



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 33 Arvida Advertising and Marketing Program

ONE | Sotheby's  
INTERNATIONAL REALTY

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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure 33 Arvida

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 33 Arvida.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Coral Gables, FL.

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

**LET'S DO  
GREAT THINGS TOGETHER**

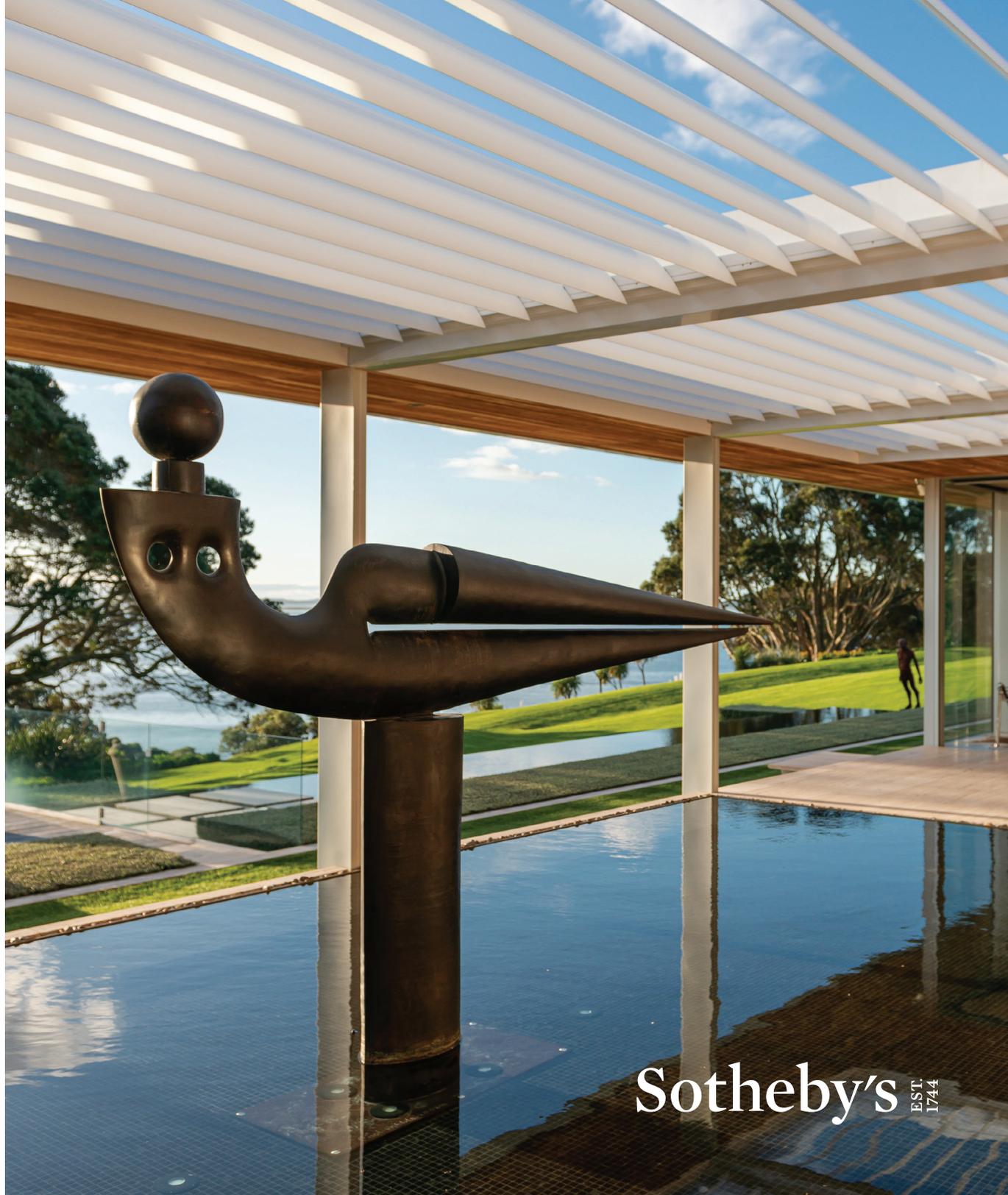
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*Account Executive*  
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**chloe@skyad.com**

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**  
 2000000000.com  
 Property # 1230018  
 Agent: Sotheby's  
 International Realty  
 Broker: Nancy ZS, 767.662.6222  
 Email: nancy.zs@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. 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 for more information.

**New York, New York**  
 2000000000.com  
 Property # 1230018  
 Agent: Sotheby's International Realty  
 Broker: Nancy ZS, 767.662.6222  
 Email: nancy.zs@sothebysrealty.com  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking the city. The residence features a private terrace and is a rare opportunity to own a piece of New York City real estate. Call your agent for more information.

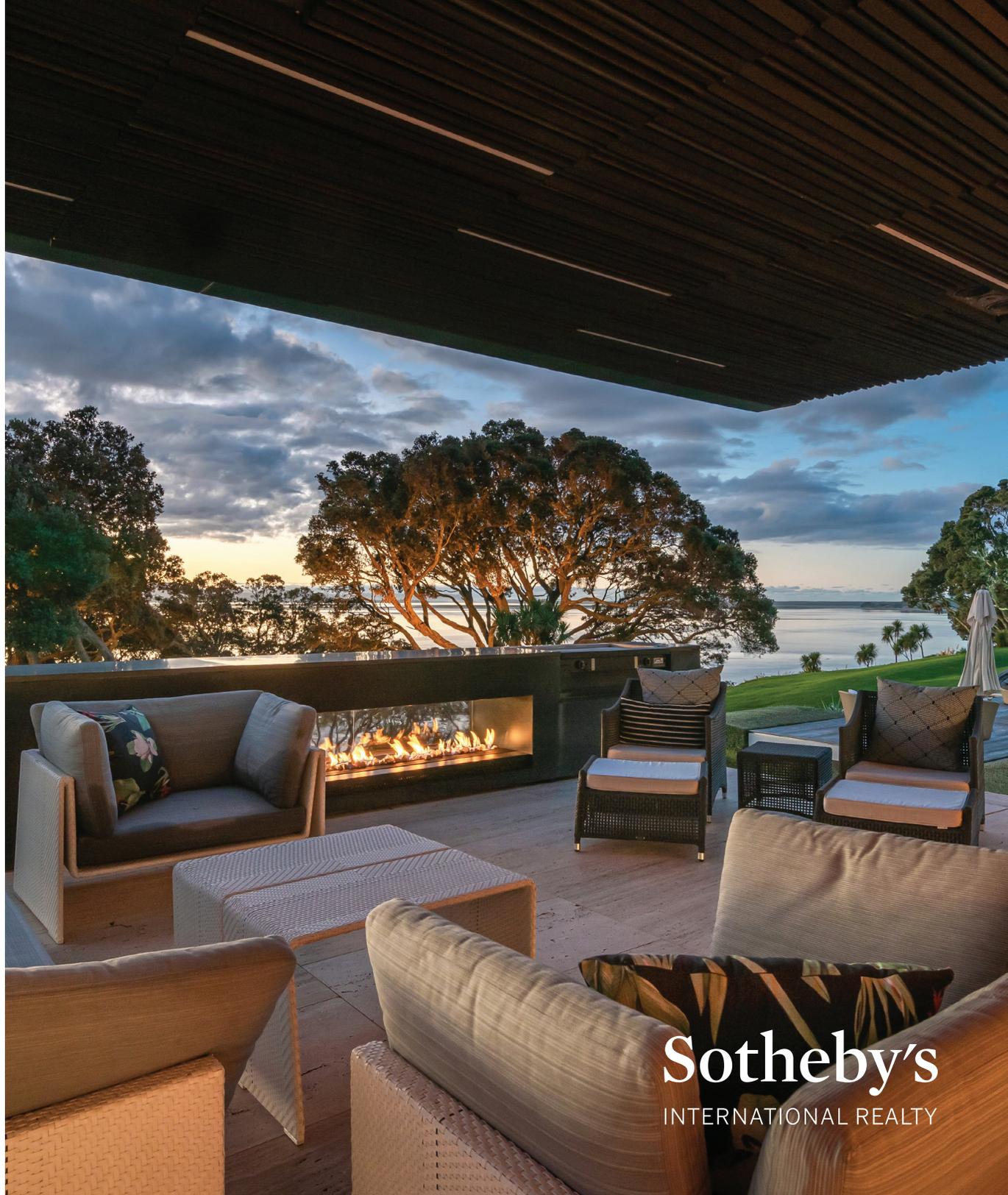
**New York, New York**  
 2000000000.com  
 Property # 1230018  
 Agent: Sotheby's International Realty  
 Broker: Nancy ZS, 767.662.6222  
 Email: nancy.zs@sothebysrealty.com  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This apartment is 1,100 sq. ft. of sophisticated living space overlooking the city. The residence features a private terrace and is a rare opportunity to own a piece of New York City real estate. Call your agent for more information.

**New York, New York**  
 2000000000.com  
 Property # 1230018  
 Agent: Sotheby's International Realty  
 Broker: Nancy ZS, 767.662.6222  
 Email: nancy.zs@sothebysrealty.com  
 \$15,000,000.00

**9C**

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

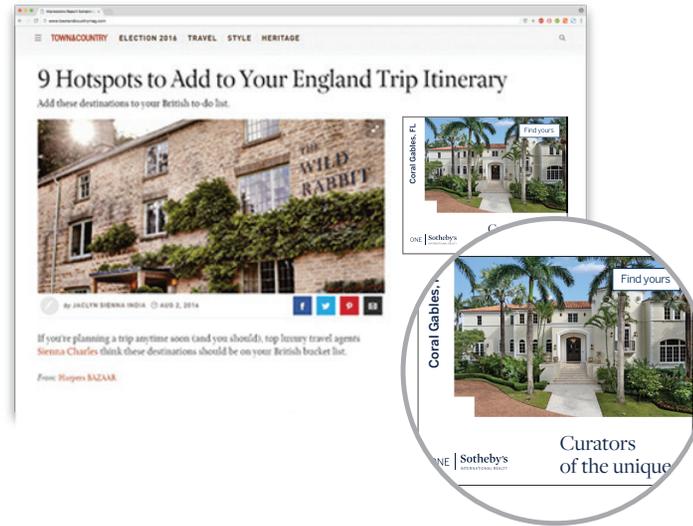
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **33 Arvida**
- 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**



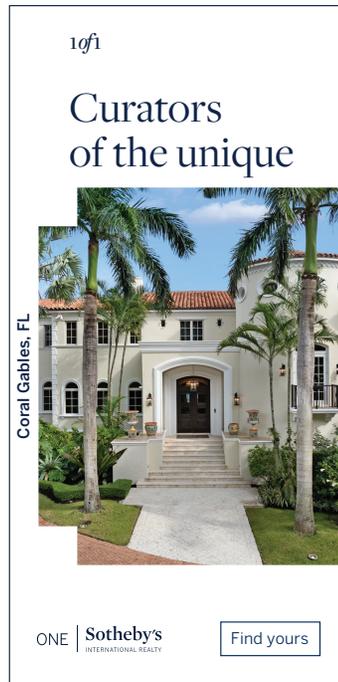
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

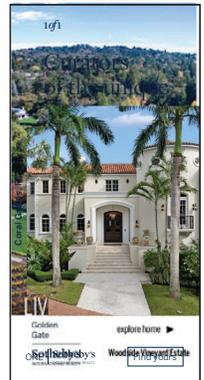
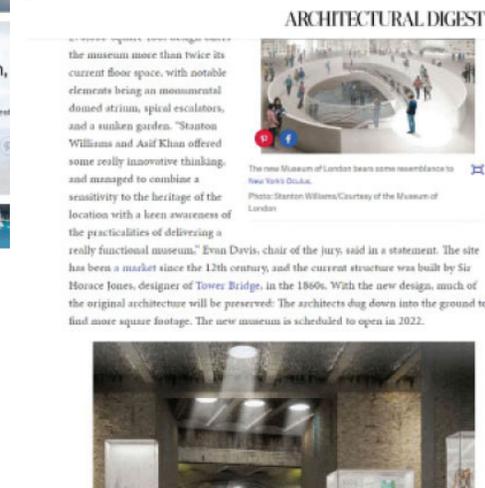
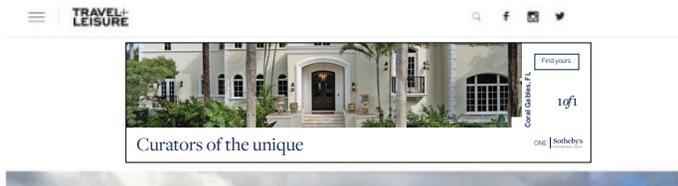
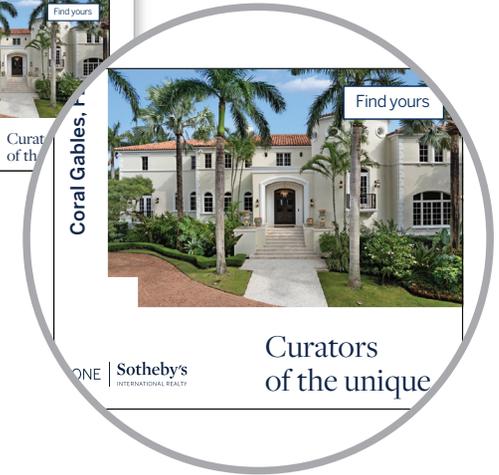
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

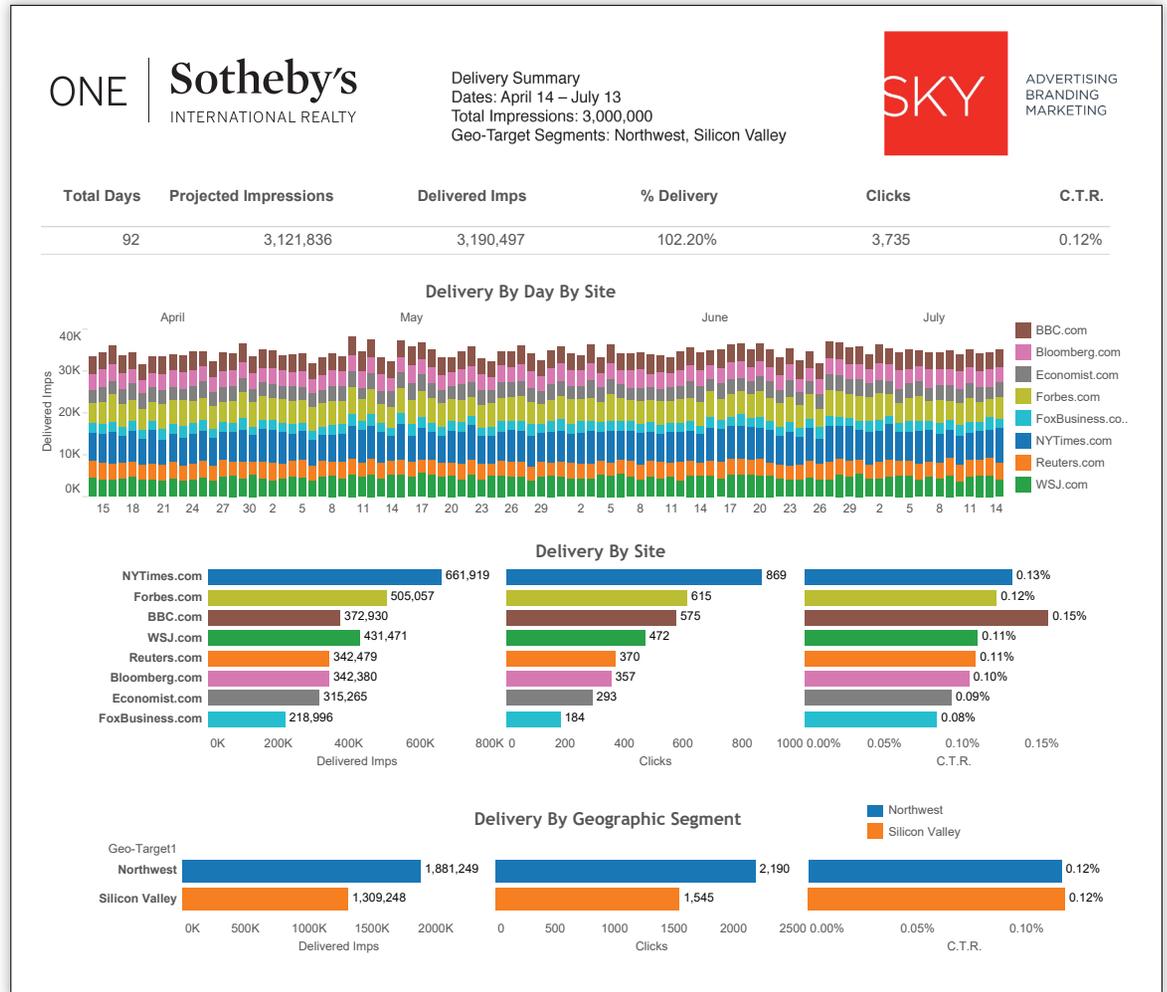


# Comprehensive Reporting For Your Customized Campaign

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.

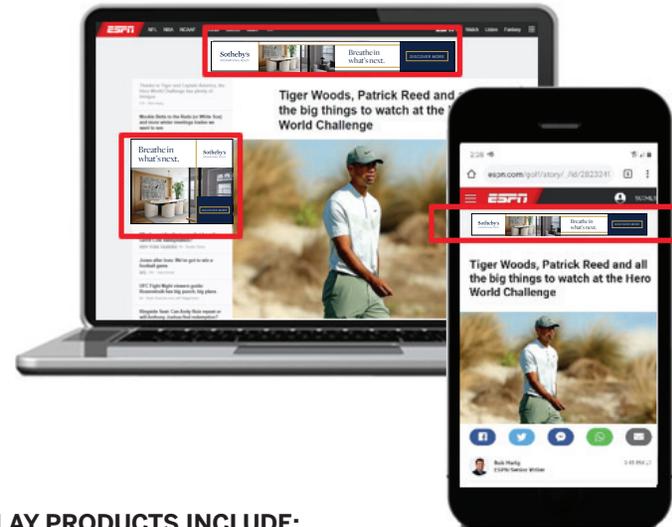
## IMPRESSIONS PROGRAM SAMPLE REPORT



# Comprehensive Digital

## DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



### TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

**PRICE: FROM \$1,500/MONTH**  
**150,000 Impressions**

# Comprehensive Digital

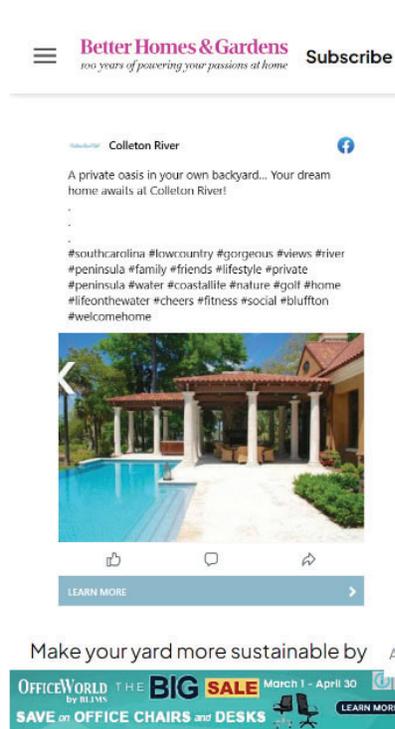
## SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

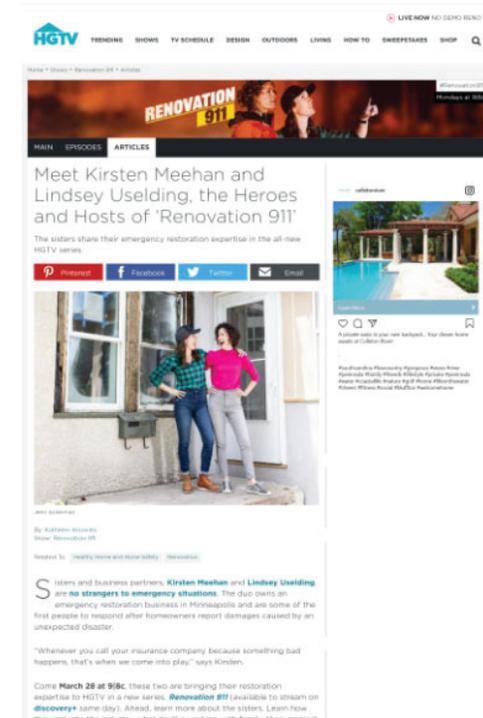
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: 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.

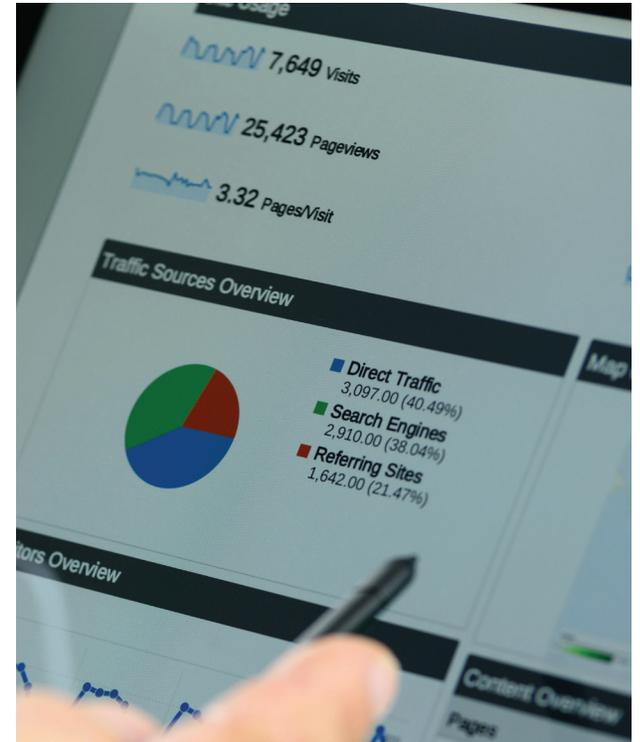


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

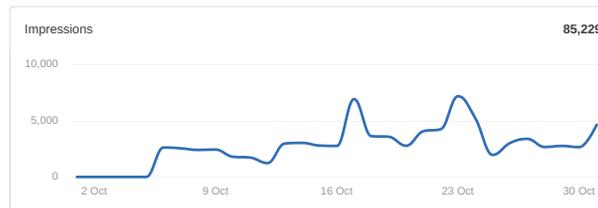
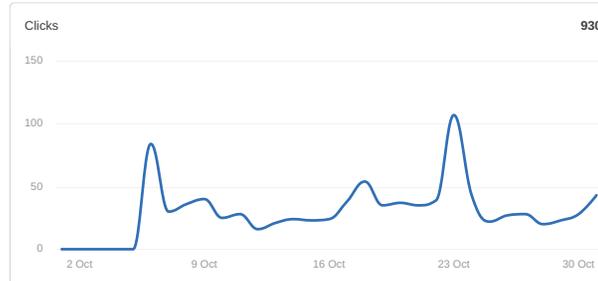
## CLIENT DASHBOARD

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.



## ONE SIR

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 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

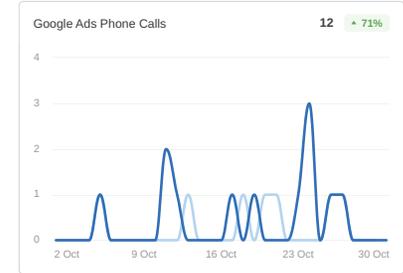
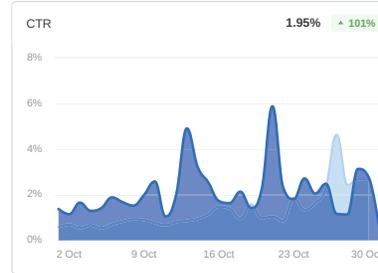
## MONTHLY REPORTING

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



## ONE SIR

### October KPI's



Total Impressions ▼ 46%

**53,704**

Total Clicks ▲ 9%

**1,049**

Phone Calls ▲ 71%

**12**

Interaction Rate ▲ 218%

**4.17%**

CTR ▲ 101%

**1.95%**

Average CPC ▲ 7%

**\$0.94**

### Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

### Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

# Cottages & Garden

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

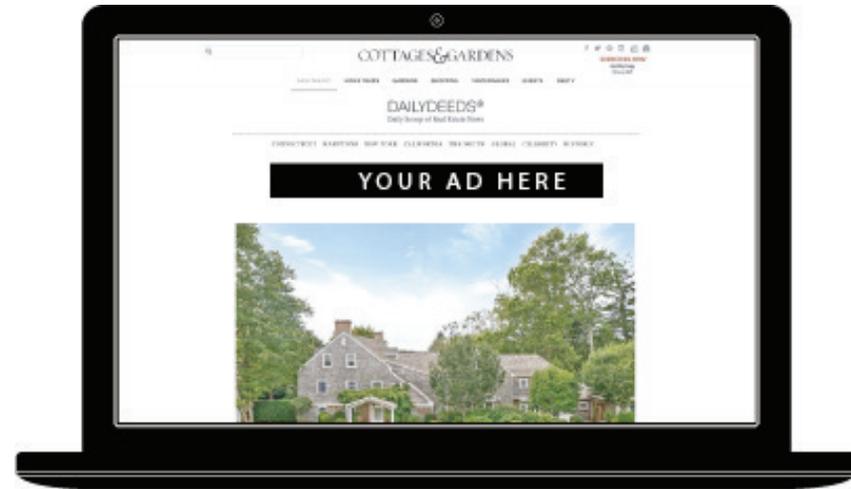
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

## TOP 10 MARKETS

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

## SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



### Floral Gift Ideas for Mother's Day

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



### Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



### Ready, Set, Game Time!

12 fun finds that double as playful decor.

## Spotlight



CALIFORNIA CLOSETS

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

# Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

**Half price with full page print purchase**



## 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

---

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

## 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 shows a search results page on JamesEdition.com. The top navigation bar is identical to the homepage. Below it, a search bar is active with 'Type location' and a 'Search' button. A featured property is highlighted: 'THE PENTHOUSES AT GOLDEN PEAK' for \$2,190,000. To the right, a sidebar titled 'Find luxury Real Estate and Homes for sale' provides a search filter for 'SPAN | NEW YORK | PARIS'. The main content area displays 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 at the bottom of the main content area.

# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

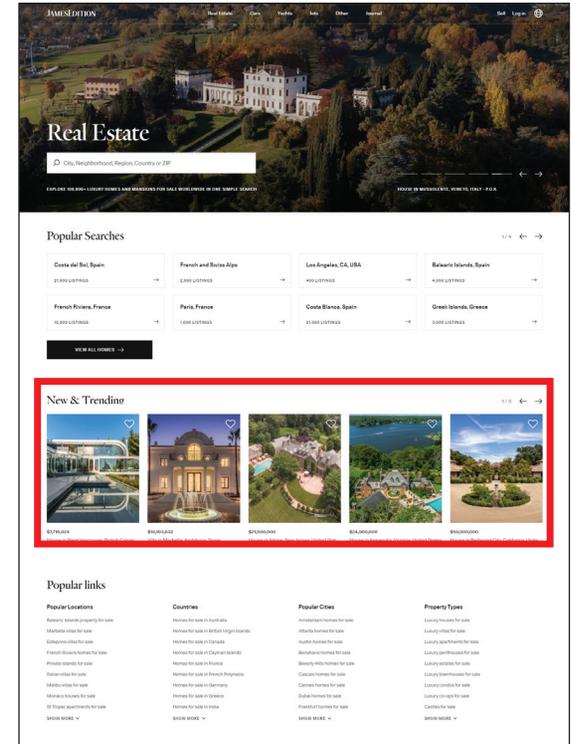
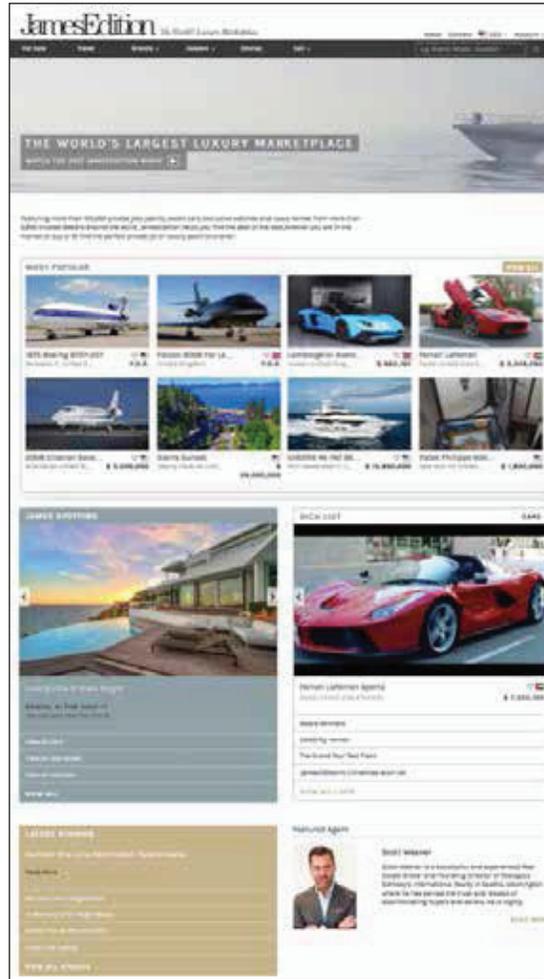
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



# JetSet

## 12 MONTH GLOBAL DIGITAL CAMPAIGN

### EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

#### Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

#### 12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

**2 shared email blasts plus 12 month web feature (\$10,000 value)**

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large, high-quality photograph of the Diamante resort complex, featuring modern architecture and lush greenery. To the right of the article is a vertical sidebar with several promotional banners. The top banner is for 'TRACK RECORD' with the text 'Tailored coaching. Your call, your track, and your schedule.' Below it are social media icons for Facebook and Instagram. Further down is a 'JetSet' banner with the text 'START YOUR SUBSCRIPTION TODAY!'. Below that is a 'JetSet Magazine' banner with 'Live Now' and 'Live Free' options. At the bottom of the sidebar are more social media links for Facebook and Instagram. The article text itself is in a clean, sans-serif font, with sub-headers and paragraphs. A 'SHARE ON' section with social media icons is visible below the article. At the bottom, there's an 'ABOUT THE AUTHOR' section for 'Diamante Cabo San Lucas' and a 'RELATED POSTS' section with two smaller article thumbnails.

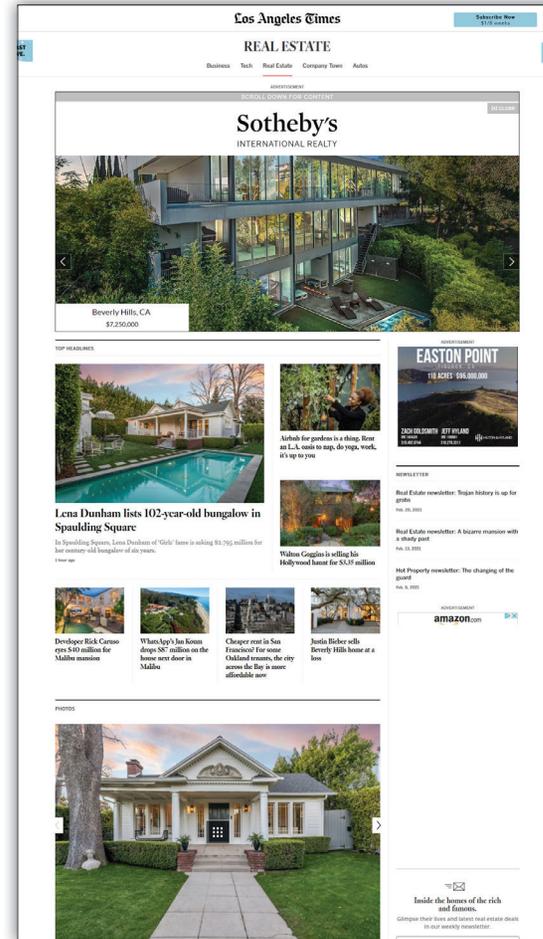
# LA Times

## 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



# Luxury Estate

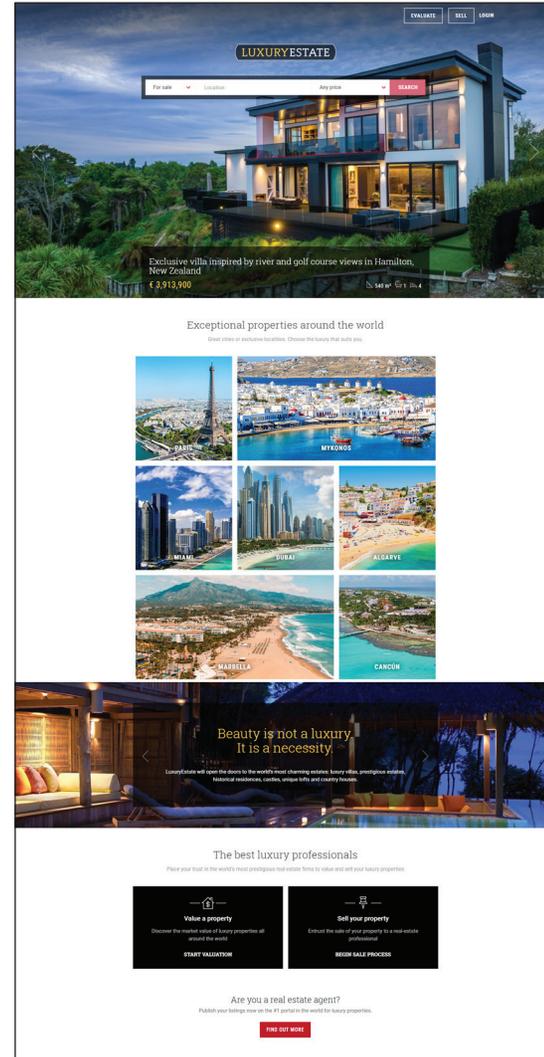
## LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES  
PRICES:  
\$1,100 FOR 1 MONTH



# 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.



**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

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

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

Price: \$2,500. per

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

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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

**FROM A PENTHOUSE YOU CAN SEE FOREVER**

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

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

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

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

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA  
Deluxe Studios to 3 Bedroom Villas  
From \$42,900 to over \$10 Million

RMS

## 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.

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

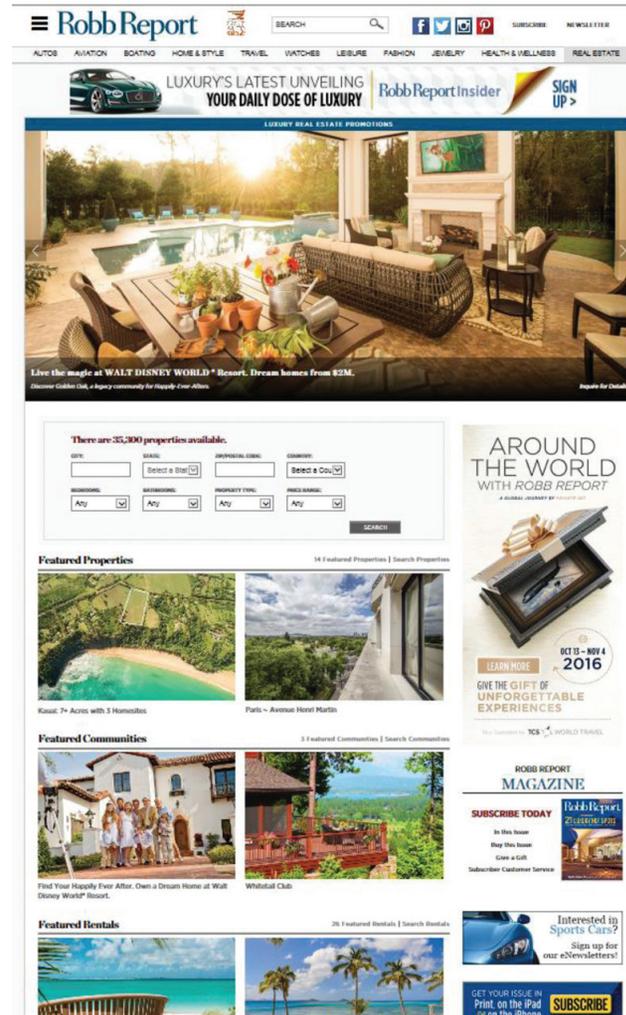
# RobbReport.com

## 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



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

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

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

**What's News**  
Business & Finance

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

**Shaky Ground**  
A major supply chain is being disrupted by the virus, and it's not just the auto industry.

**Tennessee Twisters Kill at Least 25**  
A line of storm began barreling across Tennessee on Tuesday, killing at least 25 people as the weather service warned of dangerous conditions.

**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.

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

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State  
WebSite or Address: \$4,XXX,XXX | sothebysrealty.com/61767  
Company: Sotheby's International Realty  
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State  
WebSite or Address: \$4,XXX,XXX | sothebysrealty.com/61767  
Company: Sotheby's International Realty  
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State  
WebSite or Address: \$4,XXX,XXX | sothebysrealty.com/61767  
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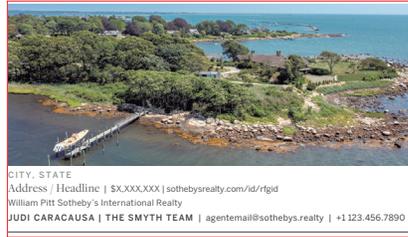
# The New York Times

## 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



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.

<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>
<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>
<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty   +1 212.456.7800</p>
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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**  
*Chewing the Spread of Once-Fringe Views*  
By KEVIN WOOD

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

**It's Not Heaven, It's Brooklyn**  
*The 80,000 runners in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-22.*

**Spending Millions in a Bid to Avoid Sanctions**  
*By BENJAMIN SVETKEY*

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

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

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

# 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  
 BACK COVER, COLOR: \$1,500

**Includes Digital promotion and Digital Flipbook**

72 Post Road, Old Westbury, NY

Sandbanks Exuma, The Bahamas

5305 Carlsbad Boulevard, Carlsbad, CA 92008

# Chicago Tribune Takeover

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

FULL PAGE: \$725

INSIDE FRONT COVER: \$975

INSIDE BACK COVER: \$975

BACK COVER: \$1,300

**Includes Digital Banner Promotion**

Sotheby's INTERNATIONAL REALTY

Move beyond your expectations.

Nothing compares.  
SOTHEBYSPREALTY.COM

Represented by: Justin Winter, Justin Winter, Sotheby's International Realty

Justin Winter | Sotheby's INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

Discover a tranquil haven in the upstate of South Carolina, where nature's beauty thrives year long with a moderate four season climate. Embark on winding mountain trails and admire majestic waterfalls. Experience Lake Keowee's sparkling emerald water with proximity to airports & coastal shorelines for easy travel - all within reach when you choose one of our luxury lifestyle communities as your new home!

Real Estate Specialist for Lifestyle Communities Located on Lake Keowee - The Crown at Lake Keowee, The Reserve of Lake Keowee, Keowee Pines & More

JUSTIN WINTER  
Broker in Charge  
Cell: (864) 576-1337  
JustinW@sotheby.com

15260 N HIGHWAY 12 #24 | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 485-4444

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Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 32 acres of exquisitely maintained and landscaped grounds.

6858 Casitas Pass Road  
7801 (214) 625-9500  
theprancingshorseestate.com

YETSIANG GO  
Senior Outdoor Estate Advisor  
953.922.0357  
ygo@sotheby.com

SOtheby's INTERNATIONAL REALTY | BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSPREALTY.COM

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Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

Located within the ultra-luxurious community of Ocean Club Estates on Paradise Island and set across two impeccably manicured lots totaling 48,044 sq. ft. with 236 feet of private canal frontage, Sundara is the perfect marriage of warm Colonial Bahamian style and timeless European sophistication. With 19,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara  
Paradise Island, The Bahamas  
8488 (242) 322-2200  
SIBahamas.com/SIPAE23

THE ANSELL GROUP  
Estate Agents  
Cell: (242) 322-2200  
Sundara@SIPAE.com

BAHAMAS SOtheby's INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | (+1 242) 322-2200 | SIBAHAMAS.COM

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# Financial Times

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

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

PROPERTY SPOT, COLOR: \$750  
Global

# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

Sotheby's INTERNATIONAL REALTY

Malibu CALIFORNIA

Your next move can be next level.

Nothing compares.  
SOTHEBYREALTY.COM

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

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

72 Post Road  
9 BR | 6 BA | 10,54 ACRES  
\$4,900,000

Headquartered in the center directly adjacent to the 22-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom single-family estate, a country house, 10 barns, 13 horse barns, a carriage house, a large garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE COMPANY/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000  
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000  
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

# 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  
INSIDE FRONT COVER: \$1,125  
INSIDE BACK COVER: \$1,125  
BACK COVER: \$1,475

**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

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Nothing compares.  
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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 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.

DANIELGALÉ.COM/AGENT/FICHEA-RUSSELL

Capital Gae Sotheby's International Realty

Sandbanks  
Exuma, The Bahamas

**Jacqueline Lighthorn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Light House  
JL@Sandbanks.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 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 sweeping pool deck and a classic infinity pool, which is built into the cliffside overlooking the ocean for water sports.

SIREXUMA.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#02155001

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

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

SOTHEBYREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# 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	Half Page				\$ 1,820.00	\$ 1,820.00	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>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<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 Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
<b>JetSet Magazine</b>							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00				\$ 325.00	425,000
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
<b>Ocean Home</b>							
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
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000

# Proposed Schedule, Pricing & Reach 2024-2025

**PLAN 1 - CONTINUED**

**Print**

<b>Chicago Tribune</b>				
Chicago Tribune	Takeover - Full Page	\$ 725.00	\$ 725.00	150,000
<b>Financial Times</b>				
Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
<b>The Los Angeles Times</b>				
The Los Angeles Times	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 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 Upgrad	\$ 795.00	\$ 795.00	644,424
TOTAL			\$ 36,160.00	6,710,392

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