



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

311 Atlantic Isle Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

Table of Contents

03 INTRO

04 SOTHEBY'S AUCTION HOUSE

05 Sotheby's Bespoke Geo-Targeted Email

06 DIGITAL

07 Impressions Campaign
13 Impressions Scheduling
14 Geofencing - Event and Location
15 Comprehensive Digital
17 Crain's New York Business
18 WSJ.com

20 PRINT

21 The Wall Street Journal
22 The New York Times
24 The New York Times Takeover
25 Financial Times
26 Art Basel Magazine

27 SCHEDULE & PRICING

28 Media 2023



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 311 Atlantic Isle

SKY Advertising is excited to present to One Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 311 Atlantic Isle.

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 Sunny Isles.

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

**LET'S DO
GREAT THINGS TOGETHER**

JANINE JONES
Executive Vice President
212-677-2714
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

Florida, New York

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

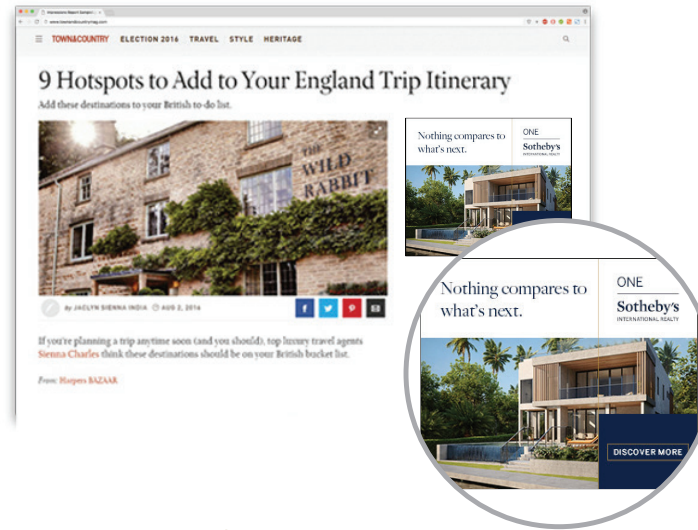
Impressions Campaign

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: **311 Atlantic Isle**
- Flight Dates: **September 2023 - December 2023**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

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.

BARRON'S



FOX BUSINESS

THE WALL STREET JOURNAL. INVESTOR'S BUSINESS DAILY

Forbes



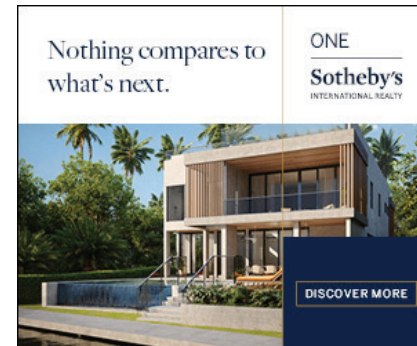
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

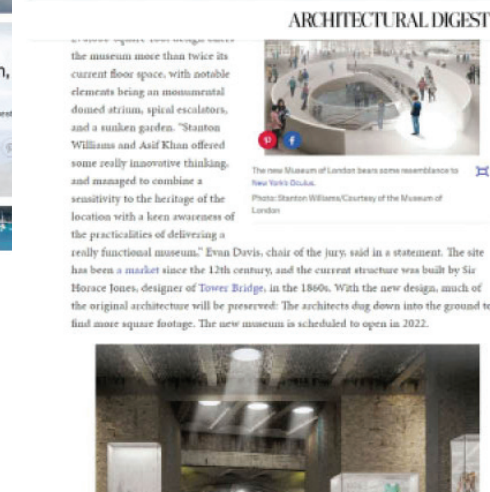
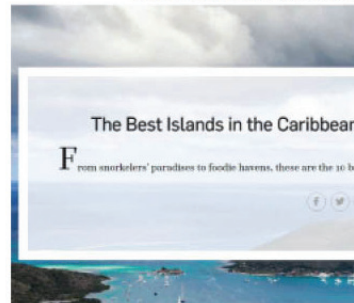
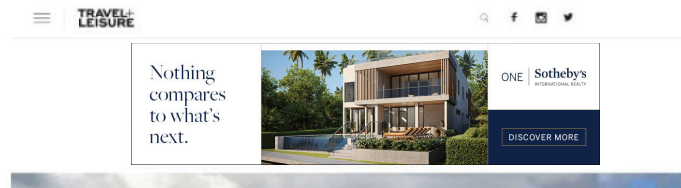
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

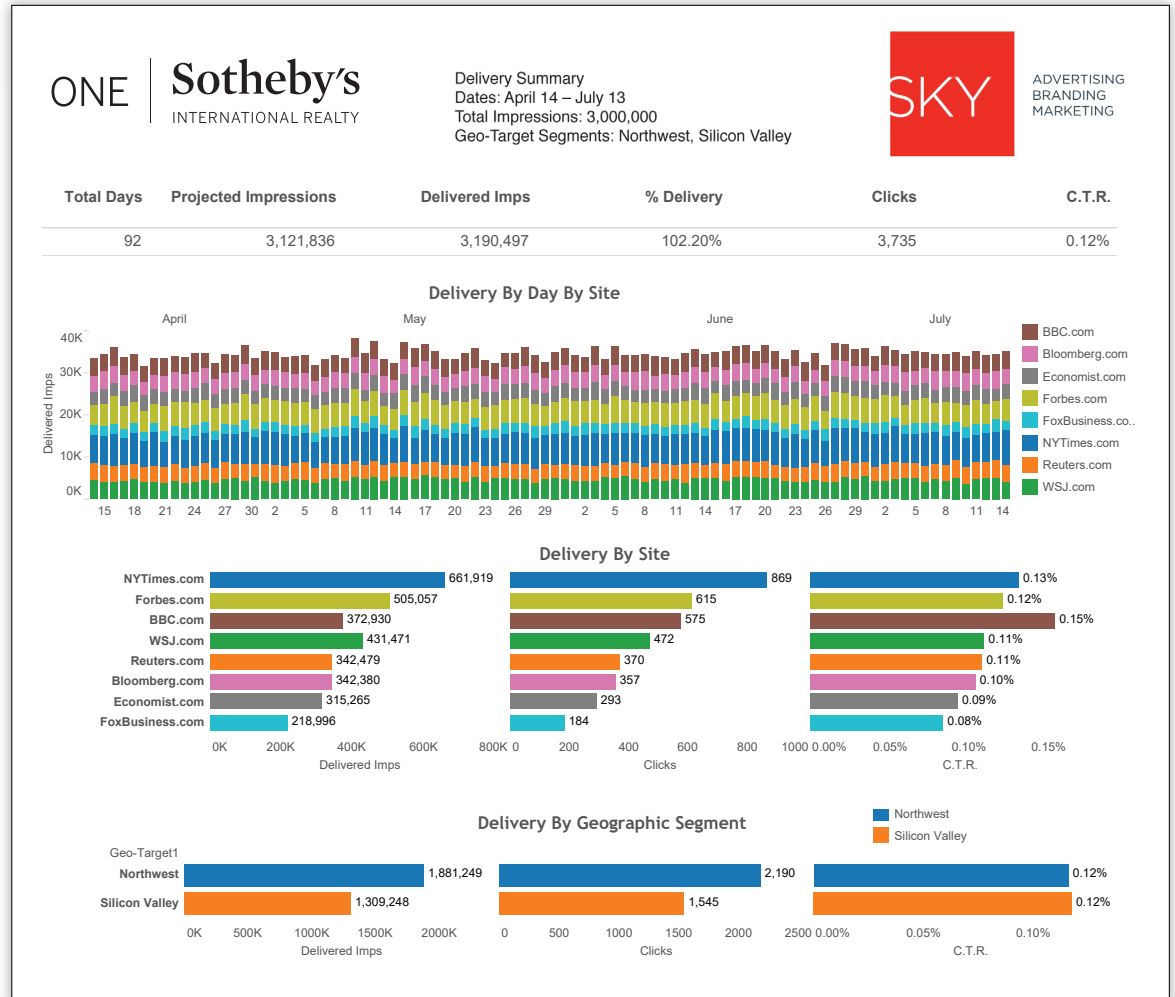


Comprehensive Reporting For Your Customized Campaign

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



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Sunny Isles Florida and New York.

The programs are scheduled to start on September 15th and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- Site-specific segments of local news and premium business and finance websites (e.g. WSJ.com, Reuters.com, Forbes.com, etc.) and living in Sunny Isles and New York.
- A custom intent segment, that will allow us to show banners to adults who are searching for Miami Luxury real estate and living in in New York.
- A In-Market, that will allow us to show banners to adults who are living in Sunny Isles and actively in-market for residential real estate.

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

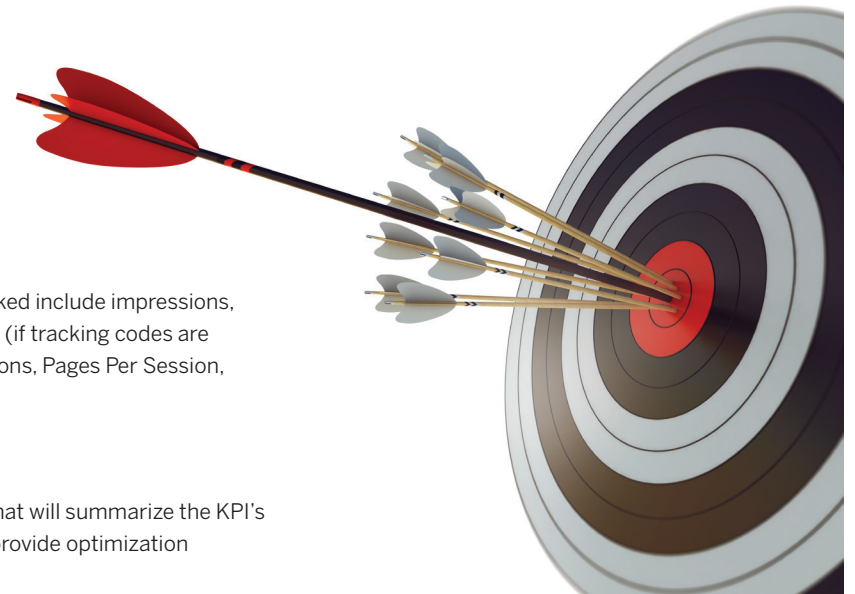
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



Impressions Scheduling

One Sothebys - 311 Atlantic Isle

Media	Geo-Target	September					October					November			December				Impressions			
		01	08	15	22	29	06	13	20	27	03	10	17	24	01	08	15	22		29		
FoxBusiness.com	Sunny Isles Beach, New York																			750,000		
WSJ.com																						
Barrons.com																						
Investors.com																						
Reuters.com																						
Forbes.com																						
CNBC.com																						
Custom Intent - Miami Luxury Real Estate	New York																			675,000		
In Market Residential Real Estate	Sunny Isles Beach																			75,000		
Total Digital																				1,500,000		

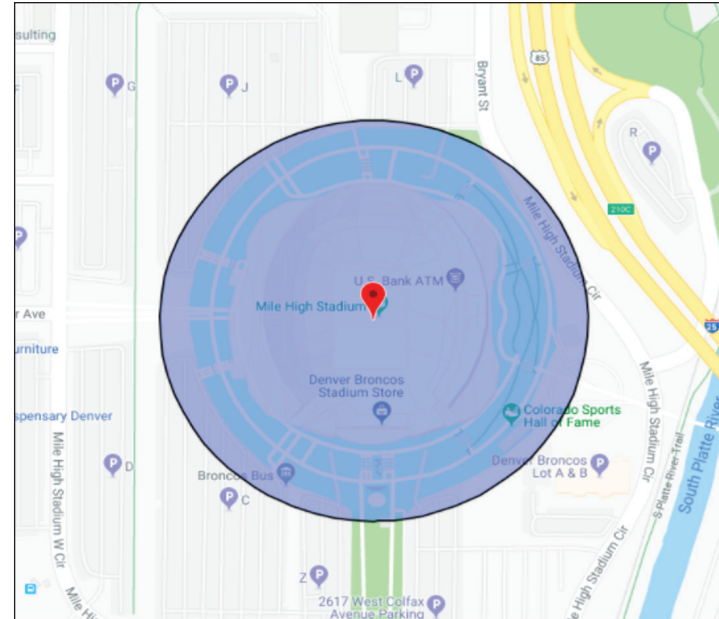
Digital Event Targeting

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.

Target: Art Basel

Miami Beach
December 8 – 10, 2023



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From: **\$1,500/month**

Comprehensive Digital

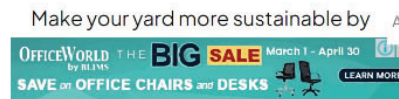
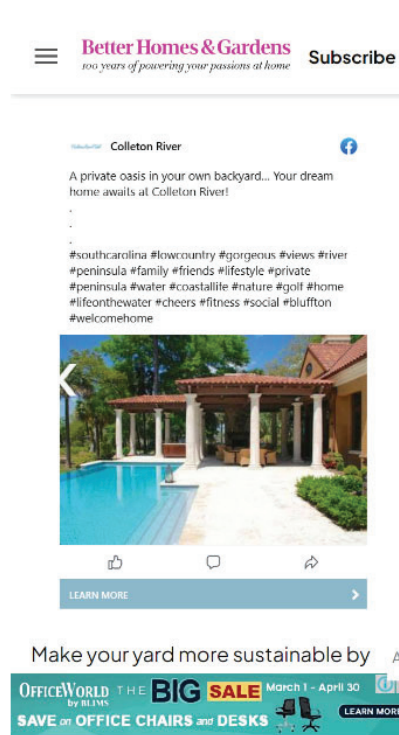
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

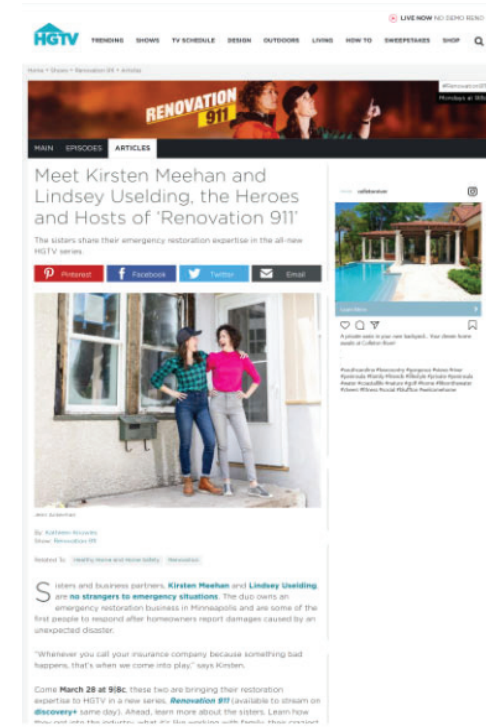
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500 PER MONTH

Comprehensive Digital

Client: Sotheby's One 311 Atlantic Isle

Digital Campaign Planner

Date Created: 8/28/2023



GEOGRAPHIC TARGET:

33160 (Sunny Isles Beach, FL) & 30 Mile Radius around NYC

Campaign Duration: 9/1/2023 - 12/1/2023	Sep-23	Oct-23	Nov-23	Total
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: Age 45+; High Net Worth; High Net Worth				
Individual/HNWI AND Luxury Home Owners; Luxury Second Home Owners; Boating; Boating Enthusiasts; Boating and Sailing; Florida				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	100,000	100,000	100,000	300,000
TOTAL CAMPAIGN INVESTMENT:	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	233,310
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	42.86%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

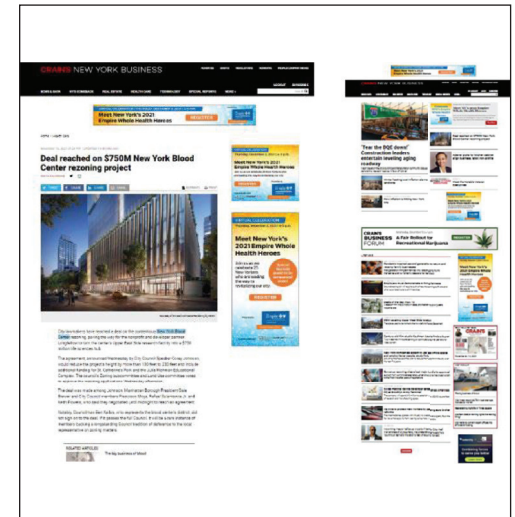
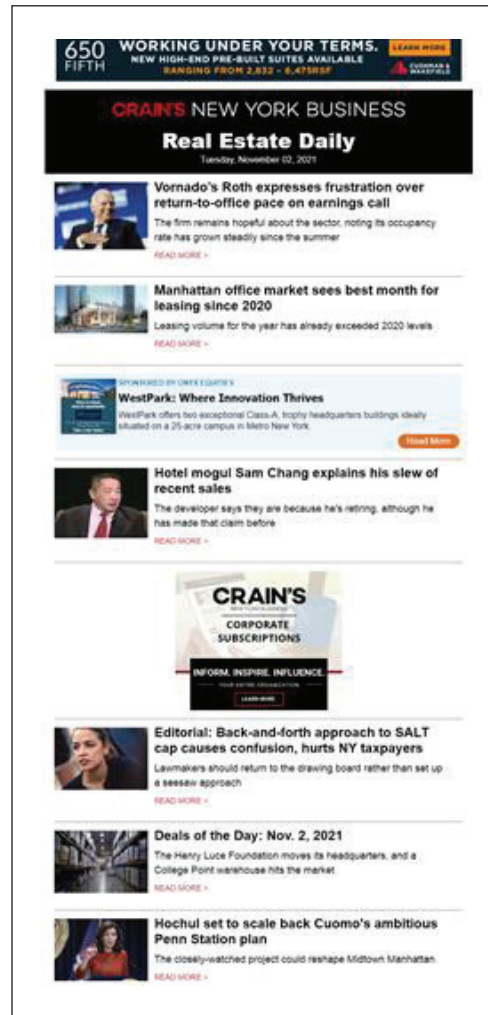
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)



The Wall Street Journal Online (WSJ.Com)

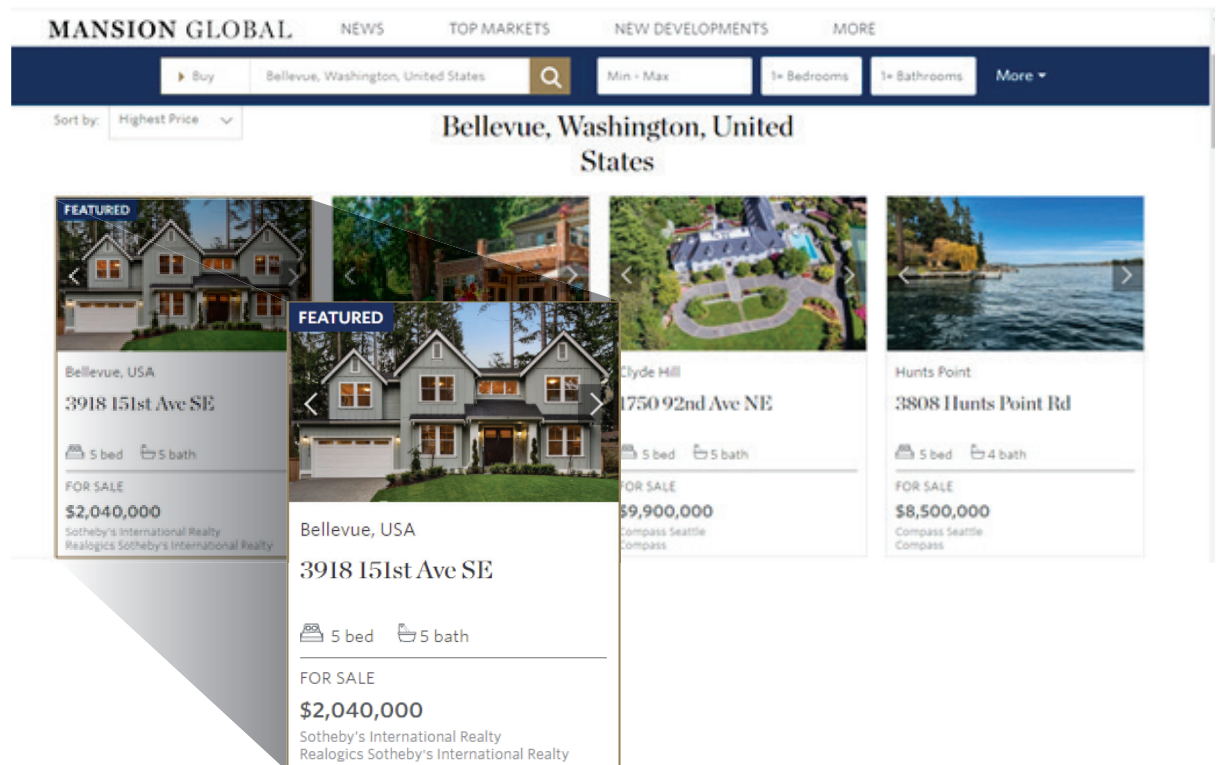
FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

Included with print placement

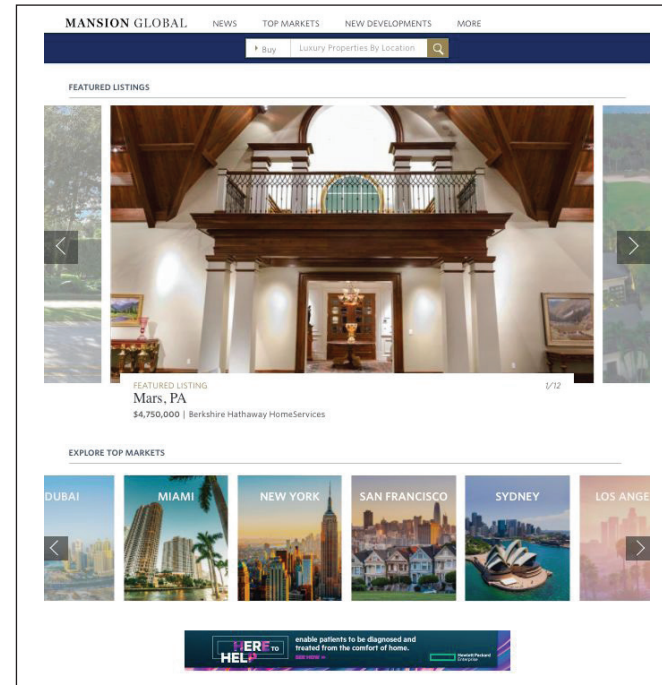


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



Leaf Cay
 \$19,995,000 USD | sirbahamas.com/id/46931
 Bahamas Sotheby's International Realty
GEORGE DAMIANOS
 george.damianos@sirbahamas.com
 +1 242.424.9699

THE WALL STREET JOURNAL
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

Tennessee Twisters Kill at Least 25
 Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They smashed homes and businesses and left two of thousands of residents without power.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

World-Wide
 Biden method a string of Super Tuesday primary victories and Super Tuesday night clinched California as the first state to pick a president.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LEAF CAY, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 USD sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 202.356.0249	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,800,000 USD sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 202.356.0249	SCOTTSDALE, ARIZONA 6087 North 4th Street Blvd \$1,800,000 USD sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 202.356.0249	ATHLETON, CALIFORNIA 1517 Vesper Road \$1,000,000 USD sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.882.5874
PALM ALTO, CALIFORNIA 12170 Verleye.com \$1,270,000 USD sirbahamas.com/id/46936 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.882.5874	POMONA, CALIFORNIA 3911 Longwood.com \$911,000 USD sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.882.5874	ROSE, CALIFORNIA 2175 gowhill.com \$1,700,000 USD sirbahamas.com/id/46938 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.882.5874	SAN DIEGO, CALIFORNIA 2716 Ocean Street \$1,800,000 USD sirbahamas.com/id/46939 Bahamas Sotheby's International Realty DEAN WICKOY / LINDA ORENWELLER dean.wickoy@sirbahamas.com +1 905.525.2128	SAN FRANCISCO, CALIFORNIA North Hill, Inc.com \$1,200,000 USD sirbahamas.com/id/46940 Bahamas Sotheby's International Realty WENDY STOROCK wendy.storock@sirbahamas.com +1 415.882.5874
GREENSBORO, CONNECTICUT 1110 newmarket.com \$1,000,000 USD sirbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HARTFORD, CONNECTICUT 2700 newmarket.com \$1,000,000 USD sirbahamas.com/id/46942 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743	MAYLAND, FLORIDA 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46943 Bahamas Sotheby's International Realty RUSSELL POST / MOLLY TAYLOR russell.post@sirbahamas.com +1 561.961.2050	MIAMI BEACH, FLORIDA 17100 Collins Blvd, Unit 6 \$1,000,000 USD sirbahamas.com/id/46944 Bahamas Sotheby's International Realty SUSAN BRYAN / KARYN THEISE susan.bryan@sirbahamas.com +1 772.731.5899	MIRAGE BEACH, FLORIDA 3200 newmarket.com \$1,000,000 USD sirbahamas.com/id/46945 Bahamas Sotheby's International Realty CINCY O'DARE / MAZIE BEGAN cincy.odare@sirbahamas.com +1 772.731.5899
ALPINE, MASSACHUSETTS 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46946 Bahamas Sotheby's International Realty MARTHA PAPER martha.paper@sirbahamas.com +1 413.841.1050	BOSTON, MASSACHUSETTS 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46947 Bahamas Sotheby's International Realty LOGAN KUSHAN / JEFF SIMONIAN logan.kushan@sirbahamas.com +1 617.841.1050	LENOX, MASSACHUSETTS 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46948 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 617.841.1050	SPRINGFIELD TOWNSHIP, NEW JERSEY 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46949 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 609.931.1050	PRINCETON, NEW JERSEY 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46950 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 609.931.1050
NEW YORK, NEW YORK 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46951 Bahamas Sotheby's International Realty ANDREW PETER / SEDRA AGHABIAN andrew.peter@sirbahamas.com +1 212.265.7623	NEW YORK, NEW YORK 1321east11street.com \$1,000,000 USD sirbahamas.com/id/46952 Bahamas Sotheby's International Realty BEATRICE COLE beatrice.cole@sirbahamas.com +1 212.265.7623	NEW YORK, NEW YORK 4515east11street.com \$1,000,000 USD sirbahamas.com/id/46953 Bahamas Sotheby's International Realty MARLA BLUM / MARK FIELD marla.blum@sirbahamas.com +1 212.265.7623	NEW YORK, NEW YORK 2171newmarket.com \$1,000,000 USD sirbahamas.com/id/46954 Bahamas Sotheby's International Realty THE TOWNHOMES GROUP the.townhomes.group@sirbahamas.com +1 212.265.7623	ROTFIELD, NEW YORK 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46955 Bahamas Sotheby's International Realty STEPHEN WILSON stephen.wilson@sirbahamas.com +1 845.423.0249
CHARLOTTE, NORTH CAROLINA 1107 Flamingo + Club Drive \$1,000,000 USD sirbahamas.com/id/46956 Bahamas Sotheby's International Realty MARILYN WILSON / GREG SLODOP marilyn.wilson@sirbahamas.com +1 813.279.2880	PROVIDENCE, RHODE ISLAND 1111 Complex Street \$1,000,000 USD sirbahamas.com/id/46957 Bahamas Sotheby's International Realty THE BACHMANN / GREG SLODOP the.bachmann@sirbahamas.com +1 813.279.2880	CHARLOTTE, SOUTH CAROLINA 1111 Complex Street \$1,000,000 USD sirbahamas.com/id/46958 Bahamas Sotheby's International Realty THE BACHMANN / GREG SLODOP the.bachmann@sirbahamas.com +1 813.279.2880	LET OF PALMS, SOUTH CAROLINA 3111 newmarket.com \$1,000,000 USD sirbahamas.com/id/46959 Bahamas Sotheby's International Realty THE TOWNHOMES GROUP the.townhomes.group@sirbahamas.com +1 212.265.7623	ARVIN, TEXAS 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46960 Bahamas Sotheby's International Realty KIMARA WILSON kimara.wilson@sirbahamas.com +1 845.423.0249
NORTH, TEXAS 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46961 Bahamas Sotheby's International Realty KIMARA WILSON kimara.wilson@sirbahamas.com +1 845.423.0249	HOUSTON, TEXAS 1111 Complex Street \$1,000,000 USD sirbahamas.com/id/46962 Bahamas Sotheby's International Realty VICTORIA MINTON victoria.minton@sirbahamas.com +1 281.308.4622	WHEELERSLEY, TEXAS 1111 Complex Street \$1,000,000 USD sirbahamas.com/id/46963 Bahamas Sotheby's International Realty GRAY ADAMS gray.adams@sirbahamas.com +1 214.782.8837	ARMAK, UTAH 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46964 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.513.0446	KANAB, UTAH 1000 newmarket.com \$1,000,000 USD sirbahamas.com/id/46965 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.513.0446

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**









































PRICE: \$710/SINGLE SPOT, COLOR

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
Bahamas Sotheby's International Realty
GEORGE DAMIANOS
george.damianos@sirbahamas.com
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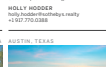
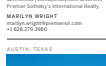













The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACON
For some time, the Hudson Valley was expected to be a new market for the Northeast. And now, as the market begins to pick up, it's clear that the region is starting to resemble that stretch of Long Island. In the Hudson Valley, there are many homes that are being renovated and are being sold for a profit. This is a sign that the market is starting to pick up. In the Hudson Valley, there are many homes that are being renovated and are being sold for a profit. This is a sign that the market is starting to pick up.

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NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.695.8422	NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.695.8422	NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 Dorchester Manhattan Brokerage MARIE F. ALAN-BLUM MIKAI FIELD marie.alan-blum@sirbahamas.com +1 212.695.8422	NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 Dorchester Manhattan Brokerage MARIE F. ALAN-BLUM MIKAI FIELD marie.alan-blum@sirbahamas.com +1 212.695.8422	SCOTTSDALE, NEW YORK 1000 Park Drive.com \$1,000,000 Scout24.com CHRIS SIMONS chris.simons@sirbahamas.com +1 408.882.2626
UNWILLE, NORTH CAROLINA 1000 Park Drive.com \$1,000,000 1007 Farming Chalks Drive \$1,000,000 www.sirbahamas.com/id/46937 Kumar Balgobin kumar.balgobin@sirbahamas.com +1 813.791.2880	PROVIDENCE, RHODE ISLAND 1000 Park Drive.com \$1,000,000 101 Congdon Street \$1,000,000 www.sirbahamas.com/id/46938 The Mackeney Gold Group www.mackeneygoldgroup.com +1 401.274.4200	CHARLESTON, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 706 S.com \$1,000,000 www.sirbahamas.com/id/46939 Kumar Balgobin kumar.balgobin@sirbahamas.com +1 813.791.2880	ISLE OF PALMS, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 11W Palms Island.com \$1,000,000 www.sirbahamas.com/id/46940 Kumar Balgobin kumar.balgobin@sirbahamas.com +1 813.791.2880	AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 801 Madison.com \$1,000,000 www.sirbahamas.com/id/46941 Kumar Balgobin kumar.balgobin@sirbahamas.com +1 813.791.2880
AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46942 Kumar Balgobin kumar.balgobin@sirbahamas.com +1 813.791.2880	HOUSTON, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46943 Victoria Hinton victoria.hinton@sirbahamas.com +1 713.208.4932	WIMBERLEY, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46944 Gary Adams gary.adams@sirbahamas.com +1 512.762.8887	KANAS, UTAH 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46945 Chris Simons chris.simons@sirbahamas.com +1 408.882.2626	KANAS, UTAH 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46946 Chris Simons chris.simons@sirbahamas.com +1 408.882.2626

Art Basel Magazine

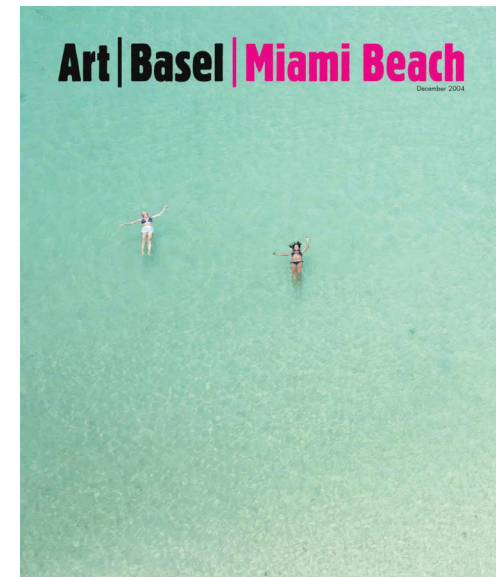
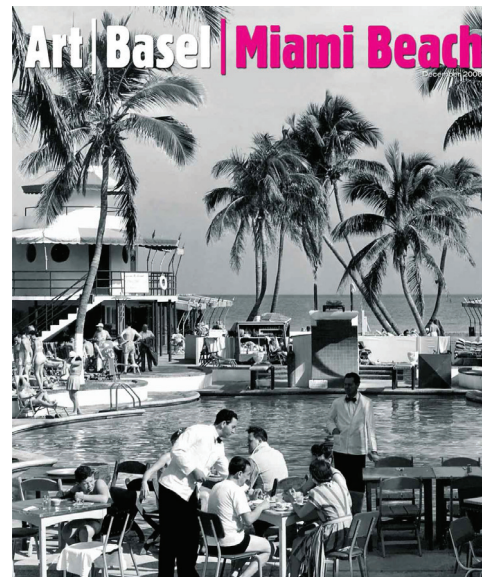
Every December, the world's wealthiest and most powerful individuals arrive by private plane and yacht to peruse and purchase more than \$1 billion in art at Art Basel Miami Beach, the world's largest art fair.

Art Basel Magazine is the show's official publication, and the ideal forum to showcase your brand to an elite audience of the world's most sought-after demographic.

Art Basel Magazine provides unparalleled reach to an audience of art collectors, enthusiasts, influencers and industry elite through hyper-targeted distribution during the fair.

- Circulation: 30,000

FULL PAGE: \$2,900



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	October	November	December	Media Total	Reach
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Em: Email						
	Sotheby's Bespoke Geo-Targeted Em: Florida, New York	\$ 2,500.00			\$ 2,500.00	25,000
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Sunny Isles Beach, New York					
Comprehensive Digital						
Social Mirror	Behavioral Custom program		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	200,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00	60,000
WSJ.com						
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	\$ -	
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module		\$ 1,275.00		\$ 1,275.00	164,000
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Pri	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272
The New York Times						
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00		\$ 690.00	168,000
The New York Times Sunday Real Esta	Property Listing			\$ 710.00	\$ 710.00	403,748
The New York Times Main News	Property Listing	\$ 710.00		\$ 710.00	\$ 1,420.00	967,402
Financial Times						
Financial Times	Property Spot		\$ 730.00		\$ 730.00	210,457
Art Basel Magazine						
Art Basel Magazine	Full page			\$ 2,900.00	\$ 2,900.00	30,000
TOTAL					\$ 20,510.00	4,896,879

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