



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

4291 S Atlantic Ave  
Advertising and  
Marketing Program

Premier | Sotheby's  
INTERNATIONAL REALTY

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26 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 4291 S Atlantic Ave

SKY Advertising is excited to present to Premier Sotheby’s International Realty® a curated, multi-media marketing selection of offerings to bring - high net worth buyer awareness to 4291 S Atlantic Ave.

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 Port Orange, Florida .

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**

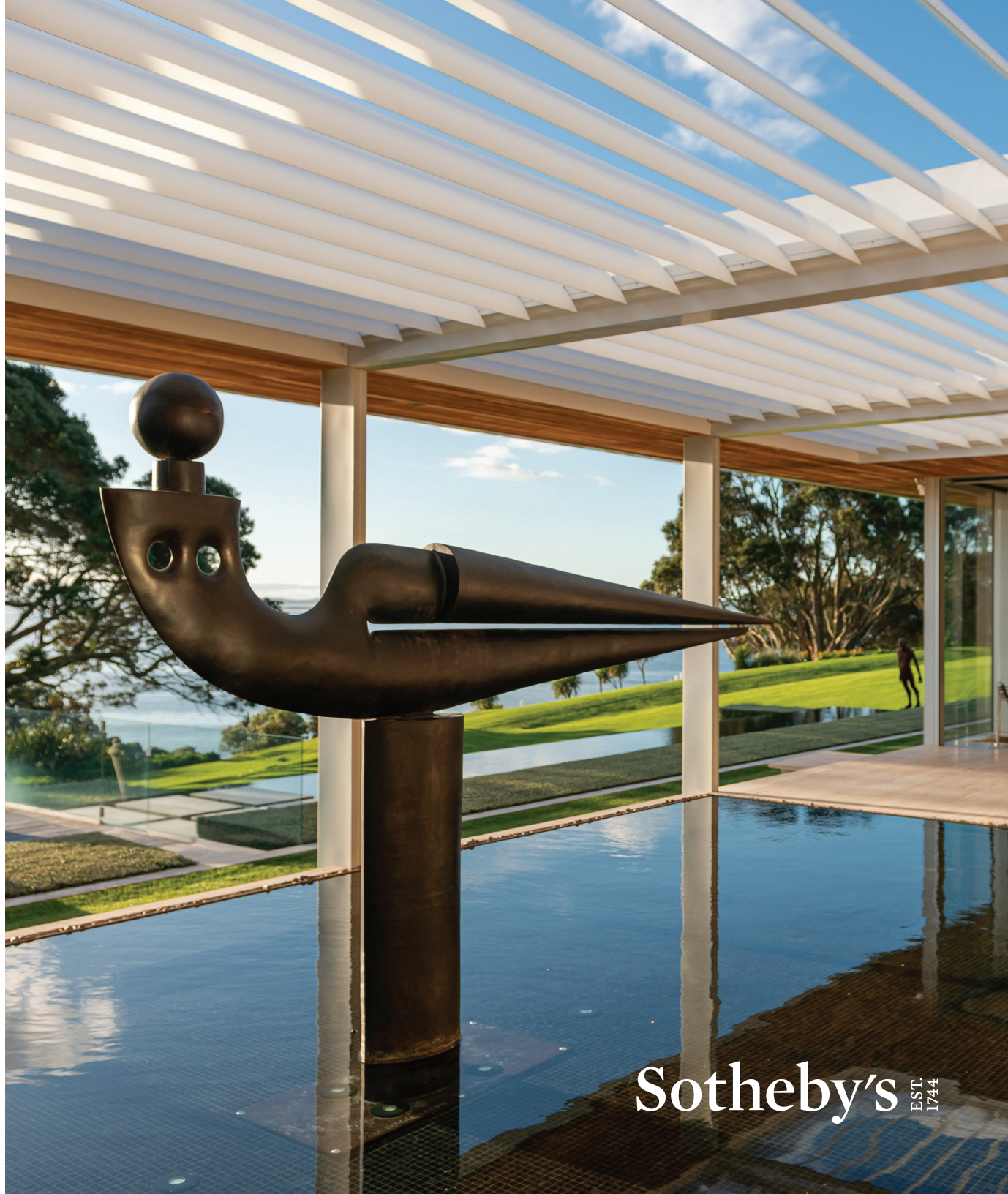
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*Senior Account Executive*  
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**paula@skyad.com**

**SARA HELENI**  
*Account Executive*  
**212-674-2402**  
**sara@skyad.com**

**CHLOE STEELY**  
*Account Executive*  
**212-677-2557**  
**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**  
[ashley@sothebysrealty.com](mailto:ashley@sothebysrealty.com)  
 Property # 1230018  
 Agent: Ashley  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: [ashley@sothebysrealty.com](mailto:ashley@sothebysrealty.com)  
 \$50,000,000.00

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

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**Home**

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork. This is a rare opportunity to own an exceptional piece of New York City real estate. Call your agent today for more information.

**New York, New York**  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's International Realty  
 Email: [sothebysrealty.com](mailto: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 the city. The residence is a true masterpiece of modern architecture. Call your agent today for more information.

**New York, New York**  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's International Realty  
 Email: [sothebysrealty.com](mailto:sothebysrealty.com)  
 \$50,000,000.00

**Four Seasons Private Residences**  
 This stunning 1,100 sq. ft. penthouse residence is a true masterpiece of modern architecture. Call your agent today for more information.

**New York, New York**  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's International Realty  
 Email: [sothebysrealty.com](mailto:sothebysrealty.com)  
 \$50,000,000.00

**9C**

# Digital Offerings



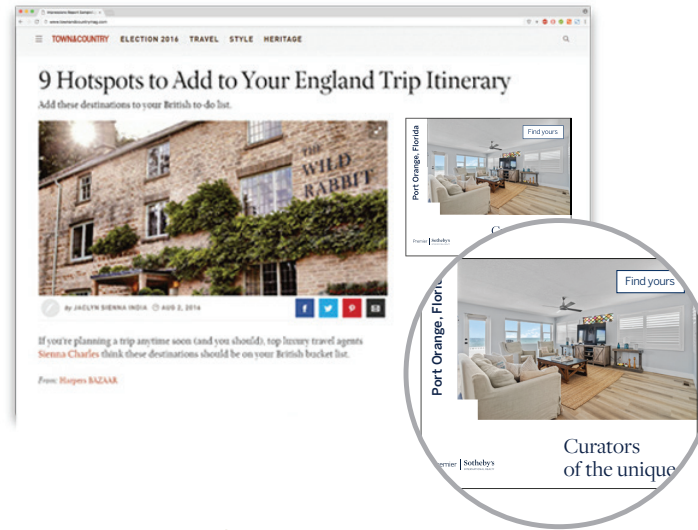
# Impressions Campaign

**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: **4291 S Atlantic Ave**
- 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**





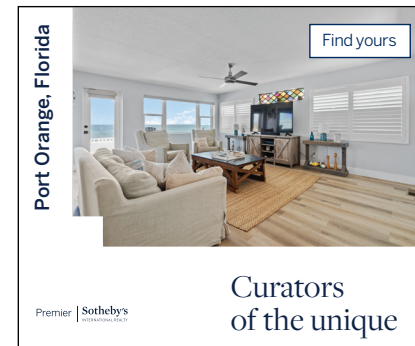
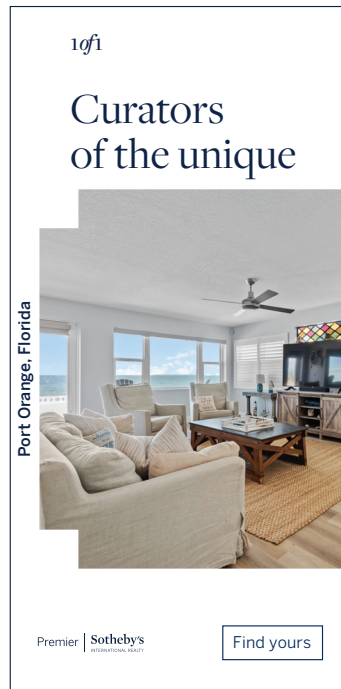
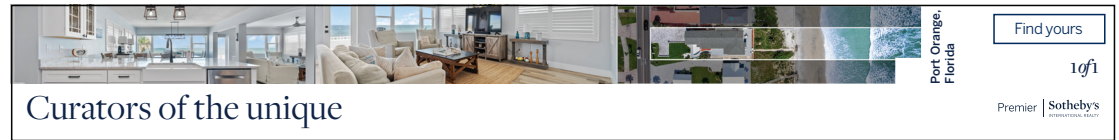
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

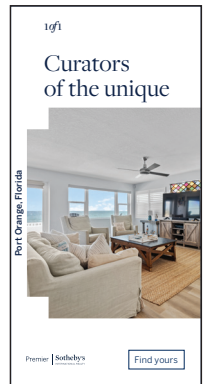
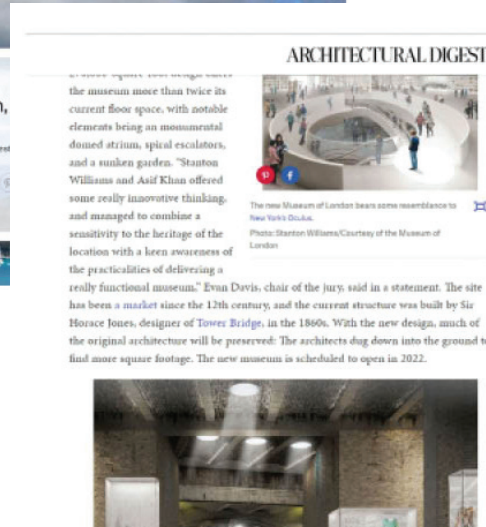
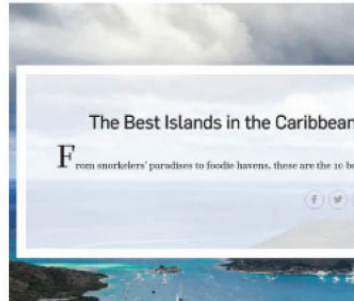
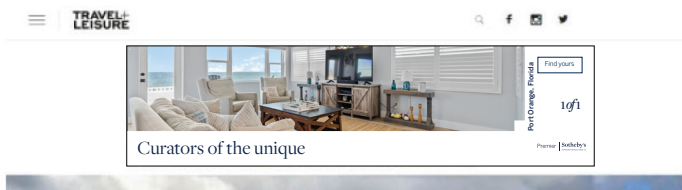
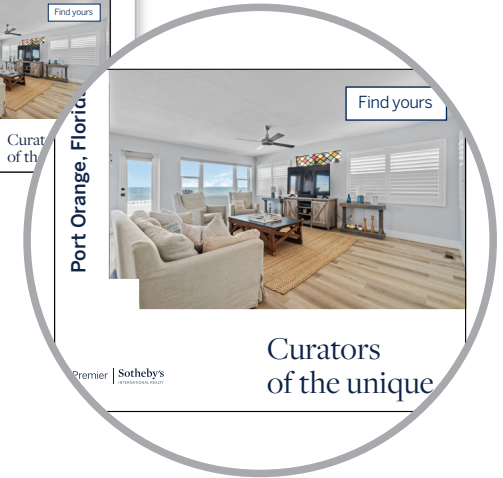
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

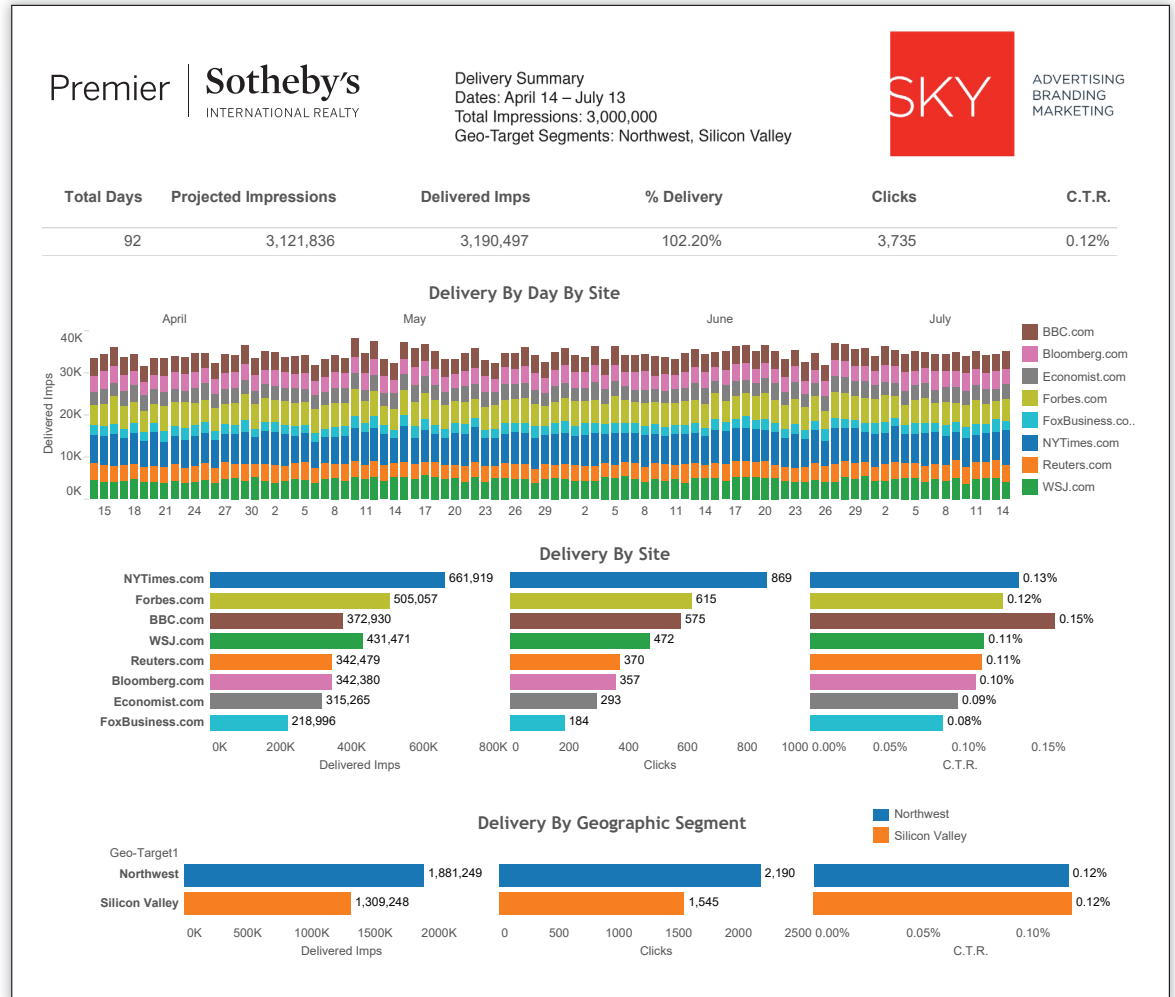


# Comprehensive Reporting For Your Customized Campaign

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



# 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

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below that, a large banner image of a yacht is accompanied by the text 'The Global Luxury Marketplace: Cars, Homes and more'. A secondary banner below the yacht reads 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.' The main content area is divided into several sections: 'MOST POPULAR' featuring a grid of luxury cars and homes with prices; 'JAMES SPOTTING' showing a duplex; 'RICH LIST' featuring a yacht; and 'LATEST STORIES' with an orange sports car. A 'Featured Agent' section for Nick Swinburne is also visible.

This screenshot displays a search results page on JamesEdition.com. The top navigation bar is identical to the homepage. Below it, a search bar is followed by a featured property listing: 'THE PENTHOUSES AT GOLDEN PEAK' for \$23,900,000. To the right, a sidebar titled 'Find luxury Real Estate and Homes for sale' includes a search filter and a brief description of the platform. The main content area is a grid of various luxury properties, each with a thumbnail image, title, and price. Examples include '5 Bedrooms - Pent...' for \$2,734,418, 'Stunning Sherwood...' for \$3,250,000, and 'Elegant French Styl...' for \$8,800,000. A 'News about luxury real estate' section is also present, with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

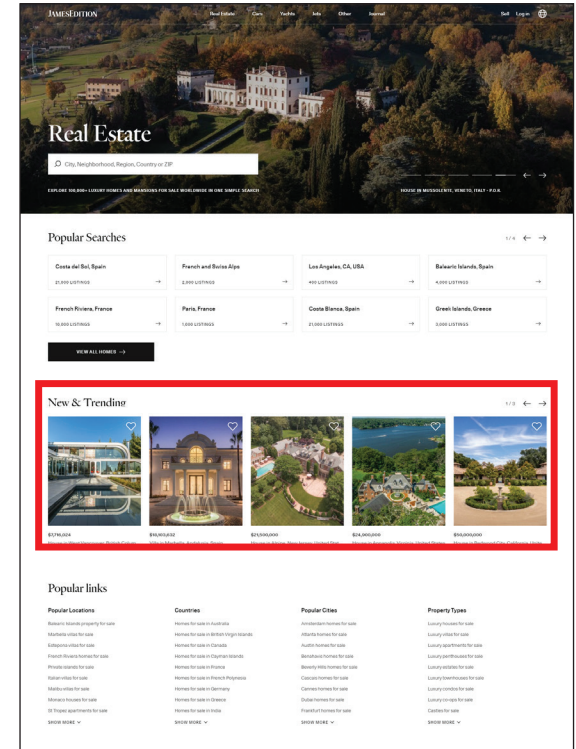
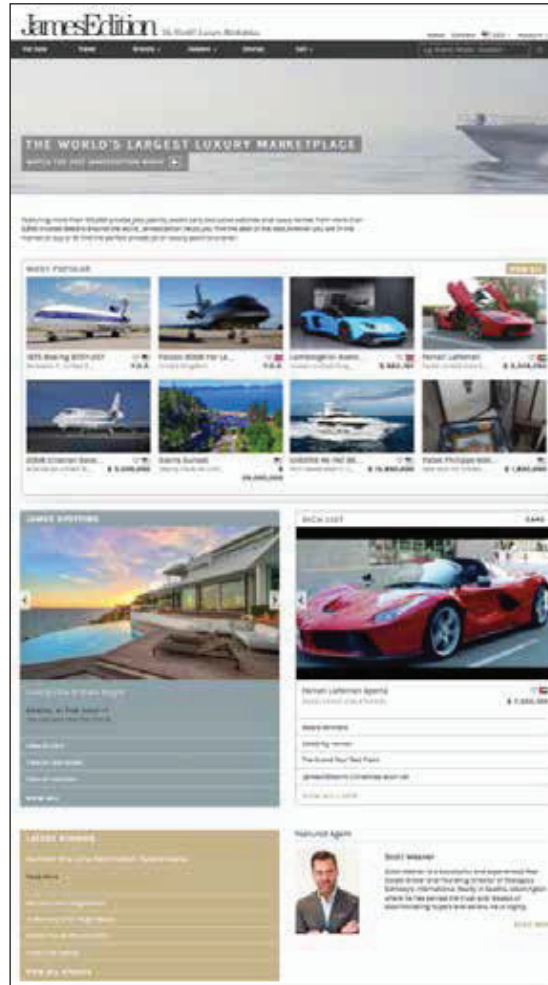
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

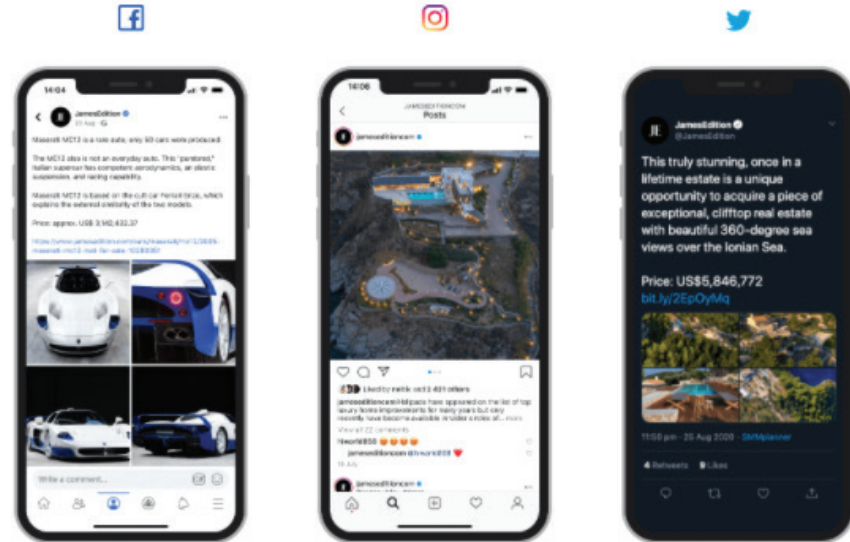
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- Instagram **74.8K**
- Facebook **31.3K**



## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

# 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.

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)

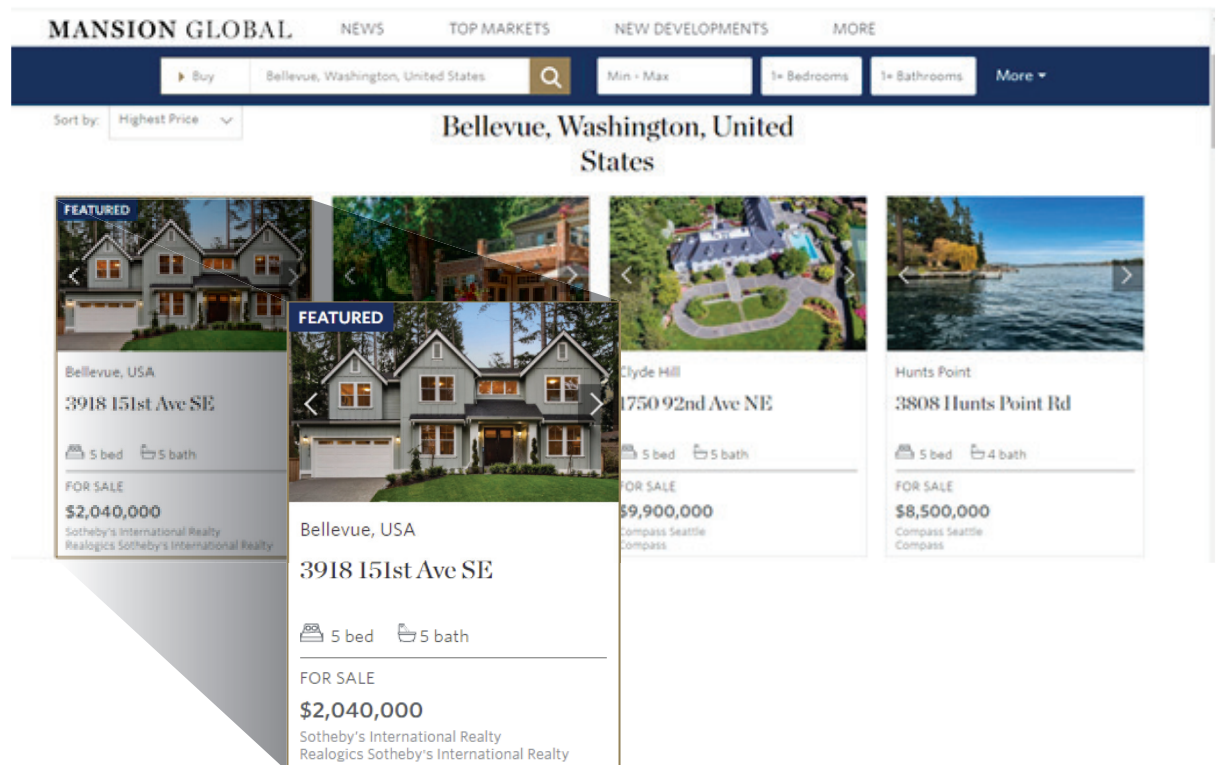
## FEATURED PROPERTY UPGRADES

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
- **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



# The Wall Street Journal

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

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

PROPERTY SPOT: \$795

**Includes Bonus 30 Day Digital - Featured Property Upgrade**

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00  
 DAA 292724 • 7515121 • NASDAQ 101018 • SPX 3000 78121 • 1.6 • 10-Y TREAS. A 2.02 • 10-Y T-BILL A 0.43 • 60-D 1142.30 • 4.93 • 1000 11212 • 10Y 20132

**What's News**  
 Business & Finance

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

**Tennessee Twisters Kill at Least 25**  
 At least 25 people were killed and 100 injured in a deadly twister that struck a small town in Tennessee on Tuesday.

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

**Shaky Ground**  
 A major supply chain of goods is being disrupted by the coronavirus, which is causing a drop in oil prices and a rise in bond yields.

**What's News**  
 The market's move Tuesday showed the extent to which investors worry the central bank cut on Tuesday could be a harbinger of a recession. The rate cut was approved by the Federal Reserve's open market operations.

**World-Wide**  
 Biden picked up a string of Super Tuesday primary victories and Sanders won a big win in California.

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]  
 Website or Address: [Redacted]  
 Company: [Redacted]  
 AGENT NAME: [Redacted] +1 212 456 7800

City, State: [Redacted]  
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PRINT

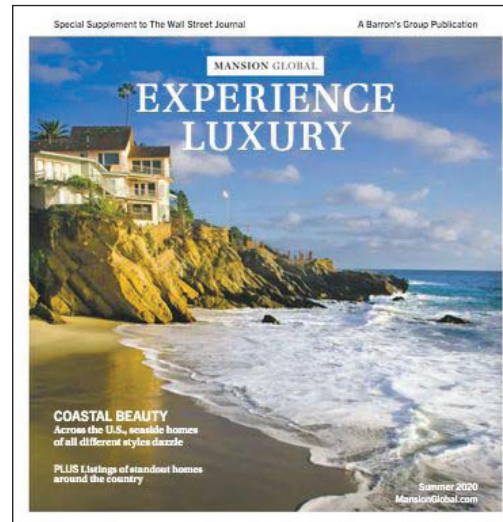
# The Wall Street Journal

## 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



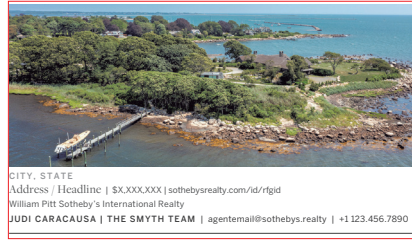
# The New York Times

## 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@sothebysrealty.com | +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>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com</small>   +1 212 456 7800	 <small>CITY, STATE</small> <small>Address   Headline</small> <small>\$XXXXXXX   sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com</small>   +1 212 456 7800	 <small>CITY, STATE</small> <small>Address   Headline</small> <small>\$XXXXXXX   sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com</small>   +1 212 456 7800	 <small>CITY, STATE</small> <small>Address   Headline</small> <small>\$XXXXXXX   sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com</small>   +1 212 456 7800
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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 SACON  
For some time, the Hudson Valley was regarded as the best real estate in the Northeast. And now, as the market has cooled, it's starting to resemble the stretch of Long Island that's been the most popular destination for second homes.

But there's a catch. The Hudson Valley is starting to resemble that stretch of Long Island. The Hudson Valley is starting to resemble that stretch of Long Island.

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# The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

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

FULL PAGE, COLOR: \$750  
 INSIDE FRONT COVER, COLOR: \$1,150  
 INSIDE BACK COVER, COLOR: \$1,150  
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 616.682.2710  
 c. 516.662.5400

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 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.

DANIELE GALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks Exuma, The Bahamas

Jacqueline Lighthorn  
 Estate Agent  
 +1 242 269 2225  
 260 Sandbanks Light House  
 #13@bahamas.com

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

Sandbanks is a truly particular 6 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. (aka a beach) area directly visible to the ocean for water sports.

SIBAHAMAS.COM/ID/X29,67

Bahamas | Sotheby's INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

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

5305 Carlsbad Boulevard  
 5 BR | 3.0 BA | 3029 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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Pacific | Sotheby's INTERNATIONAL REALTY

# 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

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 The Club at Vantage | \$20,900,000  
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# Schedule, Pricing & Reach



# Proposed Schedule, Pricing & Reach

## 2024 - 2025

PLAN 1

Media	Ad Description	December	January	February	March	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 1,000.00		\$ 1,000.00	148,000
<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 1 CONTINUED

**Print**

<b>Financial Times</b>				
Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
<b>The New York Times</b>				
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	423,111
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>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
<b>TOTAL</b>			\$ 11,205.00	3,298,260

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