



ADVERTISING
BRANDING
MARKETING

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212-677-2500

SKYAD.COM

14 Red Creek Circle Advertising and Marketing Program



Daniel
Gale

Sotheby's
INTERNATIONAL REALTY

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21 2024



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ADVERTISING
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National & Global Exposure 14 Red Creek Circle

SKY Advertising is excited to present to Daniel Gale Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 14 Red Creek Circle.

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 Hampton Bays, NY.

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
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744


DIGITAL

SOTHEBY'S SELECTS E-NEWSLETTERS

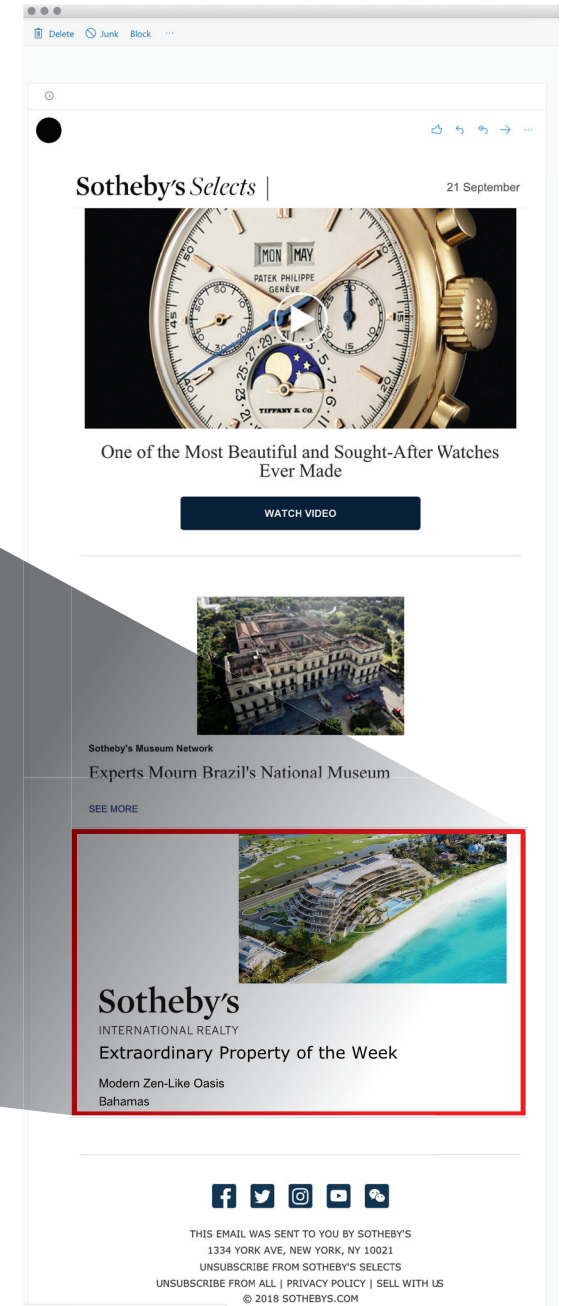
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 700,000+ recipients
- 34% average open rate

PRICE: \$2,585*/DEPLOYMENT

*Limited Availability




Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)



Delete Junk Block ...


Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

WATCH VIDEO

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 r

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

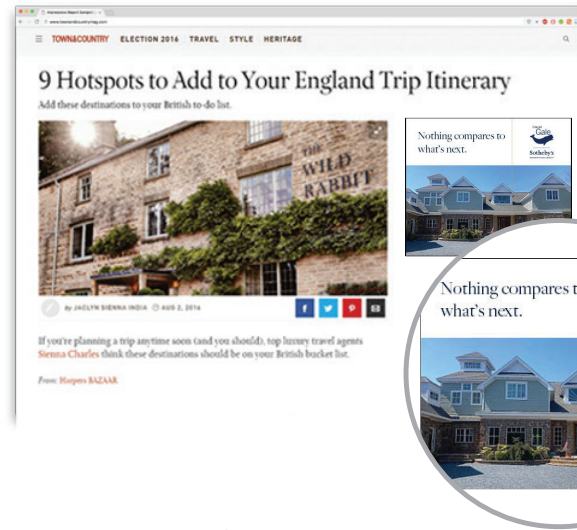
Impressions Campaign

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: **14 Red Creek Circle**
- Flight Dates: **May 2024 - July 2024**
- 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 New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



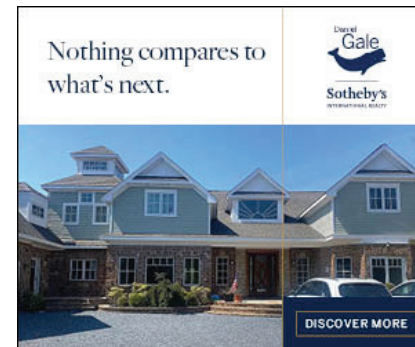
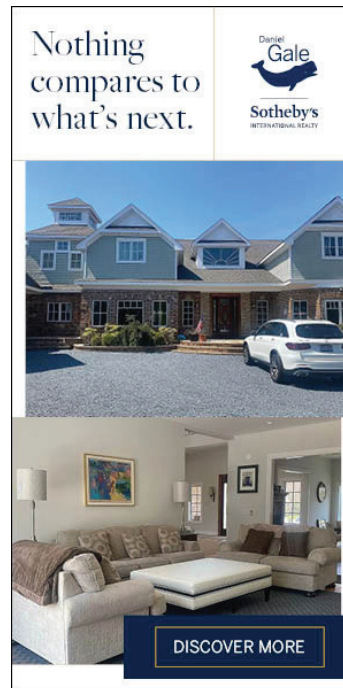
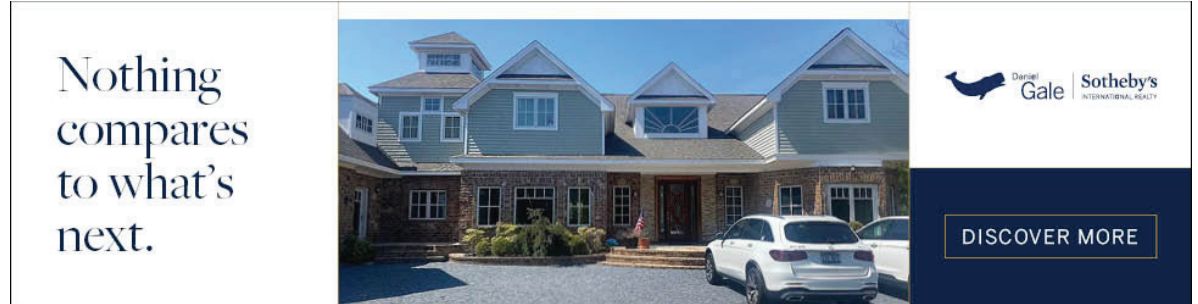
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

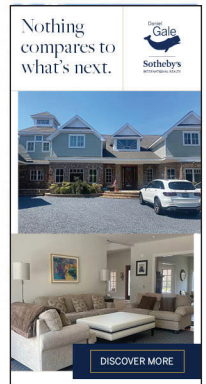
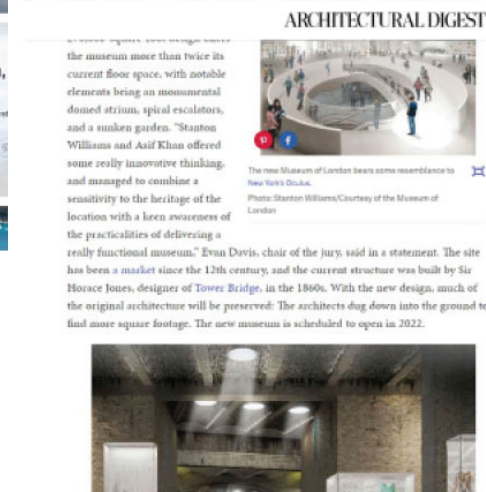
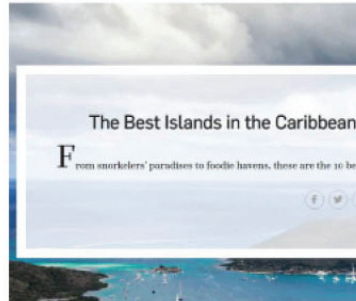
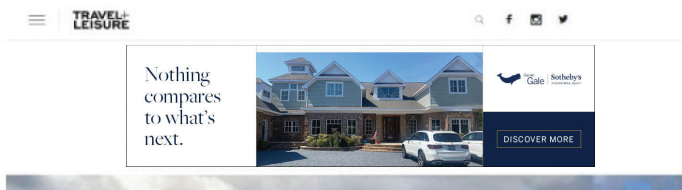
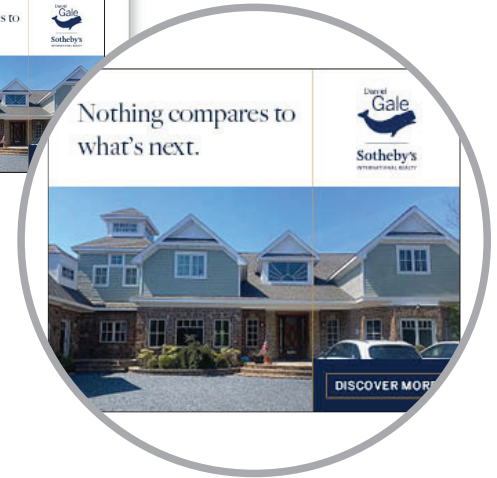
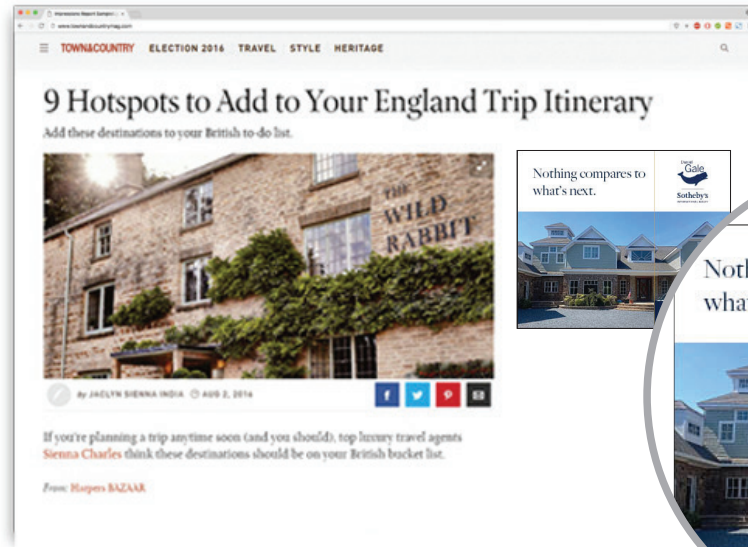
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

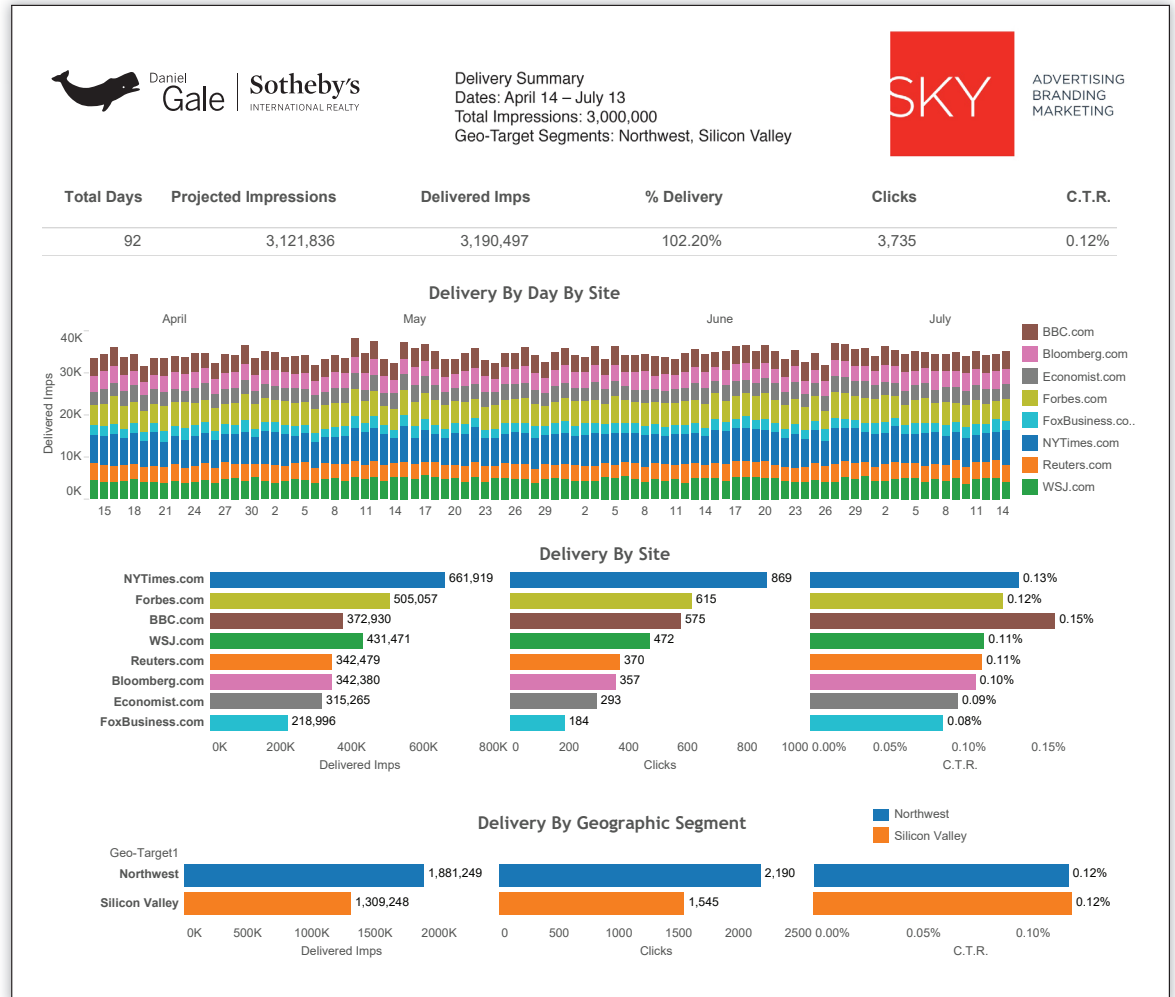


Comprehensive Reporting For Your Customized Campaign

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



Comprehensive Digital

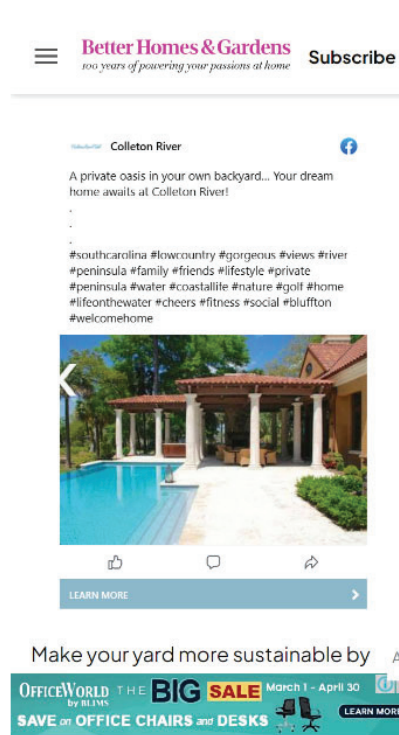
SOCIAL MIRROR ADS

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.

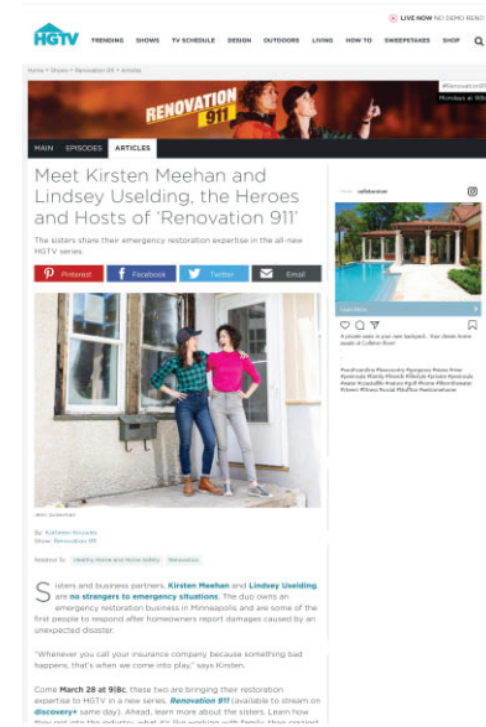
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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: FROM \$1,500/MONTH

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.

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a grid of property listings with images and brief descriptions. A 'Featured luxury properties' section highlights specific listings like '5 Bedrooms - Pent...', 'Stunning Sherwoo...', 'Elegant French Styl...', and 'Magnificent Seclu...'. There's also a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

The Wall Street Journal Online (WSJ.com)

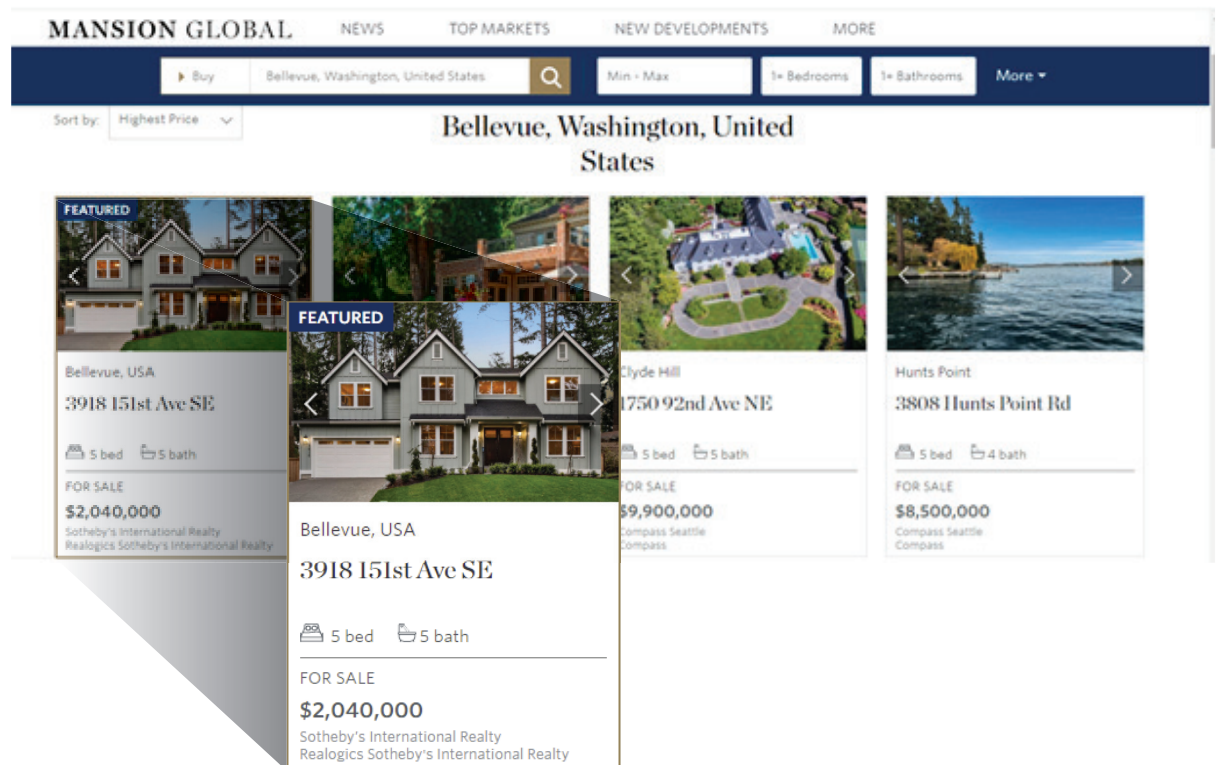
FEATURED PROPERTY UPGRADES

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)

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

MANSION GLOBAL HERO SHOT: \$500

Exclusive to Daniel Gale Sotheby's International Realty



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: \$795 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • \$4.00

What's News

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **What's News**

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **What's News**

Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

By Nick Timiraos

WASHINGTON—The Federal Reserve unveiled an emergency rate-cutting package on Wednesday, slashing the benchmark rate to 0% for the first time in its history.

The central bank has typically raised rates to cool an overheating economy, but this time it is cutting rates to stimulate growth and avert a recession, said Jeffrey Hirsch, chief economist at TD Ameritrade.

The Fed's move is the largest rate cut since 2008, when it lowered the rate to 0% to help the economy recover from the global financial crisis.

The rate cut is part of a broader package of measures, including a \$2 trillion increase in the Fed's balance sheet and a new \$500 billion facility to support lending to businesses.

The Fed's move is expected to boost stock prices and lower mortgage rates, but it also raises concerns about inflation and the long-term health of the economy.

Shaky Ground

More opens theory of how to fix the bond market

By Michael S. Vann

WASHINGTON—The Fed's move to cut rates has raised the possibility of a new strategy to fix the bond market.

The theory is that the Fed should buy more Treasury bonds to keep rates low and support the economy.

This strategy was used in 2011 and 2012, but it has not been repeated since.

Some economists believe that this strategy could be used again to help the economy recover from the current crisis.

Tennessee Twisters Kill at Least 25

By Anne Cooper-Petersen

MEMPHIS, Tenn.—A deadly twister struck Tennessee on Tuesday, killing at least 25 people in the rural area around Nashville.

The twister, a rare weather phenomenon, tore through the area, uprooting trees and demolishing homes.

Rescue workers are still searching for survivors in the rubble.

The twister is the deadliest in Tennessee's history, with 25 people killed and many more injured.

The twister is a rare weather phenomenon that occurs when a cold front and a warm front meet, creating a powerful storm.

World-Wide

Biden outlined a string of major foreign policy... **World-Wide**

Biden outlined a string of major foreign policy... **World-Wide**

Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden picked up a string of major Tuesday victories, while Sen. Bernie Sanders won a delegate-rich California, as the year broke away from the last Democratic presidential nomination.

By Michael S. Vann

WASHINGTON—Former Vice President Joe Biden picked up a string of major victories on Tuesday, including a win in California and a narrow win in New York.

Sen. Bernie Sanders won a delegate-rich California, as the year broke away from the last Democratic presidential nomination.

The results suggest that Biden is the front-runner for the White House, but Sanders remains a strong contender.

Sotheby's INTERNATIONAL REALTY
Nothing compares to what's next.



CITY, STATE

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skyad.com | 17

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: \$750 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook




Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

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

72 Post Road, Old Westbury, NY



Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.2710
c. 516.562.5400

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.




DANIELE GALE / AGENT / OEBRA RUSSELL



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Sandbanks Exuma, The Bahamas



Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Lightburn
JL@SIRBAHAMAS.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 car 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. Like a luxury spa, directly visible the ocean for water sports.

SIRBAHAMAS.COM/ID/X295.67



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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorbo
Elite Agent
858.334.3557
eric@ericcahomes.com
DRE#01565001

5305 Carlsbad Boulevard
5 BR | 8.0 BA | 10,039 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



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Financial Times


The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

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

PRICE: \$750 PROPERTY SPOT

Global

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



House & Home FTWeekend
 No rest for the World
 Sign of the Times
 Study in style

FT Weekend
 Edition

Schulz reversal raises Merkel's survival hopes
 SPD chief ready to join coalition talks
 Rare bout of German uncase recedes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Food and drink festive special
 Tips from top global chefs

Lunch with the FT
 FT chief Bernie Ecclestone: 'I break the rules'

Schulz reversal raises Merkel's survival hopes
 SPD chief ready to join coalition talks
 Rare bout of German uncase recedes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

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Lunch with the FT
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Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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	BRADSHIRE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$4,900,000 sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.388.0280	SCOTTSDALE, ARIZONA 9979 East Bismarck Drive \$4,800,000 sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.388.0280	SCOTTSDALE, ARIZONA 32881 North Church Road \$4,800,000 sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.388.0280	ATHLETON, CALIFORNIA 651 Tyson Road \$6,700,000 sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.388.0280
PALO ALTO, CALIFORNIA 1527H Aveley.com \$46,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.481.0776	PUEBLO, CALIFORNIA 3973 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS VAN HEUTEN CAME michael.deyfus@sirbahamas.com +1 408.481.0776	ROSE, CALIFORNIA 276 Joplin.com \$2,700,000 Golden Gate Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.388.0280	SAN DIEGO, CALIFORNIA 2716 N Coast Street \$1,500,000 sirbahamas.com/id/46936 Pacific Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 760.512.3128	SAN FRANCISCO, CALIFORNIA North Hill Lane.com \$2,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.778.1889
GREENSBORO, CONNECTICUT 3500 Park Drive.com \$4,999,000 Greenwich Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 31 Poppleton Ridge.com \$4,999,000 Greenwich Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.355.2742	WILMINGTON, CONNECTICUT 31 Poppleton Ridge Drive.com \$4,999,000 Greenwich Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.388.0280	WILMINGTON, CONNECTICUT 31 Poppleton Ridge Drive.com \$4,999,000 Greenwich Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@sirbahamas.com +1 203.352.7700	WESTON, CONNECTICUT 31 Poppleton Ridge Drive.com \$4,999,000 Greenwich Sotheby's International Realty SUSAN BYRAN KARYN THULE susan.byran@sirbahamas.com +1 203.352.7700
ALFORD, MASSACHUSETTS 1022Hill.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.827.4599	BOSTON, MASSACHUSETTS 99 Avenue Street, Unit 1 \$4,000,000 Boston Sotheby's International Realty LOIS KUNIN JEFF SIMONIAN lois.kunin@sirbahamas.com +1 413.827.1105	LEOLA, MASSACHUSETTS 4362Hill.com \$4,000,000 Boston Sotheby's International Realty GEORGE CAIN george.cain@sirbahamas.com +1 978.983.8955	ROSELLE TOWNSHIP, NEW JERSEY 62 Neep Nelly Road \$7,700,000 sirbahamas.com/id/46937 Chelsea Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 409.941.2050	PANICHTON, NEW JERSEY 333 Pines Corner Road \$9,000,000 sirbahamas.com/id/46938 Chelsea Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 409.941.2050
NEW YORK, NEW YORK 740 Park Ave Premier Penthouse.com \$46,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SERENA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	NEW YORK, NEW YORK 112 East 12 Street.com \$4,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH heidi.fye-smith@sirbahamas.com +1 212.693.8428	NEW YORK, NEW YORK 450 Park Ave 2F Penthouse.com \$4,000,000 Downtown Manhattan Brokerage MARIE-FRANÇOISE BLUM MIKAI FELD marie-francoise.blum@sirbahamas.com +1 212.693.8428	NEW YORK, NEW YORK 127 Riverside Hall.com \$4,000,000 Downtown Manhattan Brokerage KAPPA LANGE kappa.lange@sirbahamas.com +1 212.693.8428	SCOTTSDALE, NEW YORK 6200 Park Ave Penthouse.com \$4,000,000 Scarsdale Sotheby's International Realty HEIDI FYE SMITH SERENA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428
UNWILDE, NORTH CAROLINA 1907 Farming Chalks Drive \$40,000,000 sirbahamas.com/id/46939 Bahamas Sotheby's International Realty MARLIN WISLEY marlin.wisley@sirbahamas.com +1 813.791.2880	PROVIDENCE, RHODE ISLAND 151 Congdon Street \$4,000,000 Rhode Island Sotheby's International Realty THE MCKINLEY GOLD GROUP the.mckinleygoldgroup@sirbahamas.com +1 813.791.2880	CHARLESTON, SOUTH CAROLINA 706 S. 6.com \$4,000,000 Rhode Island Sotheby's International Realty MARLIN WISLEY marlin.wisley@sirbahamas.com +1 813.791.2880	STATE OF PAINE, SOUTH CAROLINA 11W Warren Island.com \$4,000,000 Rhode Island Sotheby's International Realty THE EMPTON GROUP the.emptongroup@sirbahamas.com +1 813.791.2880	AUSTIN, TEXAS 8813 Madison.com \$4,000,000 Austin Sotheby's International Realty ANNA WILCOX anna.wilcox@sirbahamas.com +1 512.452.3035
AUSTIN, TEXAS 11000 Lakeside Lane.com \$4,000,000 Austin Sotheby's International Realty KUMARA WILCOX kumara.wilcox@sirbahamas.com +1 512.452.3035	HOUSTON, TEXAS 11000 Lakeside Lane.com \$4,000,000 Austin Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 713.266.4932	WIMBERLEY, TEXAS 1764 Springdale Lane.com \$4,000,000 Austin Sotheby's International Realty GARY ADAMS gary.adams@sirbahamas.com +1 512.762.8887	KANAS, UTAH 19041 North Star \$4,000,000 sirbahamas.com/id/46940 Utah Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246	KANAS, UTAH 19041 North Star \$4,000,000 sirbahamas.com/id/46941 Utah Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	March	April	May	June	July	August	September	October	Media Total	Reach
Sotheby's Auction House: Digital											
Sotheby's Selects Enewsletter	Weekly newsletter						\$ 2,585.00			\$ 2,585.00	700,000
Digital											
Million Impressions*											
Million Impressions	Digital Banner Program			\$ 1,195.00	\$ 1,195.00	\$ 1,195.00				\$ 3,585.00	2,100,000
Million Impressions	Targeting - NYC, Palm Beach, Greenwich										
Comprehensive Digital											
Social Mirror	Behavioral Custom program							\$ 1,500.00		\$ 1,500.00	700,000
JamesEdition											
e-Newsletter	e-Newsletter					\$ 1,500.00				\$ 1,500.00	700,000
WSJ.com											
Property upgrades	Property upgrades							Bonus		\$ -	
Mansion Global Homepage	Homepage Hero Shot		\$ 500.00							\$ 500.00	700,000
Print											
The Wall Street Journal											
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade							\$ 795.00		\$ 795.00	700,000
The New York Times											
The New York Times Takeover	Full page w/ Digital promotion				\$ 760.00					\$ 760.00	700,000
Financial Times											
Financial Times	Property Spot								\$ 750.00	\$ 750.00	700,000
TOTAL										\$ 9,390.00	6,300,000
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change											