



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Brant Point Advertising and Marketing Program

Heritage | Sotheby's  
INTERNATIONAL REALTY

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78 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 Brant Point

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

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Atlantic Highlands, NJ.

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

**LET'S DO  
GREAT THINGS TOGETHER**

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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

New Jersey, Pennsylvania, New York, Massachusetts

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

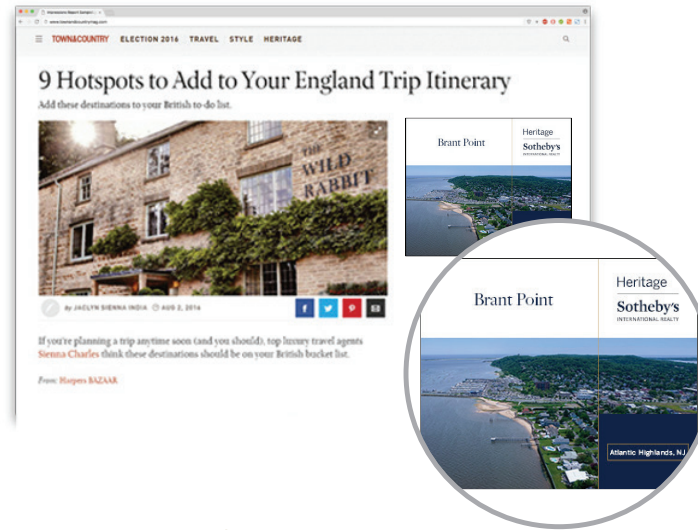
# Impressions Campaign

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

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



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.

**FOX BUSINESS**

**BARRON'S**

INVESTOR'S BUSINESS DAILY®

THE WALL STREET JOURNAL.



**Forbes**





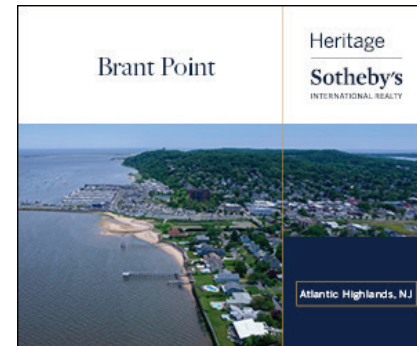
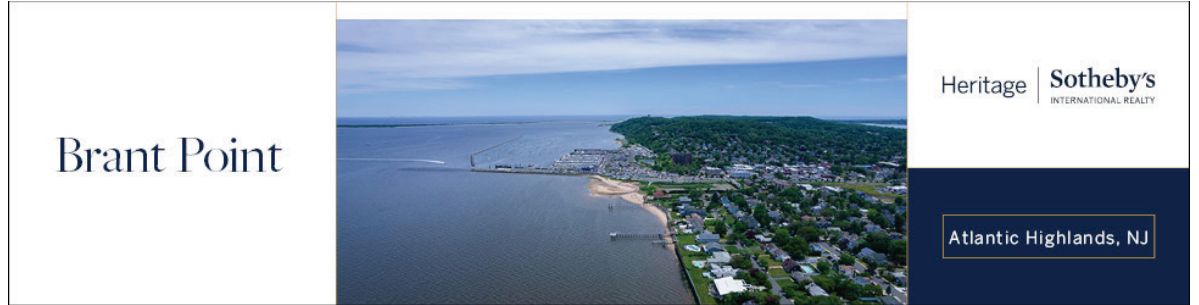
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

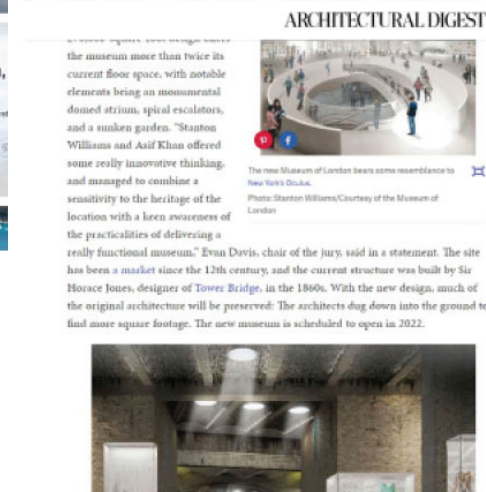
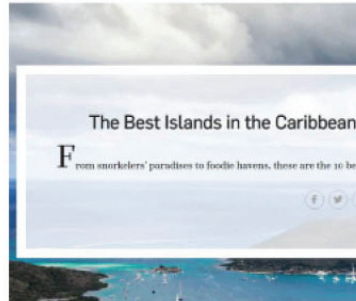
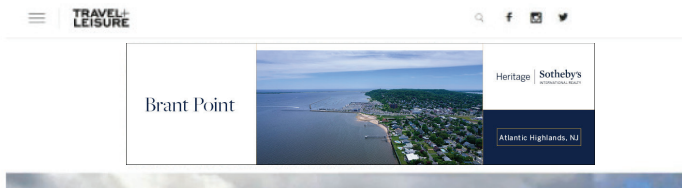
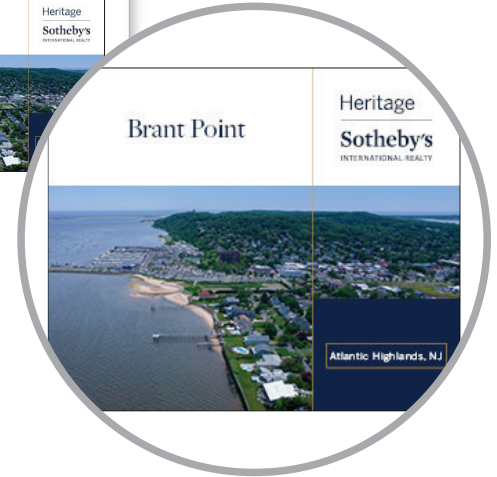
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

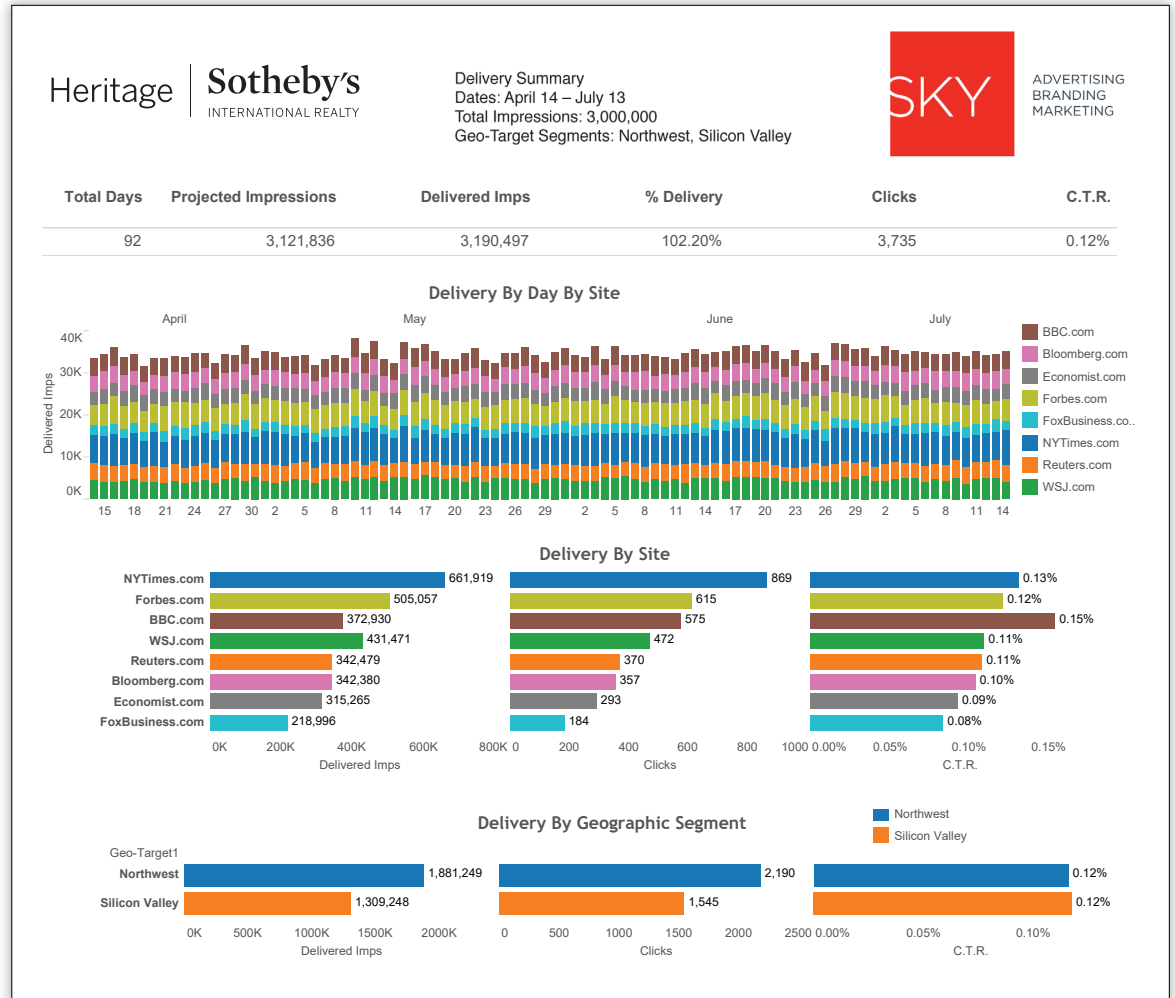


# Comprehensive Reporting For Your Customized Campaign

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 Boston, New York, Northern New Jersey, and Philadelphia.

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 Boston, New York, Northern New Jersey, and Philadelphia.
- A custom intent segment, that will allow us to show banners to adults who are searching for Monmouth County area Real Estate and living in in New York, Boston, and Philadelphia
- A In-Market, that will allow us to show banners to adults who are living in Monmouth County and actively in-market for new development 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.

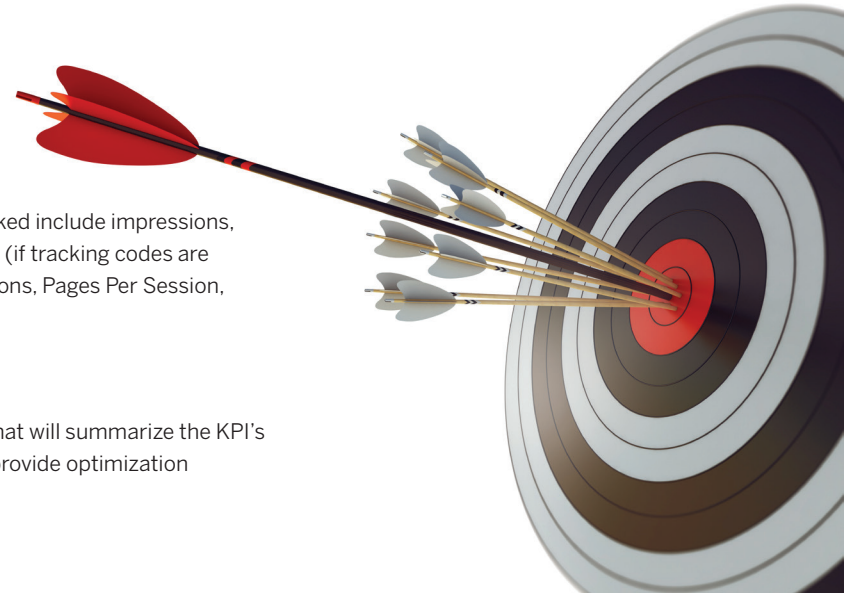
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

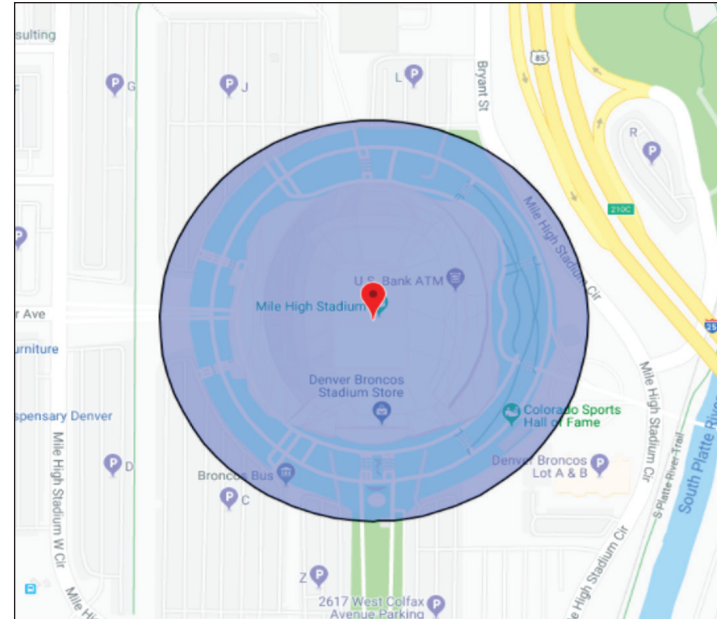
**Heritage SIR House Brant Point**

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	Boston, New York, Northern New Jersey, Philadelphia																				750,000
WSJ.com																					
Barrons.com																					
Investors.com																					
Reuters.com																					
Forbes.com																					
CNBC.com																					
Custom Intent - Monmouth County Area Real Estate	Boston, New York City, Philadelphia																				450,000
In Market New Development Residential Real Estate	Monmouth County																				300,000
<b>Total Digital</b>																					<b>1,500,000</b>

# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/MONTH

# Comprehensive Digital

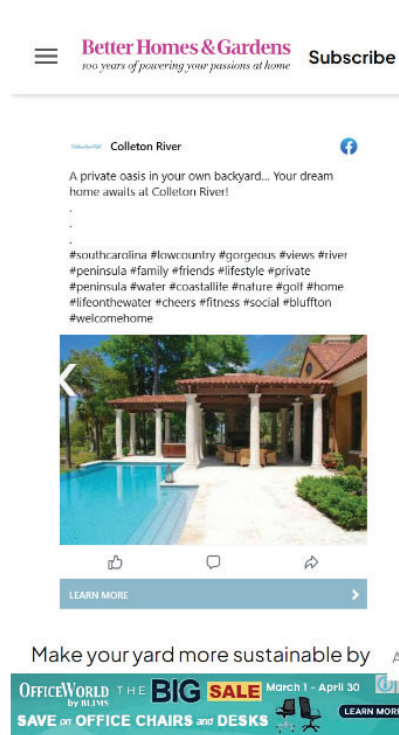
## SOCIAL MIRROR ADS

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.

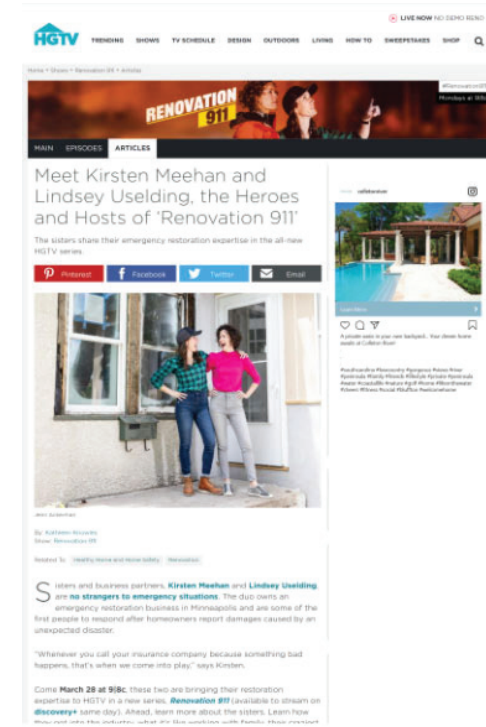
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



PRICE: STARTING AT \$1,500 PER MONTH

## DIGITAL

# Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.

## AUDIENCE

Select High Income Zip Codes

Net Worth > \$13 Million



Household Income > \$500K

20,000 Total Emails

CUSTOM EMAIL: \$2,295

**Sotheby's**  
INTERNATIONAL REALTY



Explore the latest luxury properties in the Bay Area  
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.  
**Schedule a private tour today.**



**The Epitome of Luxury Bay Living**  
44529 Vista Grande Court, Fremont, CA  
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.


[View Property](#)



**Tuscan Vineyard Oasis in Mission Hills**  
44980 Vista Del Sol, Fremont, CA  
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



**Joseph Sabeh Jr.**  
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Venture Sotheby's International Realty  
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jsabeh@gmail.com

[View Website](#)

Thank you for being part of our mailing list.  
You can use [this link](#) to stop receiving our emails.  
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628



# Google AdWords

Target consumers who are “inmarket”, active in the Real Estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing/site.



## **CAMPAIGN SETUP & OPTIMIZATION**

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Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/ phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

## **MONTHLY MANAGEMENT**

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Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

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**PROGRAM COST:**

**PROGRAM SETUP: \$750**

**MONTHLY MANAGEMENT:**

**\$350/MONTH (6 MONTH MINIMUM)**

**MEDIA: SPEND BASED ON PROGRAM**

# Facebook and Instagram Advertising



We recommend a campaign using Facebook and Instagram as advertising channels.

## FACEBOOK

- Geo-targeting to local and feeder markets.
- We will drive the audiences to select landing pages.

## RETARGETING

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- We will re-target the audiences who visit the site but do not convert.
- We will revise and optimize campaign based on performance.

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DIGITAL BANNER PROGRAM:  
FROM \$1,500/MONTH

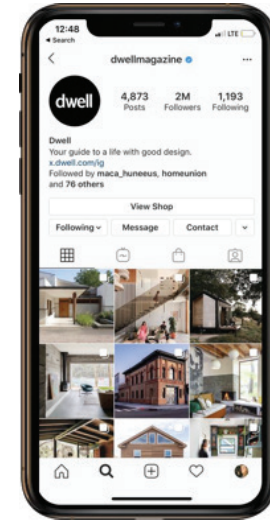
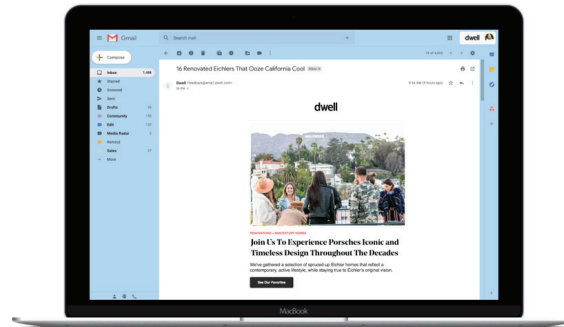


# Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

## Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).



## PACKAGE 1

### CUSTOM REAL ESTATE ARTICLE.

This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.

PRICE: \$6,000

# NYTimes.com

## FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



**Una**  
Residences  
BRICKELL WATERFRONT  
**From \$2 million**  
175 SE 25th Rd. Miami, FL  
2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences  
info@unaresidences.com

# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,500 PER WEEK



## SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$2,500

## SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$575 PER POST  
 FACEBOOK: \$700 PER POST  
 FACEBOOK/INSTAGRAM AD: \$1,300 PER MONTH

**OCEAN HOME** 2021 MAGAZINE

**OCEANHOME EXCLUSIVE**

**FOUR SEASONS PRIVATE RESIDENCES ANGUILLA**

**FROM A PENTHOUSE YOU CAN SEE FOREVER**

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

**FOUR SEASONS PRIVATE RESIDENCES ANGUILLA**  
 Deluxe Suites to 3-Bedroom Villas  
 From \$125,000 to over \$10 Million

**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500, per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

[SALES@OCEANHOMEMAG.COM](mailto:SALES@OCEANHOMEMAG.COM)

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

**RMS**

# The Wall Street Journal Online (WSJ.Com)

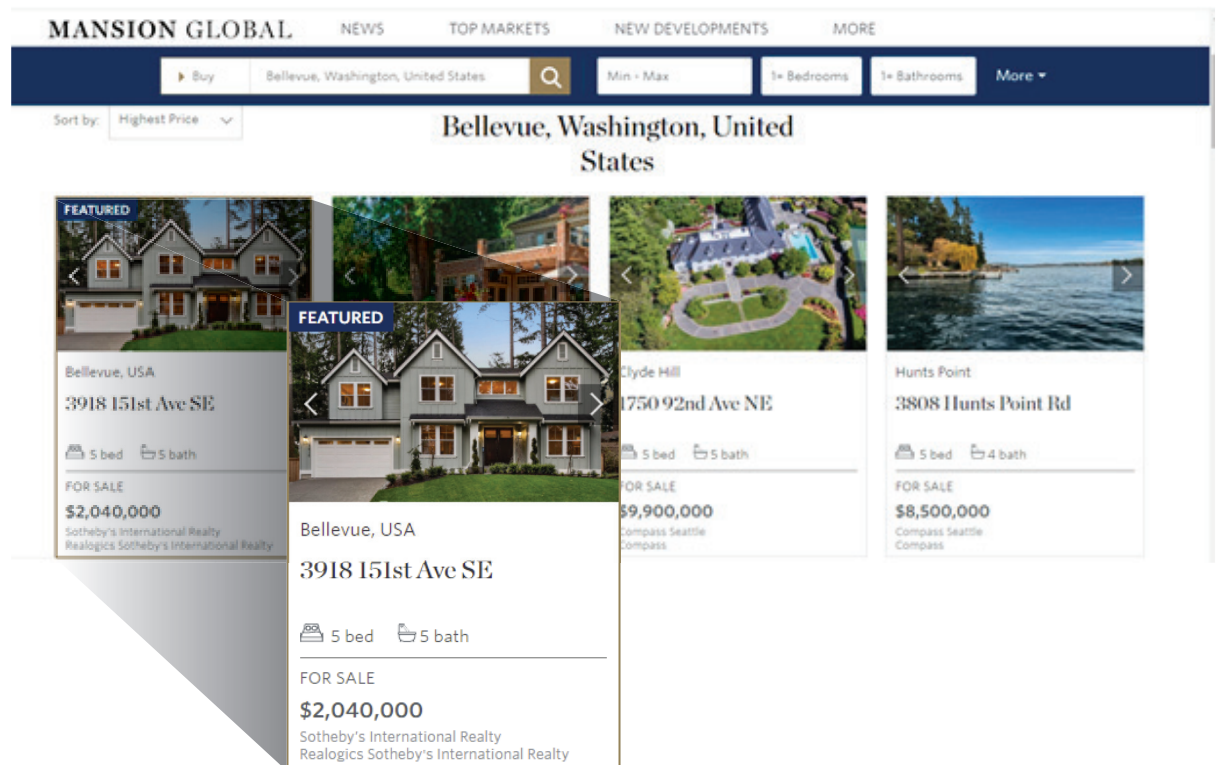
## FEATURED PROPERTY UPGRADES

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

PRICE: \$2,150/MONTH OR \$2,650/W VIDEO



# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,250 3 MONTHS

Buy Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

**AMENITIES** [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW



# The Wall Street Journal Online (WSJ.Com)

## MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

**Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.**



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

**BY THE NUMBERS**

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 120 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,130	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

**TRENDING TODAY**

**Architectural Digest** @ArchDigest Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

**#AloneTogether** ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by AllPhotos.com

# The Wall Street Journal Online (WSJ.Com)

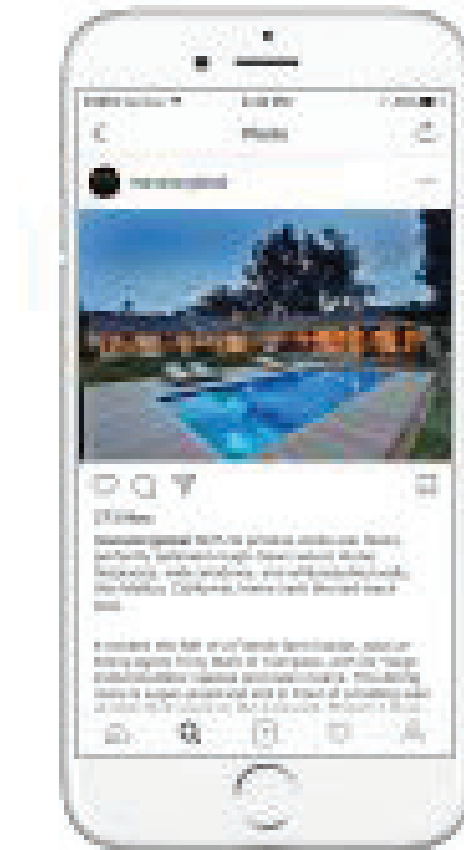
## @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

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PRICE: \$1,775

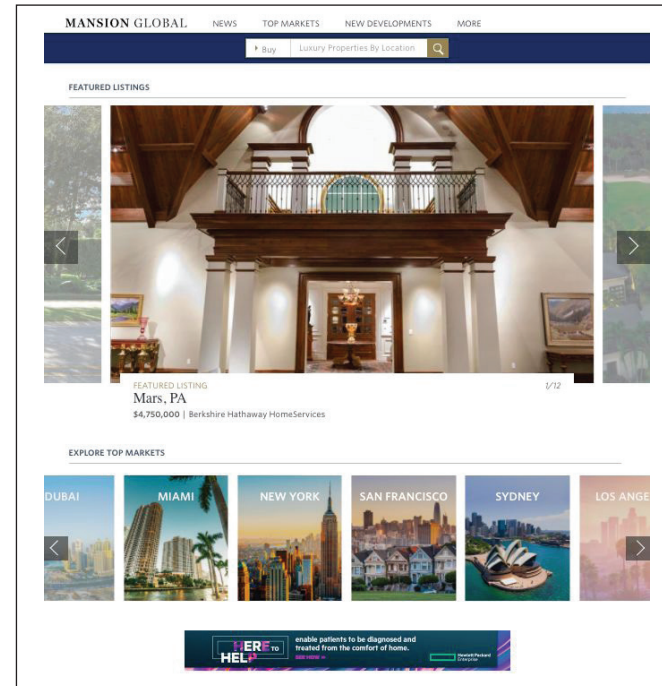


# The Wall Street Journal Online (WSJ.Com)

## 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 NATIONAL

Includes Bonus 30 Day Digital - Featured Property Upgrade

2X7, NEW YORK METRO: \$1,075  
BUY 4 GET 1 FREE

**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. CCLXXV 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 received a string of Super Tuesday primary victories and Super Tuesday delegates in California as the two candidates broke away from the field for the first time in the race for the White House.

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# The New York Times

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**Called to Serve, Utah Mayor Always Answered**  
**Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'**

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# The New York Times

## THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
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- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

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**THE HAMPTONS NORTH?**



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

By JILL SACKIN  
For some time, the Hudson Valley was expected to be a new market like the Hamptons. And while the area's real estate is certainly hot, the market is still in its infancy. The area's real estate market is still in its infancy. The area's real estate market is still in its infancy. The area's real estate market is still in its infancy.

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**Sandbanks Exuma, The Bahamas**

**Jacqueline Lightburn**  
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# Boston Globe

The Boston Globe, New England's largest news organization provides news, analysis and information about community events, sports and entertainment. The Globe provides in-depth coverage of the daily news around the world and throughout the nation and is a trusted source for the most up to date information. magazine features a front of book Home & Property department, a reader's go-to source for luxury home design inspiration and real estate news. Additionally, the back of each issue includes a Distinctive Properties department showcasing a collection of property listings and top agent information.

## BOSTON GLOBE SUNDAY ADDRESS SECTION

With the friendliness of a wise neighbor, Address offers expert tips on buying, selling, design, home repair, and gardening, and the latest on the housing and rental markets. Plus, check out the recent sales to give you that edge at the bargaining table. Also look for the special expanded Spring and Fall House Hunt sections.

- Sunday Readership: **750,910**
- Average HHI: **\$113,000**
- Male/Female Ratio: **47% / 53%**
- **37%** of Sunday Globe readers have a net worth of **\$1,000,000**

PRICE: \$360 PER SPOT

# Boston Sunday Globe

OCTOBER 31, 2021

## Making history, dreaming of more

**JENN OSTERHELDT**

Illustration: a group of black men that the heart's center when you're the first to take the stage.

The average to be in line to be the first to take the stage is to be in line to be the first to take the stage.

You are reaching for the stars and you are reaching for the stars and you are reaching for the stars.

A BEAUTIFUL RESISTANCE

It is in our hearts that we find the strength to resist and to resist and to resist.

The most beautiful resistance is the resistance of the heart.

It is in our hearts that we find the strength to resist and to resist and to resist.

The most beautiful resistance is the resistance of the heart.

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The most beautiful resistance is the resistance of the heart.

## AS THE DAY OF DECISION DAWNS, A CITY POISED FOR CHANGE

More protesters rally in neighborhoods such as JAMAICA PLAIN and SOUTH BOSTON, and they're voting in the polls.

SOUTH BOSTON, JAMAICA PLAIN, AND WEST BOSTON: Protesters in some of the city's most diverse neighborhoods are calling for bold action to address the racial inequality that has become a defining feature of the city's landscape.

Black and brown communities are holding their breath as the city's political leadership weighs in on the issue.

The day of decision is here, and the city is poised for change.

The day of decision is here, and the city is poised for change.

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The day of decision is here, and the city is poised for change.

## Vermont surge testing reach of virus strategies

**Waning power of vaccines may account for rising numbers of infections**

By Kay Lazar

Throughout the pandemic, Vermont has been a beacon for the country with its aggressive and early non-COVID-19 vaccination efforts, and often one of the lowest infection rates in the Northeast.

But now, the state reported a surge in new COVID-19 cases.

In one week, Vermont has seen a surge in new COVID-19 cases, with a daily average of about 100 cases per day.

The surge is a stark contrast to the low case counts seen in the state earlier in the year.

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## IN HARM'S WAY



Demonstrators around the country have been injured and killed by vehicle ramming, but there's been precious little justice. And new laws could make accountability even scarier.

BY JESS BIDDGOOD | GLOBE STAFF

TALL OAKS — On May 31, 2020, six days after the murder of George Floyd, a Black man, a white supremacist named Thomas Ryan Knight rammed his truck into a Black Lives Matter demonstration.

Knight, a 45-year-old white man, drove his truck into the crowd of Black Lives Matter protesters, injuring several people and destroying property.

The truck was driven into the crowd of protesters, injuring several people and destroying property.

The truck was driven into the crowd of protesters, injuring several people and destroying property.

The truck was driven into the crowd of protesters, injuring several people and destroying property.

**COMING MONDAY: A grisly blueprint of terror**

Continued on page 10

**COMING TUESDAY: Putting the law on the driver's side**

Continued on page 10

**COMING WEDNESDAY: A grim blueprint of terror**

Continued on page 10

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

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SOtheby's REALTY

# Ocean Home Magazine

## THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

### Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE + DIGITAL BANNERS: \$2,600

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com  
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PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

# OCEAN HOME

The Luxury Coastal Lifestyle Magazine  
ISSUE 1 - 1001190183

## TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2017

DESTINATION CALIFORNIA  
MALIBU MODERN BY DOUG BURDGE,  
CLASSIC LUXURY IN MONTECITO

COVER STORY  
The most exclusive homes in the \$500,000+ coastal market

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Out Of Home



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# Out Of Home

## LUXURY SHOPPING AREAS

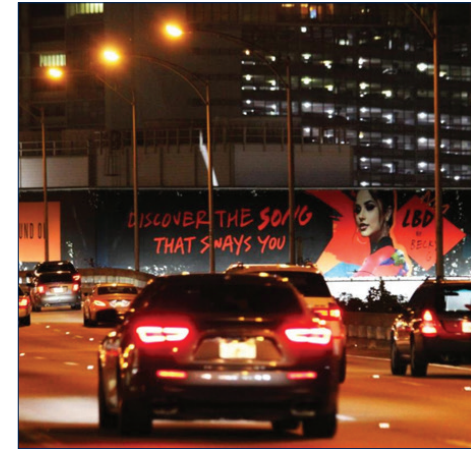
High end shopping malls continue to attract shoppers and they have many digital advertising displays usually at a very reasonable cost. An effective and continuous way to reach the target market.

## BILLBOARDS

Billboards are a great vehicle to bring awareness to a large number of people who are traveling near the area.

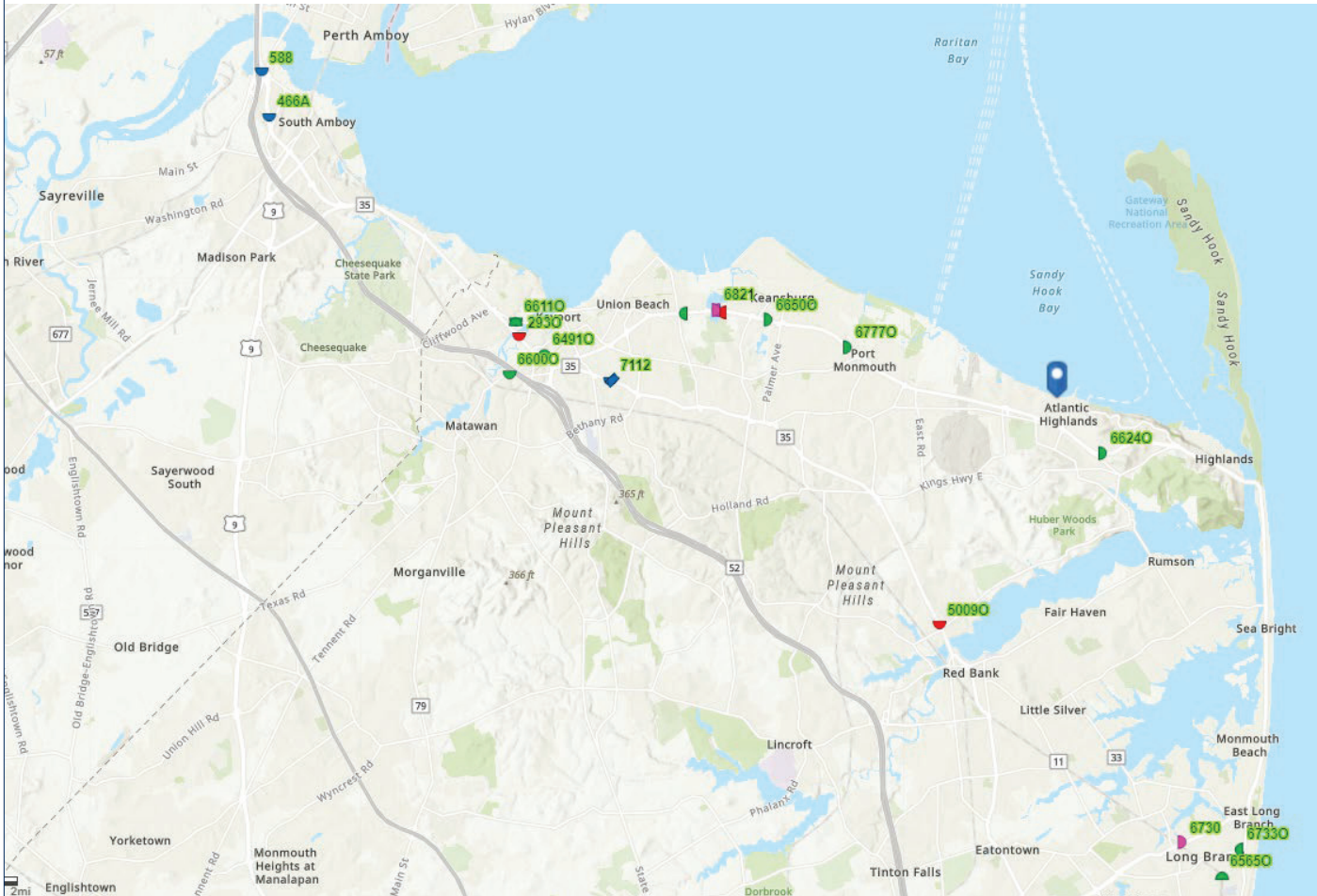
## AIRPORTS AND TRANSIT

Airports offer a wide variety of advertising platforms and the regional airports and other transit hubs can be good options to reach your audience.



# Traditional Ooh

## MAP



### Legend

#### NJ Avails

- Poster
- Digital Bulletin
- Bulletin
- Digital Poster

Interactive Map Link:  
<https://arcg.is/vaiW0>

**Market:** New Jersey

**Unit #: 66240**

**Location:** N/S Rt 36 E/O Sears Ave At.Highland F/W

**Media Type:** Poster

**Format:** Static

**Facing:** W

**Unit Size (H x W):** 10'5"x22'8"

**Illuminated:** 18 HRS

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 260,668

**4-Week Media Cost:** \$2,270

**Estimated Net Production (1x):** \$375

**Initial Install Cost:** \$200

**Target:**

Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 1.31



Atlantic Highlands



**Market:** New Jersey

**Unit #: 67770**

**Location:** S/S Rt 36 & Michigan Ave Middletown F/W

**Media Type:** Poster

**Format:** Static

**Facing:** W

**Unit Size (H x W):** 10'5"x22'8"

**Illuminated:** 18 HRS

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 595,304

**4-Week Media Cost:** \$2,270

**Estimated Net Production (1x):** \$375

**Initial Install Cost:** \$200

**Target:**

Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 3.48



Port Monmouth

**Market:** New Jersey

**Unit #: 50090**

**Location:** Rt 35 300 ft N/O Navesink River Rd W/S F/N

Media Type: Bulletin  
Format: Static  
Facing: N  
Unit Size (H x W): 12'x12'  
Illuminated: 18 HRS

Availability Start: 10/2/2023  
# of Periods: 6

A18+ 4-week Impressions: 552,524

4-Week Media Cost: \$1,840  
Estimated Net Production (1x): \$309  
Initial Install Cost: \$550

Target:  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

Distance to Target (in miles): 4.03



This bulletin shows to southbound traffic on Route 35, a major north-south artery serving the upscale communities of central Monmouth County (including Rumson and Little Silver). Immediately south of this display is the central business district of Red Bank, a prosperous and active year-round shopping area

**Market:** New Jersey

**Unit #: 66500**

**Location:** N/S Rt 36 W/O Palmer Ave Hazlet F/W

Media Type: Poster  
Format: Static  
Facing: W  
Unit Size (H x W): 10'5"x22'8"  
Illuminated: 18 HRS

Availability Start: 10/2/2023  
# of Periods: 6

A18+ 4-week Impressions: 495,612

4-Week Media Cost: \$2,270  
Estimated Net Production (1x): \$375  
Initial Install Cost: \$200

Target:  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

Distance to Target (in miles): 4.88

Keansburg



**Market:** New Jersey

**Unit #:** 2230

**Location:** Rt 36 0.4 mi W/O Laurel Ave S/S F/E

Media Type: Bulletin  
Format: Static  
Facing: E  
Unit Size (H x W): 14'x48'  
Illuminated: 18 HRS

Availability Start: 10/23/2023  
# of Periods: 6

A18+ 4-week Impressions: 591,612

4-Week Media Cost: \$5,060  
Estimated Net Production (1x): \$1,150  
Initial Install Cost: \$800

Target:  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

Distance to Target (in miles): 5.7



This bulletin faces westbound traffic on Route 36, the major artery serving the populous communities of the north Jersey Shore. It carries commuter traffic to the New Brunswick, Perth Amboy, and Newark Metropolitan areas and a large amount of traffic to the marinas and beaches. It is the direct route to Sandy Hook Park. Stores, restaurants, and shopping areas line the highway.

**Market:** New Jersey

**Unit #: 6821**

**Location:** Rt 36 0.5 mi W/O Laurel Ave N/S F/W

Media Type: Digital Poster  
Format: Digital  
Facing: W  
Unit Size (H x W): 10'6"x22'  
Illuminated: 24 HRS

Spot Length (in sec): :08  
# of ads per Loop: 8

Availability Start: 10/2/2023  
# of Periods: 6

A18+ 4-week Impressions: 214,808

4-Week Media Cost: \$1,710  
Estimated Net Production (1x): \$0  
Initial Install Cost: \$0

Target:  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

Distance to Target (in miles): 5.77



This digital poster is located on Route 36 in Union Beach, visible to motorists travelling eastbound from the Garden State Parkway (Exit 117) and Route 35. Route 36 is main artery heading to the Jersey Shore communities of Atlantic Highlands, Highlands with daily ferry service to New York and the Sandy Hook Gateway National Recreation Area. In the immediate area are various boat marinas, shopping plazas, restaurant establishments and a few movie theatres.

**Market:** New Jersey

**Unit #: 6822**

**Location:** Rt 36 0.5 mi W/O Laurel Ave N/S F/E

Media Type: Digital Poster  
Format: Digital  
Facing: E  
Unit Size (H x W): 10'6"x22'  
Illuminated: 24 HRS

Spot Length (in sec): :08  
# of ads per Loop: 8

Availability Start: 10/2/2023  
# of Periods: 6

A18+ 4-week Impressions: 210,700

4-Week Media Cost: \$1,710  
Estimated Net Production (1x): \$0  
Initial Install Cost: \$0

Target:  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

Distance to Target (in miles): 5.77



This digital poster is located on Route 36 in Union Beach, visible to motorists travelling westbound towards the Garden State Parkway (Exit 117) & Rt. 35. Route 36 is one of the main arteries coming from the Jersey Shore communities of Sea Bright, Sandy Hook Gateway National Recreation area and the Atlantic Highlands. Along this roadway are various retail businesses, restaurant establishments and boat marinas.

**Market:** New Jersey

**Unit #: 66460**

**Location:** S/S Rt 36 E/O Union Ave Hazlet Twp F/E

Media Type: Poster  
Format: Static  
Facing: E  
Unit Size (H x W): 10'5"x22'8"  
Illuminated: 18 HRS

Availability Start: 10/2/2023  
# of Periods: 6

A18+ 4-week Impressions: 539,172

4-Week Media Cost: \$2,760  
Estimated Net Production (1x): \$275  
Initial Install Cost: \$200

Target:  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

Distance to Target (in miles): 6.3

Hazlet



**Market:** New Jersey

**Unit #: 454A**

**Location:** W/S Route 35, 460' N/O Hazlet Ave

Media Type: Digital Bulletin  
Format: Digital  
Facing: N  
Unit Size (H x W): 11' x 36'  
Illuminated: 24 HRS

Spot Length (in sec): :08  
# of ads per Loop: 8

Availability Start: 10/2/2023  
# of Periods: 6

A18+ 4-week Impressions: 338,020

4-Week Media Cost: \$3,750  
Estimated Net Production (1x): \$0  
Initial Install Cost: \$0

Target:  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

Distance to Target (in miles): 6.8

targeting traffic heading south towards the Jersey Shore from Garden State Parkway & Rt 9





**Market:** New Jersey

**Unit #: 7111**

**Location:** Rt 35 250 ft N/O Hazlet Ave E/S F/NW

**Media Type:** Digital Bulletin

**Format:** Digital

**Facing:** NW

**Unit Size (H x W):** 10'6"x36'

**Illuminated:** 24 HRS

**Spot Length (in sec):** :08

**# of ads per Loop:** 8

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 1,820,640

**4-Week Media Cost:** \$3,675

**Estimated Net Production (1x):** \$0

**Initial Install Cost:** \$0

**Target:**

Harbor View Drive to Avenue D

Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 7.3



Located just before the entrance to Holmdel Commons and Holmdel Towne Center on Route 35 reaching consumers traveling from Middlesex County and the northern suburbs of NJ heading southbound towards the upscale areas of Monmouth County including Middletown, Red Bank and Rumson. Just north is the entrance to the Garden State Parkway (Exit 117) and the intersection with Rt.9. Route 35 is one of the main arteries traveled to get to the shores and other main POIs including the Monmouth Mall and Monmouth University.

**Market:** New Jersey

**Unit #: 7112**

**Location:** Rt 35 250 ft N/O Hazlet Ave E/S F/SE

**Media Type:** Digital Bulletin  
**Format:** Digital  
**Facing:** SE  
**Unit Size (H x W):** 10'6"x36'  
**Illuminated:** 24 HRS

**Spot Length (in sec):** :08  
**# of ads per Loop:** 8

**Availability Start:** 10/2/2023  
**# of Periods:** 6

**A18+ 4-week Impressions:** 2,203,820

**4-Week Media Cost:** \$3,675  
**Estimated Net Production (1x):** \$0  
**Initial Install Cost:** \$0

**Target:**  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 7.3



Located just past the entrance to the Holmdel Commons and Holmdel Town Center on Route 35 reaching consumers traveling from the upscale areas of Monmouth County such as Middletown, Red Bank, and Rumson commuting towards Middlesex County and the northern suburbs of NJ. Just north is the entrance to the Garden State Parkway (Exit 117) and the intersection with Rt. 9. Route 35 is one of the main arteries traveled to get to popular shore destinations and other main POIs including Monmouth Mall and Monmouth University.

**Market:** New Jersey

**Unit #: 6730**

**Location:** Rt 36 1 mi W/O Ocean Blvd N/S F/W

**Media Type:** Digital Poster  
**Format:** Digital  
**Facing:** W  
**Unit Size (H x W):** 10'6"x22'  
**Illuminated:** 24 HRS

**Spot Length (in sec):** :08  
**# of ads per Loop:** 8

**Availability Start:** 10/2/2023  
**# of Periods:** 6

**A18+ 4-week Impressions:** 119,220

**4-Week Media Cost:** \$3,540  
**Estimated Net Production (1x):** \$0  
**Initial Install Cost:** \$0

**Target:**  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 7.8



This digital display faces traffic exiting the Garden State Parkway and Route 35 through Route 36 towards Long Branch Beach, famous for its cutting-edge beachside condos, premier shops and popular restaurants at Pier Village. Located less than a mile from the beach, this digital media allows advertisers to reach an affluent audience traveling to one of New Jersey's most visited oceanfront destinations.

**Market:** New Jersey

**Unit #: 67330**

**Location:** N/S No. Broadway E/O 2Nd Ave Long Branch F/E

**Media Type:** Poster

**Format:** Static

**Facing:** E

**Unit Size (H x W):** 10'5"x22'8"

**Illuminated:** 18 HRS

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 45,860

**4-Week Media Cost:** \$2,270

**Estimated Net Production (1x):** \$275

**Initial Install Cost:** \$200

**Target:**

Harbor View Drive to Avenue D

Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 8.3



Long Branch

**Market:** New Jersey

**Unit #: 64910**

**Location:** E/S Rt 35 .20 mi S/O Rt 516 Keyport F/S

**Media Type:** Poster

**Format:** Static

**Facing:** S

**Unit Size (H x W):** 10'5"x22'8"

**Illuminated:** 18 HRS

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 706,916

**4-Week Media Cost:** \$2,270

**Estimated Net Production (1x):** \$275

**Initial Install Cost:** \$200

**Target:**

Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 8.5



Keyport

**Market:** New Jersey

**Unit #:** 65650

**Location:** E/S Westwood Ave 75'So 3Rd Ave F/S

**Media Type:** Poster

**Format:** Static

**Facing:** S

**Unit Size (H x W):** 10'5"x22'8"

**Illuminated:** 12 HRS

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 40,588

**4-Week Media Cost:** \$2,270

**Estimated Net Production (1x):** \$275

**Initial Install Cost:** \$200

**Target:**

Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 8.6



Long Branch

**Market:** New Jersey

**Unit #:** 2930

**Location:** Rt 35 0.75 mi N/O Rt 36 E/S F/N

**Media Type:** Bulletin

**Format:** Static

**Facing:** N

**Unit Size (H x W):** 14'x48'

**Illuminated:** 18 HRS

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 537,416

**4-Week Media Cost:** \$6,220

**Estimated Net Production (1x):** \$1,150

**Initial Install Cost:** \$800

**Target:**

Harbor View Drive to Avenue D

Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 9



This bulletin faces southbound traffic on Route 35 as it enters the heavily built-up area along the northern shore of Monmouth County. Directly ahead are connections with the Garden State Parkway and Route 36. Retail and commercial businesses line the highway as traffic heads for the upper income areas of Middletown and Red Bank

**Market:** New Jersey

**Unit #: 66000**

**Location:** S/S Main St E/O Suydam Pl Aberdeen F/N

**Media Type:** Poster

**Format:** Static

**Facing:** N

**Unit Size (H x W):** 10'5"x22'8"

**Illuminated:** 18 HRS

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 387,216

**4-Week Media Cost:** \$2,270

**Estimated Net Production (1x):** \$375

**Initial Install Cost:** \$200

**Target:**

Harbor View Drive to Avenue D

Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 9.1



Matawan



**Market:** New Jersey

**Unit #: 66110**

**Location:** W/S Front St W/O Matawan Creek Aberdeen F/S

**Media Type:** Poster

**Format:** Static

**Facing:** S

**Unit Size (H x W):** 10'5"x22'8"

**Illuminated:** 12 HRS

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 103,084

**4-Week Media Cost:** \$2,270

**Estimated Net Production (1x):** \$375

**Initial Install Cost:** \$200

**Target:**

Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 9.1



Keyport

**Market:** New Jersey

**Unit #: 66120**

**Location:** W/S Front St W/O Matawan Creek Aberdeen F/N

**Media Type:** Poster

**Format:** Static

**Facing:** N

**Unit Size (H x W):** 10'5"x22'8"

**Illuminated:** 12 HRS

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 103,760

**4-Week Media Cost:** \$2,270

**Estimated Net Production (1x):** \$375

**Initial Install Cost:** \$200

**Target:**

Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 9.1



Keyport

**Market:** New Jersey

**Unit #: 466A**

**Location:** E/S Routes 9 & 35, N/O Rariton Street;

**Media Type:** Digital Bulletin

**Format:** Digital

**Facing:** N

**Unit Size (H x W):** 14' X 48'

**Illuminated:** 24 HRS

**Spot Length (in sec):** :08

**# of ads per Loop:** 8

**Availability Start:** 10/2/2023

**# of Periods:** 6

**A18+ 4-week Impressions:** 635,607

**4-Week Media Cost:** \$3,750

**Estimated Net Production (1x):** \$0

**Initial Install Cost:** \$0

**Target:**

Harbor View Drive to Avenue D

Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 13.2

facing traffic heading south towards the Jersey Shore from Garden State Parkway



**Market:** New Jersey

**Unit #: 588**

**Location:** Garden State Pkwy 0.3 mi N/O Exit 125 E/S F/N

**Media Type:** Digital Bulletin  
**Format:** Digital  
**Facing:** N  
**Unit Size (H x W):** 16'x60'  
**Illuminated:** 24 HRS

**Spot Length (in sec):** :08  
**# of ads per Loop:** 8

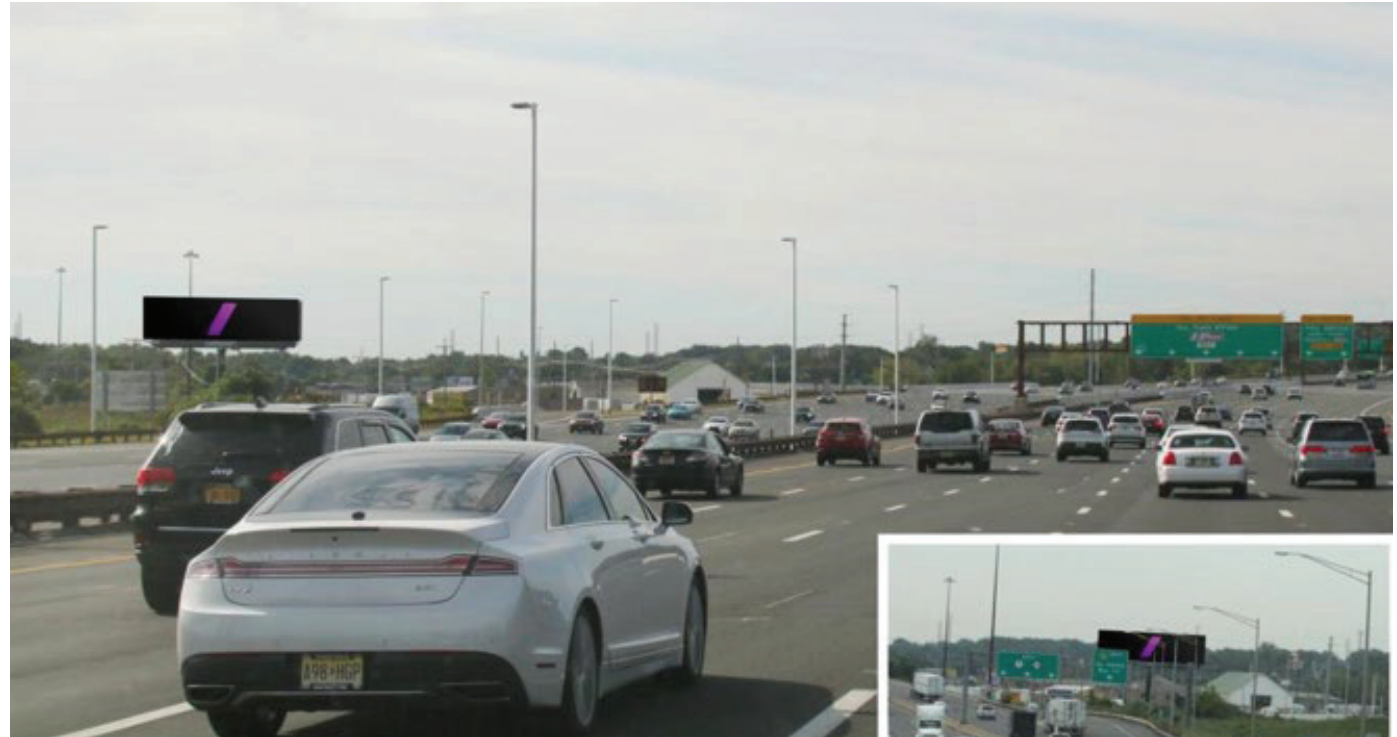
**Availability Start:** 10/2/2023  
**# of Periods:** 6

**A18+ 4-week Impressions:** 2,744,124

**4-Week Media Cost:** \$10,585  
**Estimated Net Production (1x):** \$0  
**Initial Install Cost:** \$0

**Target:**  
Harbor View Drive to Avenue D  
Atlantic Highlands, NJ 07716

**Distance to Target (in miles):** 14.4



This bulletin shows to traffic on U.S. Highway 9 and the Garden State Parkway, heading south from the commercial and industrial heart of the greater Newark Metro area to the residential areas of Monmouth and Ocean Counties. Route 9 is also a direct route to the Jersey shore and has many shopping areas along its length. The Garden State Parkway is the main north-south highway between New York City and the casino/hotels in Atlantic City.

# Ferry Advertising

**Market:** New York

**Location:** Seatreak

## Luxury Passenger Ferries

- Seastreak provides year-round commuter ferry services from NJ's wealthy Bayshore communities to Manhattan's East and West sides. Offering service 18-hours per workday, luxury indoor and outdoor seating and full-service bars, Seastreak's high-speed passenger ferries are NYC's most civilized commute.
- Seastreak also provides seasonal, summer service in MA and RI, reaching well-heeled passengers on their summer holidays. Service operates between New Bedford and Nantucket, New Bedford and Martha's Vineyard and Providence, RI and Newport.



**Market:** New York

**Location:** Seatreak

**OVERVIEW**



**Demographic Info**

The typical Seastreak commuter is 45 years old, male, wealthy, working in financial services as a C-level executive or managing director. Specifically:

- 71% Male
- 80% of commuters are 35-54 years old
- 94% college graduates, 39% have completed post-graduate work
- 56% have an HHI of \$250k+ (Average of \$475,000, Mean of \$483,000)
- 51% work in Financial services industry
- 17% Traders
- 14% Investment Bankers
- 9% Brokers
- 6% Salesmen
- 43% C-level Executives
- 25% live in Rumson, NJ

The Seastreak ferries connect northern Monmouth county, NJ with Wall St. and Midtown East in Manhattan. The majority of riders are commuters who live in towns such as Rumson, Atlantic Highlands, Highlands, Fair Haven, Monmouth Beach, Little Silver and Red Bank. They typically ride five days each week (20+ trips per month).

Market: New York

Location: Seatreak

**ROUTE MAP**



**Market:** New York

**Location:** Seatreak

**SS-001**

- Onboard Poster Domination - seventeen (17) static posters on each the four commuter ferries and twelve (12) LCD screens, including a 2 x 1 video wall, on the new 700-passenger Seastreak Commodore
- Branding opportunity reaching affluent, well-heeled and influential C-Suite executives
- Displays are located on both decks of the commuter ferries and all three decks of the Commodore

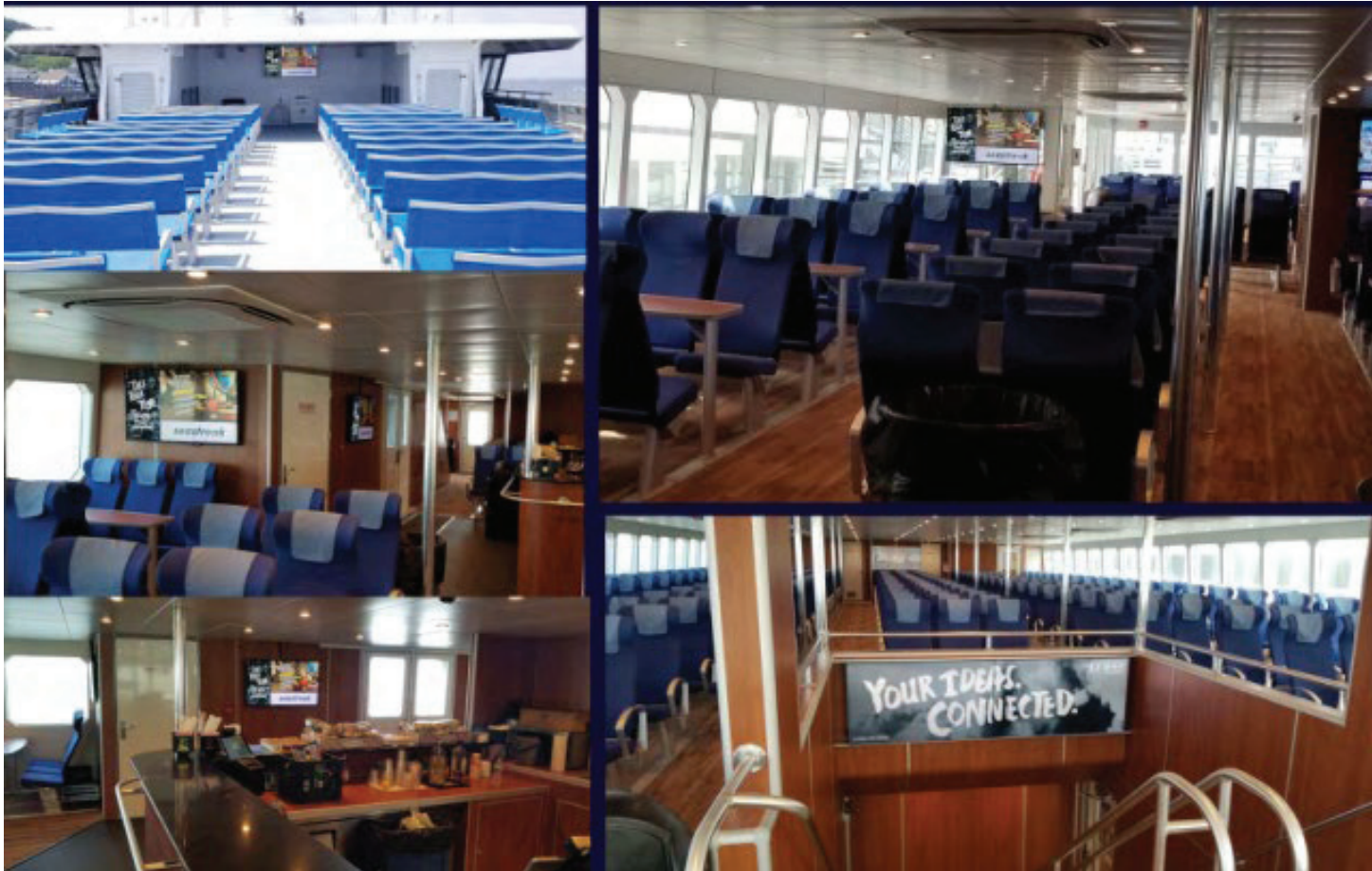




**Market:** New York

**Location:** Seatreak

**SS-001**



**Market:** New York

**Location:** Seatreak

**SS-011**

- Onboard network of portrait-format HD LCD screens (1920h x 1080w pixels)
- Ten (10) 30-second spots offered in a repeating five-minute ad loop (spots are 1/10 share of voice)
- Designed to accommodate content with multiple spots, day-parting and rapid content changes

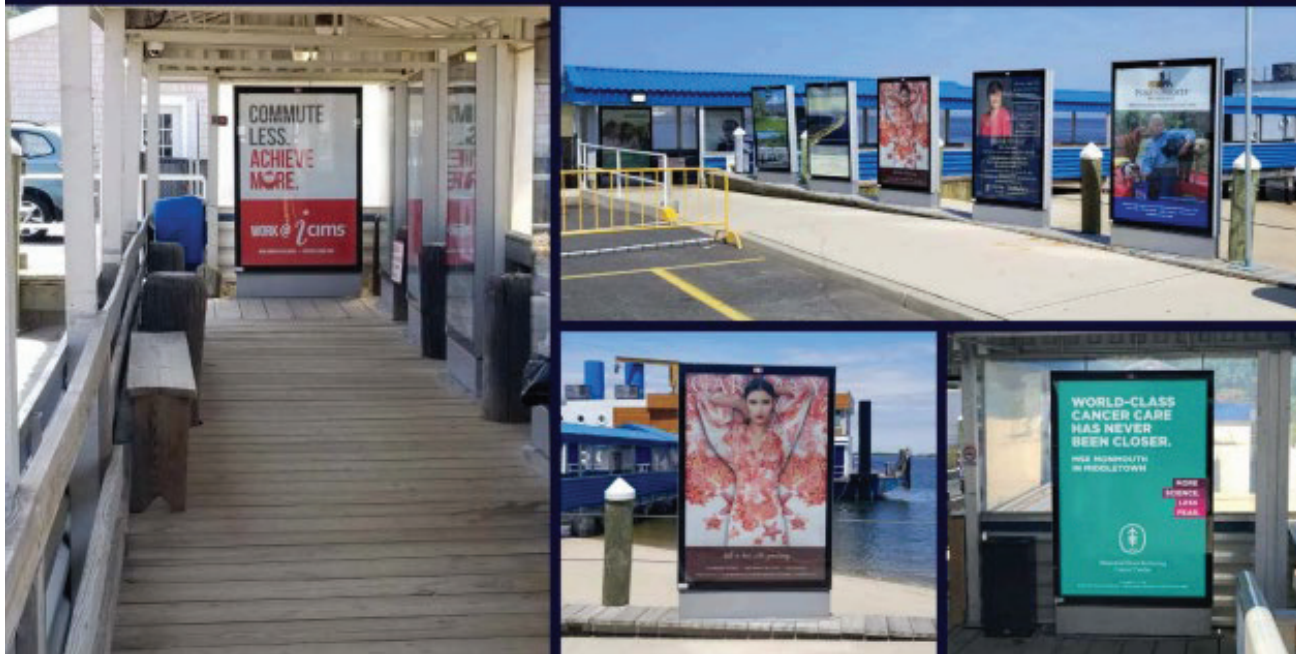


**Market:** New York

**Location:** Seatreak

**SS-012**

- Pier Posters are bus shelter-sized displays located on the pier at the Highlands Floating Terminal (HFT)
- A total inventory of twelve (12) Pier Posters are available at the HFT
- Pier Posters measure 68"h x 47"w, require a specific substrate and must be finished to our specifications

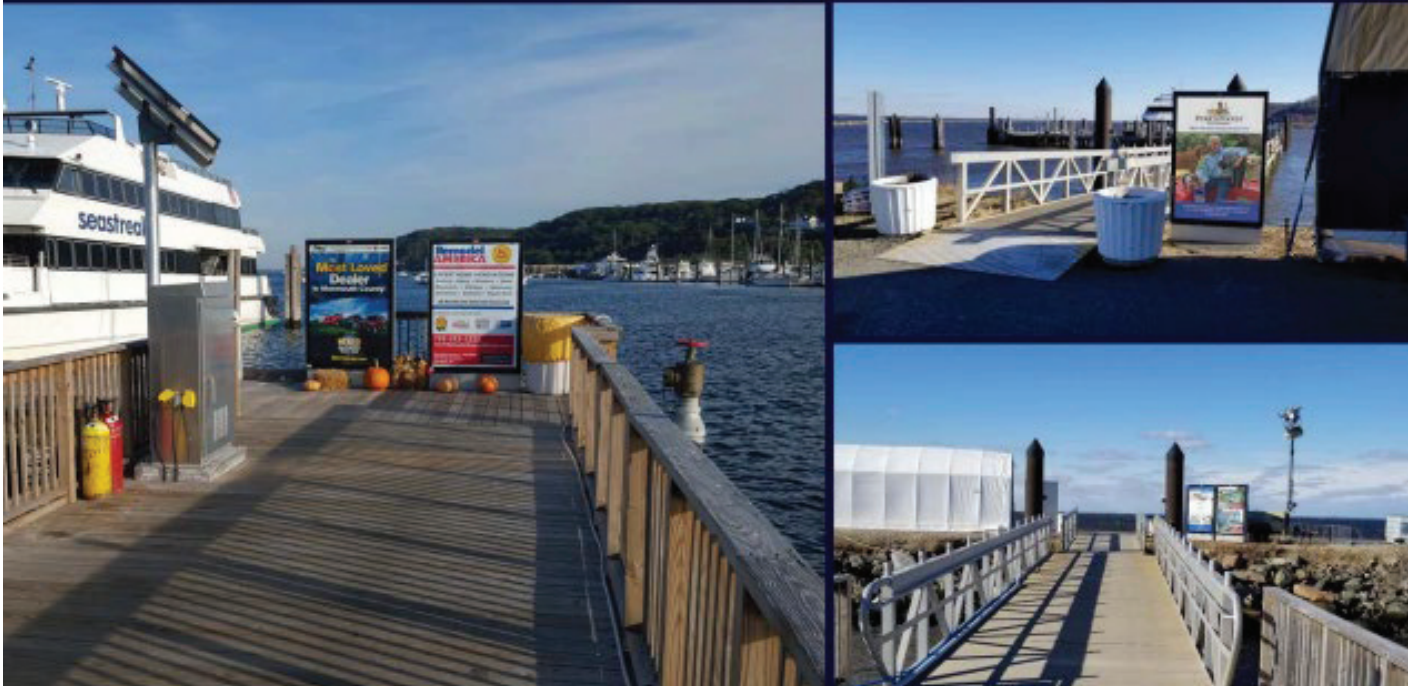


**Market:** New York

**Location:** Seatreak

**SS-014**

- Pier Posters are bus shelter-sized displays located on the pier at the Atlantic Highlands Terminal (AHT)
- A total inventory of six (6) Pier Posters are available at the AHT
- Pier Posters measure 68"h x 47"w, require a specific substrate and must be finished to our specifications



**Market:** New York

**Location:** Seatreak

**SS-013A**

- 4K Video Wall (600 x 7680 pixels) displayed prominently in Highlands Conner's Terminal
- Six (6) ten-second spots offered in a repeating one-minute ad loop (spots are 1/6 share of voice)
- Designed to accommodate content with multiple spots, day-parting and rapid content changes



**Market:** New York

**Location:** Seatreak

**SS-015**

- Network of three (3) portrait HD LCD screens (1920h x 1080w pixels) at the Connor's Highlands Terminal
- Two (2) interior screens and one (1) exterior screen
- Ten (10) six-second spots offered in a repeating one-minute ad loop (spots are 1/10 share of voice)



**Market:** New York

**Location:** Seatreak

**SS-018**

- Pier Posters are bus shelter-sized displays located on the pier at the Belford Ferry Terminal
- A total inventory of twelve (12) Pier Posters are available in Belford
- Pier Posters measure 68" h x 47" w, require a specific substrate and must be finished to our specifications



Market: New York

Location: Seatreak

**DETAILS OVERVIEW**

Media Type	Unit #	# of units	Location Description	Spot Length in Seconds	# of ads per loop	Distance to target (in miles)	Size	Start Date	# of periods	A18+ 4-week Imps	4-wk Media Cost	Estimated Production Cost 1X
Interior Ferry Card	SS-001	80 posters (static + digital) across 5 ferries	Onboard Ferry Domination (on Highlands/Atlantic Highlands-NYC route)	n/a (digital portion is 100% SOV)	n/a (digital portion is 100% SOV)	n/a (Onboard Ferry)	Various	10/2/2023	6	n/a (estimated 4 week ridership is 98,000)	\$18,500	\$1,700
Digital Video Ad Networks - No Audio/Ferry Media	SS-011	Between 3-5 screens per ferry (depending on ferry is use)	Seastreak Ferry Onboard LCD Network (one 30 second spot in a 5 minute loop on Highlands/Atlantic Highlands-NYC & Belford-NYC Route)	:30	10	n/a (Onboard Ferry)	Various	10/2/2023	6	n/a (estimated 4 week ridership is 124,000)	\$4,625	\$0
Transit Shelter/Ferry Pier Poster	SS-012	1 poster	Seastreak Ferry Highlands Terminals Pier Poster (one poster)	n/a	n/a	4 miles	68" x 47"	10/2/2023	6	n/a (estimated weekly riders passing through Terminal is 57,600)	\$2,000	\$600
Digital Video Ad Networks - No Audio/Ferry Terminal	SS-13A	1 screen	Highlands Ferry Terminal Video Wall	:10	6	4 miles	156" x 17"	10/2/2023	6	n/a (estimated 4 week ridership is 96,000, with approx. 60% of riders departing from Highlands Terminal)	\$1,125	\$0
Transit Shelter/Ferry Pier Poster	SS-014	1 poster	Seastreak Ferry Atlantic Highlands Terminals Pier Poster (one poster)	n/a	n/a	3/4 mile	68" x 47"	10/2/2023	6	n/a (estimated weekly riders passing through Terminal is 34,000)	\$1,625	\$600
Transit Shelter/Ferry Pier Poster	SS-018	1 poster	Seastreak Ferry Belford Pier Poster (one poster)	n/a	n/a	3.75 miles	68" x 47"	10/2/2023	6	n/a (estimated weekly riders passing through Terminal is 28,000)	\$1,125	\$600
Digital Video Ad Networks - No Audio/Ferry Terminal	SS-015	3 screens	Highlands Ferry Terminal LCD Network (3 screens)	:06	10	4 miles	41.1" x 71.21"	10/2/2023	6	n/a (estimated 4 week ridership is 96,000, with approx. 60% of riders departing from Highlands Terminal)	\$1,375	\$0



## Market: New York

### Location: New York City East River Ferry

Launched in May, 2017, NYC Ferry is a New York City subsidized commuter ferry system operated by Hornblower that gives New Yorkers a dependable way travel between waterfront communities along both the East River and the Hudson River. NYC Ferry provides critical transportation links for areas underserved by transit and connects them to job centers, tech hubs and schools in and around New York City. Connecting all five boroughs, (Manhattan, Queens, Brooklyn, Bronx, Staten Island) NYC Ferry provides transportation for over six million passengers per year.

<b>95%</b>	<b>\$97K</b>	<b>66%</b>	<b>43%</b>
Riders Reside Within New York City	Rider Median Household Income	Riders Between 25-45 YO	Riders Commuting to Work or School



**Market: New York**

**Location: New York City East River Ferry**

**NYC FERRY / EAST RIVER ROUTE**

Coverage Map



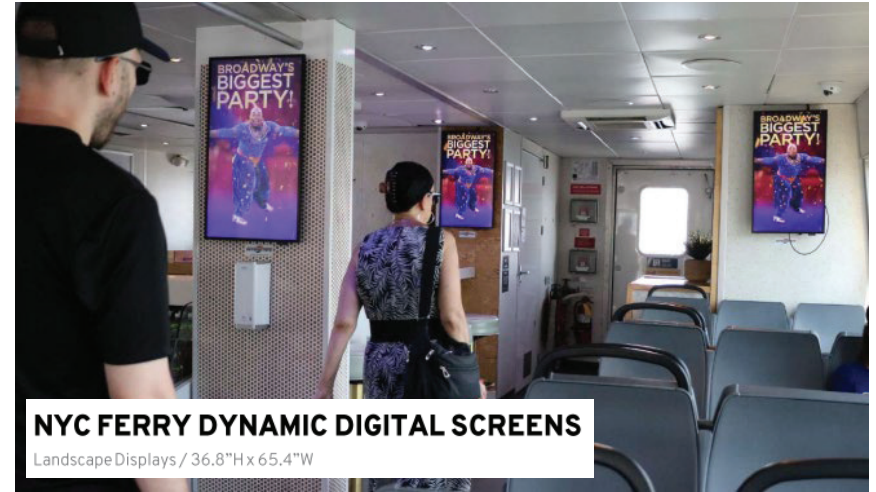
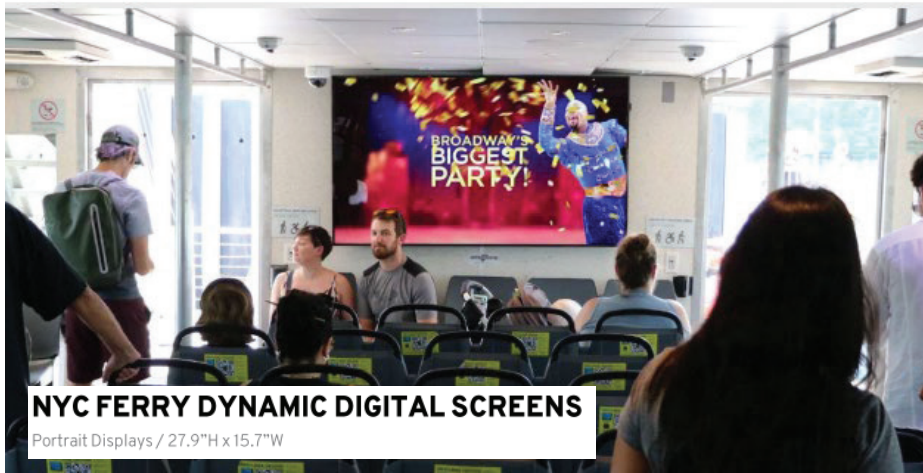
**Market:** New York

**Location:** New York City East River Ferry



**Market:** New York

**Location:** New York City East River Ferry



Media Type	Unit #	# of units	Location Description	Spot Length in Seconds	# of ads per loop	Distance to target (in miles)	Size	Start Date	# of periods	A18+ 4-week Imps	4-wk Media Cost	Estimated Production Cost 1X
Digital Ferry Screens	N/A	1	East River Line 6 screens per boat	:15	40	NYC East River Ferry	27.9"H x 15.7"W (5); 36.8"H x 65.4"W (1)	10/2/2023	6	720,000	\$6,000	\$0
Digital Ferry Screens	N/A	1	East River Line 6 screens per boat	:30	20	NYC East River Ferry	27.9"H x 15.7"W (5); 36.8"H x 65.4"W (1)	10/2/2023	6	1,440,000	\$9,250	\$0

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	September	October	November	December	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Em: Email							
Sotheby's Bespoke Geo-Targeted Em: New Jersey, Pennsylvania, New York		\$ 2,500.00				\$ 2,500.00	25,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions Targeting - add targeted areas here							
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 2,050.00	\$ 1,100.00	\$ 1,100.00		\$ 4,250.00	TBD
<b>Facebook Advertising</b>							
Facebook Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	180,000
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Smart Solutions Eblast</b>							
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	40,000
<b>Dwell.com</b>							
Real Estate Package 1	Custom Article with promo on Homepage with pror		\$ 6,000.00			\$ 6,000.00	110,000
<b>NYTimes.com</b>							
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00				\$ 3,000.00	55,603
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months		\$ 1,250			\$ 1,250.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
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
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00	76,200
<b>Ocean Home</b>							
Custom E-Mail	Custom E-Mail				\$ 2,500.00	\$ 2,500.00	22,000
Facebook Post	Facebook Post			\$ 575.00		\$ 575.00	21,600
Instagram Post	Instagram Post			\$ 700.00		\$ 700.00	21,800
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00	43,400
Sponsored Content	Sponsored Content		\$ 2,500.00			\$ 2,500.00	38,199
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - New York M 2 x 7		\$ 1,075.00	\$ 2,150.00	\$ 1,075.00	Bonus	\$ 4,300.00	375,000
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00	423,111
The New York Times	Property Spot - Sunday				\$ 710.00	\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion			\$ 690.00		\$ 690.00	168,000
<b>Boston Globe</b>							
Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00			\$ 720.00	1,501,820
<b>Conde Nast Magazines Regional Pages</b>							
Architectural Digest - Philadelphia	Full Page				\$ 2,190.00	\$ 2,190.00	13,000
<b>Financial Times</b>							
Financial Times	Property Spot		\$ 730.00	\$ 730.00		\$ 1,460.00	420,914
<b>Ocean Home</b>							
Ocean Home	Full page + Digital Banners				\$ 2,600.00	\$ 2,600.00	70,000
<b>Out of Home</b>							
Billboards	10 mile radius from target		\$ 76,683.00	\$ 76,683.00	\$ 76,683.00	\$ 230,049.00	39,740,013
Transit	Ferries		\$ 49,125.00	\$ 49,125.00	\$ 49,125.00	\$ 147,375.00	8,080,800
TOTAL PRINT & DIGITAL						\$ 66,455.00	8,125,187
TOTAL OUT OF HOME						\$ 377,424.00	47,820,813
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							