



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

175 Bison Lane, Redstone, CO

Advertising and Marketing Program

Aspen
Snowmass

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 175 Bison Lane, Redstone, CO

SKY Advertising is excited to present to Aspen Snowmass Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 175 Bison Lane, Redstone, CO.

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 Redstone, CO.

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

**LET'S DO
GREAT THINGS TOGETHER**

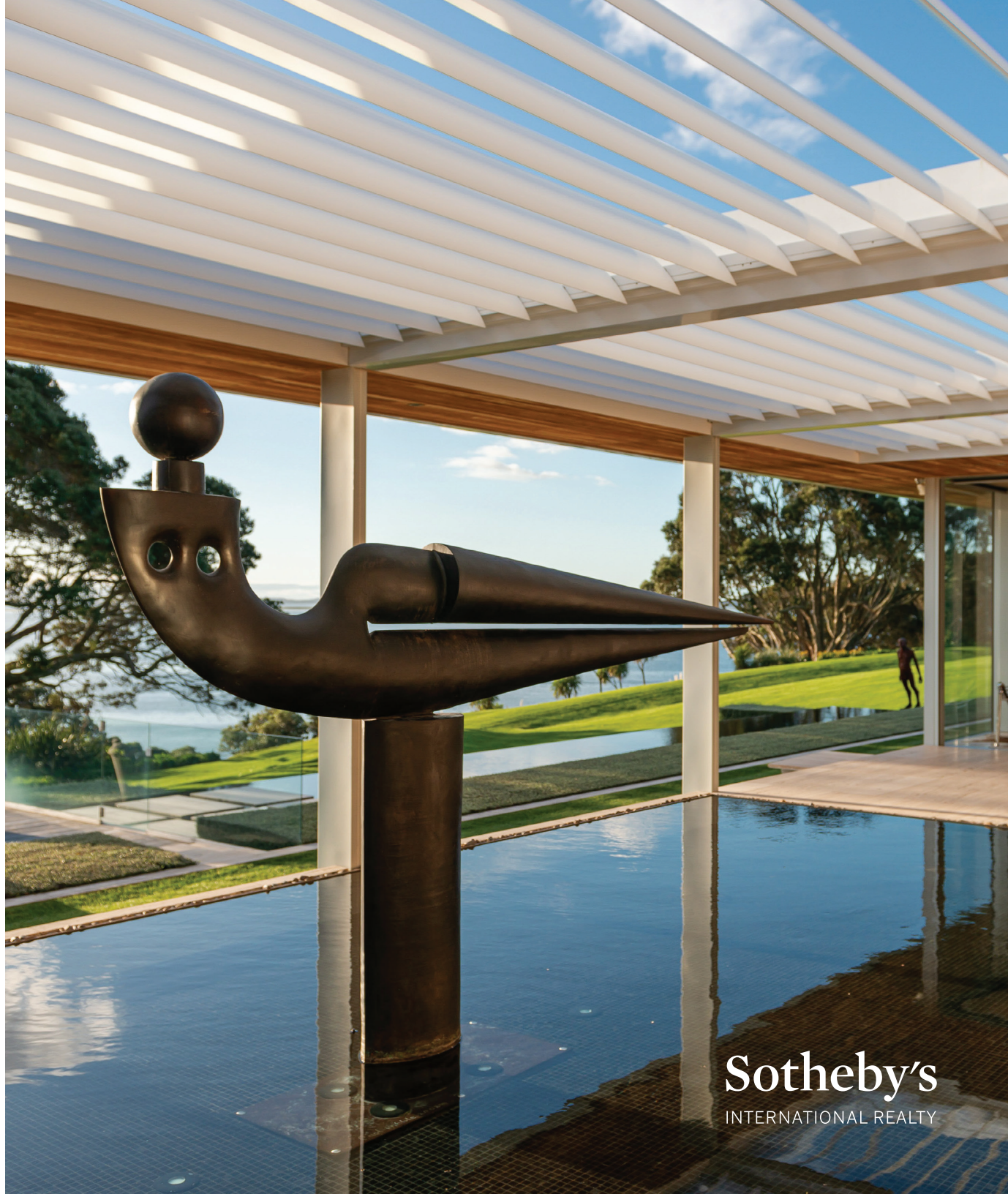
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's
INTERNATIONAL REALTY

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

QUARTER PAGE: \$910



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 214.424.8800
 Property # 123012
 Agent: Sotheby's
 International Realty
 Broker: Sotheby's International Realty
 Email: sothebysrealty@austin.tx
 \$50,000,000.00

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom-made cabinetry. This is a rare opportunity to own an exceptional piece of art in the heart of Manhattan. Don't miss this chance to own a piece of history. Call today to schedule your private showing. \$50,000,000

New York, New York
 212.460.5000 ext 400
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's +1 212 460 5000
 Email: sothebysrealty@nyc.ny
 \$50,000,000

510 Park Avenue, 15/16
 This residence in the sky rises 2,000 ft. It is a masterpiece of modern architecture. The interior is finished with the finest materials, from the marble-clad walls to the custom-made cabinetry. This is a rare opportunity to own an exceptional piece of art in the heart of Manhattan. Don't miss this chance to own a piece of history. Call today to schedule your private showing. \$25,000,000

New York, New York
 212.460.5000 ext 400
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's +1 212 460 5000
 Email: sothebysrealty@nyc.ny
 \$25,000,000

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse is a masterpiece of modern architecture. The interior is finished with the finest materials, from the marble-clad walls to the custom-made cabinetry. This is a rare opportunity to own an exceptional piece of art in the heart of Manhattan. Don't miss this chance to own a piece of history. Call today to schedule your private showing. \$15,000,000

New York, New York
 212.460.5000 ext 400
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's +1 212 460 5000
 Email: sothebysrealty@nyc.ny
 \$15,000,000

86

DIGITAL

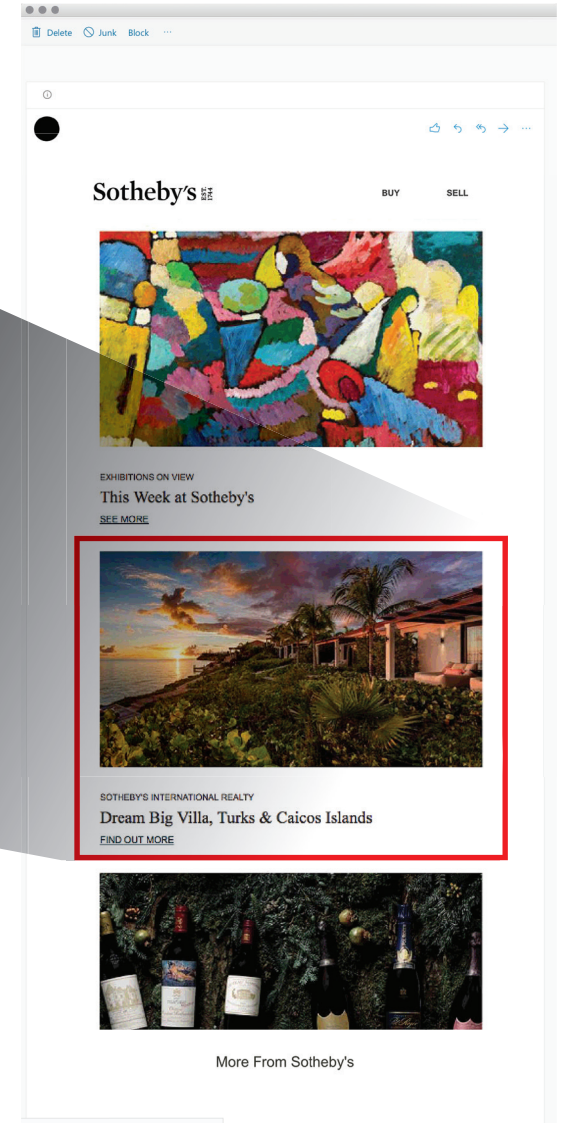
SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- 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

California, Texas, Florida, New York

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

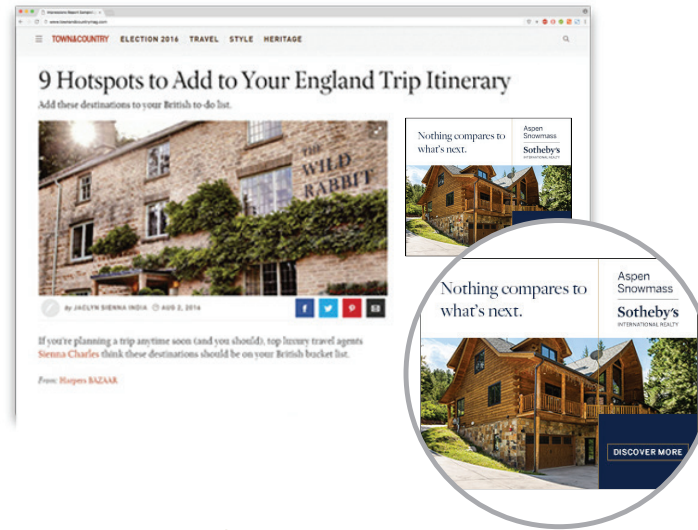
Impressions Campaign

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: **175 Bison Lane, Redstone, CO**
- Flight Dates: **September 2023 - December 2023**
- Impressions: **750,000**
- 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.

THE WALL STREET JOURNAL.

**Bloomberg
Markets**

BARRON'S

INVESTOR'S BUSINESS DAILY*



FORTUNE



Forbes

FOX BUSINESS



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

Nothing compares to what's next.

Aspen Snowmass | Sotheby's INTERNATIONAL REALTY

DISCOVER MORE

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Nothing compares to what's next.

DISCOVER MORE

Nothing compares to what's next.

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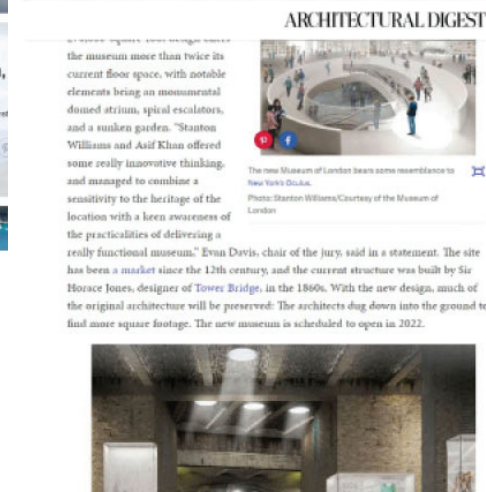
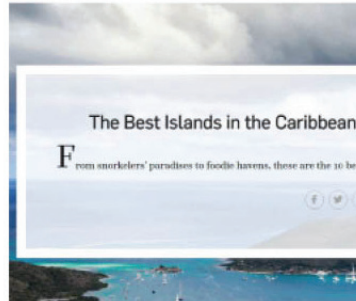
DISCOVER MORE

Nothing compares to what's next.

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DISCOVER MORE

Sample Banners For Impressions Programs As They Appear On Sites

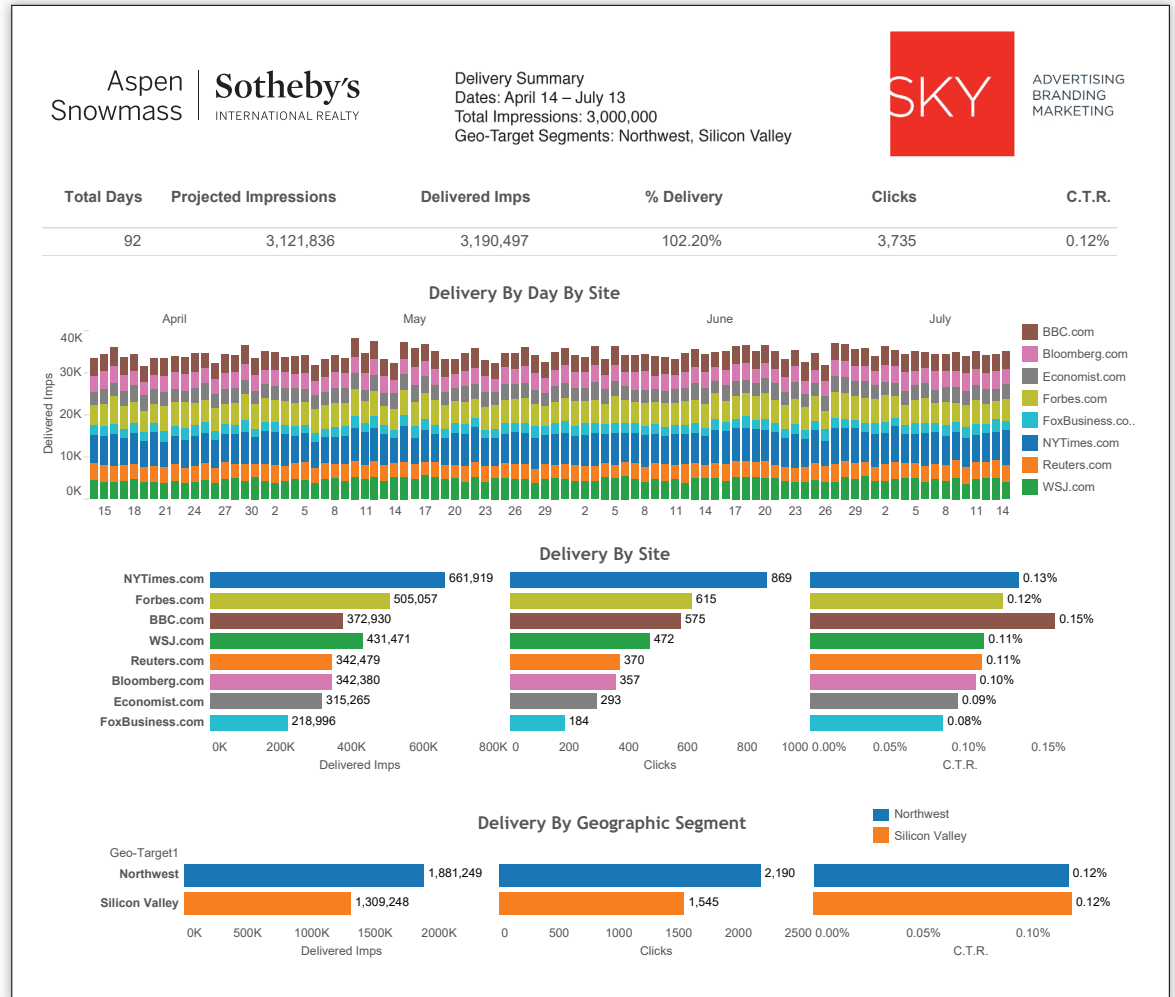


Comprehensive Reporting For Your Customized Campaign

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

Impressions text and chart

After researching, we have put together an integrated program that targets a high-net-worth audience across Los Angeles, Southern California, Dallas - Ft Worth, Austin, Houston, Miami, and New York.

The program, with a projected start date of September 15th and will run for three months delivering an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Los Angeles, Southern California, Dallas - Ft Worth, Austin, Houston, Miami, and New York on top global business and finance websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Rocky Mountain area real estate and living in Los Angeles, Southern California, Dallas - Ft Worth, Austin, Houston, Miami, and New York.
- A behavioral segment that will allow us to show banners to Ski Enthusiasts living in Los Angeles, Southern California, Dallas - Ft Worth, Austin, Houston, Miami, and New York.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com and more to extend the overall reach of the program.

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.

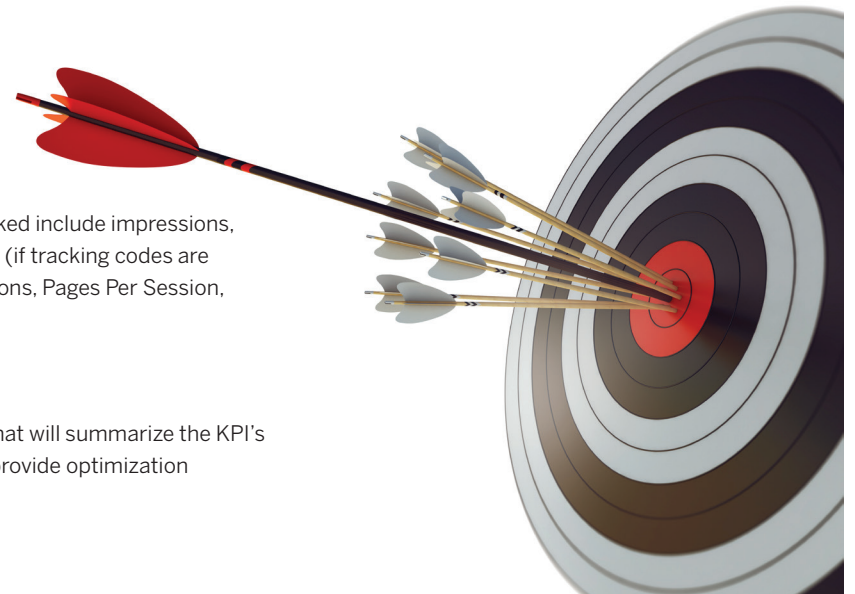
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

Aspen Snowmass SIR 175 Bison Lane																				
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		
WSJ.com	Los Angeles, Southern California, Dallas - Ft Worth, Austin, Houston, Miami, and New York																		300,000	
Bloomberg.com																				
Barrons.com																				
Invectors.com																				
CNBC.com																				
Fortune.com																				
Reuters.com																				
Forbes.com																				
FoxBusiness.com																				
CNBC.com																				
Behavioral - Ski Enthusiasts	Los Angeles, Southern California, Dallas - Ft Worth, Austin, Houston, Miami, and New York																		175,000	
Custom Intent - Rocky Mountain Area Real Estate	Los Angeles, Southern California, Dallas - Ft Worth, Austin, Houston, Miami, and New York																		275,000	
Total Digital																			750,000	

Comprehensive Digital

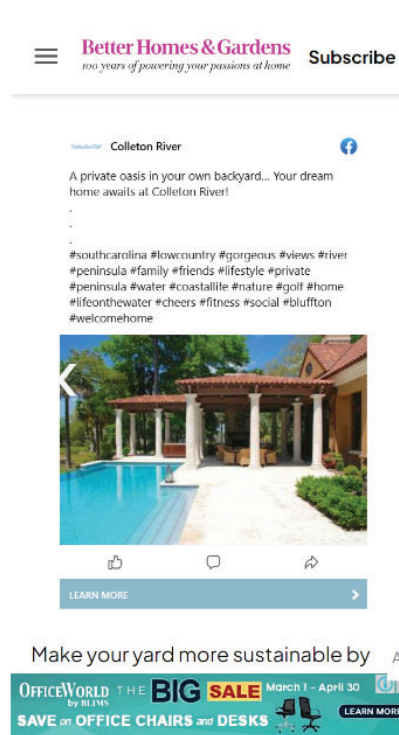
SOCIAL MIRROR ADS

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.

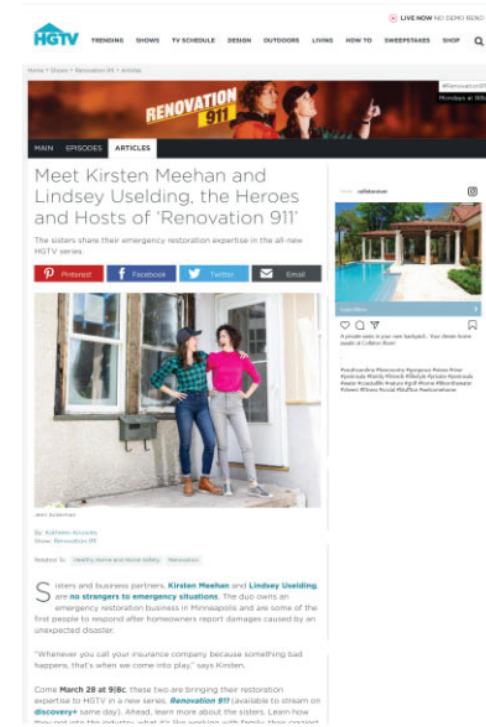
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

jamesedition.com

SOCIAL MEDIA POST

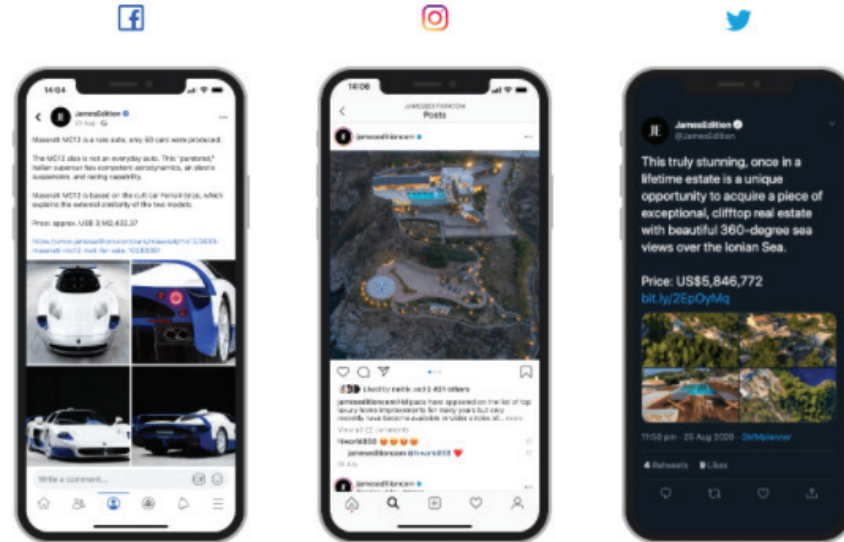
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

- Instagram **74.8K**
- Facebook **31.3K**



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

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 PHOTO PLUS

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

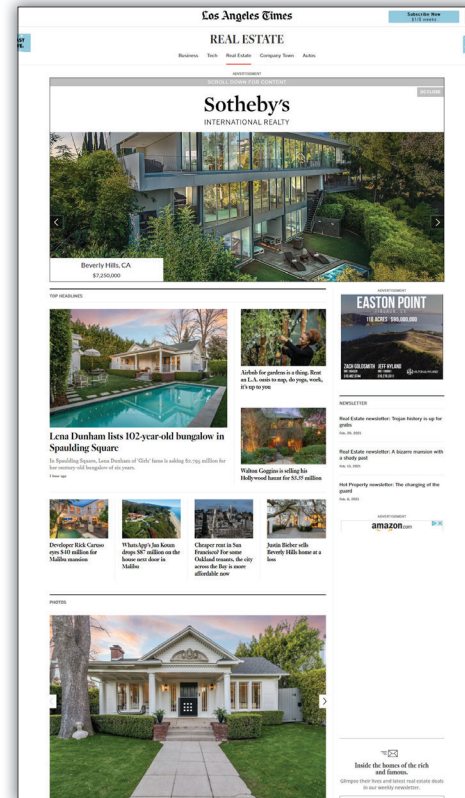
LA Times

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**



The Wall Street Journal Online (WSJ.Com)

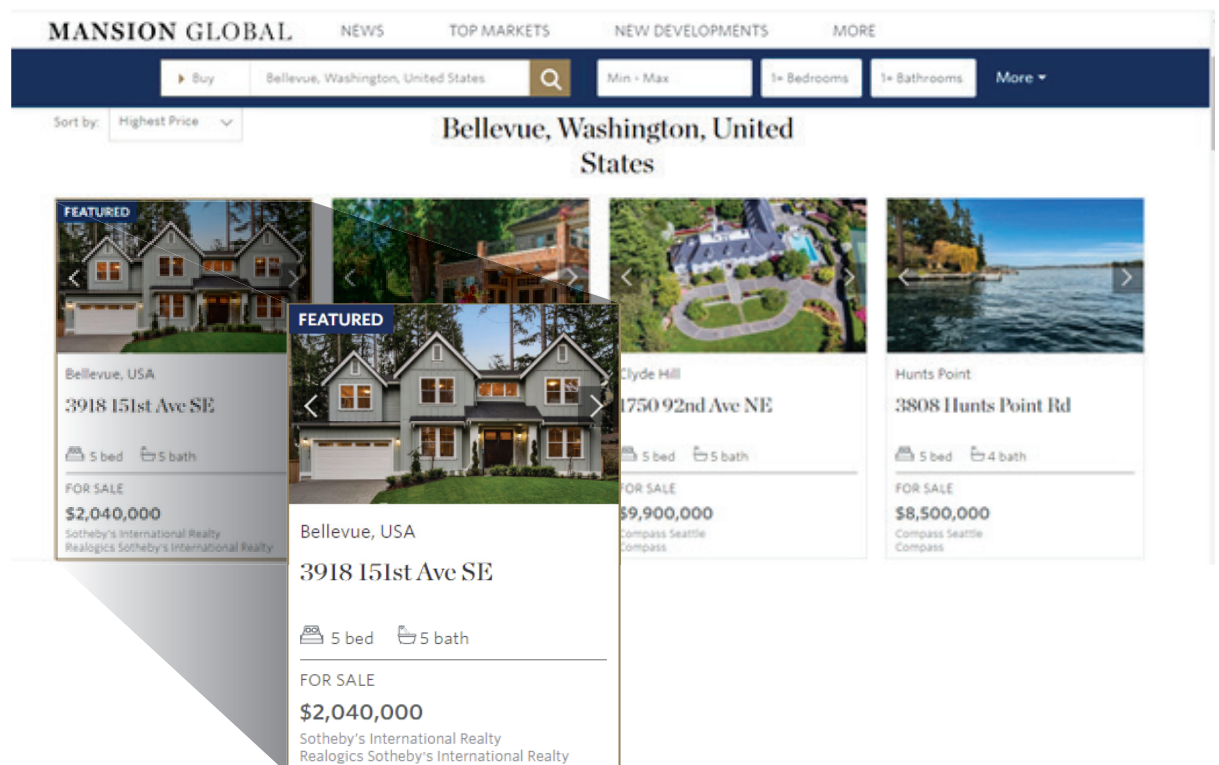
FEATURED PROPERTY UPGRADES

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

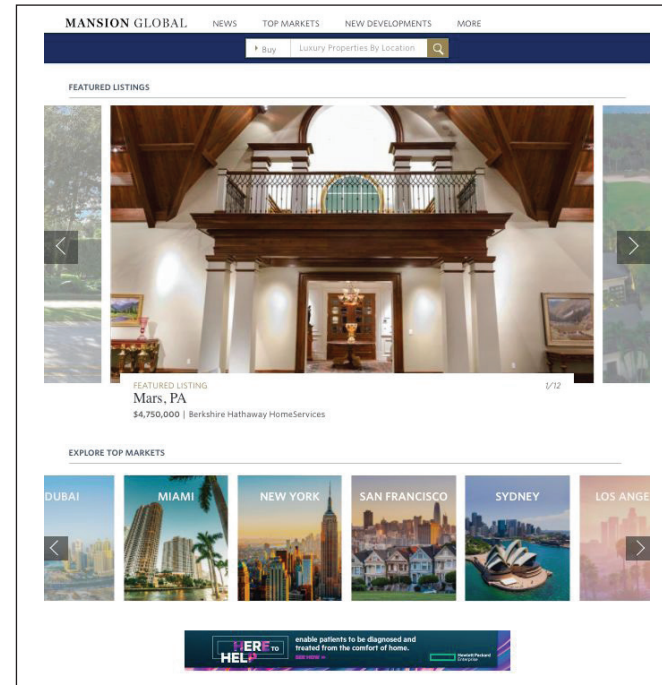


The Wall Street Journal Online (WSJ.Com)

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
 \$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 four 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.

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 +1 949.388.0240	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,000,000 USD sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0240	SCOTTSDALE, ARIZONA 6907 North 43rd Street \$1,000,000 USD sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0240	ATHLETON, CALIFORNIA 151 Vinyon Road \$1,000,000 USD sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5874
PALM ALTO, CALIFORNIA 12770 waverly.com \$1,000,000 USD sirbahamas.com/id/46936 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5874	POMONA, CALIFORNIA 3011 hammond.com \$1,000,000 USD sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5874	ROSE, CALIFORNIA 2711 gowall.com \$1,000,000 USD sirbahamas.com/id/46938 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5874	SAN DIEGO, CALIFORNIA 2770 Acazua Street \$1,000,000 USD sirbahamas.com/id/46939 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5874	SAN FRANCISCO, CALIFORNIA Nob Hill \$1,000,000 USD sirbahamas.com/id/46940 Bahamas Sotheby's International Realty WENDY STOROCK wendy.storock@sirbahamas.com +1 415.852.5874
GREENSBORO, CONNECTICUT 1100 northmain.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 2200 northmain.com \$1,000,000 USD sirbahamas.com/id/46942 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743	MILWAUKEE, WISCONSIN 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46943 Bahamas Sotheby's International Realty RUSSELL POST / MOLLY TAYLOR russell.post@mso.com +1 530.534.4633	MIAMI BEACH, FLORIDA 17100 Collins Road, Unit 1 \$1,000,000 USD sirbahamas.com/id/46944 Bahamas Sotheby's International Realty SUSAN BRYAN / KARYN THEISE susan.bryan@sirbahamas.com +1 305.432.7700	MIAMI BEACH, FLORIDA 17100 Collins Road, Unit 1 \$1,000,000 USD sirbahamas.com/id/46945 Bahamas Sotheby's International Realty SUSAN BRYAN / KARYN THEISE susan.bryan@sirbahamas.com +1 305.432.7700
ALPINE, MASSACHUSETTS 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46946 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	BOSTON, MASSACHUSETTS 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46947 Bahamas Sotheby's International Realty LOUIE KUSHAN / JEFF SIMONIAN louie.kushan@sirbahamas.com +1 617.841.3050	LENOX, MASSACHUSETTS 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46948 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 413.841.3050	SPRINGFIELD, MASSACHUSETTS 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46949 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 413.841.3050	PRINCETON, NEW JERSEY 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46950 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 413.841.3050
NEW YORK, NEW YORK 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46951 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	NEW YORK, NEW YORK 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46952 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	NEW YORK, NEW YORK 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46953 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	NEW YORK, NEW YORK 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46954 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	SCOTTSDALE, NEW YORK 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46955 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050
CHARLOTTE, NORTH CAROLINA 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46956 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	PROVIDENCE, RHODE ISLAND 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46957 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	CHARLESTON, SOUTH CAROLINA 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46958 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	LOS ANGELES, SOUTH CAROLINA 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46959 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	ARVIN, TEXAS 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46960 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050
HOUSTON, TEXAS 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46961 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	HOUSTON, TEXAS 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46962 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	HOUSTON, TEXAS 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46963 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	ARMAK, UTAH 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46964 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	KANAB, UTAH 1100 northmain.com \$1,000,000 USD sirbahamas.com/id/46965 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050

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
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Sotheby's INTERNATIONAL REALTY

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CHARLOTTE, NORTH CAROLINA 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 704.366.7023	PROVIDENCE, RHODE ISLAND 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 401.366.7023	CHARLOTTE, SOUTH CAROLINA 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 803.366.7023	LOT OF PINE, SOUTH CAROLINA 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 803.366.7023	ARLINGTON, TEXAS 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 817.366.7023
HOUSTON, TEXAS 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 281.366.7023	HOUSTON, TEXAS 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 281.366.7023	HOUSTON, TEXAS 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 281.366.7023	UTAH, UTAH 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 435.366.7023	KANSAS, UTAH 1000 Main Street \$4,000,000 srbahamas.com/id/46931 MARTHA PIPER martha.piper@sirbahamas.com +1 435.366.7023

The New York Times

Today, don't forget to read and share it. The New York Times is 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.

Web's Far Right Can Hear Itself As Trump Talks
 Cheering the Spread of Once-Fringe Views
 By KEVIN WOOD and JILL WINTON

Edge in Polls Might Not Tip House Seats
 Outcome Hinges on a Handful of States
 By NATE CIVAN

It's Not Heaven. It's Brooklyn.
 The \$5,000 houses in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-F22.

Spending Millions in a Bid to Avoid Sanctions
 By BENJAMIN SVETKEY

Partisan Rhetoric Of New Query On The Census
 By MICHAEL WIND

Called to Serve, Utah Mayor Always Answered
 By JEFF TREMPER

Offering Little Pool, Republican Accuses Georgia Rival of 'Hack'
 By RICHARD HENNEY

The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

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

PRICE: \$690 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook

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Represented by: **Jeannette Maloney** MRE, SLS

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.632.2710
c. 516.662.5400

72 Post Road
9 BR | 6 BA | 15.54 ACRES
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

Danielle Gale / **AGENT/DOBRA RUSSELL**

Sotheby's International Realty

Sandbanks
Exuma, The Bahamas

Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Lightburn
JL@Sandbanks.com

Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean/water sports.

SIRBAHAMAS.COM/ID/V29V.67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

Stunning single story 15,000 sq ft oceanfront lot spanning two acres with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty

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: \$610

Sotheby's INTERNATIONAL REALTY

Malibu CALIFORNIA

Your next move can be next level.

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SOTHEBYREALTY.COM

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus
Spectacular Old Westbury
+ 602,882,070
E. 625,662,545

72 Post Road
9 BR | 6 BA | 10,54 ACRES
\$4,400,000

Headquartered in the center directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom 1920's Italianate country house, 100-year-old three-bedroom cottage, a two-story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE, COMPAGENT/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

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Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



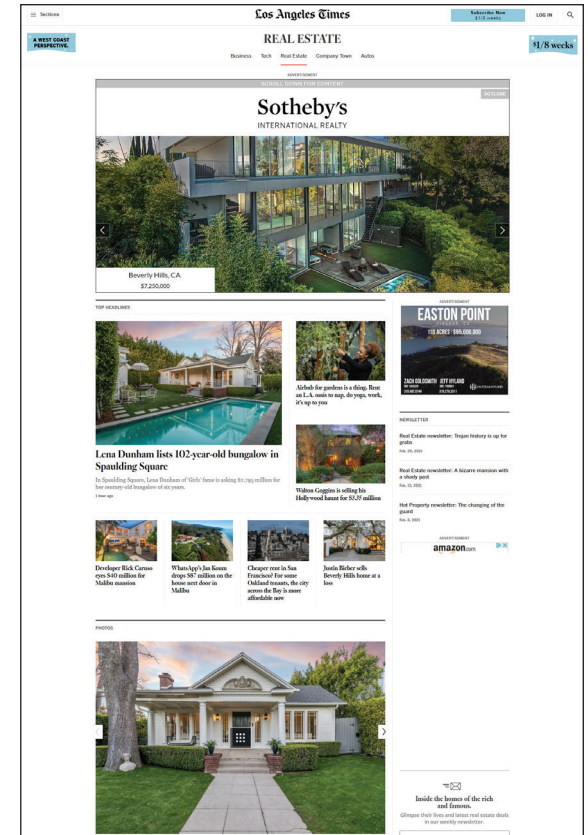
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$390/SPOT

Full color with 30 day Lighthouse Placement

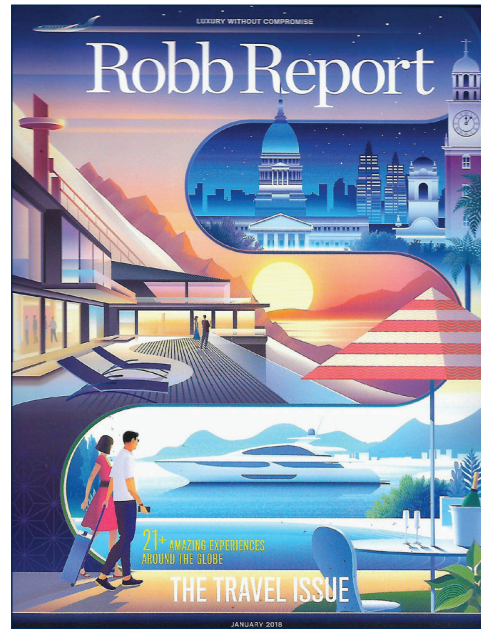


Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. 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.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

PROPERTY SPOT, COLOR: \$830



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Open the door to what's next.

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The Rosewood Farm Estate
Southampton, New York
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

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\$18,500,000
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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	September	October	November	December	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Em: Email							
Sotheby's Bespoke Geo-Targeted Em: California, Texas, 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 - LA, Dallas - Ft Worth, Austin, Houston, Miami, New York, Southern California						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
JamesEdition							
Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000
LA Times							
Lighthouse Fixed Position - Hot Prope	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
WSJ.com							
Property upgrades	Property upgrades		Bonus	Bonus		\$ -	
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00	164,000
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00			\$ 1,300.00	1,288,848
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00	423,111
The New York Times Takeover	Full page w/ Digital promotion			\$ 690.00		\$ 690.00	168,000
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00			\$ 390.00	220,780
The Los Angeles Times	Takeover			\$ 610.00		\$ 610.00	220,780
Robb Report							
Robb Report	Property Spot				\$ 830.00	\$ 830.00	324,000
TOTAL						\$ 17,800.00	4,477,519

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