



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 1120 Preserve Point Advertising and Marketing Program

Premier | Sotheby's  
INTERNATIONAL REALTY

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26 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 1120 Preserve Point

SKY Advertising is excited to present to Premier Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1120 Preserve Point.

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 Winter Park, FL.

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

LET'S DO  
GREAT THINGS TOGETHER

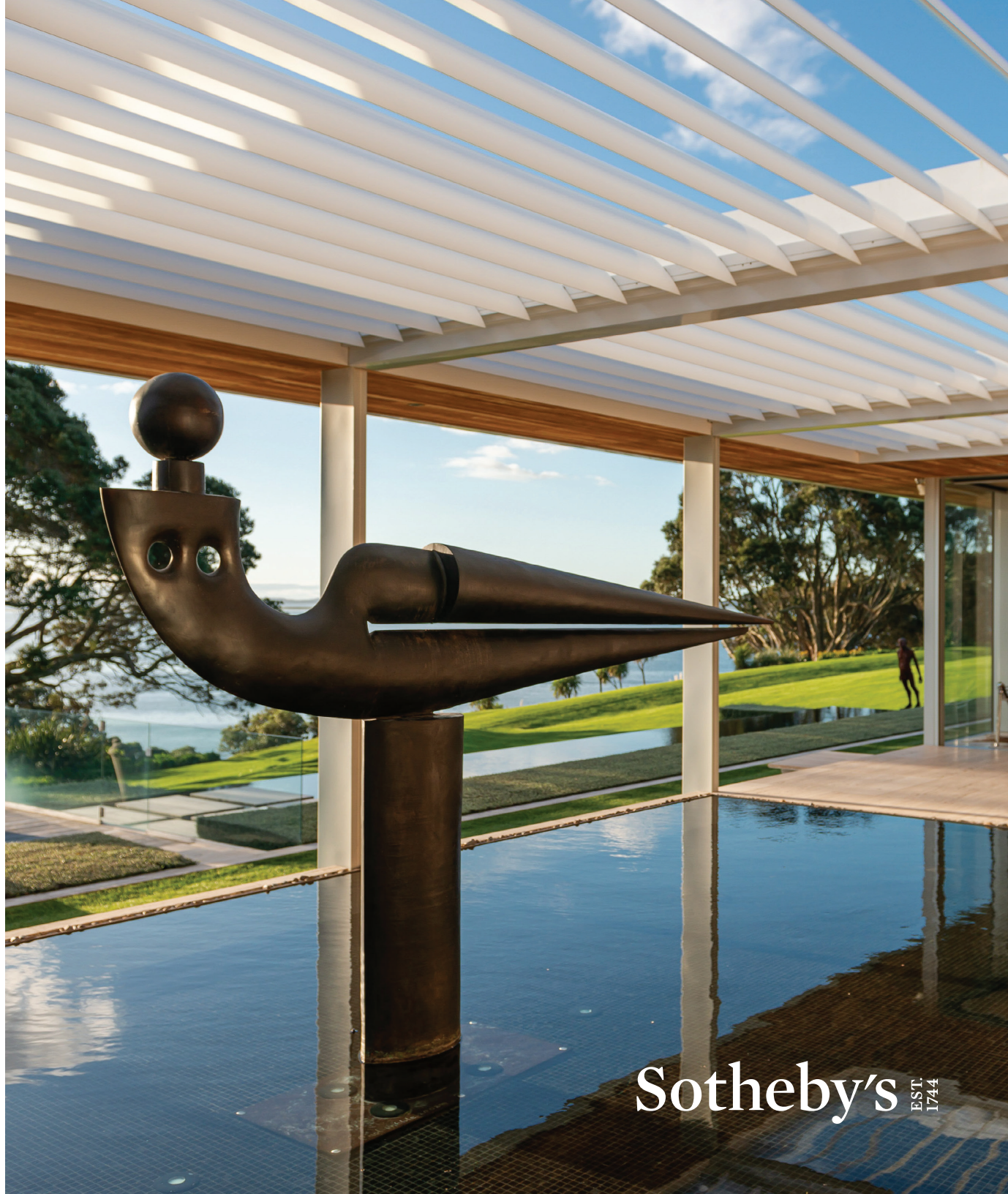
JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

CHLOE STEELY  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto: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: **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**



**Find your one.**  
Explore our exclusive collection of inspiring homes.

**Sotheby's**  
INTERNATIONAL REALTY

San Isabel, Georgia, United States  
sothebyrealty.com/US/IS0003  
Atlanta Fine Homes  
Sotheby's International Realty  
Chase Mann  
chmann@sothebyrealty.com

Co-listed with  
Sotheby's International Realty  
Susan Howell and Ben Howell  
susan.howell@sothebyrealty.com  
ben.howell@sothebyrealty.com  
\$4,500,000 USD

**Residence on Sankar Patel Marg**  
New Delhi, India  
sothebyrealty.com/IN/VR1421

This home for sale spans 4.1, 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for investment or for a family home.

**Price Upon Request**

**Duplex Apartment on Park Road**  
Mumbai, India  
sothebyrealty.com/IN/VR0205

This unique home encompasses an entire floor and parking area and city views. With a carpet area of around 150 sq. ft. (1,500 sq. ft.) and two spacious bedrooms, this duplex is a gem.

**\$3,80,000 USD**

**Villa in Assagao**  
Goa, India  
sothebyrealty.com/IN/VR1001

Set on a plot of 11,125 sq. ft. (1,225 sq. ft.), this fully furnished house features a modern design and an exclusive terrace with a swimming pool and lush greenery.

**\$2,48,000 USD**

**Duplex Apartment on Sankar Patel Marg**  
Mumbai, India  
sothebyrealty.com/IN/VR1001

This duplex is located in a prime location and features a swimming pool and lush greenery.

**\$2,22,000 USD**



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



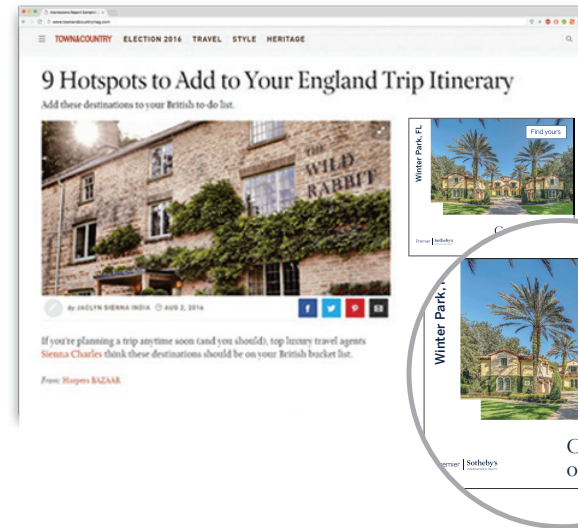
# Impressions Campaign

**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: **1120 Preserve Point**
- 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	



# 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




Winter Park, FL

Find yours

1 of 1

Curators of the unique

Premier | Sotheby's INTERNATIONAL REALTY



Winter Park, FL

Find yours


1 of 1

Curators of the unique

Premier | Sotheby's INTERNATIONAL REALTY

1 of 1

Curators of the unique



Winter Park, FL

Premier | Sotheby's INTERNATIONAL REALTY

Find yours

Winter Park, FL

Find yours

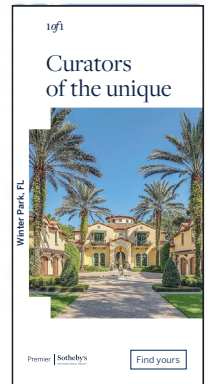
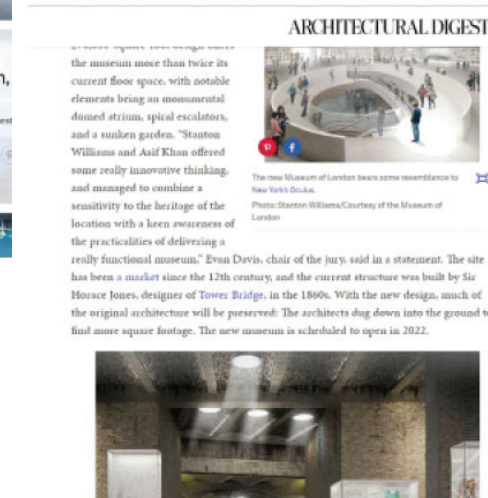
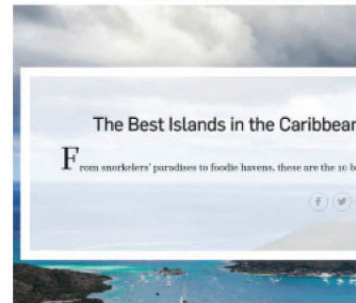
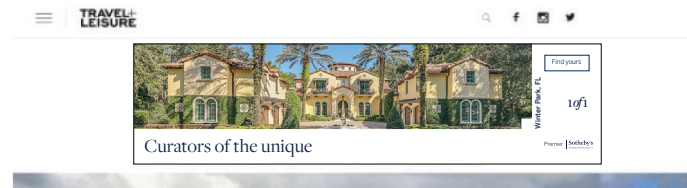


Curators of the unique

Premier | Sotheby's INTERNATIONAL REALTY



# Sample Banners For Impressions Programs As They Appear On Sites

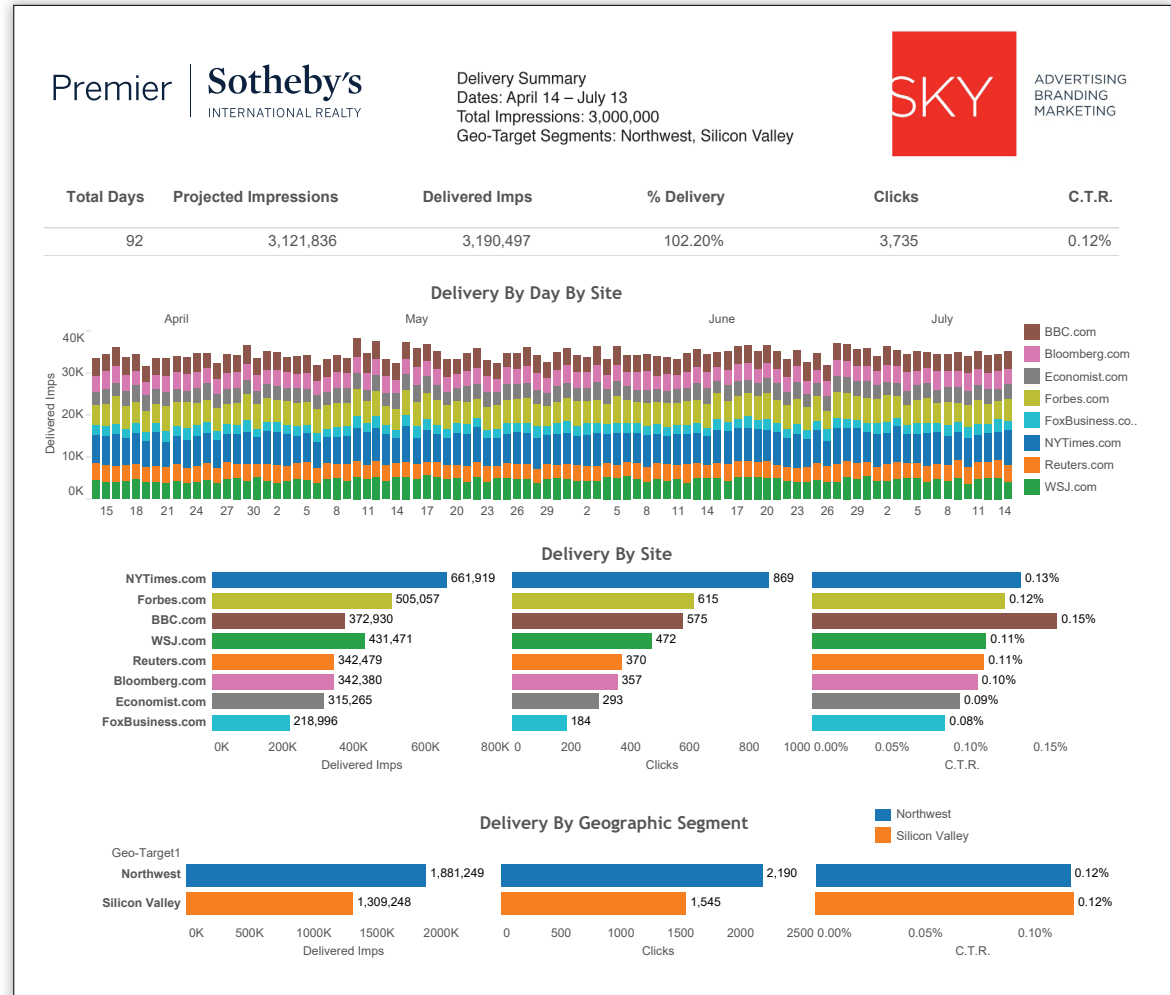


# Comprehensive Reporting For Your Customized Campaign

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.

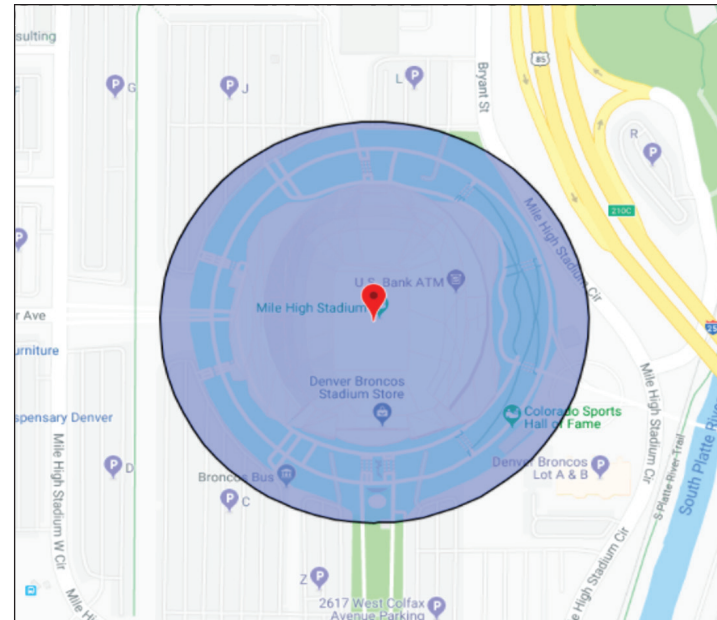
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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.



## PRICING

- 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.

### • 600,000+ subscribers.

Have your listing matched to relevant editorial for native content appeal.

### Location Open Rates

- North America – **40%**
- Europe – **40%**
- Asia – **10%**
- Middle East – **5%**

### Email Engagement

- Average open rate: **32%**
- Average total click rate: **7%** (10-15% top position, 3-5% middle position)

LISTING FEATURE: \$1,500

The screenshot displays the JamesEdition.com homepage. At the top, there's a navigation bar with links for 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a large banner image of a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. A section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3600 trusted dealers around the world...' is followed by a grid of featured items. These include a Ferrari 488 GTB, a Chevrolet Corvette, a Stunning Villa, a Ram 2500, a No109 - Luxury penthouse, an Audi S1, a McLaren 650S, and a Ferrari California. Below this is a 'JAMES SPOTTING' section with a photo of a duplex. To the right is a 'RICH LIST' section featuring a yacht and a 'DOUBLE DOWN 214 Codecass 2010/20...' listing. Further down is a 'LATEST STORIES' section with a photo of an orange sports car. At the bottom, there's a 'Featured Agent' section for Nick Swinburne and a 'Luxury garages' section.

The screenshot displays the JamesEdition.com real estate section. At the top, there's a navigation bar similar to the homepage. Below this is a large banner image of a modern house with the text 'Find luxury Real Estate and Homes for sale'. A search bar is present. Below the banner is a grid of featured luxury properties, including '5 Bedrooms - Penthouse', 'Stunning Sherwood', 'Enviably Estate', 'Modern Apartment', 'Elegant French Style', 'Playa Nix', 'Koninghof', 'Magnificent Secu...', 'Extraordinary Ocea...', 'Maimok Paradise', 'Kiteagh House', and '74+/- Acres for pote...'. Each listing includes a photo, a brief description, and the price. At the bottom, there's a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'.



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

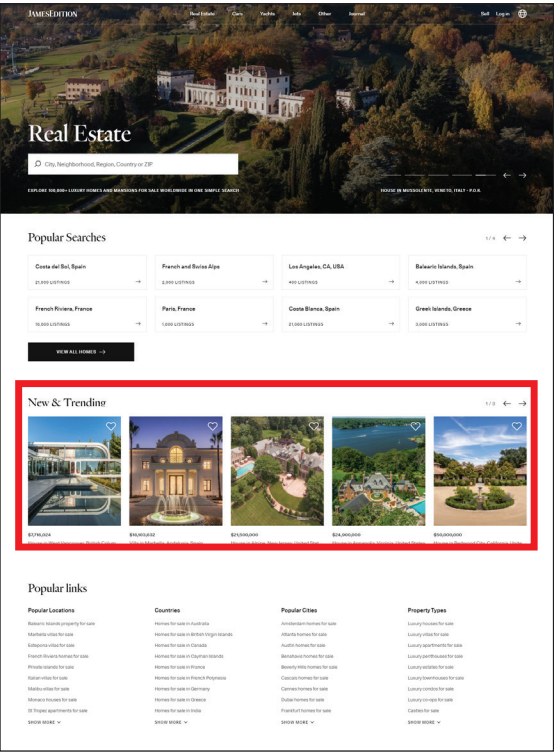
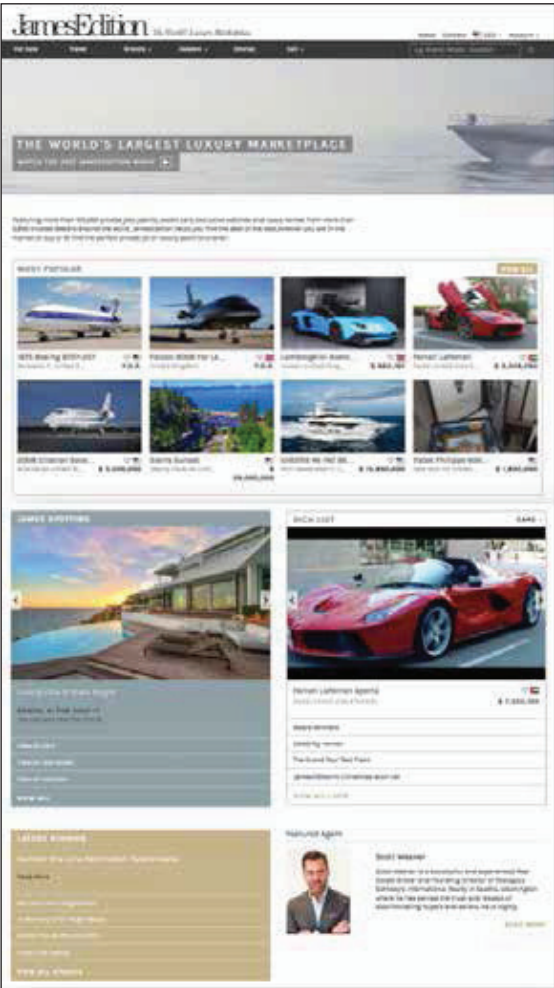
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

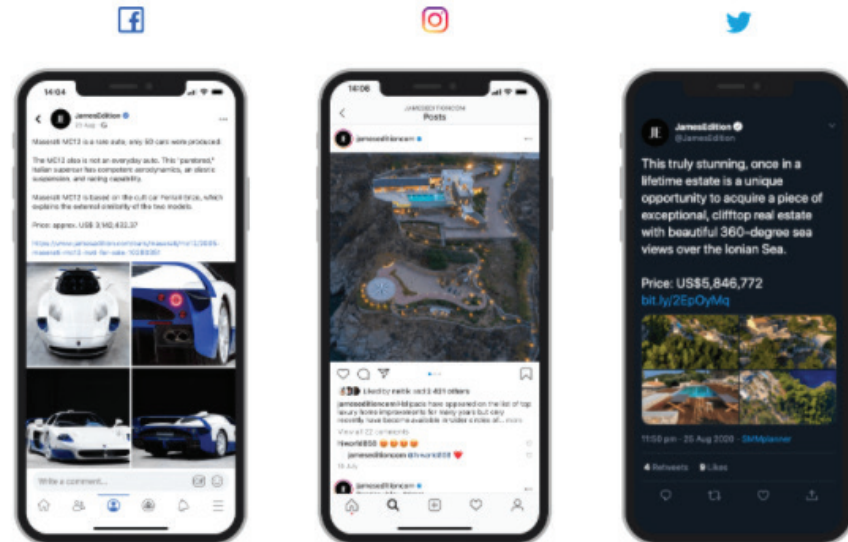
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- **158,000** Instagram Followers
- **36,000** Facebook Page Likes
- **136,000** TikTok Followers
- **1.5** Million Accounts Reached on Instagram / month
- **2.3M** Total Organic Likes on TikTok
- **37.5** Million Views on #JamesEdition on TikTok



## 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

# List Globally

## ENHANCED LISTING

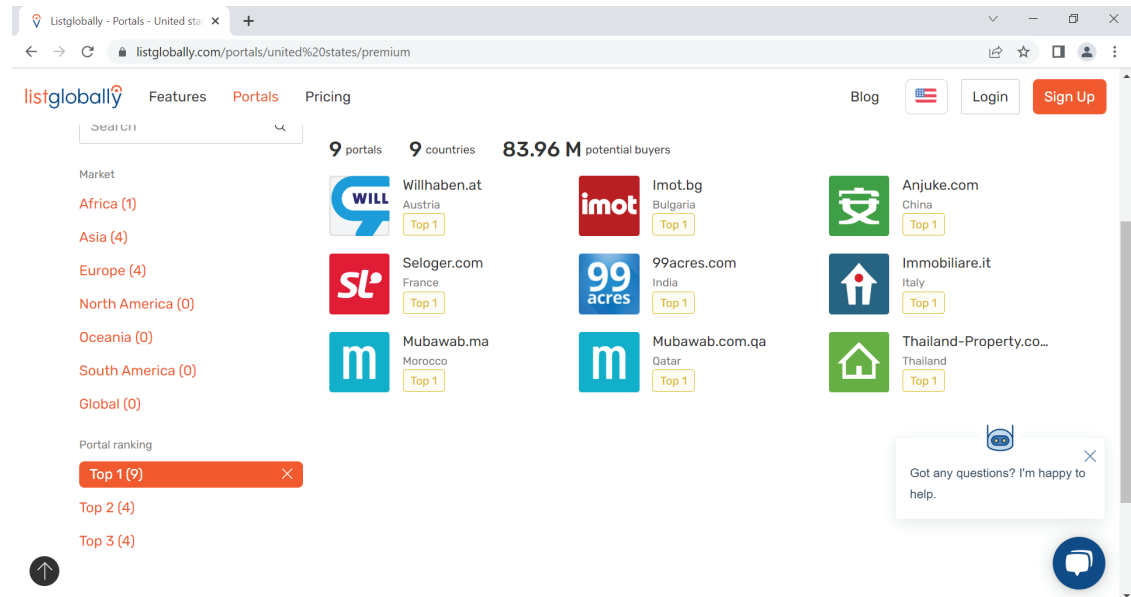
ListGlobally helps real estate professionals to promote their listings worldwide. Through a network of 100+ property portals in 60+ countries.

## PREMIUM PUBLICATION ON LISTGLOBALLY

- All listings published across ListGlobally's full Premium Network.
- All listings elevated in their search placement on ListGlobally network property portals.
- Agents from the office will have their photos appear on their listings in search results.
- Agents will receive the moniker "Global Agent" on their listing in search results.
- Elite Promotion
- Elite promotion moves your listing to the top of search results in your market.
- Elite promotions provide 7-times the performance for featured listings.
- The promotion can be changed as often as you like

\$200/MONTH - 3 MONTH MINIMUM

\$150/MONTH - 6 MONTH MINIMUM



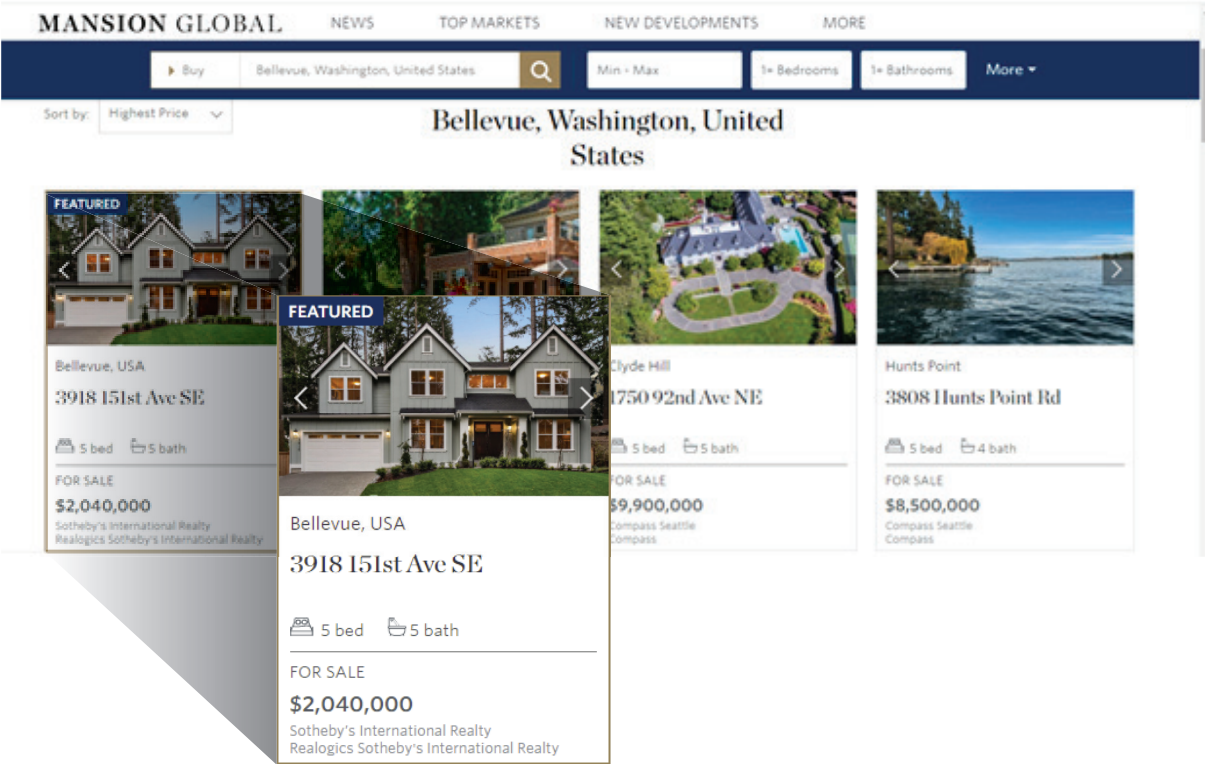
# The Wall Street Journal Online (WSJ.com)

## 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

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 | **M1**

**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. Steinmetz**

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 two decades ago. "It was obviously a rapid decline," Randy said of deciding to auction the home.

More 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 themselves 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 see 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 M5



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 butterfly lights on an old 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 ceremonies during festivals such as Diwali, said Pooja Chhabra, a consultant in Texas. Hindu, a mix 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 Hindu-American family's pooja area—an armchair filled with pillows and a small altar.

Please turn to page M6




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.




## Home as unique as you

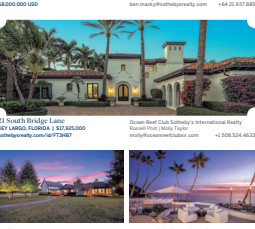
sothebysrealty.com



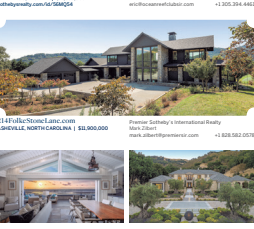
**Chino's Point Lyford City**  
NASSAU, THE BAHAMAS | \$14,760,000 USD  
info@sothebysrealty.com/CT7087




**Chino's Point Lyford City**  
NASSAU, THE BAHAMAS | \$14,760,000 USD  
info@sothebysrealty.com/CT7087



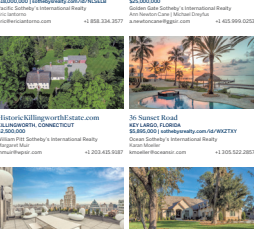
**21 South Bridge Lane**  
NEW LONDON, CONNECTICUT | \$2,800,000  
info@sothebysrealty.com/CT72407



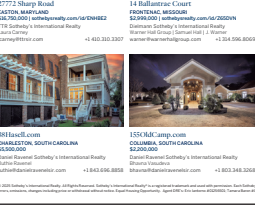
**2144 of the Stone Lane**  
ASHFORD, NORTH CAROLINA | \$3,900,000  
info@sothebysrealty.com/NC7087



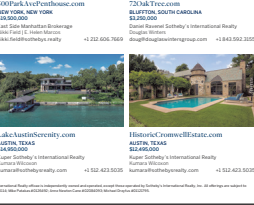
**3300 Carlsbad Boulevard**  
CARLSBAD, CALIFORNIA  
\$3,999,000 | info@sothebysrealty.com/CA7087  
info@sothebysrealty.com/CA7087



**2000 Ocean Front**  
LOS ANGELES, CALIFORNIA  
\$10,000,000 | info@sothebysrealty.com/CA7087  
info@sothebysrealty.com/CA7087



**300 Park Ave**  
NEW YORK, NEW YORK  
\$10,000,000 | info@sothebysrealty.com/US7087  
info@sothebysrealty.com/US7087



**72nd Street**  
NEW YORK, NEW YORK  
\$10,000,000 | info@sothebysrealty.com/US7087  
info@sothebysrealty.com/US7087

# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

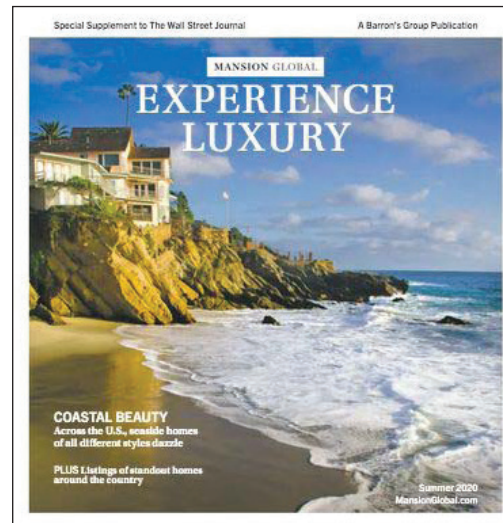
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- 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

"All the News That's Fit to Print"

# The New York Times

Today, nearly every news and data site, right to Google, relies on the New York Times, clearly, meaningfully, and accurately.

Vol. CLXVIII No. 56,137

NEW YORK, MONDAY, NOVEMBER 5, 2018

\$3.00

### Web's Far Right Can Hear Itself As Trump Talks

By Kevin M. Driscoll and Ali Velshi

On Wednesday, as Mr. Trump's first week in office unfolded, a group of far-right commentators on the Web, including those who call themselves "alt-right," were busy talking back. They were not just talking back; they were talking back to Mr. Trump. They were talking back to the Web. They were talking back to the world.

### Edge in Polls Might Not Tip House Scales

By Nate Cohn

Mr. Trump's lead in the polls is a reflection of the fact that he is a more visible and more vocal candidate than his opponent. But it is not a reflection of the fact that he is a more popular candidate than his opponent.

### Outcasts Hinge on a Handful of Trump

By Kevin M. Driscoll and Ali Velshi

Mr. Trump's first week in office has been a whirlwind of activity. He has met with his cabinet members, he has given his first speech, and he has been in the news every minute of the day. But there is one group of people who have been largely ignored: the outcasts.

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- 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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Schedule,  
Pricing & Reach



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# Proposed Schedule, Pricing & Reach 2025

Media	Ad Description	May	June	July	August	September	Media Total	Reach
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Quarter Page					\$ 1,315.00	\$ 1,315.00	20,000
<b>Digital</b>								
<b>Million Impressions*</b>								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00					\$ 900.00	100,000
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00				\$ 1,500.00	60,000
<b>JamesEdition</b>								
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 1,000.00			\$ 1,000.00	148,000
<b>ListGlobally</b>								
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00	
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00					\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades		Bonus				\$ -	

# Proposed Schedule, Pricing & Reach 2025

Print				
Financial Times				
Financial Times	Property Spot	\$	750.00	\$ 750.00 210,457
The Los Angeles Times				
The Los Angeles Times	Takeover - Full Page	\$	660.00	\$ 660.00 384,000
The New York Times				
The New York Times	Property Spot - Weekday/Saturday	\$	760.00	\$ 760.00 423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$ 750.00 165,000
The Wall Street Journal				
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$ 795.00 644,424
The Wall Street Journal				
Mansion Global Experience Luxury	Weekend Property insert	\$	980.00	\$ 980.00 100,000
TOTAL			\$	13,160.00 3,360,992
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy				
Pricing Subject to Change				