of the Fed's open market operations. The Fed's move to cut rates to 0% was the first in the 100-year history of the Fed's open market operations.

### Fed Cuts Rates Amid Virus Fears

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

The Fed's move to cut rates to 0% was the first in the 100-year history of the Fed's open market operations. The Fed's move to cut rates to 0% was the first in the 100-year history of the Fed's open market operations.

### Shaky Ground

More opens theory of why U.S. bond yields fell

The Fed's move to cut rates to 0% was the first in the 100-year history of the Fed's open market operations. The Fed's move to cut rates to 0% was the first in the 100-year history of the Fed's open market operations.

---

### World-Wide

**Biden outlined a string of** major foreign policy initiatives and outlined how he would lead the nation's foreign policy efforts.

### Tennessee Twisters Kill at Least 25

Violence erupted through Tennessee on Tuesday, killing at least 25 people as the weather service warned of a deadly twister.

### Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden picked up a string of major victories, while Sen. Bernie Sanders won a big win in California.

---

### World-Wide

**Biden outlined a string of** major foreign policy initiatives and outlined how he would lead the nation's foreign policy efforts.


### Tennessee Twisters Kill at Least 25

Violence erupted through Tennessee on Tuesday, killing at least 25 people as the weather service warned of a deadly twister.

### Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden picked up a string of major victories, while Sen. Bernie Sanders won a big win in California.

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



City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

City, State: [Address] | Sotheby's International Realty | Agent Name: [Name] | +1 212 456 7890

PRINT

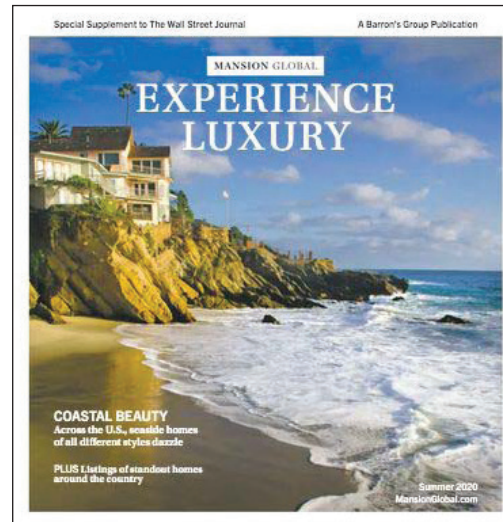
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



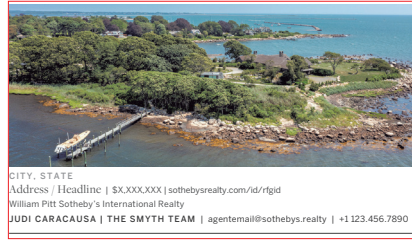
# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

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

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

PROPERTY SPOT, COLOR: \$760



CITY, STATE  
Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/dt  
William Pitt Sotheby's International Realty  
JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800



**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

 <small>CITY, STATE</small> <small>Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt</small> <small>AGENT NAME</small> <small>agentemail@sothebys.realty   +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt</small> <small>AGENT NAME</small> <small>agentemail@sothebys.realty   +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt</small> <small>AGENT NAME</small> <small>agentemail@sothebys.realty   +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt</small> <small>AGENT NAME</small> <small>agentemail@sothebys.realty   +1 212.456.7800</small>
---	---	---	---

# Schedule, Pricing & Reach



Joan Herlong  
& Associates

**Sotheby's**  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2024-2025

Media	Ad Description	December	January	February	March	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	35,000
<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>							
Mobile Conquesting	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	100,000
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus				\$ -	
<b>Print</b>							
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00				\$ 760.00	423,111
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00				\$ 795.00	644,424
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
TOTAL						\$ 12,295.00	2,508,535

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