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Kukuiula Custom Home Advertising and Marketing Program

Aloha | Sotheby's
INTERNATIONAL REALTY

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ADVERTISING
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National & Global Exposure Kukuiula Custom Home

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

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 Koloa, HI.

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**

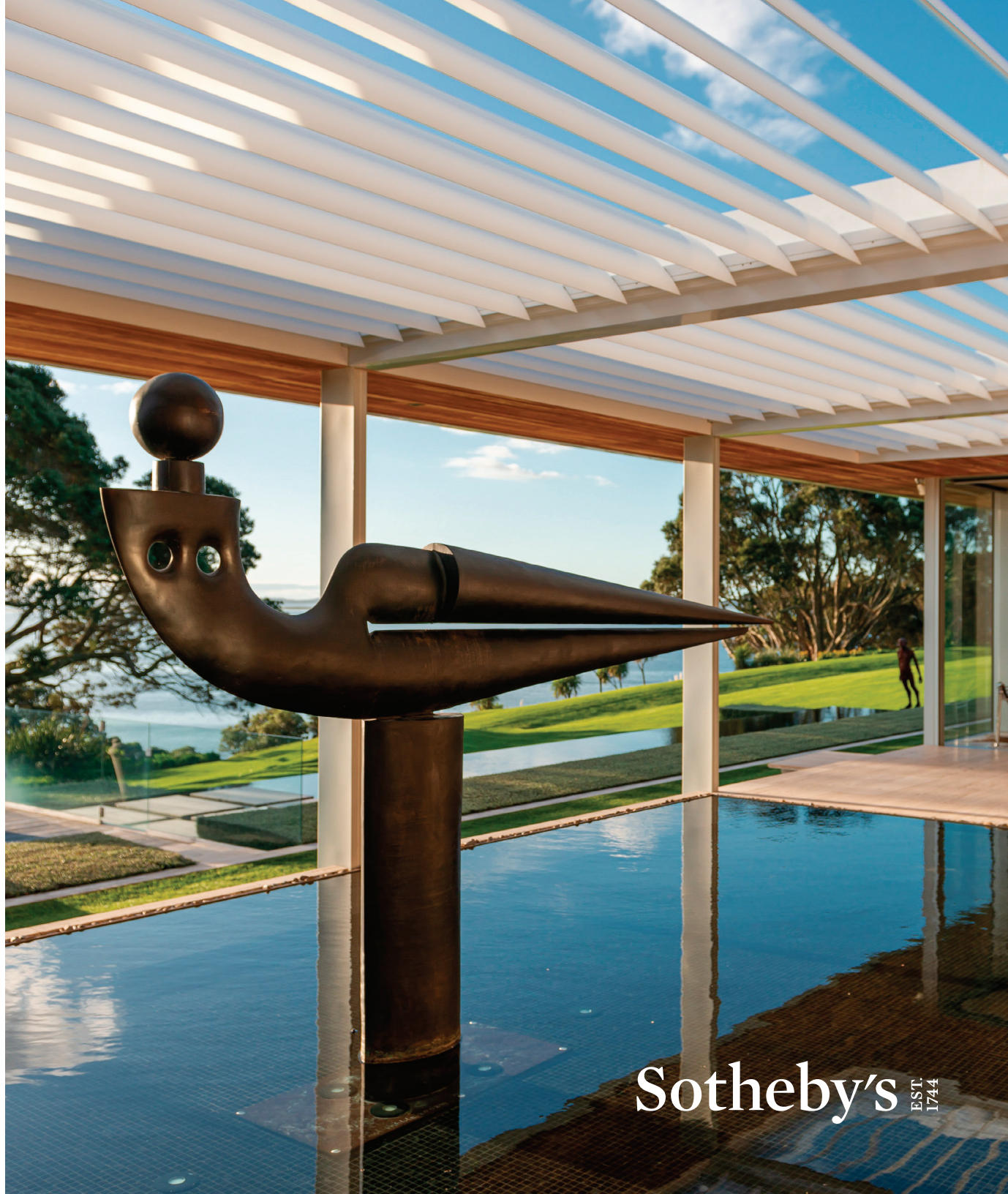
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Sotheby's
Auction House
Offerings



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: **35,000**
- 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: 737.440.1000
Property #1: 7520018
Agent: Sotheby's
International Realty
Brianna Smith +1 737 440 1000
brianna.smith@sothebysrealty.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 50th floor Central Park West residence is a true masterpiece. The residence features a master bedroom with a walk-in closet, a master bathroom, a large living area, a dining area, a kitchen, and a terrace. The residence is located in the heart of Manhattan, just steps away from Central Park and the United Nations.

New York, New York
Call: 212.695.0000
Sotheby's International Realty
East Side Manhattan Brokerage
Meredith Smith +1 212 695 0000
meredith.smith@sothebysrealty.com
\$50,000,000.00

555 Park Avenue, 15/16

This residence is the city's largest 2,000 sq. ft. apartment, located in the heart of Manhattan. The residence features a master bedroom with a walk-in closet, a master bathroom, a large living area, a dining area, a kitchen, and a terrace. The residence is located in the heart of Manhattan, just steps away from Central Park and the United Nations.

New York, New York
Call: 212.695.0000
Sotheby's International Realty
East Side Manhattan Brokerage
Meredith Smith +1 212 695 0000
meredith.smith@sothebysrealty.com
\$27,000,000.00

Four Seasons Private Residences

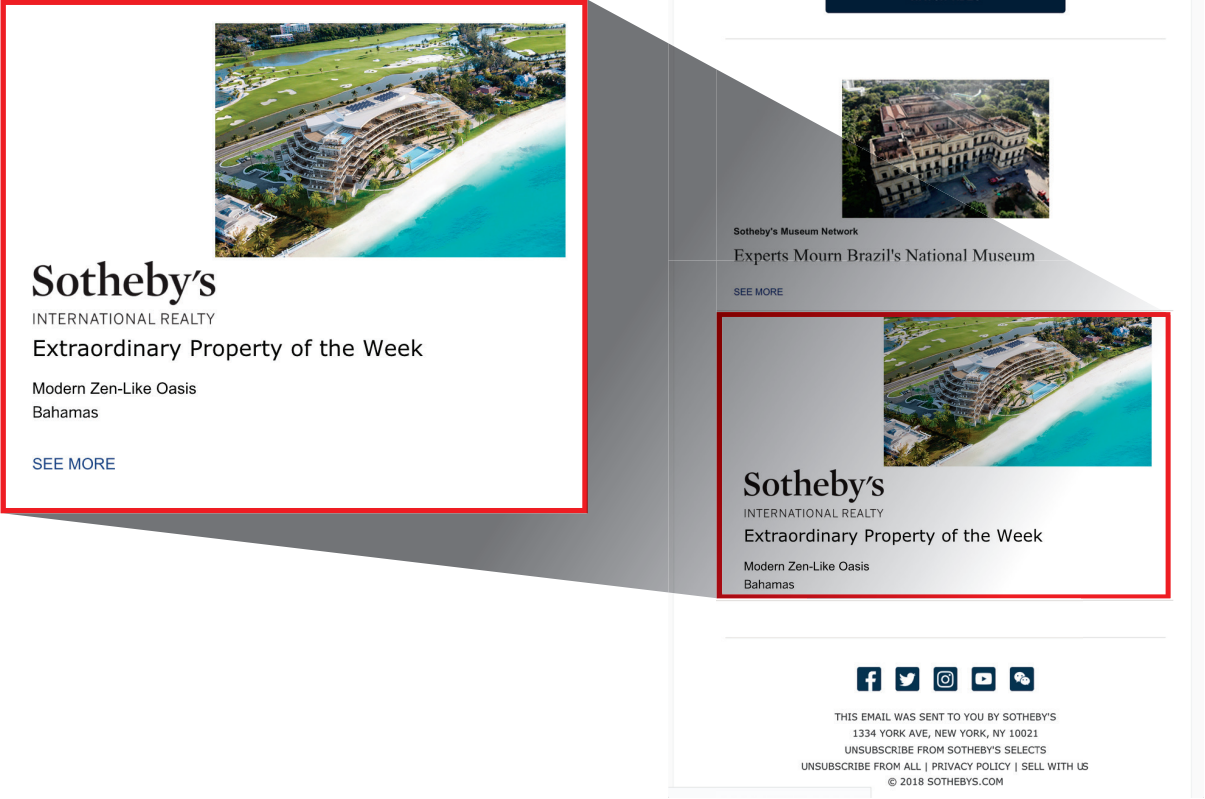
This apartment is 1,125 sq. ft. It is a true masterpiece, located in the heart of Manhattan. The residence features a master bedroom with a walk-in closet, a master bathroom, a large living area, a dining area, a kitchen, and a terrace. The residence is located in the heart of Manhattan, just steps away from Central Park and the United Nations.

New York, New York
Call: 212.695.0000
Sotheby's International Realty
East Side Manhattan Brokerage
Meredith Smith +1 212 695 0000
meredith.smith@sothebysrealty.com
\$13,000,000.00

SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 370,000+ recipients
- 34% average open rate

PRICE: \$2,585/DEPLOYMENT



Digital Offerings

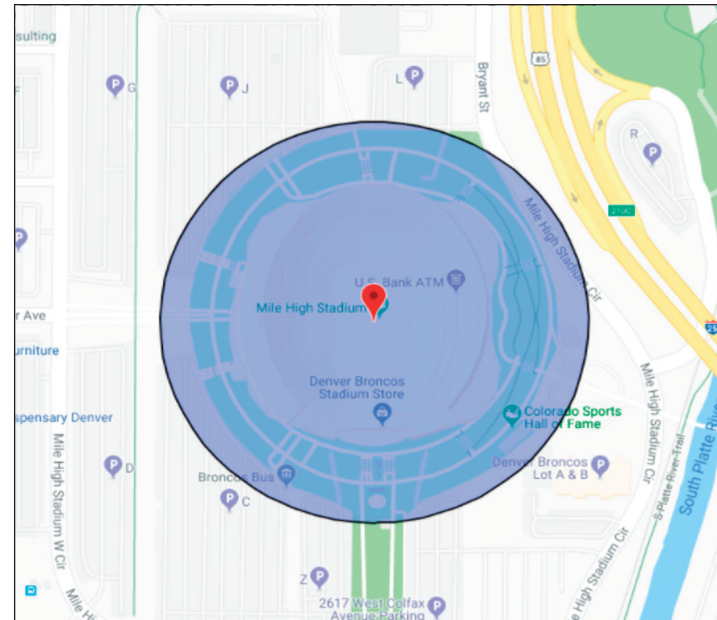


Sotheby's
INTERNATIONAL REALTY

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**

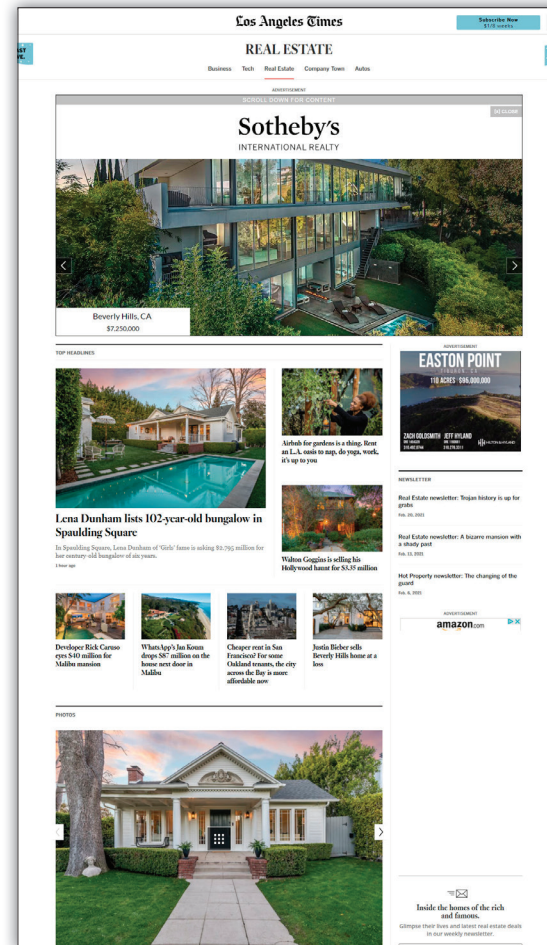
LA Times

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**



RobbReport.com

REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

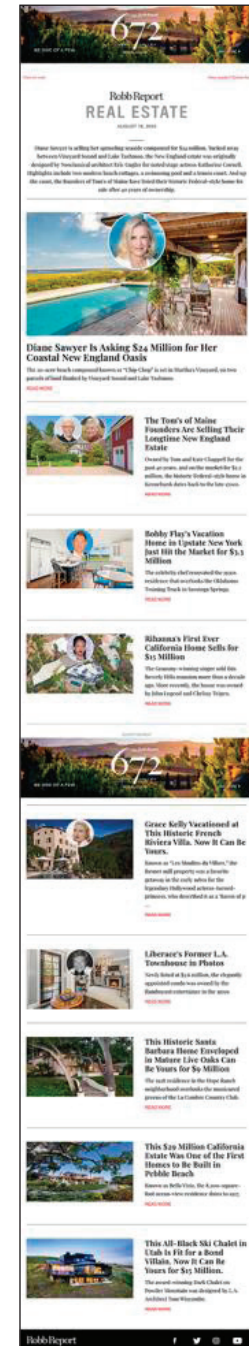
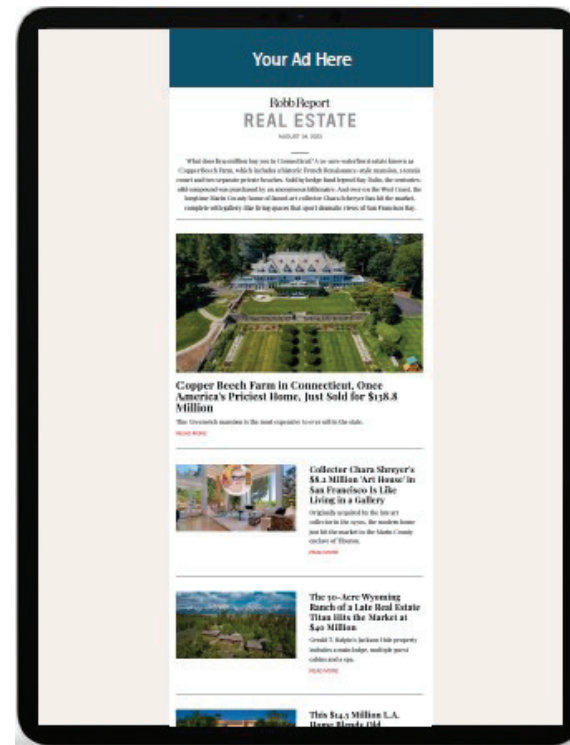
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

NEWSLETTER: \$4,125/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



The Wall Street Journal Online (WSJ.com)

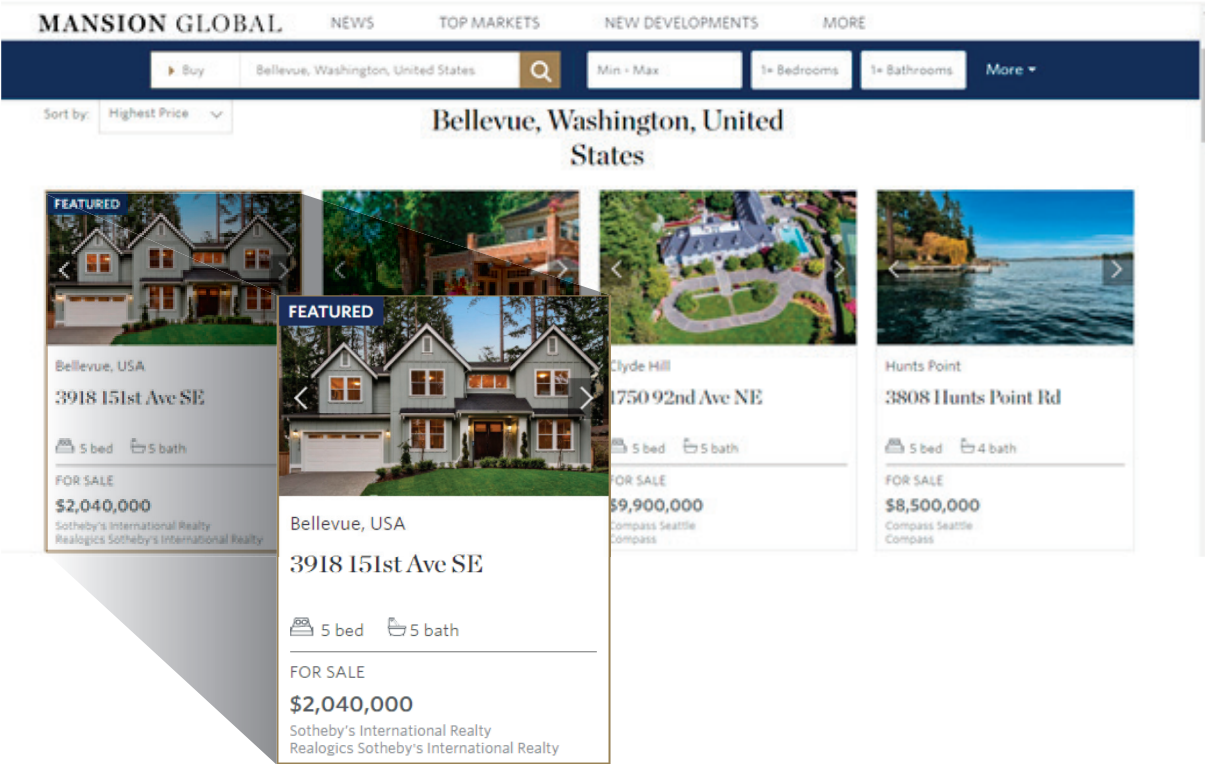
FEATURED PROPERTY UPGRADES

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: \$1,386

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
- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC

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**
- National: **525,734**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **57% / 43%**
- Average HHI: **\$361K**
- Average age: **45**

PROPERTY SPOT: \$795
DOUBLE PROPERTY SPOT: \$1,590
QUADRUPLE PROPERTY SPOT: \$3,180
EIGHT PROPERTY SPOTS: \$6,360
Includes Bonus 30 Day Digital -
Featured Property Upgrade



\$96 Million
Brazilian soccer star Neymar has bought land in Miami. **M3**

MANSION

THE WALL STREET JOURNAL

Friday, November 1, 2024 | **M3**

Looking Up
In North Carolina, a single-story house that's 31 feet tall. **M7**

Going Once, Going Twice

More wealthy homeowners are turning to the auction market, but the results don't always live up to their lofty expectations



By Kenneth C. Clark and E.R. Sotomayor

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, the roughly 3,300-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it a few decades ago. "It was obviously a weird market," Randy said of deciding to auction the home.

Now closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services since 2020. And as a downturn in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

Intimidated by the property house prices they saw on television, or stuck on a major ask that happened previously in their neighborhood or city, sellers who aggressively priced their luxury homes often have been forced to repeatedly cut their asking price.

Please turn to page B5



Randy and Robin Landman didn't set a minimum, known as a reserve price, when they auctioned their Tribeca triplex penthouse with Concierge.



TRIBECA PENTHOUSE
New York City

FIRST LISTED FOR \$12.2 MILLION
HIGHEST BID \$5 MILLION

Room for Prayer, Without Leaving Home

Hindu owners demand for upscale pooja rooms with gold trim, oil lamps and custom art



By Susan Powers

IN THE DALLAS SUBURBS, sun-dappled light filters on an oil lamp in front of a wooden structure housing idols in two niches. The newly renovated area is dedicated to prayer and is backed by gold and white tiles matching the gilded trim and the white quartz counterpane, the 41-year-old said.

Proclaimers of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A *pooja* room usually has an altar, murti or idols, supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special occasions during festivals such as Diwali, said Pooja Chhabra, a consultant in Texas. Hindu, a set of architectural-design principles based on Indian traditions.

As the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for *pooja* rooms.

Do-it-yourself *pooja* room decoration hints are popular on social media. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, was scenes of prayer in front of the Indian-American family's *pooja* area—an armchair filled with pictures of Hindu gods.

Please turn to page B6



More U.S. builders and developers are accommodating demand for *pooja* rooms. Brenda Scharf says she's getting more interior-design inquiries after posting her *pooja*-room renovation projects on Instagram.



Homes as unique as you

sothebysrealty.com



Chino's Point Lylted City
NASSAU, THE BAHAMAS | \$14,760,000 USD
whitneywallace@aol.com



Chino's Point Lylted City
NASSAU, THE BAHAMAS | \$14,760,000 USD
whitneywallace@aol.com



21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,500,000
sothebysrealty.com/CT77447



21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,500,000
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skyad.com | 14


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: \$760
DOUBLE PROPERTY SPOT: \$1,520


[illegible]






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 Ben Mackay
 ben.mackay@sothebysrealty.com +64 219.37885




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ELUTHERA, THE BAHAMAS
\$15,950,000 | sirbahamas.com/id/61421
 Bahamas Sotheby's International Realty
 Colleen Carey
 colleen.carey@sirbahamas.com +1.242.818.6038



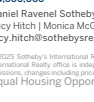
10244 E Hualapai Drive
SCOTTSDALE, ARIZONA
\$14,000,000 | sothebysrealty.com/id/6830744
 Russ Lyon Sotheby's International Realty
 Frank Azzam
 frank.azzam@sir.com +1.480.266.0240




75 Hunki Dori Court, #W113
KESTONE, COLORADO
\$5,000,000 | sothebysrealty.com/id/QHPTK4J
 LIV Sotheby's International Realty
 Hank Wietheke | Doyle Richmond
 doyle.richmond@sothebysrealty.com +1.970.390.9240




3005 45th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$9,850,000 | sothebysrealty.com/id/NR5GPS
 TTR Sotheby's International Realty
 Mark Lowham
 mlowham@ttrsir.com +1.703.966.6949



1350 27th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$3,950,000 | sothebysrealty.com/id/QHPTDG
 TTR Sotheby's International Realty
 Jeff Lockard | Andrew Smith
 lockardsmith@ttrsir.com +1.202.246.4433



300Bull-704.com
SAVANNAH, GEORGIA
\$4,600,000
 Daniel Ravelent Sotheby's International Realty
 Lucy Hitch | Monica McGoldrick
 lucy.hitch@sothebysrealty.com +1.912.667.7407



46 White Pine Canyon Road
PARK CITY, UTAH
\$18,275,000 | sothebysrealty.com/id/QWGXH8
 Summit Sotheby's International Realty
 Michael LaPay | Miriam Noel
 michael.lapay@sothebysrealty.com +1.435.640.5700

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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

FTWeekend

Seeing red Why is fall so much brighter than a British autumn? – GARDENS PAGE 12
Photo by © Instagram @T_Silverstone

Anatomy of an eco-retrofit

Detractors say heat pumps are inefficient, costly and noisy. **Julia Radloff** begins to differ – a Road Red free home and meeting climate targets are worth the hassle

THE CABLE-KITTED UP
ANALYST: JULIA RADLOFF
PROPERTY: JAMES
GARDENS: JAMES
GARDENS: JAMES

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Root cause: Planting nature into a home's foundations – ARCHITECTURE PAGE 13
Photo by © Instagram @T_Silverstone

The downsizing shake-up

The mood is changing. Speculation once Labour's tax policies is scaring more people: consider selling large houses. Will the really push the hot, asks **Alexandra Goss**

THE CABLE-KITTED UP
ANALYST: JULIA RADLOFF
PROPERTY: JAMES
GARDENS: JAMES
GARDENS: JAMES

Sotheby's INTERNATIONAL REALTY

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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

1 of 1

Unique homes,

uniquely for you


Beverly Hills, California | Represented by Eric Lavey


INTERNATIONAL REALTY


March 2025 | sothebysrealty.com

INTERNATIONAL REALTY

Zen-like Setting in Santa Fe




1284 Camino De Cruz Blanca, Santa Fe, New Mexico
Beautifully appointed and meticulously maintained main house with guest house on 2.57 acres in an art collector's dream. Covered foothills location yet minutes to downtown.
\$3,500,000
sothebysrealty.com/sf/28P2EN




Adrienne DuQuarre
American Dream License# 43553
505.310.8053
adrienne.duquarre@sothebysrealty.com



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Vista

INTERNATIONAL REALTY

Vista Playa Estate
7306 Vista Del Mar Ln, Playa del Rey, CA
\$7,500,000
sothebysrealty.com/sf/Q2W5N
A grand coastal estate with an unmatched view—the Vista Playa Estate is a true masterpiece of luxury and design for the discerning elite. This rare property offers a unique and unforgettable experience. The estate is a true masterpiece of luxury and design for the discerning elite. This rare property offers a unique and unforgettable experience. The estate is a true masterpiece of luxury and design for the discerning elite. This rare property offers a unique and unforgettable experience.
7 Bedrooms
10 Bathrooms
10,887± sq.ft







Vincent Carban
Santa Monica License# 01840154997
310.596.0346
vincent.carban@vistarealty.com


West Sotheby's International Realty | 100 S. Catalina Ave, Redwood Beach, CA | sothebysrealty.com


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INTERNATIONAL REALTY

The Residences at Stanly Ranch
Auberge Resorts Collection
Private Residences: Starting at \$2,100K
StanlyRanchNapa.com
The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for luxury living. Each Stanly Ranch residence promises a life of a true retreat with Auberge's unparalleled service. Residents may enjoy access to Napa Valley's finest wineries, a world-class golf course, spa and fitness center, swimming pool, and Auberge Resorts Collection's world-class, bespoke hospitality.





Matt Elgerton
DMC #102262172
707.254.4800
matt@stanlyranchnaa.com

Sotheby's International Realty | Stanly Ranch Residences | 200 Stanly Court, Napa, CA

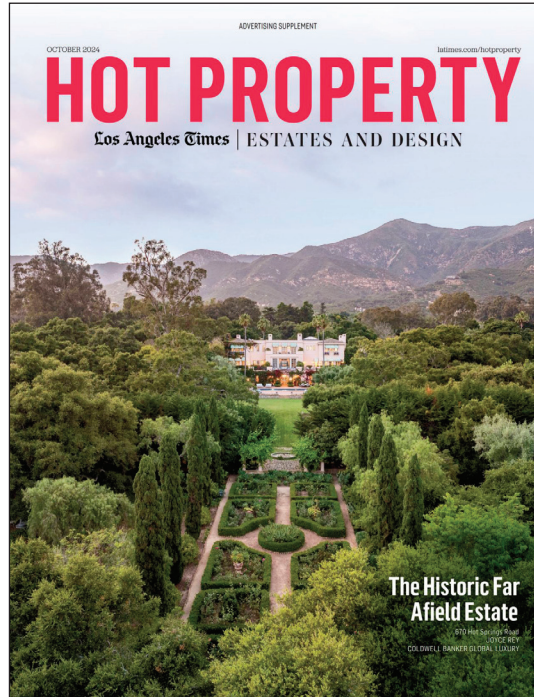
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Los Angeles Times Hot Property And Digital Lighthouse

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.
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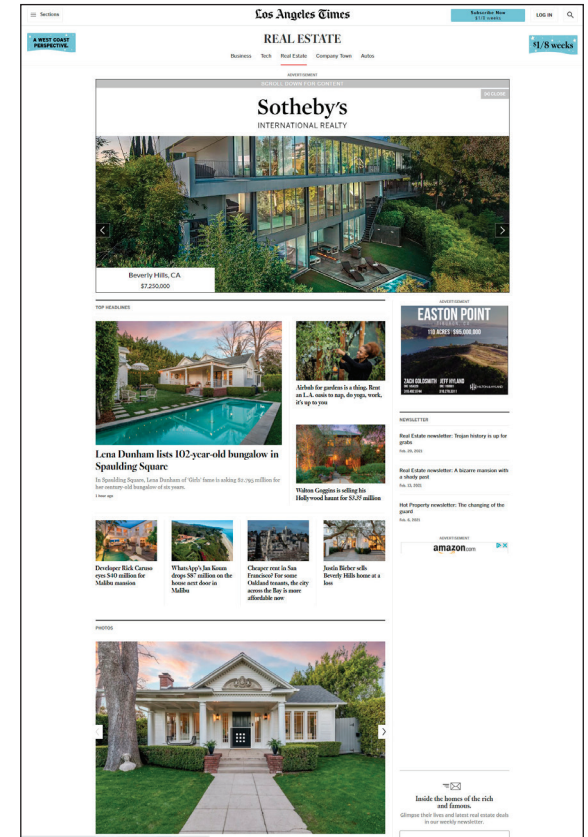
LA TIMES DIGITAL LIGHTHOUSE

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



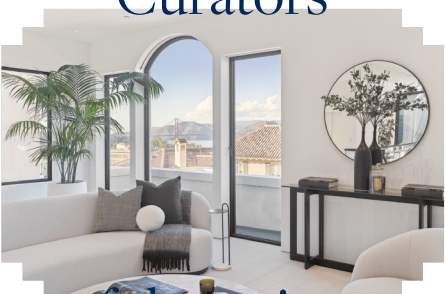
San Francisco & Silicon Valley Takeover

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

1 of 1

Curators





of the unique

San Francisco, California | Represented by The Warrin Team on page 7

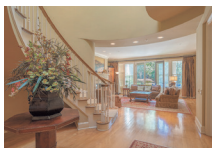

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

Sotheby's
INTERNATIONAL REALTY



1272 Cantata Court
Palo Alto, California | \$4,495,000 | 1272cantata.com
4 Bedrooms | 5 Full Baths | 3,404 sq. ft. of living space on 1.384 acre lot | Beautiful landscaped grounds



4077 Los Altos Drive
Palo Alto, California | \$2,695,000
3 Bedrooms | 2 Full, 1 Half Baths | 4077LosAltosDrive.com


64 Spanish Bay Circle
Palo Alto, California | \$4,495,000
4 Bedrooms | 4 Full, 1 Half Baths | 64spanishbay.com

No Coating
Sales Associate License #01099355
sothebyinternational.com
831.241.4458

Carmel Ranches Brokerage | 3775 Via Nova Marie Ste 300, Carmel, CA | Caring@Papeles.com

New Zealand | **Sotheby's**
INTERNATIONAL REALTY

Omarino



Manawaera Road, Parekura Bay, Bay of Islands, Far North, Northland

Price Upon Request
sothebynewzealand.com/dp/97733P

Ben Mackay
Sales Associate
+6420191880
ben.mackay@sothebyrealty.com

New Zealand Sotheby's International Realty North | 108 Hardmore Road, Tairāhema, Auckland, New Zealand | sothebynz.com

Sotheby's
INTERNATIONAL REALTY

The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M
StanlyRanchNapa.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each Stanly Ranch residence promises a one-of-a-kind retreat with Auberge's unparalleled service. Residents may enjoy access to luxury resort amenities, including farm-to-table dining, spa and fitness center, swimming pools, and Auberge Resorts Collection's world-class, bespoke hospitality.

Set under an hour to San Francisco, at the gateway to Napa Valley, enjoy the sophisticated Wine Country lifestyle focused on connection to the landscape, world-class wineries and restaurants, and community-driven amenities.

Move-in Ready Five-Star Resort Living in Napa Valley



Mark Ellingson
DRE# 0208272
707.224.8000
mark@stanlyranchnapa.com

Sotheby's International Realty Stanly Ranch Residences | 200 Stanly Crescent, Napa, CA

Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

Plan Revised 4-24-2025 V4

Media	Ad Description	July	August	September	Media Total	Reach
Sotheby's Auction House: Print						
Sotheby's Magazine -6431	Half Page			\$ 2,630.00	\$ 2,630.00	20,000
Sotheby's Auction House: Digital						
Sotheby's Selects E-Newsletter -6432	Sotheby's Selects E-Newsletter	\$ 2,585.00			\$ 2,585.00	770,000
Digital						
Geofencing - Event and Location						
Geofencing - Event and Location - 6409	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	180,000
LATimes.com						
Lighthouse - 6425/6417	Hot Property - exclusive digital lighthouse	Bonus			\$ -	425,000
Robbreport.com						
Robbreport.com -6411	Real Estate Newsletter - 3 Sends	\$ 4,125.00			\$ 4,125.00	60,000
Robbreport.com - 6412	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00		\$ 1,875.00	6,000
WSJ.com						
Mansion Global Homepage Hero - 6435/6433,6434	Shared Banner	\$ 650.00	\$ 650.00		\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	\$ -	

Proposed Schedule, Pricing & Reach 2025

CONTINUED

Print					
Financial Times					
Financial Times- 6428/6415, 6416	Double Property Spot	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	420,914
The Los Angeles Times					
The Los Angeles Times - 6425/6417	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	220,780
The Los Angeles Times -6427/6426	Takeover - Full Page		\$ 660.00	\$ 660.00	384,000
The New York Times					
The New York Times - 6429/6422,6423	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00	\$ 3,040.00	846,222
San Francisco & Silicon Valley					
San Francisco & Silicon Valley -6441/XXXX	Takeover - Full Page October 12		\$ 725.00	\$ 725.00	36,500
The Wall Street Journal - 6424					
The Wall Street Journal - National - 6424/6421	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00	644,424
The Wall Street Journal - National - 6424 /6419, 2420	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury - 6413	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 29,820.00	5,730,688
Pricing Subject to Change					