



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Contour Advertising and Marketing Program

Glacier | 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 Contour

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

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 Missoula, MT.

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

LET'S DO  
GREAT THINGS TOGETHER

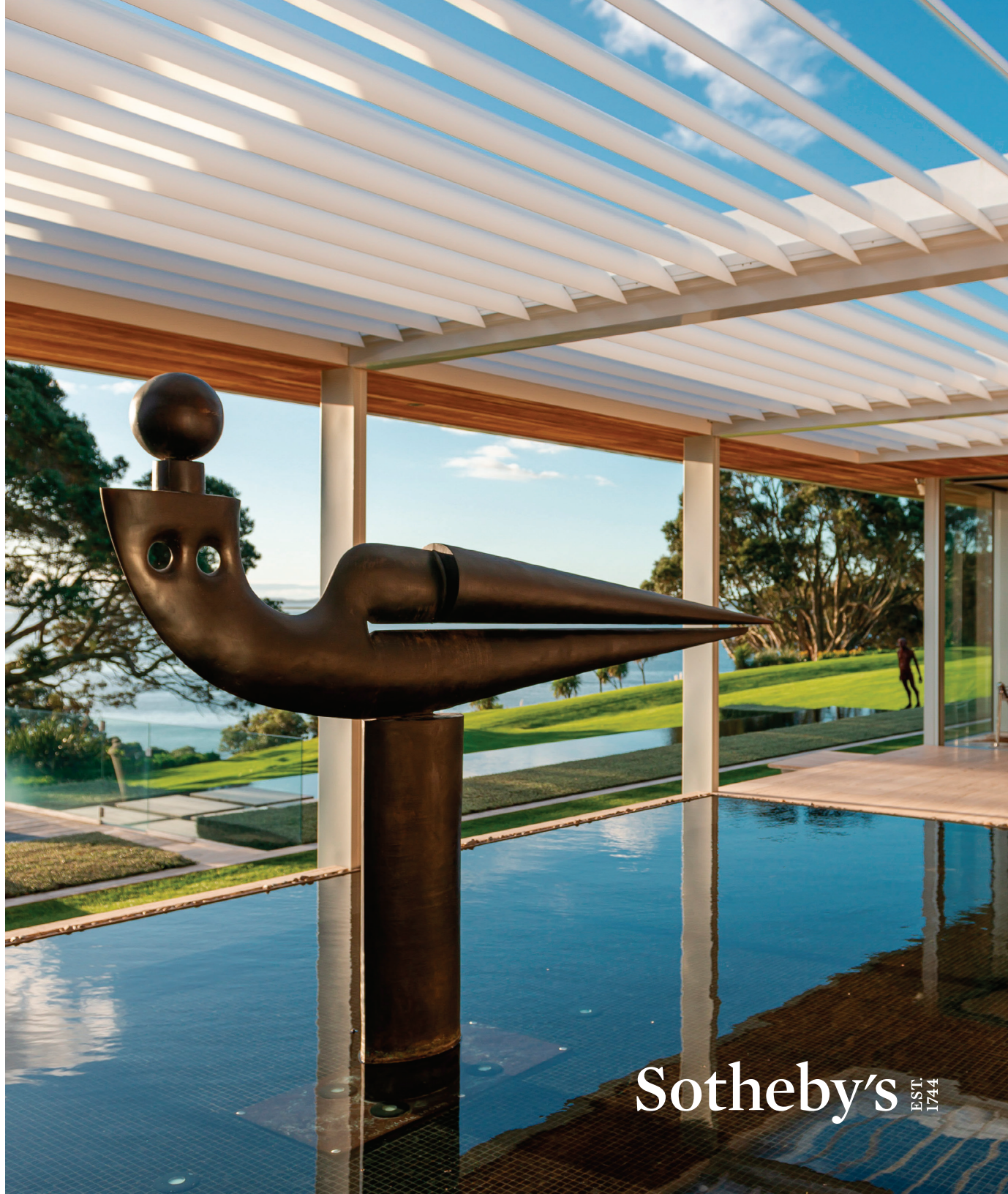
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*Account Executive*  
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[chloe@skyad.com](mailto:chloe@skyad.com)

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**



Sotheby's  
INTERNATIONAL REALTY

Sun Island, Georgia, United States  
sothebyrealty.com/64/580493  
Atlanta Fine Homes  
Sotheby's International Realty  
Chase Mann  
chmann@sothebyrealty.com

Co-listed with  
DeLachy  
Sotheby's International Realty  
Susan DeLachy and Chase Mann  
susan.delachy@sothebyrealty.com  
and chase@sothebyrealty.com  
\$4,500,000 USD

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

**Residence on  
Sunder Patel Marg**  
New Delhi, India  
sothebyrealty.com/64/5814241

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 as a residence.

**Residence on  
Sunder Patel Marg**  
New Delhi, India  
sothebyrealty.com/64/5814241

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 as a residence.

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New Delhi, India  
sothebyrealty.com/64/5814241

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 as a residence.

SOTHEBY'S BESPOKE  
EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ recipients


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week


Modern Zen-Like Oasis  
Bahamas

[SEE MORE](#)



Sotheby's Museum Network  
Experts Mourn Brazil's National Museum

[SEE MORE](#)

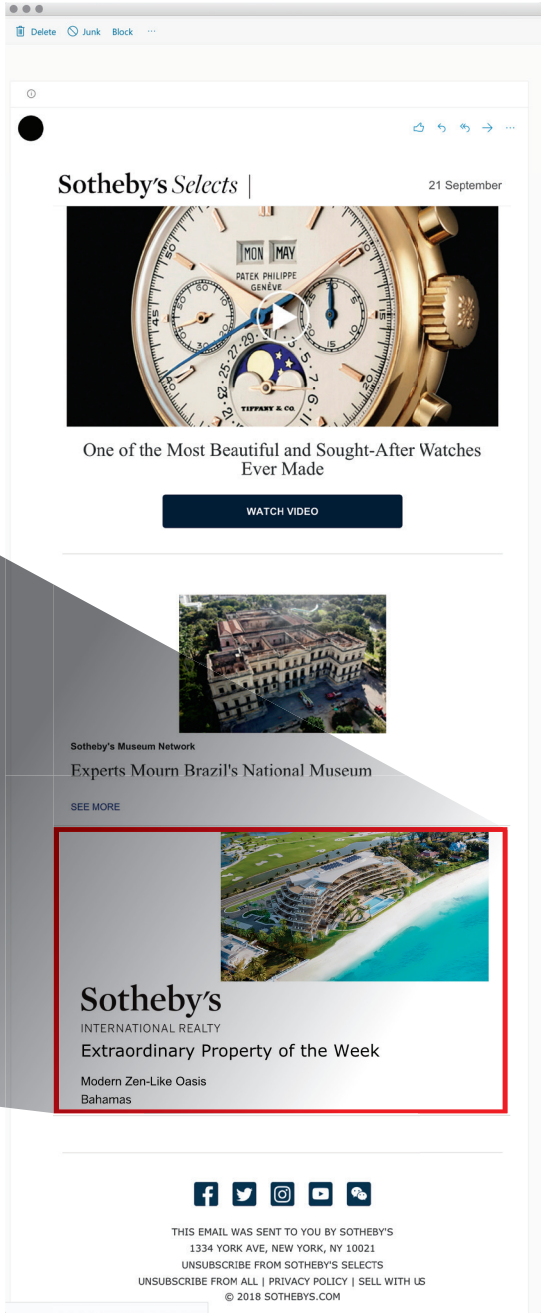


**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

[f](#) [t](#) [i](#) [y](#) [v](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S  
1334 YORK AVE, NEW YORK, NY 10021  
UNSUBSCRIBE FROM SOTHEBY'S SELECTS  
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)  
© 2018 SOTHEBYS.COM





# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



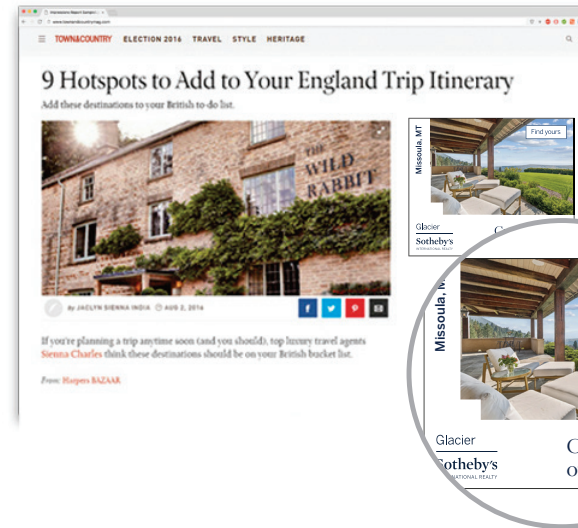
# Impressions Campaign

**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: **Contour**
- 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**





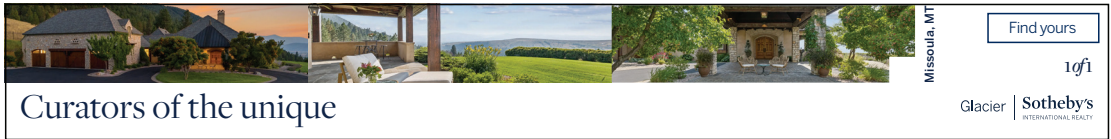
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

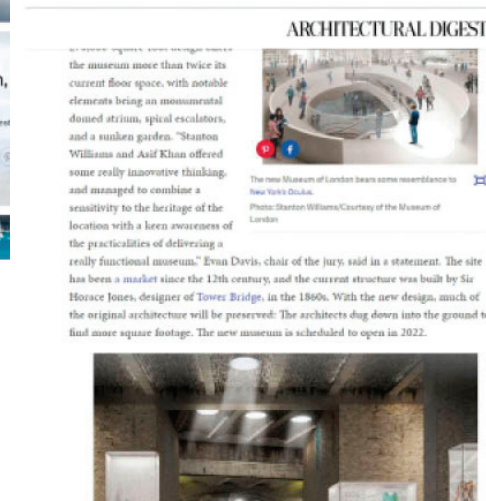
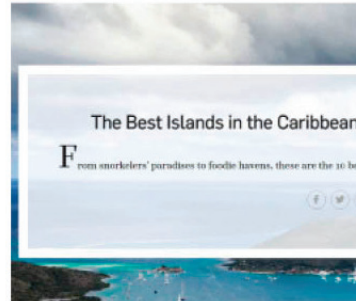
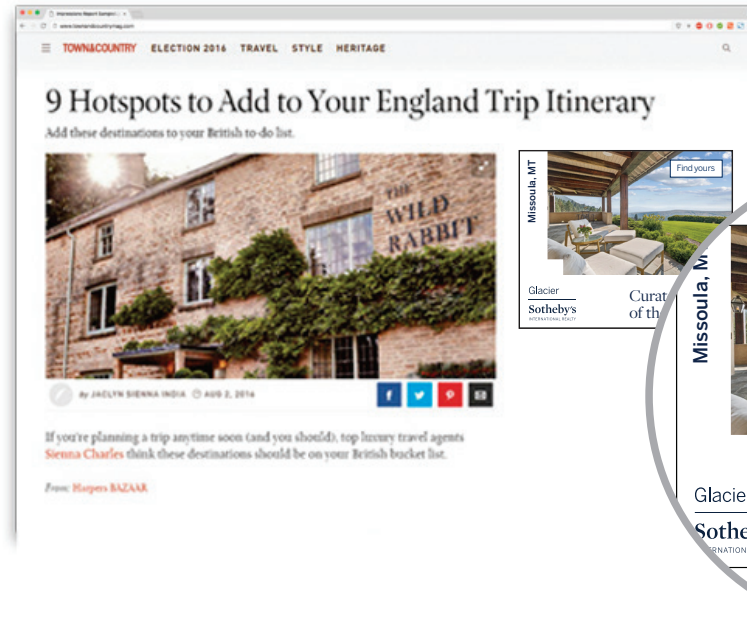
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

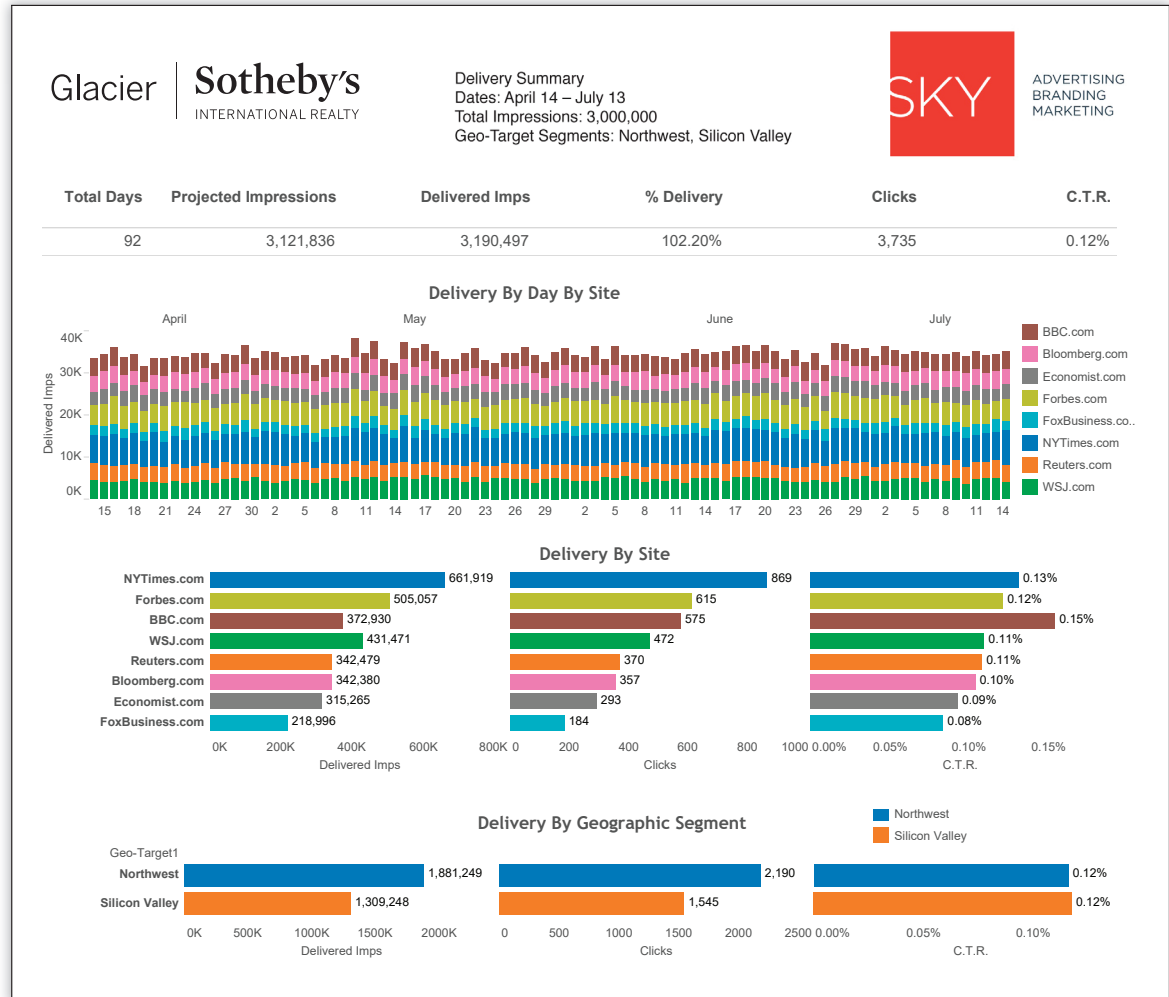


# Comprehensive Reporting For Your Customized Campaign

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.

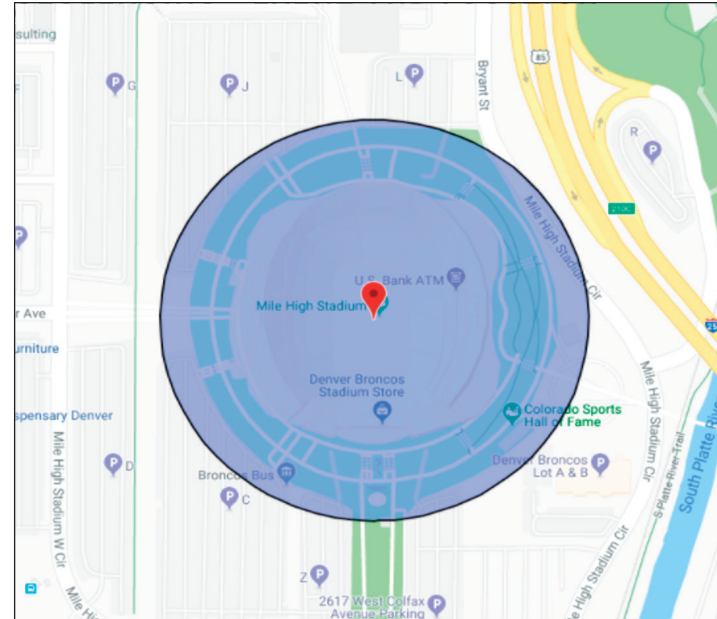
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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**

# 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.

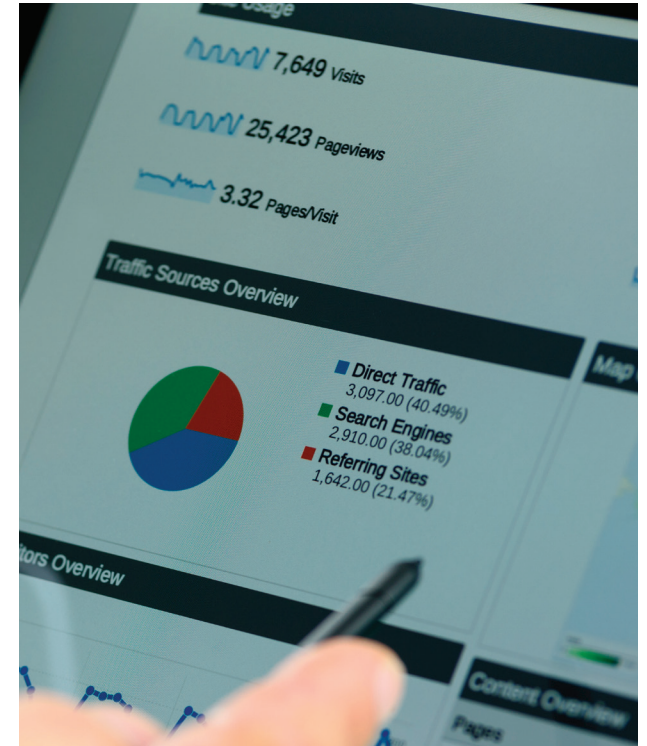


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

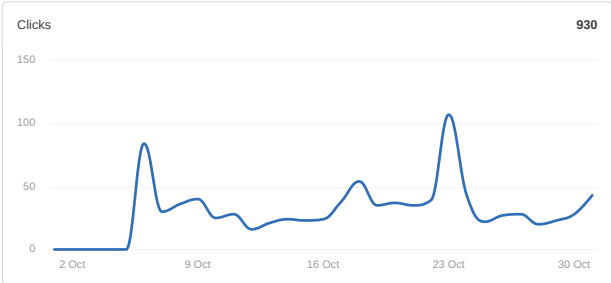
## CLIENT DASHBOARD

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.



### SIR Glacier

|                        |                   |                |                        |                        |                             |
|------------------------|-------------------|----------------|------------------------|------------------------|-----------------------------|
| Google Ads Impressions | Google Ads Clicks | Google Ads CTR | Google Ads Phone Calls | Average Cost-Per-Click | Google Ads Interaction R... |
| 85,229                 | 930               | 1.09%          | 9                      | \$1.52                 | 1.14%                       |



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.



### SIR Glacier

October KPI's

Clicks

Total Impressions ▼ 46%  
**53,704**

CTR

Total Clicks ▲ 9%  
**1,049**

Google Ads Phone Calls

Phone Calls ▲ 71%  
**12**

Interaction Rate

Interaction Rate ▲ 218%  
**4.17%**

CTR

CTR ▲ 101%  
**1.95%**

Average CPC

Average CPC ▲ 7%  
**\$0.94**

Cities and Regions

| 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

| 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 reality                   | 1      | 1           | 1            |

# Elite Traveler

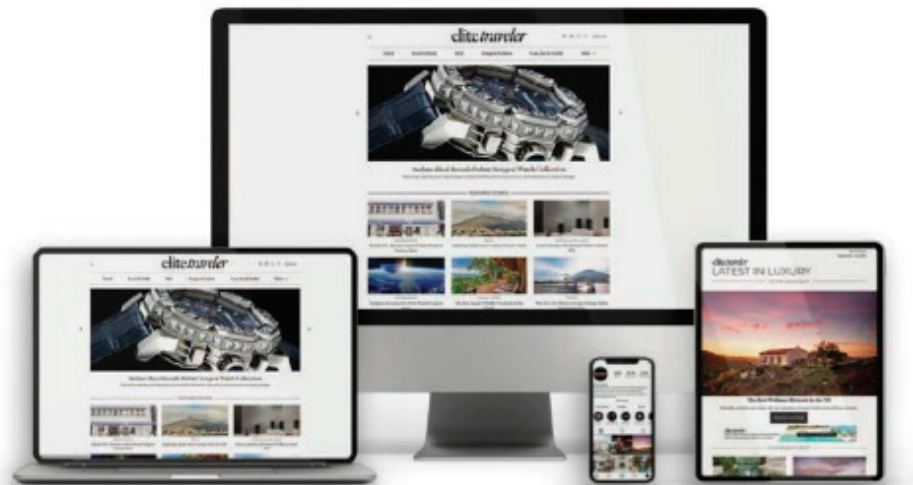
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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

**Half price with full page print purchase**





# Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

## E-NEWSLETTER

### ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

### • 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

# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

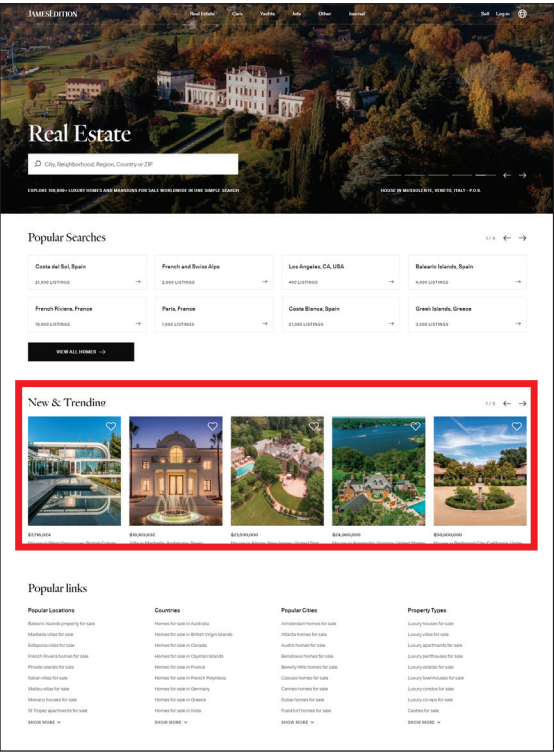
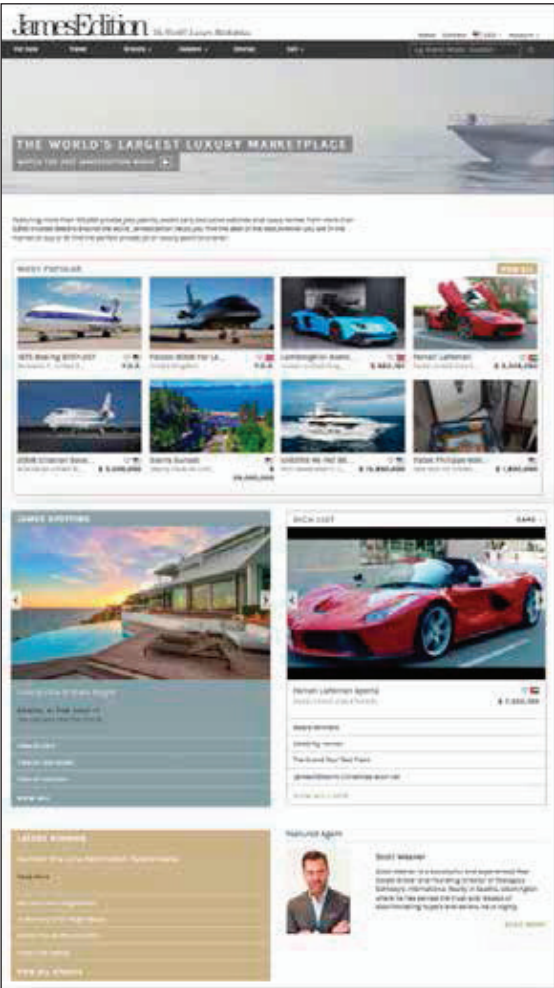
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,700/30 DAYS

REAL ESTATE POSITION  
FEATURED SPOT: \$1,400/30 DAYS





# jamesedition.com

## SOCIAL MEDIA POST

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.

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

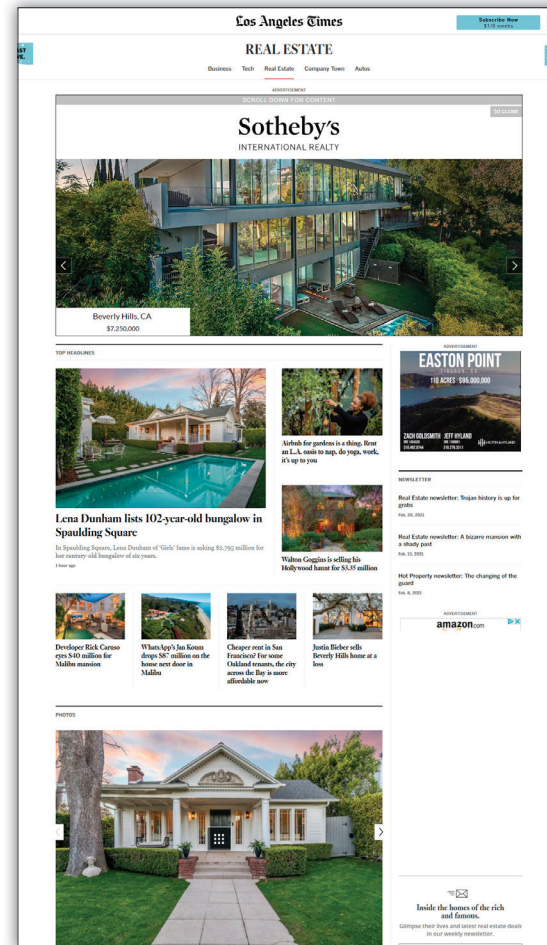
# LA Times

## 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

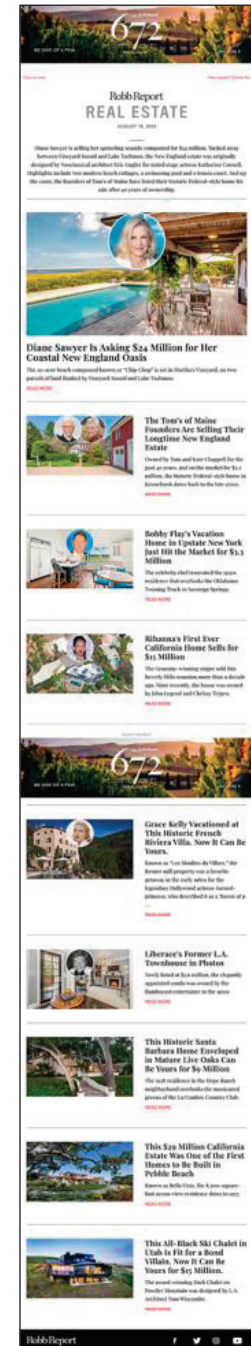
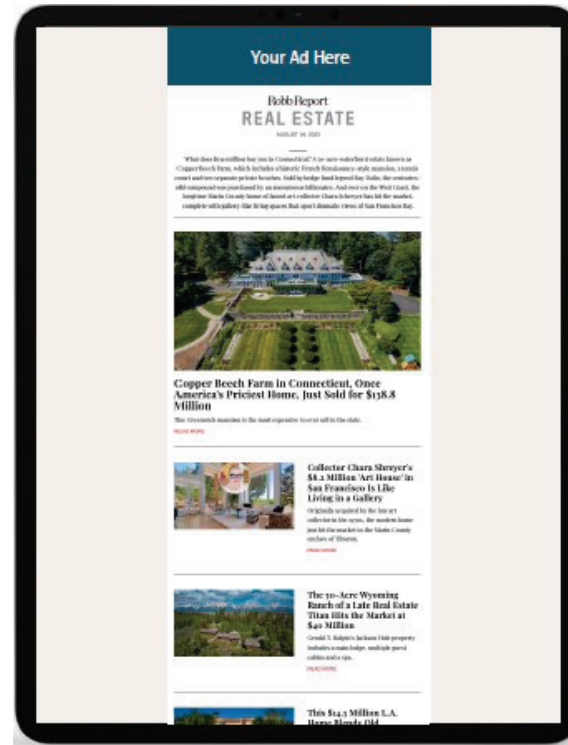
## REAL ESTATE NEWSLETTER

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

PROPERTY LISTING: \$1,875/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

RR|R

RobbReport

SUBSCRIBE

CARS

YACHTS

AVIATION

WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE

FEATURED LISTING

Vie L'Ven Luxury Resort & Residences - The Rouge Suite

\$5,284,900

Search a location

ADVERTISEMENT

REAL ESTATE NEWS

NEW CONSTRUCTION

A Brand-New Manhattan Townhouse With A Pleated Terracotta Façade Lists for \$14.5 Million

The 4-story single-family home is part of THE 74, a boutique luxury condo building going up on the Upper East Side.

By Mark David

CELEBRITY HOMES

Sylvester Stallone Drops \$25 Million in Cash on a Ritzy Hamptons Estate

Purchased by the "Tulsa King" star for his daughters, the newly built home features almost 12,000 square feet of turnkey living space decked out with hand-picked designer furnishings.

By Wendy Bowman

ART & COLLECTIBLES

Sotheby's New York Lays Off 100 Staffers Amid Disappointing Auction Results

The auction house produced lower results than last year

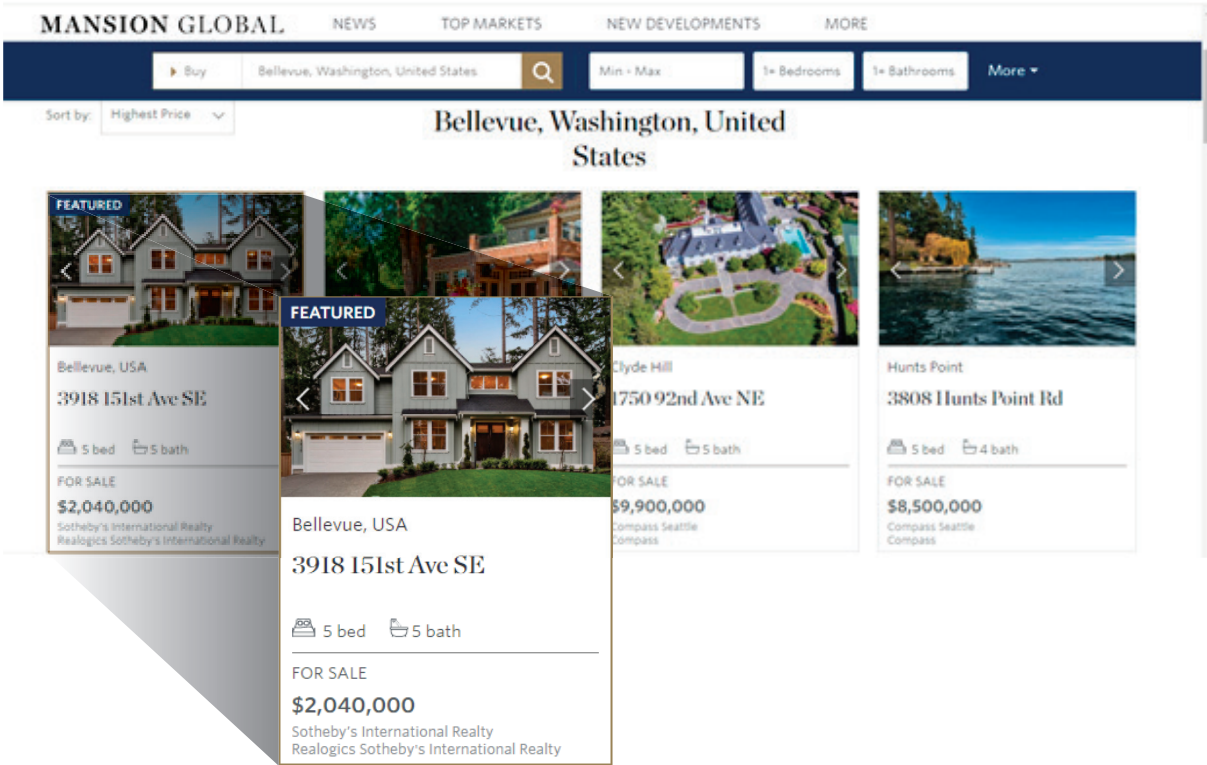
# The Wall Street Journal Online (WSJ.com)

## 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

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

FRIDAY, NOVEMBER 1, 2024 | **M1**

## 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 Claus 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, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator. At auction, 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 weird outcome," 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 aid 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.

Amplified by the trophy home prices they see on television, or stuck on a major sale that happened previously in their neighborhood or city, sellers who aggressively priced their luxury homes often have been forced to repeatedly cut their asking prices.

Please turn to page M5

**TRIBECA PENTHOUSE**  
New York City

FIRST LISTED FOR **\$12.2 MILLION**  
HIGHEST BID AT AUCTION **\$5 MILLION**

### Room for Prayer, Without Leaving Home

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

**By Susan Powers**

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

Practitioners 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, mandala or table 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 Dallas, Texas, a unit of architectural-design principles based on Indian tradition.

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 has also become an online media. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, went viral as it depicted a *pooja* room—an ornate filled with pictures of Hindu gods.

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.

## Homes as unique as you

sothebysrealty.com

A grid of 20 luxury home listings, each featuring a high-quality photograph of the property and key details such as location, size, and price. The listings include:

- Cherry's Place, a 100-acre estate in the heart of the Blue Ridge Mountains.
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# 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 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**

"All the News  
That's Fit to Print"

# The New York Times

**Late Edition**  
Today's paper, except on Sundays, is published at 6 p.m. in New York City, and at 5 p.m. in Washington, Chicago, Los Angeles, and San Francisco. It is published daily except on Sundays and public holidays. Price \$1.00.

VOL. CLXXIV, No. 58,127      © 1978 The New York Times Company      NEW YORK, MONDAY, NOVEMBER 5, 1978

**It's Not Heaven, It's Brooklyn.**  
The \$6,000 rooms in this year's New York City Marathon offered blue skies, near-ideal conditions and a fast route. Fig. 7-22.

## Spending Millions in a Bid to Attract Army of Loblaws to New York

**By DAVID R. BROWN and ROBERT D. HEINZ**  
NEW YORK — A battle with deep roots in the growing Connecticut town of a retail corporation and its competitors is now being fought in the heart of Manhattan. The New York City government is trying to attract a new army of Loblaws to the city, and the city is trying to attract a new army of Loblaws to the city. The city is trying to attract a new army of Loblaws to the city, and the city is trying to attract a new army of Loblaws to the city.

## Partisan Roots Of New Query On the Census

**By MICHAEL REIS**  
WASHINGTON — While it is not yet clear whether the new query on the census will be a success or a failure, the question of whether to ask the question has been a partisan issue since the 1960s. The question of whether to ask the question has been a partisan issue since the 1960s. The question of whether to ask the question has been a partisan issue since the 1960s.

## Webb's Far Right Can Hear Himself As Trump Talks

**Choosing the Spread of One-Franchise**

**By ARTHUR BROWN and ALI WINSTON**  
On Wednesday, President Trump gave an address to Congress in which he said that he was going to spread the word of his message to the people. He said that he was going to spread the word of his message to the people. He said that he was going to spread the word of his message to the people.

## NEW ANATOMY Edge in Polls Might Not Top House Scales

**Outcome Hinges on a Handful of States**

**By NATH CHEN**  
The new anatomy of the House of Representatives is being shaped by a handful of states. The new anatomy of the House of Representatives is being shaped by a handful of states. The new anatomy of the House of Representatives is being shaped by a handful of states.

## Called to Serve, U.S. Mayor Also Answered

**By BILLY BREWSTER**  
SOUTH OGDEN, Utah — The city of South Ogden, Utah, is a city of 10,000 people. The city of South Ogden, Utah, is a city of 10,000 people. The city of South Ogden, Utah, is a city of 10,000 people.

## Offering Little Fight, Republican Accuses Georgia Real of 'Hack'


**By STEPHEN FINESTAY and ALAN BENNETT**  
ATLANTA — The Georgia Republican Party is accused of being a 'hack' by the Georgia Democratic Party. The Georgia Republican Party is accused of being a 'hack' by the Georgia Democratic Party. The Georgia Republican Party is accused of being a 'hack' by the Georgia Democratic Party.



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

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

**Includes Digital promotion and Digital Flipbook**



1 of 1

# Expect exceptional

New York, New York | Represented by Danielle Rivoir and Kevin Brown on page 31

**Sotheby's**  
INTERNATIONAL REALTY

April 2025 | [sothebysrealty.com](https://sothebysrealty.com)



# 925 Park Avenue, 5/6C

5 BED | 4.5 BATH | New York, New York

\$8,400,000  
925ParkAve5-6C.com

This rarely available 5 bedroom, 4.5 bath duplex delivers perfection offering all the benefits and grandeur of townhouse living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 1720 to 20 foot ceilings, stunning hardwood floors and through the wall air conditioning are additional features throughout this extraordinary home. Simply stated, this incredible home, designed by renowned interior decorator, Anne Hemplett, has it all.



## Triple Mint Designer Duplex on Park Avenue












**Wendy Arry**  
Senior Global Real Estate Advisor  
Associate Broker | 917.361.9038  
wendy@nycsothebyrealty



Sotheby's International Realty® East Side Manhattan Brokerage | 850 Madison Avenue, 2nd Floor, New York, New York 10022 | [www.sothebysrealty.com/nycny](http://www.sothebysrealty.com/nycny)

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**Sotheby's**  
INTERNATIONAL REALTY

**1130 Park Avenue, PH-A**  
**New York, New York | \$6,000,000    [1130ParkAvenuePH-A.com](#)**  
This masterfully renovated 3-bedroom, 3.5 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.

**850 Park Avenue, 6S**  
**New York, New York | \$4,750,000    [850ParkAve.com](#)**  
Two highly desirable, one-of-a-kind homes below perfection with the ultimate features in luxury being incredible views, grand proportions and prime location.



**Wendy Ariz**  
Senior Global Real Estate Advisor  
Associate Broker | 917.361.5038  
[wendy.ariz@sothebysrealty](#)

**Sotheby's International Realty - East Side Manhattan Brokerage** | 600 Madison Avenue, 2nd Floor, New York, New York 10022 | [sothebysrealty.com/nyc](#)

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**William  
Pitt**

REAL ESTATE  
REACTY



# Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000  
[sothebysrealty.com/ct/2PCCQY](http://sothebysrealty.com/ct/2PCCQY)

Experience the unparalleled 3700 sqft Valley Road estate—a majestic stone Georgian Colonial on 10.4 idyllic acres along the Silvermine River. This \$2,000,000+ 8,000 sqft masterpiece features a chef's kitchen, stately library, ensuite bedrooms with eight fireplaces, a billiards room, and a private game wing. Outdoors, enjoy a pool, tennis and poloball courts, bluestone patios, and a fire pit. The updated 2010 guest house offers a cozy retreat. Just minutes from town, the train, and the Long Island Sound, this exceptional estate blends luxury, privacy, and convenience—an opportunity not to be missed!

6 Bedrooms  
 7.3 Bathrooms  
 12,071+ sq.ft







**Jasmine Fisher**  
 Licensed Real Estate Salesperson  
 203.858.0749  
[jannee.fisher@sothebysrealty.com](http://jannee.fisher@sothebysrealty.com)



**LM Homes Team at William Pitt Sotheby's International Realty**  
 Larrie: 937.505.6273 | Mersene: 203.644.6372  
[lmhomes@sothebysrealty.com](http://lmhomes@sothebysrealty.com)

**William Pitt Sotheby's International Realty | 195 Post Road East, Westport, Connecticut | [sothebysrealty.com](http://sothebysrealty.com)**

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# Dwell

## MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **215,000**
- Total Reach: **917,000**
- **60%** Female/ **40%** Male
- Average Age: **48**
- Average HHI: **\$227,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

SMALL AD: \$800

MEDIUM VERTICAL AD: \$1,300

MEDIUM HORIZONTAL AD: \$1,875

LARGE AD: \$2,500

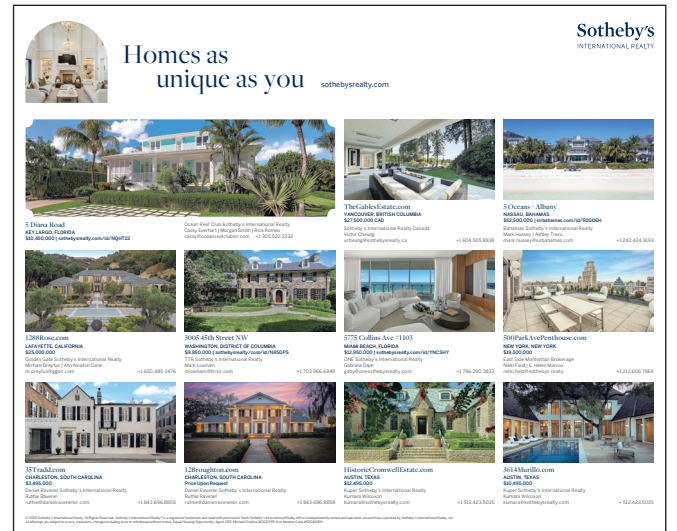
FULL PAGE: \$4,375





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

## Global





# Los Angeles Times Takeover

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
  - **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
  - **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
  - **32%** of readers are more likely to own a second home or real estate property.
- 
- Full Page color ad using Sotheby's International Realty Design Vault template
  - Western Los Angeles coverage
  - Saturday Print Circulation: **56,000**
  - Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660  
INSIDE FRONT COVER: \$1,500  
INSIDE BACK COVER: \$1,500  
BACK COVER: \$1,600

1 of 1


Unique homes,  
  
uniquely for you

Beverly Hills, California | Represented by Eric Lavey


  
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 is an art collector's dream. Coated foothills location yet minutes to downtown.  
\$3,500,000  
sothebysrealty.com/sf/29P2EN




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Vista Playa Estate  
7306 Vista Del Mar Ln, Playa del Rey, CA  
\$1,750,000  
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 professional seeking a refined, private, and sophisticated lifestyle. This modern Vista Playa del Rey residence offers unparalleled views of the Pacific Ocean, the Santa Monica Mountains, and the Los Angeles city skyline. The property is a true masterpiece of luxury and design for the discerning professional seeking a refined, private, and sophisticated lifestyle. This modern Vista Playa del Rey residence offers unparalleled views of the Pacific Ocean, the Santa Monica Mountains, and the Los Angeles city skyline. The property is a true masterpiece of luxury and design for the discerning professional seeking a refined, private, and sophisticated lifestyle. This modern Vista Playa del Rey residence offers unparalleled views of the Pacific Ocean, the Santa Monica Mountains, and the Los Angeles city skyline.




Vince Carlin  
Santa Monica Licensed # 154997  
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The Residences at Stanly Ranch  
Auberge Resorts Collection



Private Residences Starting at \$2,100K  
StanlyRanch.com



Matt Elgerton  
DRI # 10226272  
707.224.4800  
matt@stanlyranch.com

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

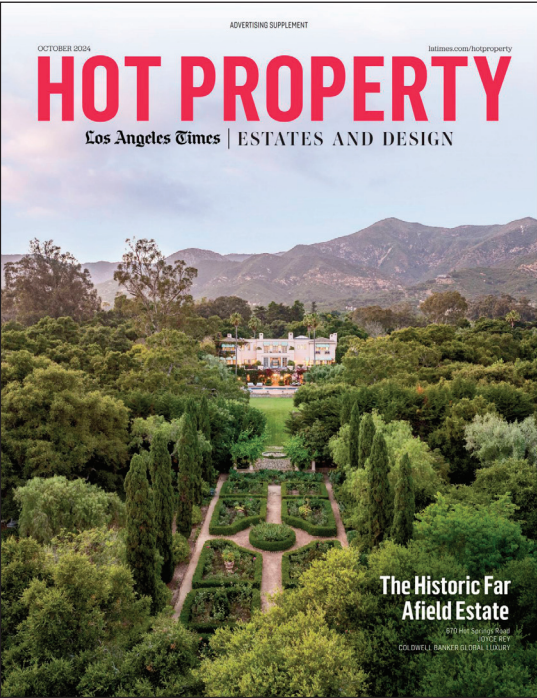
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# Los Angeles Times Hot Property And Digital Lighthouse

## 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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- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



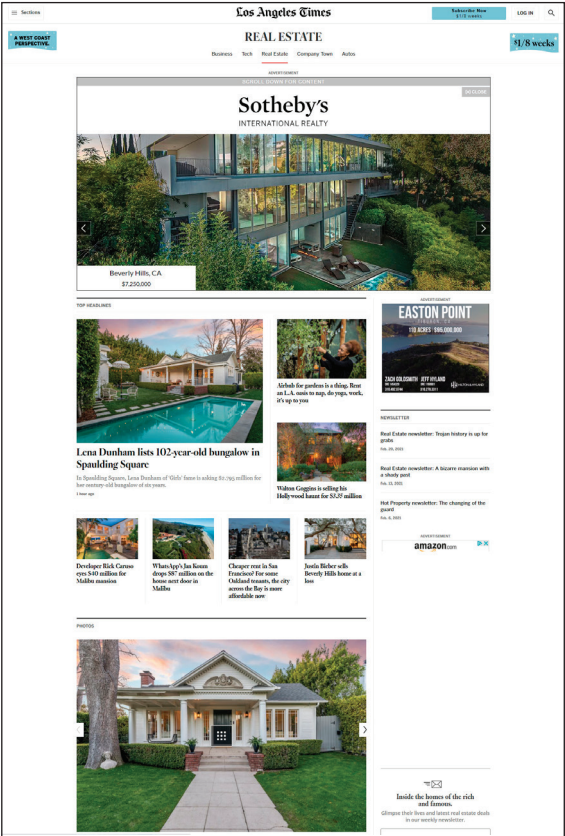
## LA TIMES DIGITAL LIGHTHOUSE

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



**FULL PAGE OCTOBER: \$725**  
**INSIDE FRONT COVER: \$1,125**  
**INSIDE BACK COVER: \$1,125**  
**BACK COVER: \$1,475**

New Zealand | Sotheby's  
INTERNATIONAL REALTY

# Omarino




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

Price Upon Request  
[sothebyrealty.com/66/RP733P](http://sothebyrealty.com/66/RP733P)

**Ben Macky**  
Sales Associate  
+6429378805  
[ben.macky@sothebyrealty.com](mailto:ben.macky@sothebyrealty.com)

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**Sotheby's International Realty**

## The Residences at Stanly Ranch

### Auberge Resorts Collection

Private Residences Starting at \$2,950K  
[StanlyRanchNapa.com](http://StanlyRanchNapa.com)

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxurious 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-vee 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 quintessential Wine Country lifestyle. Located on connection to the landscape, world-class wineries and restaurants, and community-driven amenities.

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



**Matt Ellington**  
 DRE# 02085762  
 707.224.8000  
[matt@stanlyranchnapa.com](mailto:matt@stanlyranchnapa.com)

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

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Schedule,  
Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

PLAN 1

| Plan 1   |   |             |             |             |             |         |             |  |         |
|--|---|-------------|-------------|-------------|-------------|---------|-------------|--|---------|
| Media  | Ad Description                                | June        | July        | August      | September   | October | Media Total |  | Reach   |
| Sotheby's Auction House: Print                               |   |             |             |             |             |         |             |  |         |
| Sotheby's Magazine   | Quarter Page                                  |             |             |             | \$ 1,315.00 |         | \$ 1,315.00 |  | 20,000  |
| Sotheby's Auction House: Digital                             |   |             |             |             |             |         |             |  |         |
| Sotheby's Bespoke Emails                                     |   | \$ 2,500.00 |             |             |             |         | \$ 2,500.00 |  | 550,000 |
| Digital  |   |             |             |             |             |         |             |  |         |
| Million Impressions*   |   |             |             |             |             |         |             |  |         |
| Impressions Blast - Two week Campaign                        | Digital Banner Program - 100K Impression      | \$ 900.00   |             |             |             |         | \$ 900.00   |  | 100,000 |
| Google Adwords   |   |             |             |             |             |         |             |  |         |
| Google Adwords   | Digital PPC program                           | \$ 1,600.00 | \$ 850.00   | \$ 850.00   |             |         | \$ 3,300.00 |  |         |
| Geofencing - Event and Location                              |   |             |             |             |             |         |             |  |         |
| Geofencing - Event and Location                              | Target specific events and locations          |             |             |             | \$ 1,500.00 |         | \$ 1,500.00 |  | 60,000  |
| Elite Traveler   |   |             |             |             |             |         |             |  |         |
| Elite Online Real Estate Showcase                            | Online Real Estate Showcase                   |             |             | \$2,500     |             |         | \$ 2,500.00 |  | 100,000 |
| Nob Hill Gazette   |   |             |             |             |             |         |             |  |         |
| Nob Hill Gazette San Francisco, Peninsula and Silicon Valley | OTM On the Market E-Newsletter                | \$ 500.00   |             |             |             |         | \$ 500.00   |  | 6,500   |
| JamesEdition   |   |             |             |             |             |         |             |  |         |
| New & Trending Real Estate Position                          | Featured Spot                                 | \$ 1,400.00 |             |             |             |         | \$ 1,400.00 |  | 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 |
| LA Times   |   |             |             |             |             |         |             |  |         |
| Lighthouse Fixed Position - Hot Property Page                | Lighthouse Fixed Position - Hot Property Page |             | Bonus       |             |             |         | \$ -        |  | 425,000 |
| Robbreport.com   |   |             |             |             |             |         |             |  |         |
| Robbreport.com   | Featured Listing Carousel - 1 Property        | \$ 1,350.00 |             |             |             |         | \$ 1,350.00 |  | 6,000   |
| Robbreport.com   | Featured Listing in Real Estate E-Newsletter  |             | \$ 1,875.00 |             |             |         | \$ 1,875.00 |  | 6,000   |
| WSJ.com  |   |             |             |             |             |         |             |  |         |
| Mansion Global Homepage Hero                                 | Shared Banner                                 |             | \$ 650.00   |             |             |         | \$ 650.00   |  | 164,000 |
| Property Upgrades  | 10 Featured Property Upgrades                 | Bonus       |             |             |             |         | \$ -        |  |         |



# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

|   |  |           |           |              |           |
|---|--|-----------|-----------|--------------|-----------|
| <b>Print</b>                              |  |           |           |              |           |
| <b>Dwell</b>                              |  |           |           |              |           |
| Dwell                                     | Modern Market - Small Ad                           |           | \$ 800.00 | \$ 800.00    | 206,000   |
| <b>Financial Times</b>                    |  |           |           |              |           |
| Financial Times                           | Property Spot                                      | \$ 750.00 |           | \$ 750.00    | 210,457   |
| <b>The Los Angeles Times</b>              |  |           |           |              |           |
| The Los Angeles Times                     | Hot Property - listing + digital lighthouse        | \$ 425.00 |           | \$ 425.00    | 220,780   |
| The Los Angeles Times                     | Takeover - Full Page                               |           | \$ 660.00 | \$ 660.00    | 384,000   |
| <b>The New York Times</b>                 |  |           |           |              |           |
| The New York Times                        | Property Spot - Weekday/Saturday                   | \$ 760.00 |           | \$ 760.00    | 423,111   |
| The New York Times Takeover               | Full Page w/ Digital promotion                     |           | \$ 750.00 | \$ 750.00    | 165,000   |
| <b>San Francisco &amp; Silicon Valley</b> |  |           |           |              |           |
| San Francisco & Silicon Valley            | Takeover - Full Page                               |           | \$ 725.00 | \$ 725.00    | 36,500    |
| <b>The Wall Street Journal</b>            |  |           |           |              |           |
| The Wall Street Journal - National        | Property Spot w/ Digital Featured Property Upgrade | \$ 795.00 |           | \$ 795.00    | 644,424   |
| <b>The Wall Street Journal</b>            |  |           |           |              |           |
| Mansion Global Experience Luxury          | Weekend Property insert                            |           | \$ 980.00 | \$ 980.00    | 100,000   |
| TOTAL                                     |  |           |           | \$ 26,935.00 | 4,917,772 |

\*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                                | June        | July        | August    | September   | October | Media Total |  | Reach   |
| Sotheby's Auction House: Print                               |   |             |             |           |             |         |             |  |         |
| Sotheby's Magazine   | Quarter Page                                  |             |             |           | \$ 1,315.00 |         | \$ 1,315.00 |  | 20,000  |
| Digital  |   |             |             |           |             |         |             |  |         |
| Million Impressions*   |   |             |             |           |             |         |             |  |         |
| Impressions Blast - Two week Campaign                        | Digital Banner Program - 100K Impression      | \$ 900.00   |             |           |             |         | \$ 900.00   |  | 100,000 |
| Google Adwords   |   |             |             |           |             |         |             |  |         |
| Google Adwords   | Digital PPC program                           | \$ 1,600.00 | \$ 850.00   | \$ 850.00 |             |         | \$ 3,300.00 |  |         |
| Geofencing - Event and Location                              |   |             |             |           |             |         |             |  |         |
| Geofencing - Event and Location                              | Target specific events and locations          |             |             |           | \$ 1,500.00 |         | \$ 1,500.00 |  | 60,000  |
| Nob Hill Gazette   |   |             |             |           |             |         |             |  |         |
| Nob Hill Gazette San Francisco, Peninsula and Silicon Valley | OTM On the Market E-Newsletter                | \$ 500.00   |             |           |             |         | \$ 500.00   |  | 6,500   |
| JamesEdition   |   |             |             |           |             |         |             |  |         |
| New & Trending Real Estate Position                          | Featured Spot                                 | \$ 1,400.00 |             |           |             |         | \$ 1,400.00 |  | 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 |             | Bonus       |           |             |         | \$ -        |  | 425,000 |
| Robbreport.com   |   |             |             |           |             |         |             |  |         |
| Robbreport.com   | Featured Listing in Real Estate E-Newsletter  |             | \$ 1,875.00 |           |             |         | \$ 1,875.00 |  | 6,000   |
| WSJ.com  |   |             |             |           |             |         |             |  |         |
| Mansion Global Homepage Hero                                 | Shared Banner                                 |             | \$ 650.00   |           |             |         | \$ 650.00   |  | 164,000 |
| Property Upgrades  | 10 Featured Property Upgrades                 | Bonus       |             |           |             |         | \$ -        |  |         |

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

|   |  |           |           |              |           |
|---|--|-----------|-----------|--------------|-----------|
| <b>Print</b>  |  |           |           |              |           |
| <b>Dwell</b>  |  |           |           |              |           |
| Dwell   | Modern Market - Small Ad                           |           | \$ 800.00 | \$ 800.00    | 206,000   |
| <b>Financial Times</b>  |  |           |           |              |           |
| Financial Times   | Property Spot                                      | \$ 750.00 |           | \$ 750.00    | 210,457   |
| <b>The Los Angeles Times</b>  |  |           |           |              |           |
| The Los Angeles Times   | Hot Property - listing + digital lighthouse        | \$ 425.00 |           | \$ 425.00    | 220,780   |
| The Los Angeles Times   | Takeover - Full Page                               |           | \$ 660.00 | \$ 660.00    | 384,000   |
| <b>The New York Times</b>   |  |           |           |              |           |
| The New York Times  | Property Spot - Weekday/Saturday                   | \$ 760.00 |           | \$ 760.00    | 423,111   |
| The New York Times Takeover   | Full Page w/ Digital promotion                     |           | \$ 750.00 | \$ 750.00    | 165,000   |
| <b>San Francisco &amp; Silicon Valley</b>   |  |           |           |              |           |
| San Francisco & Silicon Valley  | Takeover - Full Page                               |           | \$ 725.00 | \$ 725.00    | 36,500    |
| <b>The Wall Street Journal</b>  |  |           |           |              |           |
| The Wall Street Journal - National  | Property Spot w/ Digital Featured Property Upgrade | \$ 795.00 |           | \$ 795.00    | 644,424   |
| <b>The Wall Street Journal</b>  |  |           |           |              |           |
| Mansion Global Experience Luxury  | Weekend Property insert                            |           | \$ 980.00 | \$ 980.00    | 100,000   |
| TOTAL   |  |           |           | \$ 19,585.00 | 4,113,772 |
| *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<br>Media  | Ad Description                                | 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   | 100,000 |
| <b>Nob Hill Gazette</b>                                      |   |             |             |        |           |         |             |         |
| Nob Hill Gazette San Francisco, Peninsula and Silicon Valley | OTM On the Market E-Newsletter                | \$ 500.00   |             |        |           |         | \$ 500.00   | 6,500   |
| <b>JamesEdition</b>  |   |             |             |        |           |         |             |         |
| New & Trending Real Estate Position                          | Featured Spot                                 | \$ 1,400.00 |             |        |           |         | \$ 1,400.00 | 750,000 |
| E-Newsletter Featured Listing                                | E-Newsletter                                  |             | \$ 1,500.00 |        |           |         | \$ 1,500.00 | 192,000 |
| <b>LA Times</b>  |   |             |             |        |           |         |             |         |
| Lighthouse Fixed Position - Hot Property Page                | Lighthouse Fixed Position - Hot Property Page |             | Bonus       |        |           |         | \$ -        | 425,000 |
| <b>Robbreport.com</b>  |   |             |             |        |           |         |             |         |
| Robbreport.com   | Featured Listing in Real Estate E-Newsletter  |             | \$ 1,875.00 |        |           |         | \$ 1,875.00 | 6,000   |
| <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

PLAN 3 - CONTINUED

|   |  |    |              |                   |
|---|--|----|--------------|-------------------|
| Print   |  |    |              |                   |
| Financial Times   |  |    |              |                   |
| Financial Times   | Property Spot                                      | \$ | 750.00       | \$ 750.00 210,457 |
| 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 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 |
| San Francisco & Silicon Valley  |  |    |              |                   |
| San Francisco & Silicon Valley  | Takeover - Full Page                               |    | \$ 725.00    | \$ 725.00 36,500  |
| 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   |  |    | \$ 12,670.00 | 3,827,772         |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy |  |    |              |                   |
| Pricing Subject to Change   |  |    |              |                   |