



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

831 Georgina Avenue Advertising and Marketing Program

Sotheby's
INTERNATIONAL REALTY

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27 2025



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 831 Georgina Avenue

SKY Advertising is excited to present to Brentwood Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 831 Georgina Avenue.

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 Santa Monica, CA.

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

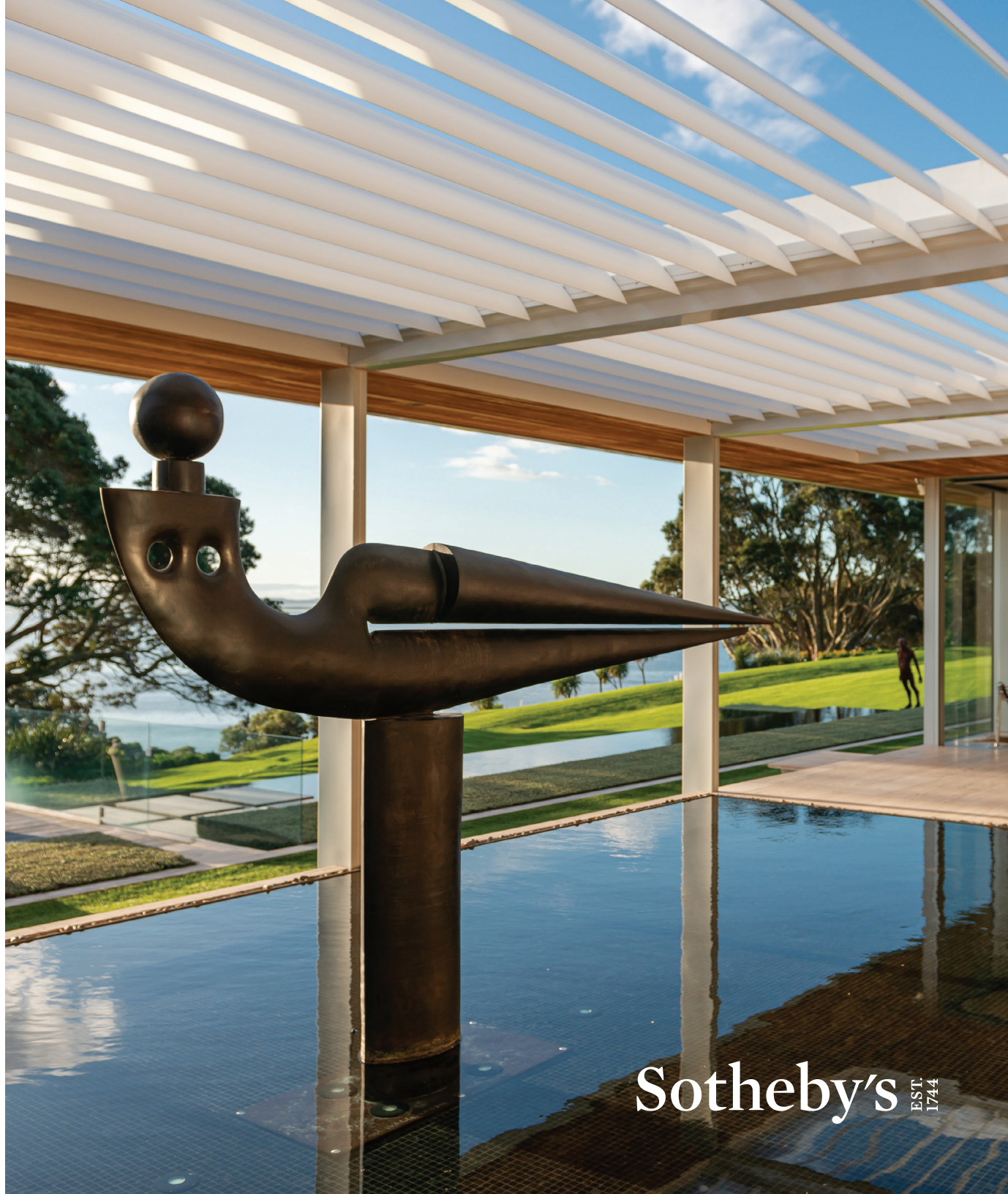
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Account Executive
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sara@skyad.com

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Account Executive
212-677-2557
chloe@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

FULL PAGE: \$5,260
HALF PAGE: \$2,630
QUARTER PAGE: \$1,315

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas

Call: 512.452.1000
Property #1: 100018
Agent: Sotheby's International Realty
Agent: Sotheby's International Realty
Call: 512.452.1000
Email: sotheby.austin@sothebyrealty.com
\$50,000,000.00

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

Home

1 Central Park West 44F/50C

With unparalleled breathtaking views, this 44th floor penthouse is a masterpiece of modern luxury. Every room is meticulously designed with the finest materials and finishes. The penthouse features a private elevator, a large terrace, and a full kitchen with top-of-the-line appliances. The master suite includes a walk-in closet and a private bathroom. The penthouse is located in the heart of Manhattan, just steps away from Central Park and the best of the city.

New York, New York
Call: 212.696.5000
Email: sotheby.ny@sothebyrealty.com
Call: 212.696.5000
Email: sotheby.ny@sothebyrealty.com
\$50,000,000.00

555 Park Avenue, 15/16

This residence is the epitome of luxury. It features a large terrace, a full kitchen with top-of-the-line appliances, and a master suite with a walk-in closet and a private bathroom. The residence is located in the heart of Manhattan, just steps away from Central Park and the best of the city.

New York, New York
Call: 212.696.5000
Email: sotheby.ny@sothebyrealty.com
Call: 212.696.5000
Email: sotheby.ny@sothebyrealty.com
\$27,000,000.00

Four Seasons Private Residences

This apartment is the epitome of luxury. It features a large terrace, a full kitchen with top-of-the-line appliances, and a master suite with a walk-in closet and a private bathroom. The apartment is located in the heart of Manhattan, just steps away from Central Park and the best of the city.

New York, New York
Call: 212.696.5000
Email: sotheby.ny@sothebyrealty.com
Call: 212.696.5000
Email: sotheby.ny@sothebyrealty.com
\$13,000,000.00

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

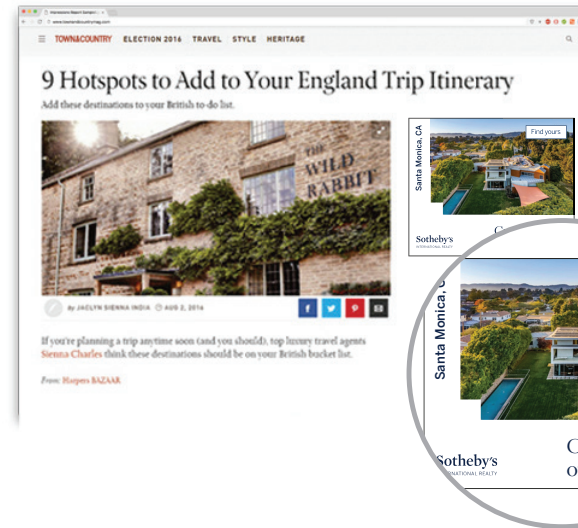
Impressions Campaign

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: **831 Georgina Avenue**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
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






Find yours

1 of 1

Santa Monica, CA

Sotheby's
INTERNATIONAL REALTY

Curators of the unique



Find yours

1 of 1

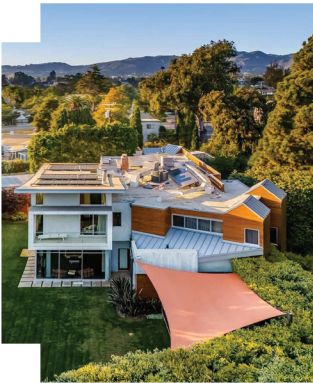
Santa Monica, CA

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Curators of the unique

1 of 1

Curators of the unique



Santa Monica, CA

Sotheby's
INTERNATIONAL REALTY

Find yours

Santa Monica, CA

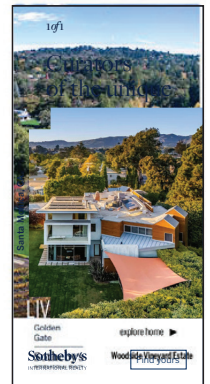
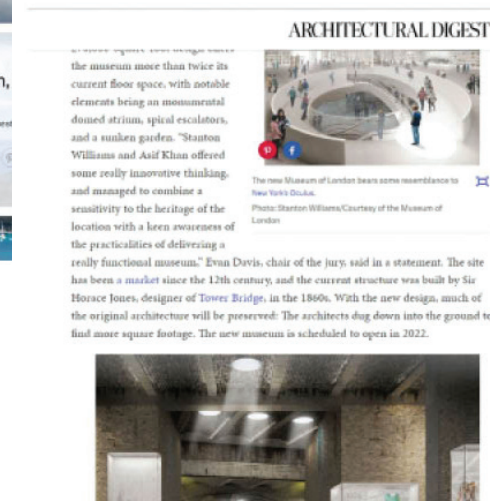
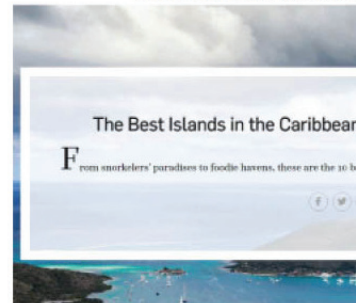
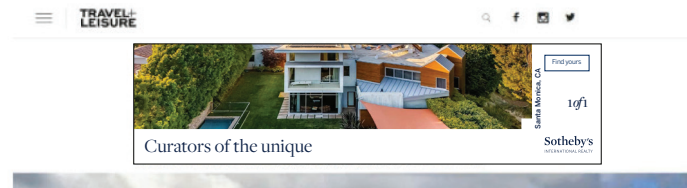
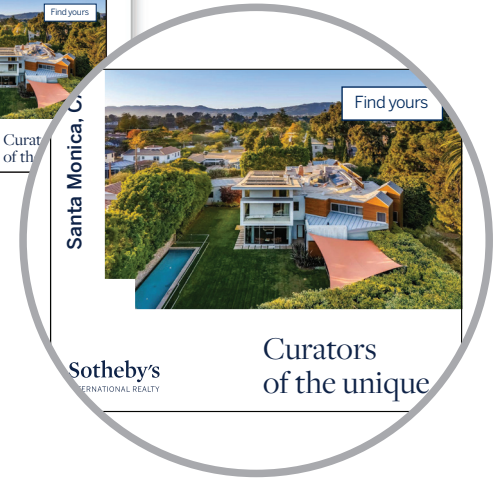


Find yours

Sotheby's
INTERNATIONAL REALTY

Curators of the unique

Sample Banners For Impressions Programs As They Appear On Sites

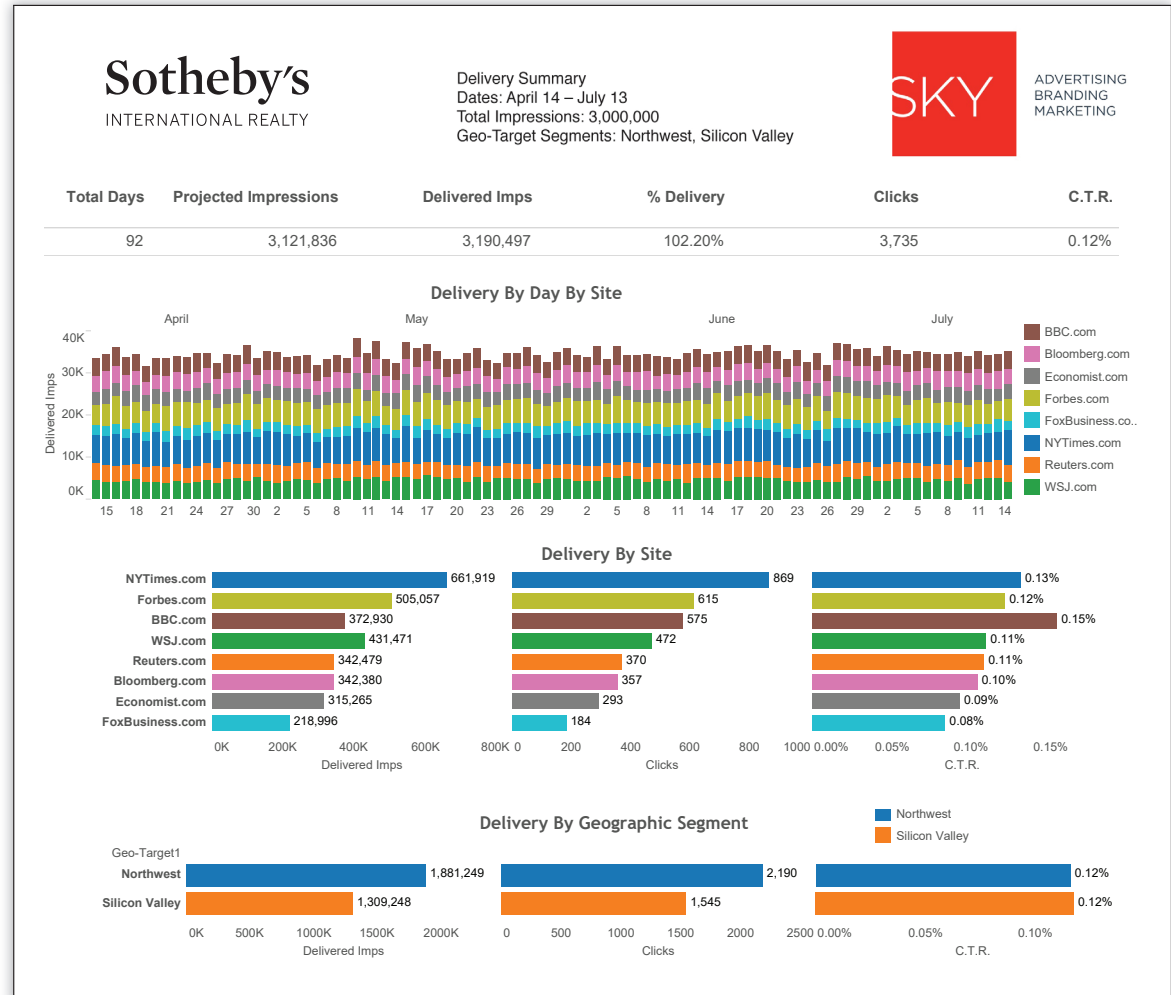


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

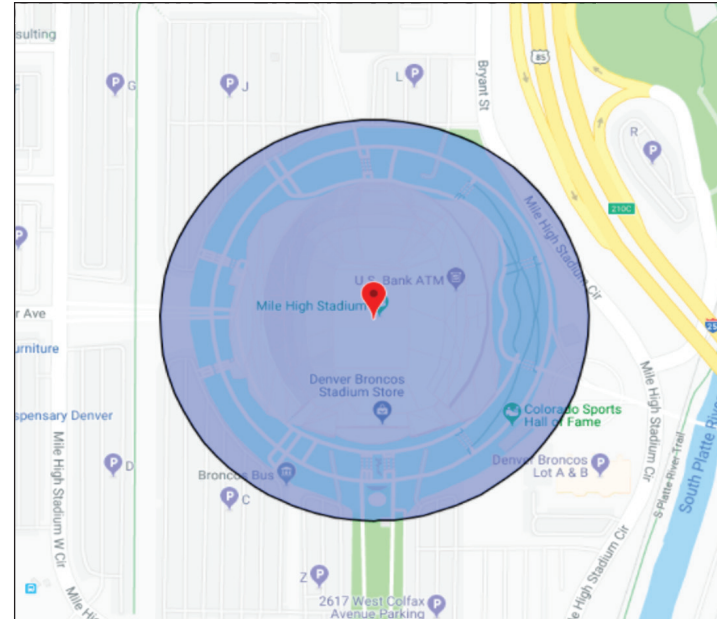
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TIER 1

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

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

For Sale Travel Brands Dealers Stories Sell

Cars 7,365 Real Estate 75,218 Yachts 274 Watches 1,382 Jets 10 Helicopters 31 Extravagance 6 Jewelry 2,093

The Global Luxury Marketplace:
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 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.

MOST POPULAR

Ferrari 488 GTB

Uptown, CA, United...

\$71,999

Chevrolet Corvette

Uptown, CA, United...

\$478,967

Stunning Villa Ove...

Brick, Spain

\$45,999

Ram 2500

Uptown, CA, United...

\$45,999

Mercedes-Benz S-Class

Uptown, CA, United...

\$119,999

Audi S1

Uptown, CA, United...

\$34,999

McLaren 650S

Uptown, CA, United...

\$199,999

Ferrari California

Uptown, CA, United...

\$114,999

JAMES SPOTTING

Two Level Duplex On Penthouse Ponds

View all cars

View all real estate

View all watches

VIEW ALL

RICH LIST

DOUBLE DOWN 214 Codecass 2010/20...

West Palm Beach, FL, United States

\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Baskin network

The 10 Most Sought-After Properties and Attractive Locations

30+ lowers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTINGS

YACHTS

Featured Agent

Nick Swinburne

As an established licensed REALTOR® with over a decade of real estate experience serving the Sea to Sky corridor and the Vancouver North Shore, I have a proven track record of providing home sellers and buyers unparalleled service and...

READ MORE

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen Z clubs

JamesEdition is reviewing the car-buying habits of wealthy petrochemicals. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

Most exclusive neighborhoods of Hong Kong

The Bahamas: Inside the most exclusive gated communities

Perfectly based Lamborghini Murcielago: "I wanted to transform it into more aggressive and futuristic version"

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

VIEW ALL STORIES

JamesEdition

For Sale Travel Brands Dealers Stories Sell

Cars 7,365 Real Estate 75,218 Yachts 274 Watches 1,382 Jets 10 Helicopters 31 Extravagance 6 Jewelry 2,093

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES

SPAIN | NEW YORK | PARIS

Type location

Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

St. Kitts & Nevis

Nothing compares.

ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent...

\$7,734,418

Stunning Sherwood...

\$2,358,000

Enviably Estate By ...

\$2,995,000

Modern Apartment...

\$2,724,332

Elegant French Styl...

\$6,800,000

Playa Nix

\$12,000,000

Koninghof

\$8,759,573

Magnificent Secu...

\$3,950,000

Extraordinary Ocea...

\$1,990,000

Maimok Paradise ...

\$2,750,000

Kiteagh House

\$2,953,291

7+/- Acres for pote...

\$195,000

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong

Posted 2019-07-17

The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the ranking for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). T...

Read more

The Bahamas: Inside the most exclusive gated communities

Posted 2019-07-10

If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A resort of golf or cocktails at sunset is shorthand for a club of fol...

Read more

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

Posted 2019-06-28

Where can one find the Algarve's most prestigious properties? Most a prime area often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of ...

Read more

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring

Posted 2019-06-21

Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination...

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Surrounding stories

Top Brands

Ferrari

Aston Martin

Audemars Piguet

Breguet

jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

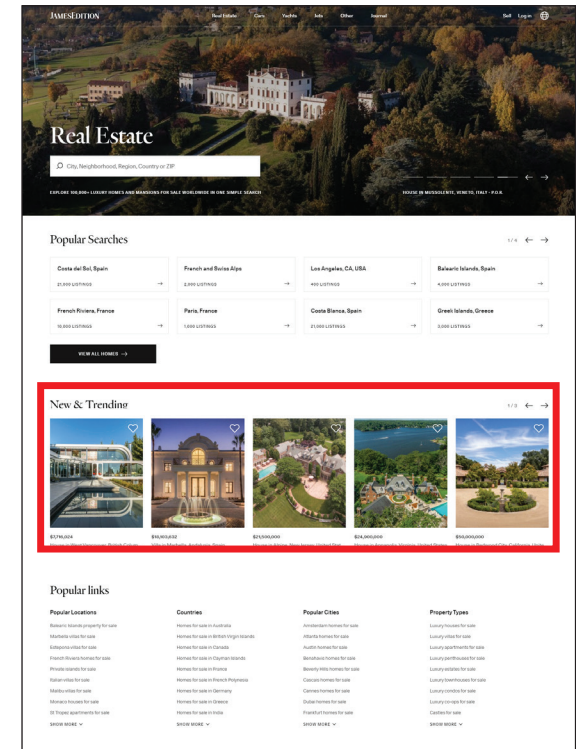
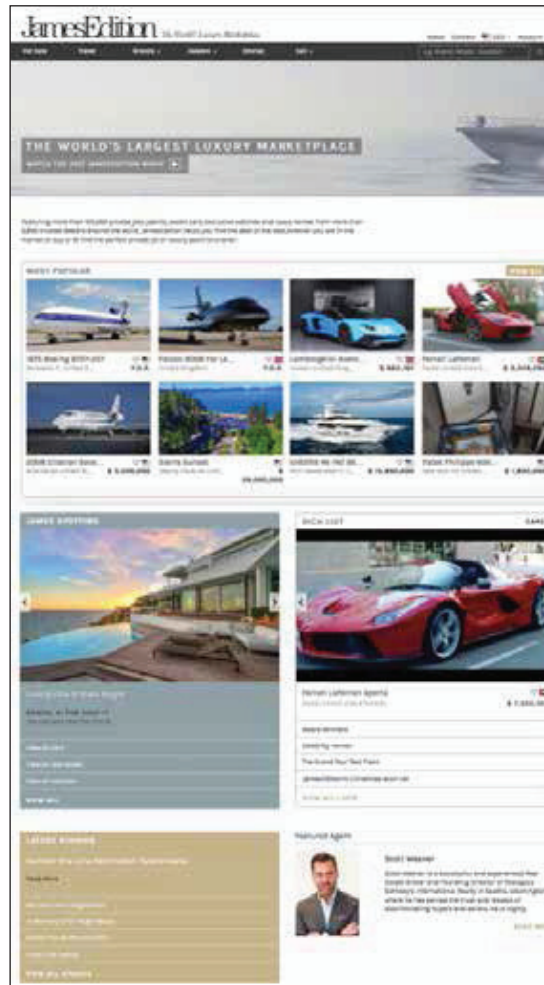
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



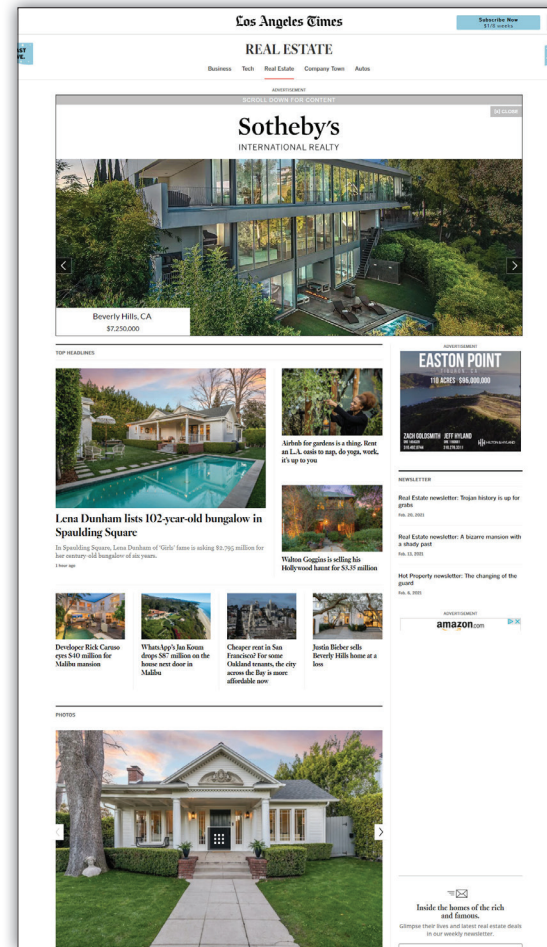
LA Times

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**



LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,750/DEPLOYMENT

Los Angeles Times

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.



OCEANHOMES
EXCLUSIVE

FOUR SEASONS
PRIVATE RESIDENCES
ANGUILLA

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 Weaster-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 \$425,000 to over \$10 Million

**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

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

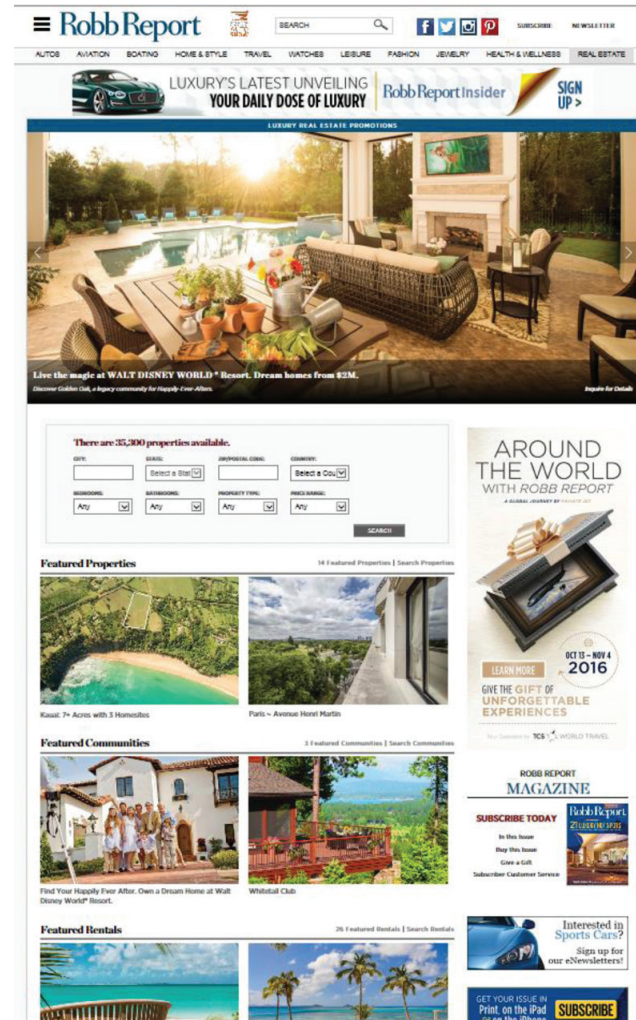
RobbReport.com

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



RobbReport.com

LUXURY PROPERTY LISTING

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

MANUAL 1 LISTING: \$850/THREE MONTHS

RR

Robb Report

SUBSCRIBE

CARS

YACHTS

AVIATION

WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

GIFT GUIDE

VIDEOS


40737 properties available.

Search a location

Q

More

Sort By: Recent



59 Lascelles Blvd, Toronto, ON M5P2C9, CAN


\$5,399,999

Bed: 4

SQFT: N/A

Bath: 5

Homes & Land



Sierra Madre Mountain Retreat, Encampment, Wyoming 82325


\$995,000

Bed: N/A

SQFT: N/A

Bath: N/A

Homes & Land



1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301


\$5,970,000

Bed: 5

SQFT: N/A

Bath: 5

Homes & Land



2965 Outlook Way, Naramata, BC V0H 1N0, CAN


\$2,199,000

Bed: 5

SQFT: N/A

Bath: 5

Homes & Land



1709 Pope Court, Wilmington, North Carolina 28405


\$1,100,000

Bed: 4

SQFT: N/A

Bath: 4

Homes & Land



419 S Front Street, Wilmington, North Carolina 28401


\$848,000

Bed: 3

SQFT: N/A

Bath: 2

Homes & Land



2236 Acacia Drive, Wilmington, North Carolina 28403


\$1,041,700

Bed: 4

SQFT: N/A

Bath: 5

Homes & Land



10430 E ACOMA Drive, Scottsdale, Arizona 85255


\$949,000

Bed: 4

SQFT: 2797

Bath: 3

Homes & Land



6097 N Paradise View Drive, Paradise Valley, Arizona 85253


\$3,295,000

Bed: 4

SQFT: 4605

Bath: 4

Homes & Land



33799 N 84TH Street, Scottsdale, Arizona 85266


\$3,375,000

Bed: 4

SQFT: 4985

Bath: 4

Homes & Land



1000 Curisha Point S, St Helena Island, South Carolina 29920


\$980,000

Bed: 3

SQFT: 2524

Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3

SQFT: 2488

Bath: 3

Homes & Land

skyad.com | 19

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

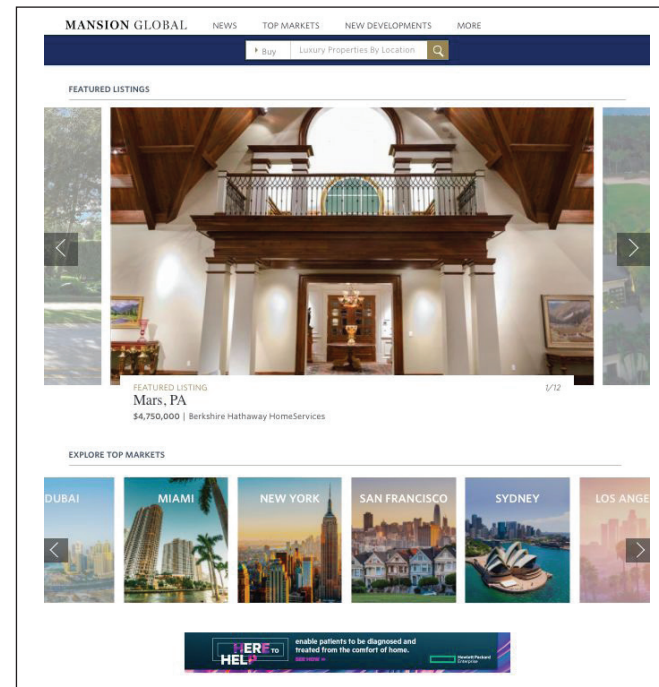


The Wall Street Journal Online (WSJ.com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



Print Offerings



Sotheby's
INTERNATIONAL REALTY

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.

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

SOTHEBYSREALTY.COM

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.

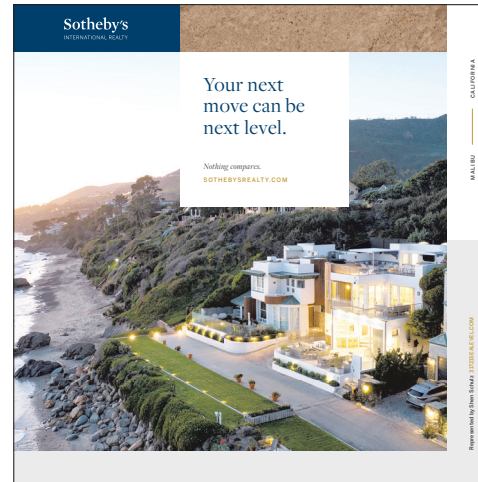
- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600



Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **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.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



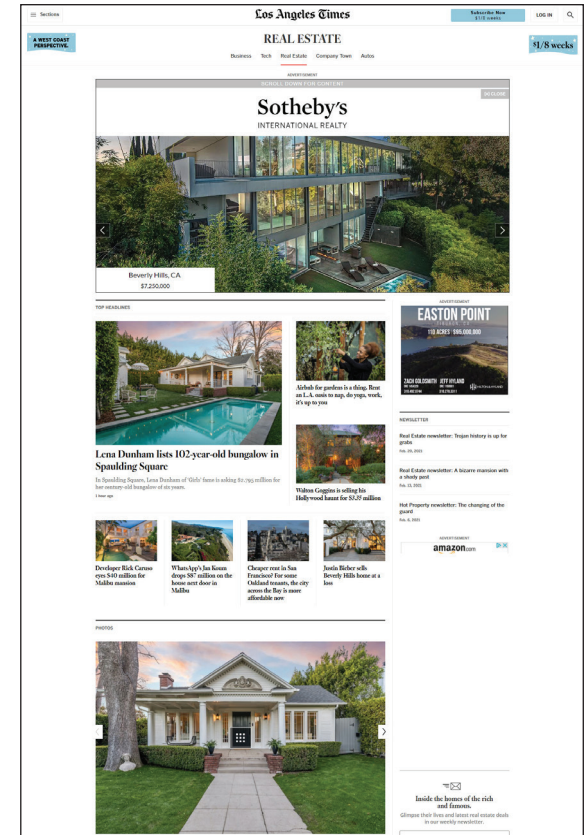
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

Media	Ad Description	January	February	March	Media Total	Reach
Sotheby's Auction House: Print						
Sotheby's Magazine	Quarter Page			\$ 1,315.00	\$ 1,315.00	35,000
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00			\$ 900.00	100,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	60,000
JamesEdition						
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
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus		\$ 325.00	425,000
Custom Email	Custom Email		\$ 1,750.00		\$ 1,750.00	30,000
Ocean Home						
Facebook Post	Facebook Post			\$ 675.00	\$ 675.00	21,600
Instagram Post	Instagram Post		\$ 800.00		\$ 800.00	21,800
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00			\$ 1,400.00	43,400
Robbreport.com						
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$850		\$ 850.00	
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00			\$ 650.00	164,000
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module		\$ 1,275.00		\$ 1,275.00	164,000

Proposed Schedule, Pricing & Reach 2025

CONTINUED

Print				
The Los Angeles Times				
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00	\$ 425.00 220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00 384,000
The Wall Street Journal				
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$ 795.00 644,424
TOTAL			\$ 17,170.00	3,262,004
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy				
Pricing Subject to Change				