



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Silver Run Advertising and Marketing Program

Cashiers

**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 Silver Run

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

Your strategic blueprint is composed of select print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Cashier, NC.

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**  
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**PAULA DAVIDSON**  
*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**

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

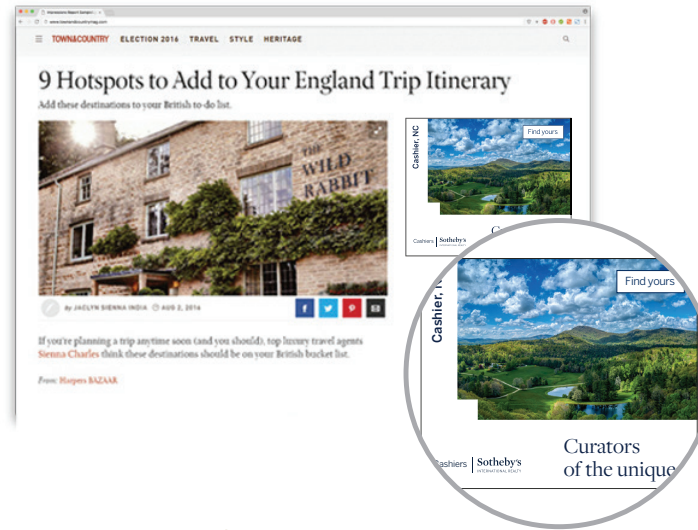
# Impressions Campaign

**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: **Silver Run**
- 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**



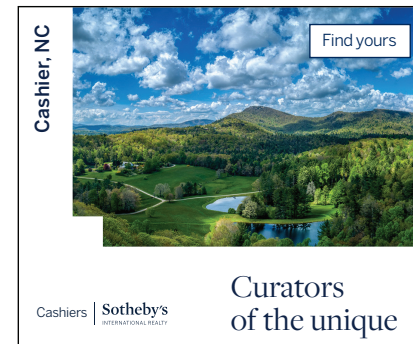
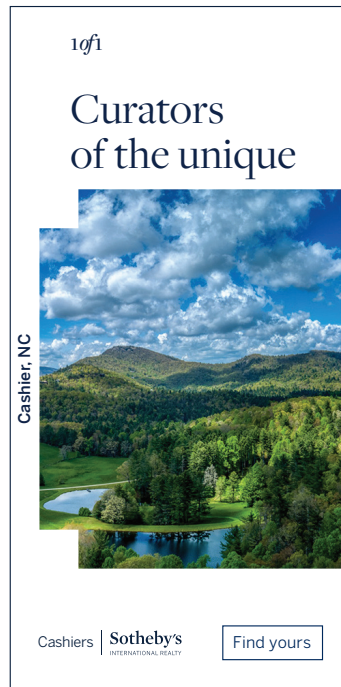
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

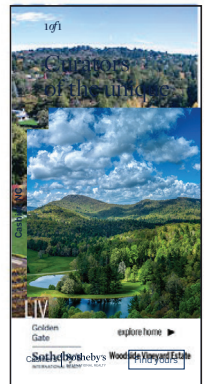
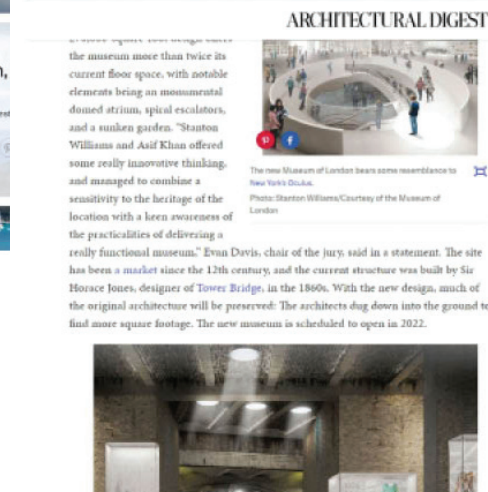
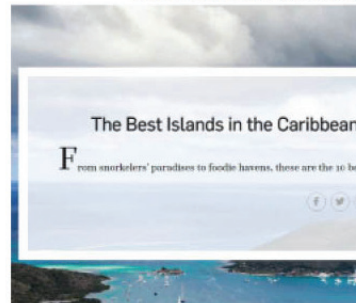
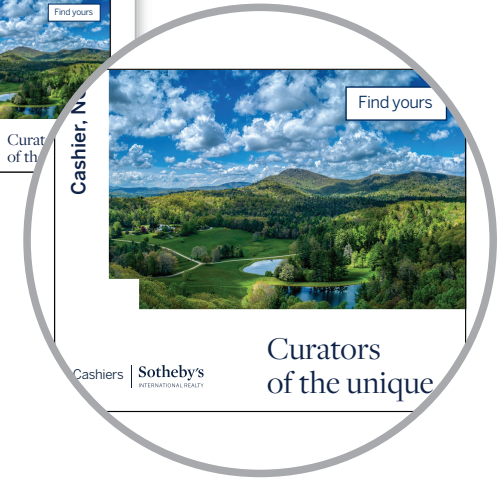
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites



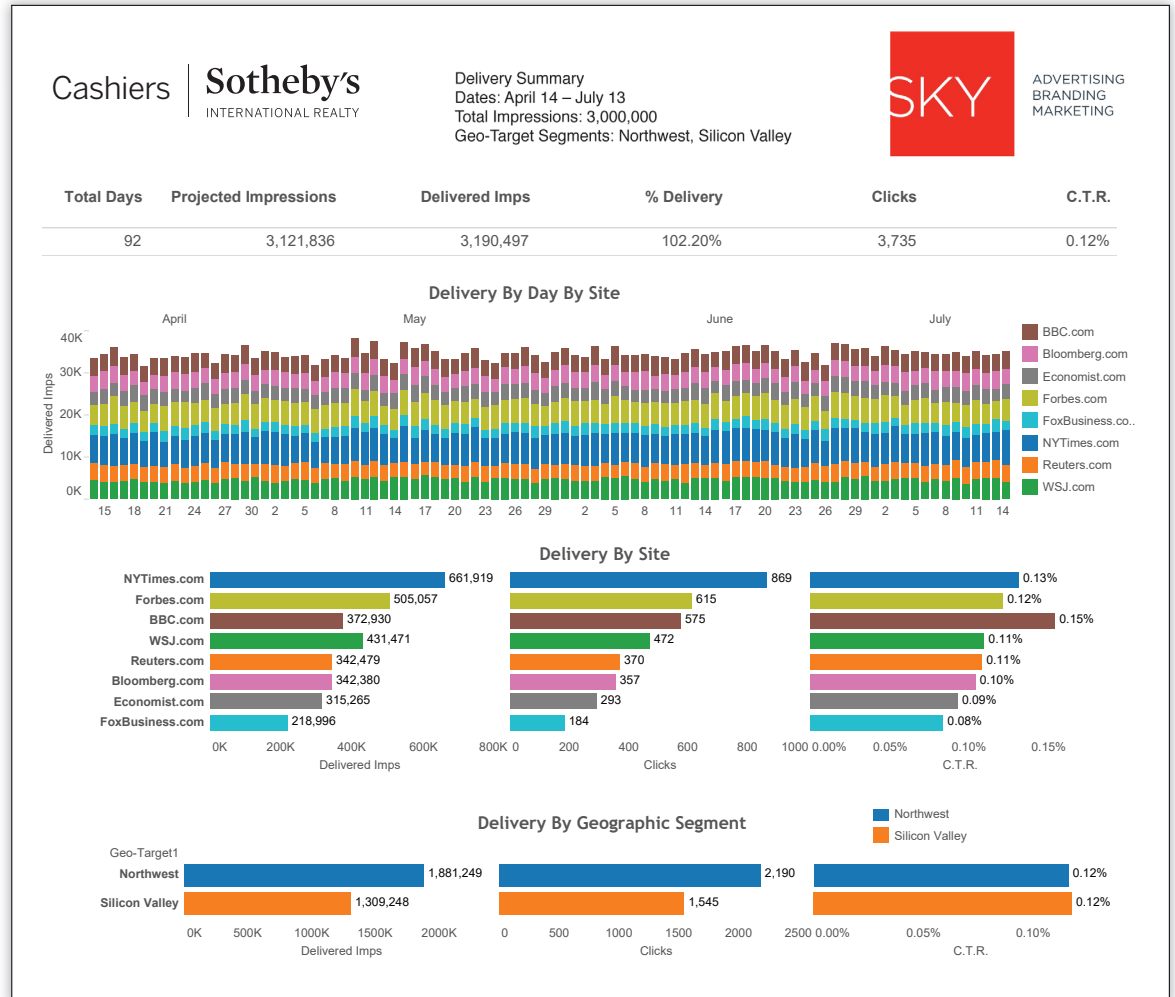


# Comprehensive Reporting For Your Customized Campaign

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.

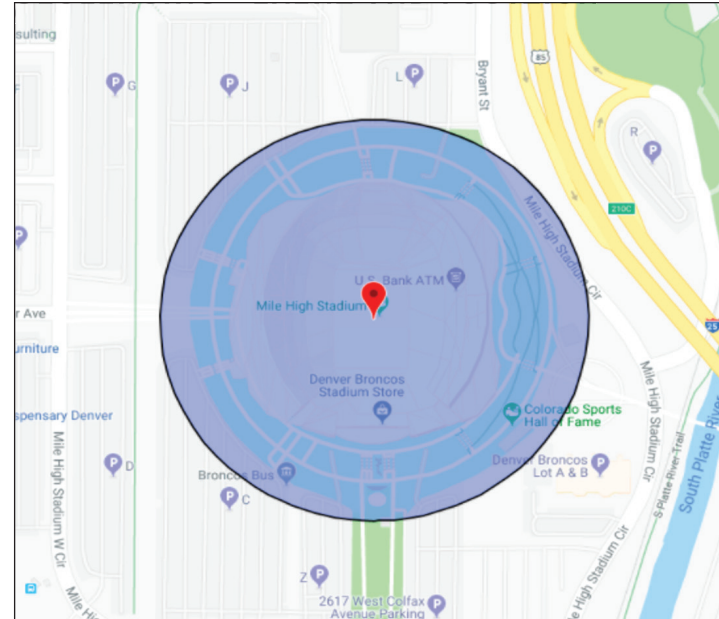
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

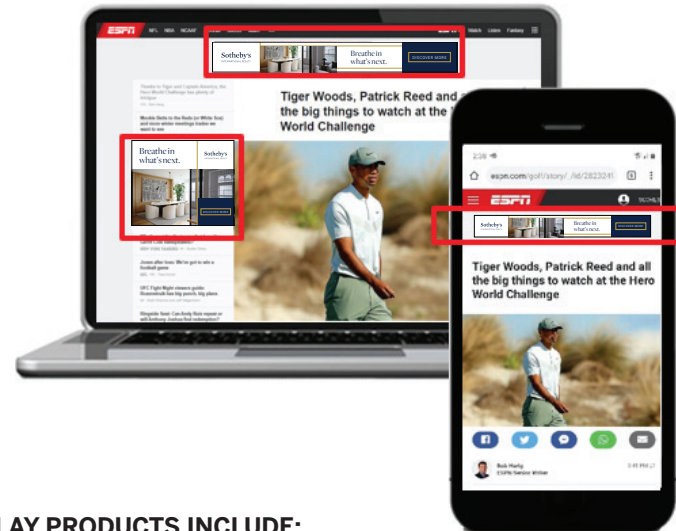
### PRICING

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

# 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

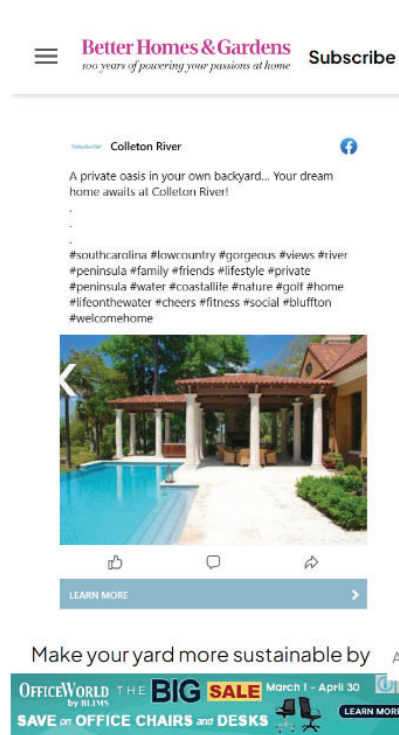
## SOCIAL MIRROR ADS

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.

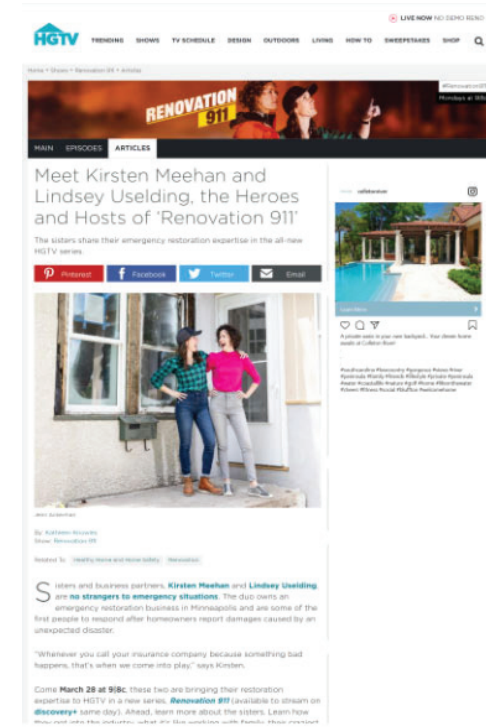
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

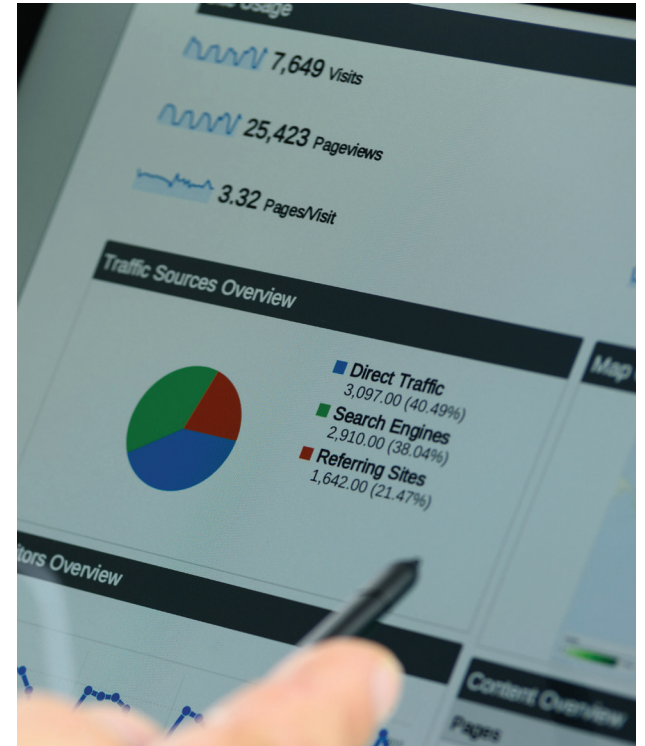


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

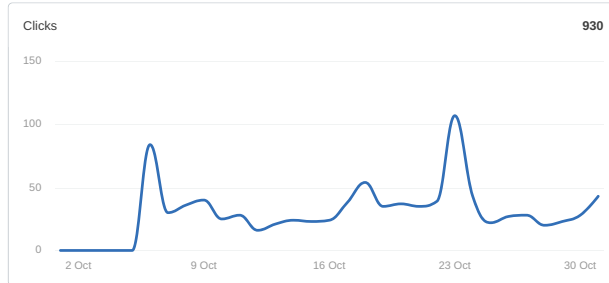
## CLIENT DASHBOARD

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.



## Cashiers SIR

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>
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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

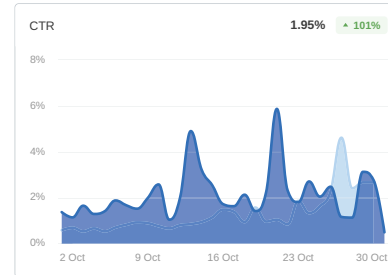
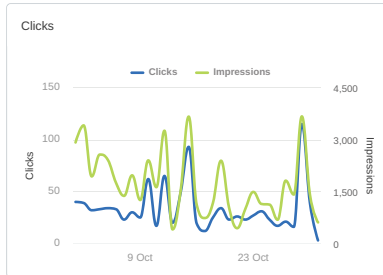
## MONTHLY REPORTING

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



## Cashiers SIR

### October KPI's



Total Impressions <span style="color: red;">▼ 46%</span> <b>53,704</b>	Total Clicks <span style="color: green;">▲ 9%</span> <b>1,049</b>	Phone Calls <span style="color: green;">▲ 71%</span> <b>12</b>	Interaction Rate <span style="color: green;">▲ 218%</span> <b>4.17%</b>	CTR <span style="color: green;">▲ 101%</span> <b>1.95%</b>	Average CPC <span style="color: green;">▲ 7%</span> <b>\$0.94</b>
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### 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

DIGITAL

# 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

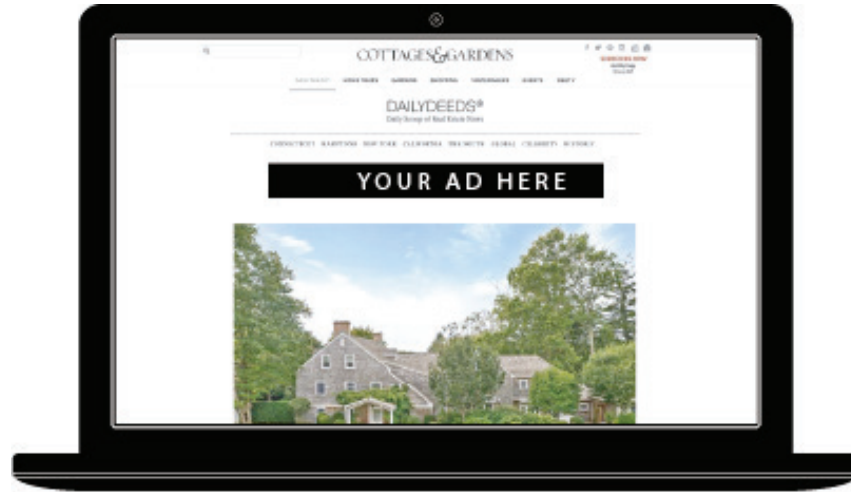
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

### SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

### DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:  
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH



#### 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.

### INSTAPARTNERSHIP

POST AND STORIES TAKEOVER: \$1,950/30 DAYS



# Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

## Dwell Audience Real Estate Metrics

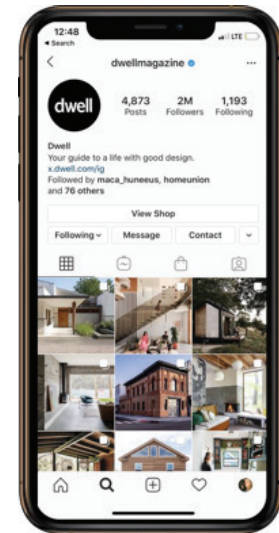
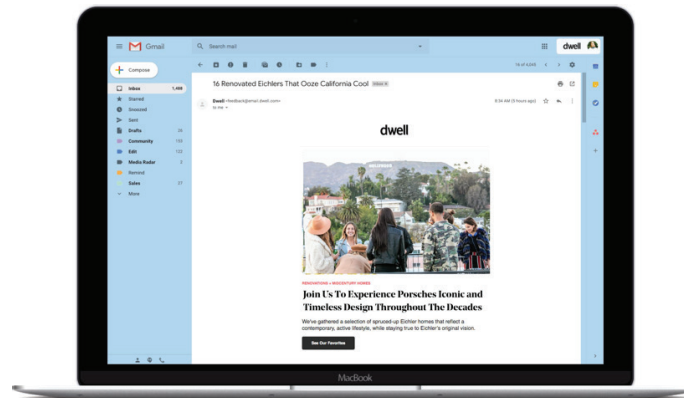
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000



# 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

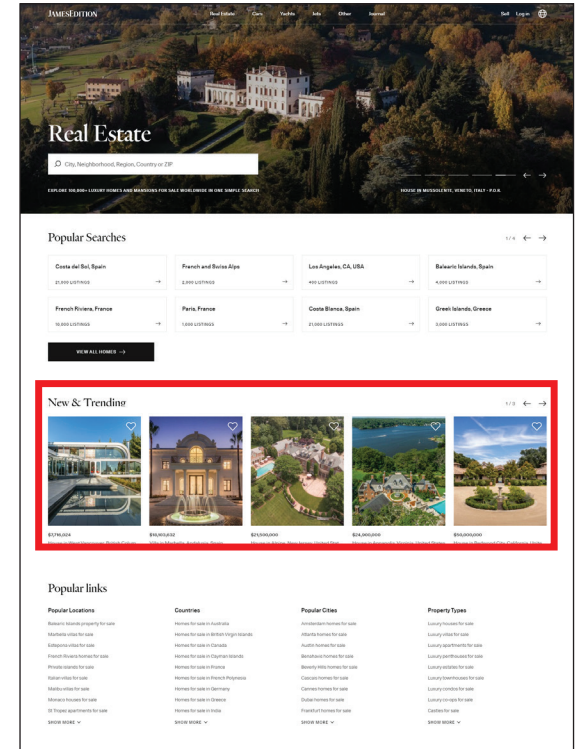
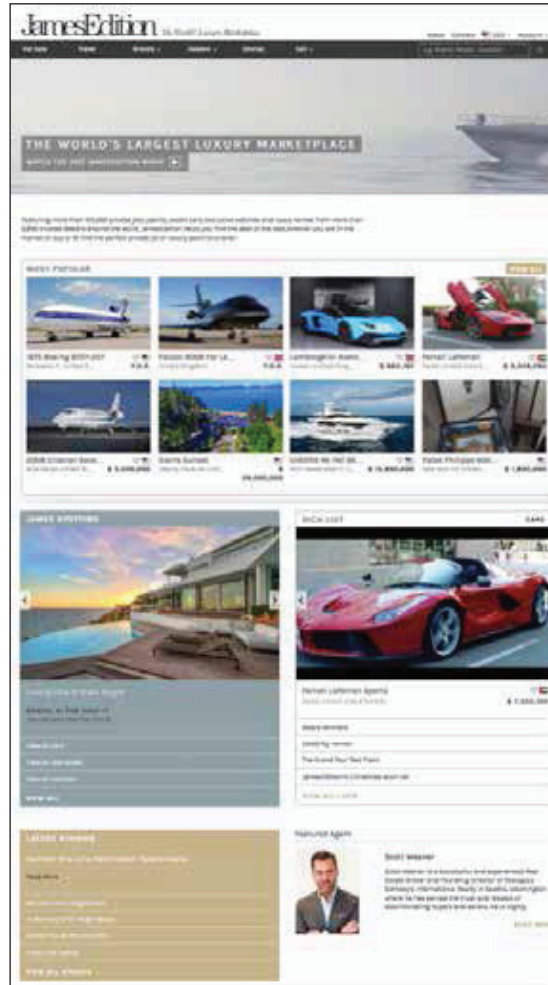
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

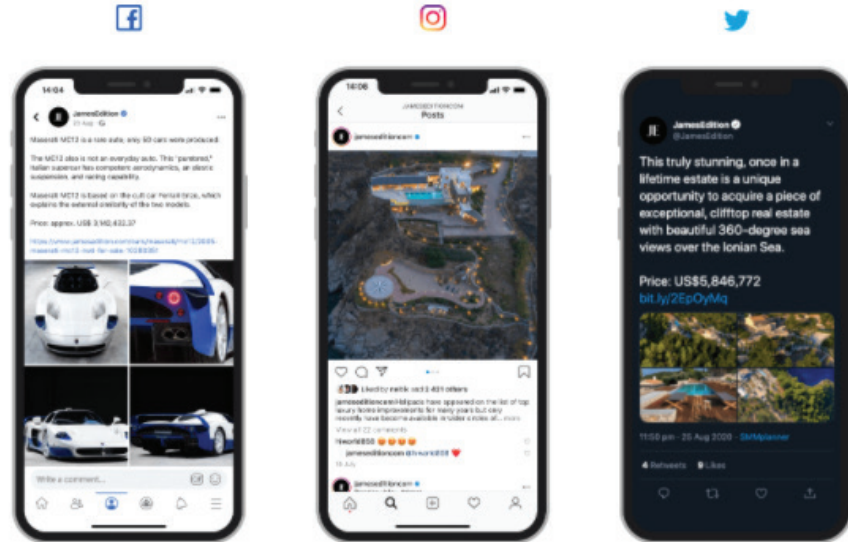
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

# Paper City

PaperCity shares a distinctive point of view where social happenings intersect with FASHION, HOME DESIGN, ART and more in a confluence that MAKES STYLE HAPPEN. Showcasing local tastemakers and exceptional individuals, PaperCity is about people and their impact on Texas. We engage audiences in the magazine and online through entertaining content that empowers readers by placing local style within the national portrait.

## Demographics:

Digital Audience (PaperCityMag.com):

- HHI: **\$440,000+**
- **51%** have a HHI of **\$150k+**
- **92%** visit at least once per week
- **76%** are college educated
- **59%** own their primary residence
- **74%** are between **25-54** years old

## Distribution:

- Houston Print Distribution: 50,000 issues monthly, reaching 250,000 affluent readers
- Home Delivery: 25,000+ direct-mail
- Business + Rack Delivery: Luxury hotels, restaurants, retail, high-traffic areas
- Charity Sponsorships: Various high-profile events and galas

CONTENT PROMOTED ARTICLE: \$3,450  
**5,000 minimum pageviews per article guaranteed**

## EMAIL

PC Insider dedicated email blast is delivered to a selective list of opt-in subscribers. PC Insider is a single sponsor email delivering your brand message to a coveted audience that wants to hear from our partners. Multiple product and large standard image email formats available.

- Houston: **22,000+**
- Dallas: **16,000+**
- Fort Worth: **5,000+**

## TARGETED SOCIAL POST

Custom, boosted social post aligns your brand with PaperCity on Facebook and Instagram. Our team works with you to target readers based on your specific demographic criteria.

- Minimum guaranteed reach: **5,000**

DEDICATED EMAIL + SOCIAL MEDIA: \$1,900



# RobbReport.com

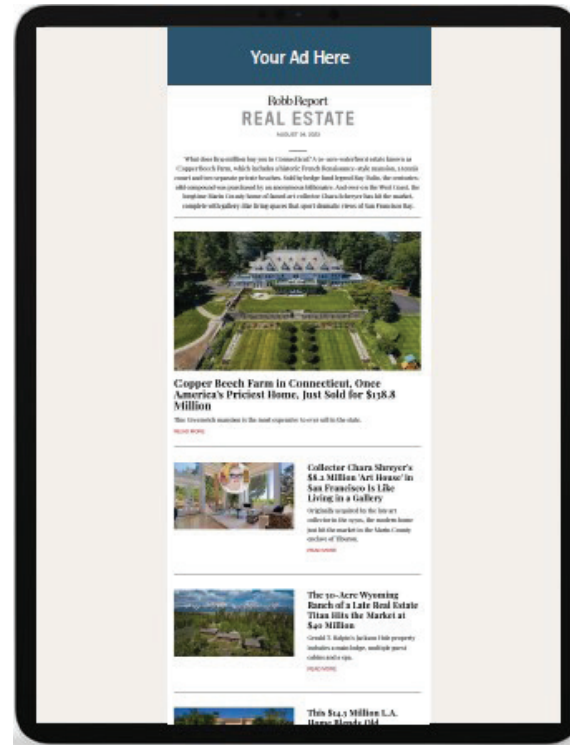
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250
- Rate: \$3,100 for 1 week (3 deployments)

PRICE: \$3,750-\$5,000/WEEK



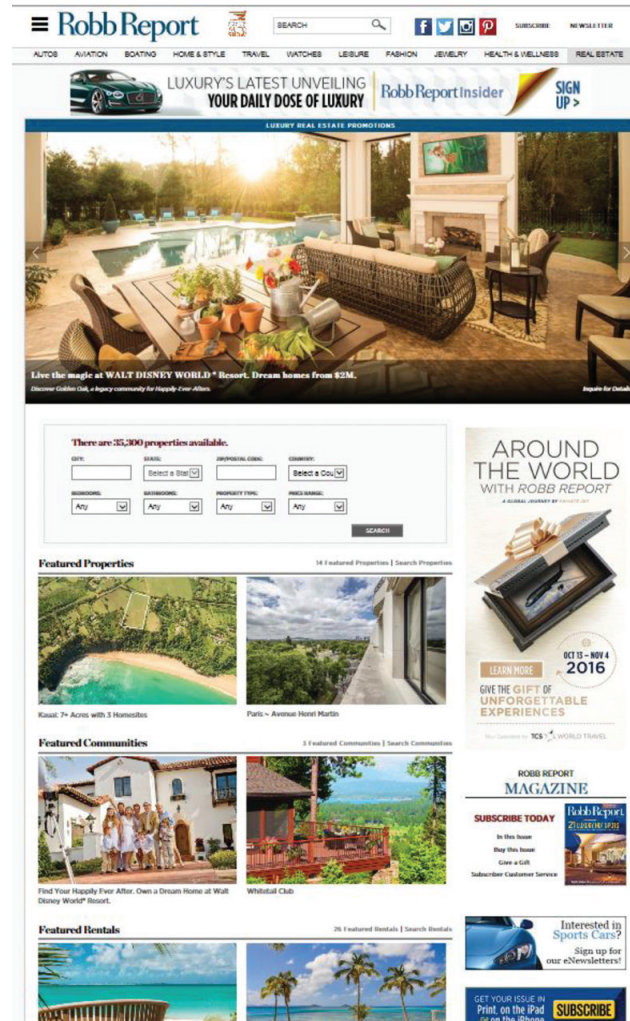
# RobbReport.com

## 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)

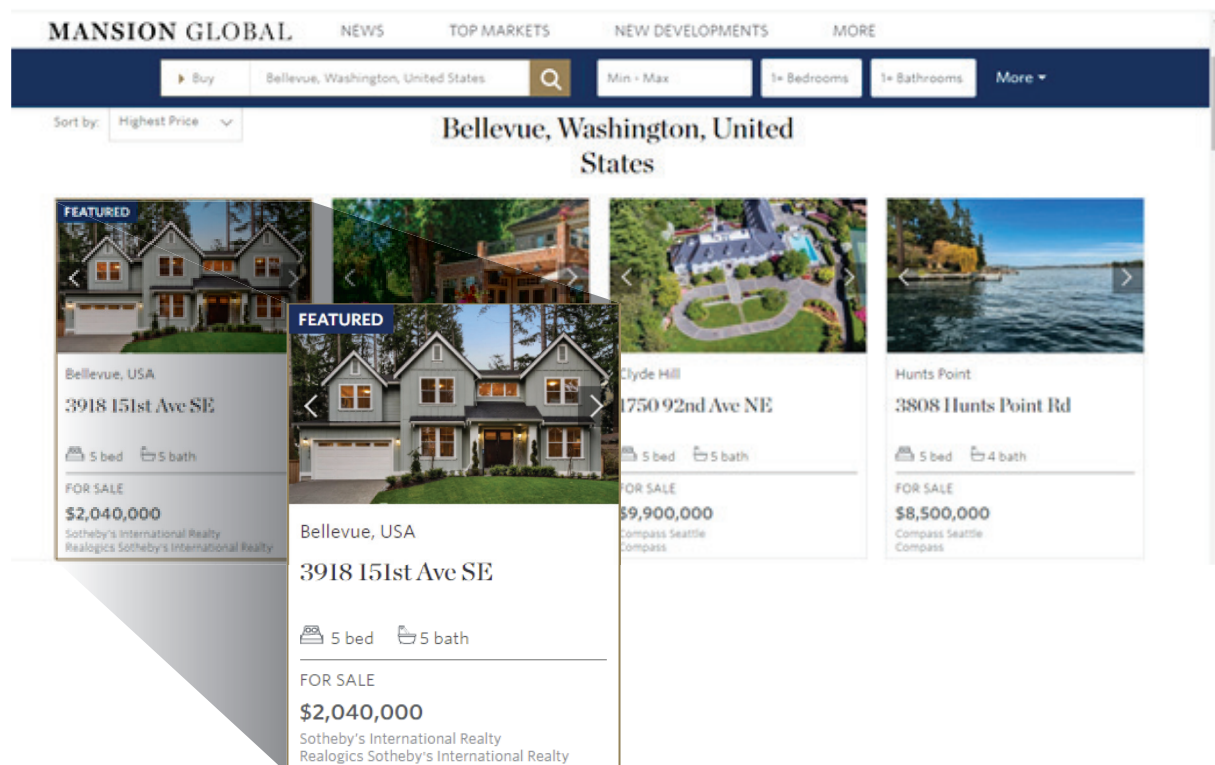
## FEATURED PROPERTY UPGRADES

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



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000  
3 Month Minimum

Buy | Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE | SAVE

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

**AMENITIES** | View Gallery

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ reviews

SHOP NOW

# The Wall Street Journal Online (WSJ.com)

## MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

**Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.**



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

---

**BY THE NUMBERS**

**The Most Expensive Homes for Sale in Canada**

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,000,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,378,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

---

**TRENDING TODAY**


Architectural Digest @ArchDigest
Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

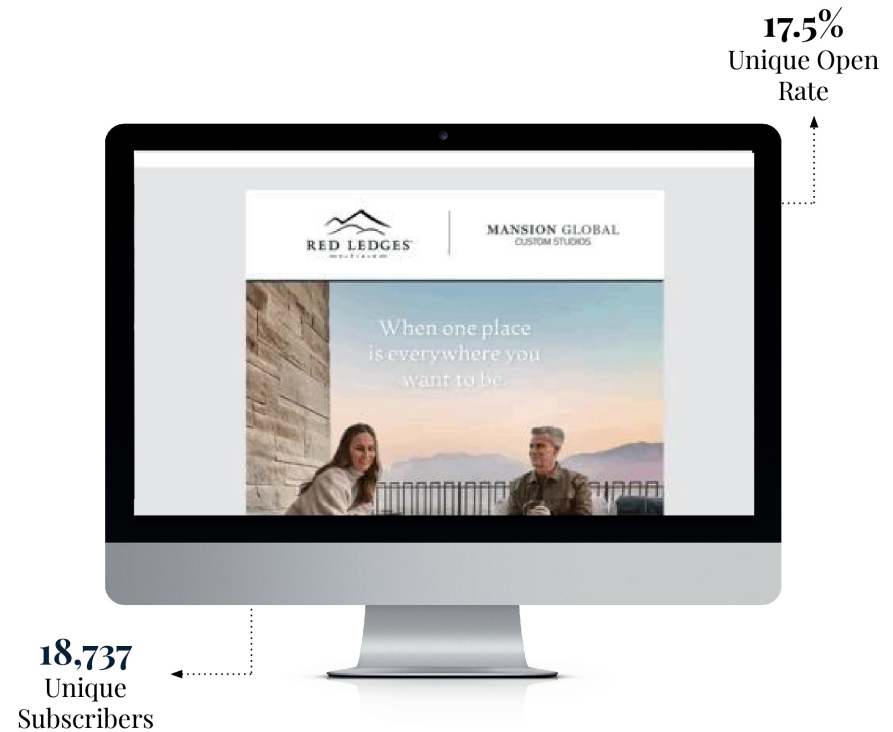
Powered by  AllChives 

# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

PRICE: \$6,000 EXCLUSIVE EMAIL



# The Wall Street Journal Online (WSJ.com)

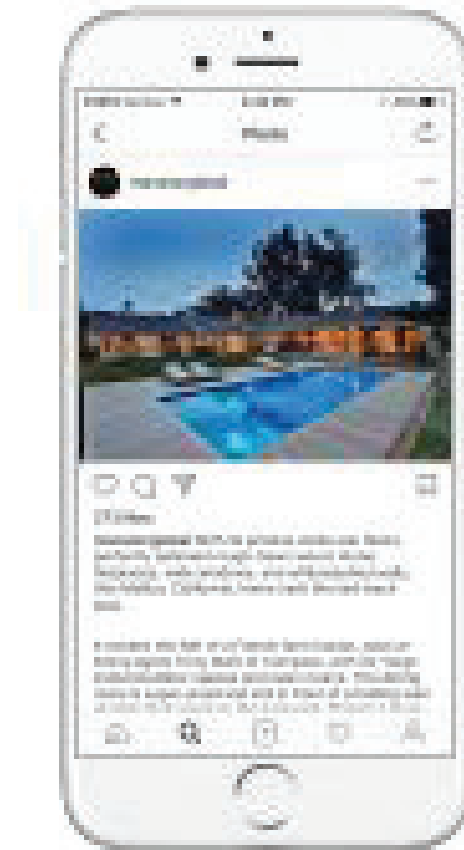
## @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

---

PRICE: \$1,775



# 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  
 DOUBLE PROPERTY SPOT: \$1,590  
 QUADRUPLE PROPERTY SPOT: \$3,180  
 Includes Bonus 30 Day Digital -  
 Featured Property Upgrade

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • MSJ.com • \$4.00  
 DAA 292741 • 75151219 • NASDAQ 1018109 • SPX 3000 78121 • 1.61 • 10-YR TREAS. 4.2512 • 10YR 10YR 4.4043 • GOLD 12142.30 • 4.5930 • EURO 121272 • YEN 107.32

**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 major Tuesday primary victories and Sanders won big 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 7890

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 Website or Address: [Redacted]  
 Company: [Redacted]  
 AGENT NAME: [Redacted] +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





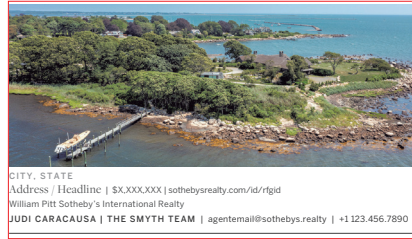
# The New York Times

## 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  
 DOUBLE PROPERTY SPOT, COLOR: \$1,520  
 QUADRUPLE PROPERTY SPOT, COLOR: \$3,040



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



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CITY, STATE	CITY, STATE	CITY, STATE	CITY, STATE
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CITY, STATE	CITY, STATE	CITY, STATE	CITY, STATE
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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**

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000  
 DOUBLE PROPERTY SPOT, COLOR: \$1,500  
 PROPERTY SPOT, COLOR: \$750

Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

## House & Home

FT Weekend

No rest for the Wild  
Wildebeest director  
dispenses fire knowledge  
AT HOME PAGE 2

Sign of the Thames  
South Bank fetches sharp  
rise in London price falls  
UK PROPERTY PAGE 4 & 5

Study in style  
Homework  
to do check  
JUST PROPERTY PAGE 10

The home of prime property: [propertylistings.com](http://propertylistings.com)

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Food and drink festive special  
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Schulz reversal raises Merkel's survival hopes  
Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal  
Uber and the cost of the Kalamita Problem  
Rig Road  
Life in the Wild  
Aiming the world on its days  
Adventures on two wheels

Sotheby's Real Estate

Nothing compares to what's next.

WORLDWIDE  
 THE CAROLINA COAST | \$20,900,000  
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NEW YORK, NEW YORK  
 KENNEDY BLVD, LOT 17 Ocean Ridge Estates  
 \$99,000 | sotheby.com/us/102289  
 Barbara Sotheby & International Realty  
 ASHLEY TRECO | ashley.treco@sotheby.com | +1 202 402 0099

NEW YORK, NEW YORK  
 157 WOODS WALK  
 \$6,990,000  
 East Coast Metropolitan Brokerage  
 NIKKI FIELD | HELEN MARGOS | nikkifield@metropolitan.com | +1 212 606 7600

BLUFFTON, SOUTH CAROLINA  
 1718 Bluffs.com  
 \$4,250,000  
 Daniel Barlow Sotheby's International Realty  
 CATHERINE DONALDSON | catherine.donaldson@sotheby.com | +1 843 218 2001

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 \$2,500,000  
 Keller Sotheby's International Realty  
 KARIANA WILCOX | kariana.wilcox@sotheby.com | +1 512 433 5038

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 246 JACOBSON  
 \$20,900,000  
 Keller Sotheby's International Realty  
 KARIANA WILCOX | kariana.wilcox@sotheby.com | +1 512 433 5038

BRISTOL, VIRGINIA  
 14477 Flagbluffs Trail  
 \$1,000,000 | sotheby.com/us/105024  
 Premier Sotheby's International Realty  
 GREGITA FEATIS | gregita.featis@sotheby.com | +1 433 646 5554

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1 Media	Ad Description	April	May	June	July	August	September	October	Media Total	Reach
<b>Digital</b>										
<b>Million Impressions*</b>										
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression			\$ 900.00	\$ 900.00	\$ 900.00			\$ 2,700.00	300,000
<b>Google Adwords</b>										
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 6,700.00	
<b>Comprehensive Digital</b>										
Social Mirror Ads	Mirroring Social Post		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 7,500.00	500,000
Display	Digital Banner Program		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 7,500.00	750,000
<b>Geofencing - Event and Location</b>										
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	180,000
<b>Cottages &amp; Garden</b>										
Instapartnership	Post and Stories takeover			\$ 1,950.00					\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00							\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00						\$ 5,000.00	60,000
<b>Dwell.com</b>										
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB	\$ 6,000.00							\$ 6,000.00	1,750,000
<b>JamesEdition</b>										
New & Trending Home Page Position	Featured Spot	\$ 1,200.00							\$ 1,200.00	750,000
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			\$ 2,000.00	296,000
<b>Paper City</b>										
Paper City	Dedicated Email + Social Media	\$ 1,900.00			\$ 1,900.00				\$ 3,800.00	54,000
Paper City	Content Promoted Article		\$ 3,450.00						\$ 3,450.00	5,000
<b>Robbreport.com</b>										
Robbreport.com	Featured Listing Carousel - 1 Property			\$ 1,350.00					\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00						\$ 3,750.00	60,000
<b>WSJ.com</b>										
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 4,550.00	1,148,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000			\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday				\$ 3,680.00				\$ 3,680.00	17,000
Mansion Global Custom E-mail			\$ 6,000.00						\$ 6,000.00	1,700
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	\$ -	
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00					\$ 1,775.00	76,200

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

<b>Financial Times</b>											
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00				\$ 6,000.00	841,828	
Financial Times	Property Spot							\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
<b>The New York Times</b>											
The New York Times	Property Spot - Weekday/Saturday								\$ 760.00	\$ 760.00	423,111
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00		\$ 1,520.00		\$ 1,520.00			\$ 4,560.00	1,269,333
<b>The Wall Street Journal</b>											
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade					\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272	
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00				\$ 6,360.00	2,577,696	
<b>The Wall Street Journal</b>											
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00			\$ 650.00		\$ 1,630.00	200,000	
<b>TOTAL</b>									\$ 104,050.00	14,626,354	

TOTAL

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

# Proposed Schedule, Pricing & Reach 2025

**PLAN 2**

Plan 2 Media	Ad Description	April	May	June	July	August	September	October	Media Total	Reach
<b>Digital</b>										
<b>Million Impressions*</b>										
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression			\$ 900.00	\$ 900.00	\$ 900.00			\$ 2,700.00	300,000
<b>Google Adwords</b>										
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 6,700.00	
<b>Comprehensive Digital</b>										
Social Mirror Ads	Mirroring Social Post		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 7,500.00	500,000
Display	Digital Banner Program		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 7,500.00	750,000
<b>Geofencing - Event and Location</b>										
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	180,000
<b>Cottages &amp; Garden</b>										
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00							\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00						\$ 5,000.00	60,000
<b>Dwell.com</b>										
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB	\$ 6,000.00							\$ 6,000.00	1,750,000
<b>JamesEdition</b>										
New & Trending Home Page Position	Featured Spot	\$ 1,200.00							\$ 1,200.00	750,000
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			\$ 2,000.00	296,000
<b>Paper City</b>										
Paper City	Dedicated Email + Social Media	\$ 1,900.00			\$ 1,900.00				\$ 3,800.00	54,000
Paper City	Content Promoted Article		\$ 3,450.00						\$ 3,450.00	5,000
<b>Robbreport.com</b>										
Robbreport.com	Featured Listing Carousel - 1 Property			\$ 1,350.00					\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00						\$ 3,750.00	60,000
<b>WSJ.com</b>										
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 4,550.00	1,148,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000			\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday				\$ 3,680.00				\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	\$ -	

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print										
<b>Financial Times</b>										
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00						\$ 3,000.00	420,914
Financial Times	Property Spot			\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,000.00		841,828
<b>The New York Times</b>										
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00		\$ 760.00	\$ 760.00	\$ 2,280.00		1,269,333
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00					\$ 1,520.00		423,111
<b>The Wall Street Journal</b>										
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade			\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 3,975.00		3,222,120
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00					\$ 3,180.00		1,288,848
<b>The Wall Street Journal</b>										
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00		\$ 650.00		\$ 1,630.00		200,000
TOTAL									\$ 89,715.00	14,484,154

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

# Proposed Schedule, Pricing & Reach 2025

**PLAN 3**

Plan 3

Media	Ad Description	April	May	June	July	August	September	October	Media Total	Reach
<b>Digital</b>										
<b>Million Impressions*</b>										
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression			\$ 900.00	\$ 900.00	\$ 900.00			\$ 2,700.00	300,000
<b>Google Adwords</b>										
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 6,700.00	
<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	\$ 1,500.00	\$ 1,500.00		\$ 7,500.00	750,000
<b>Geofencing - Event and Location</b>										
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000
<b>Cottages &amp; Garden</b>										
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00							\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00						\$ 5,000.00	60,000
<b>JamesEdition</b>										
New & Trending Home Page Position	Featured Spot	\$ 1,200.00							\$ 1,200.00	750,000
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>Paper City</b>										
Paper City	Dedicated Email + Social Media	\$ 1,900.00							\$ 1,900.00	27,000
Paper City	Content Promoted Article		\$ 3,450.00						\$ 3,450.00	5,000
<b>Robbreport.com</b>										
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00						\$ 3,750.00	60,000
<b>WSJ.com</b>										
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,900.00	984,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000			\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday				\$ 3,680.00				\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus						\$ -	



# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

**Print**

**Financial Times**

Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	420,914
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**The New York Times**

The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00	423,111
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**The Wall Street Journal**

The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property	\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,288,848
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**The Wall Street Journal**

Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
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TOTAL

				\$ 64,410.00	6,695,873
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\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change