



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

1014 Palmar De Ays Drive Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

Table of Contents

03 INTRO

04 DIGITAL

- 05 Comprehensive Digital
- 06 Facebook Advertising
- 07 JamesEdition
- 08 LA Times
- 09 Ocean Home
- 10 WSJ.com

12 PRINT

- 13 The Wall Street Journal
- 14 The New York Times Takeover
- 15 Financial Times
- 16 The Los Angeles Times

17 SCHEDULE, PRICING & REACH

- 18 2023 - 2024



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 1014 Palmar De Ays Drive

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1014 Palmar De Ays Drive project.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Vero Beach, FL.

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

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Comprehensive Digital

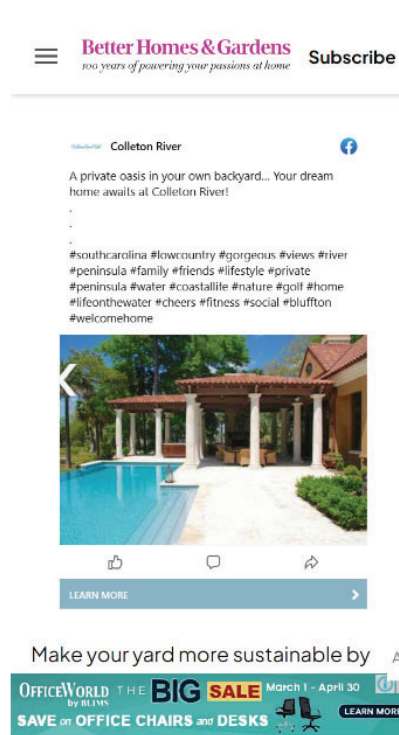
SOCIAL MIRROR ADS

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.

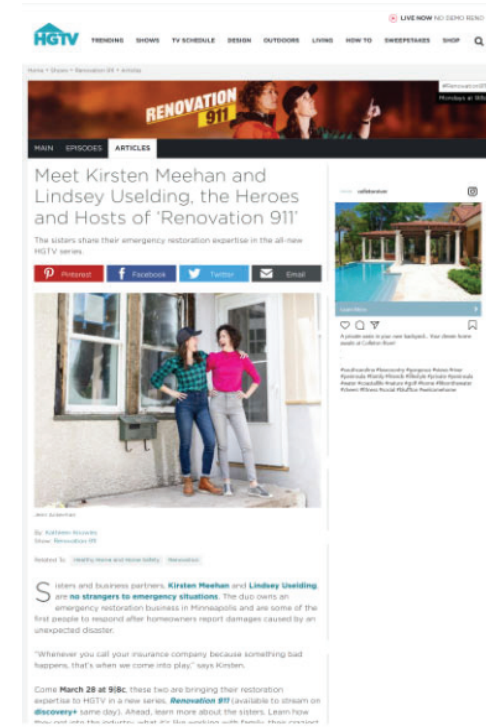
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

Facebook 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

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

DIGITAL BANNER PROGRAM: \$1,500/MONTH



jamesedition.com

SOCIAL MEDIA POST

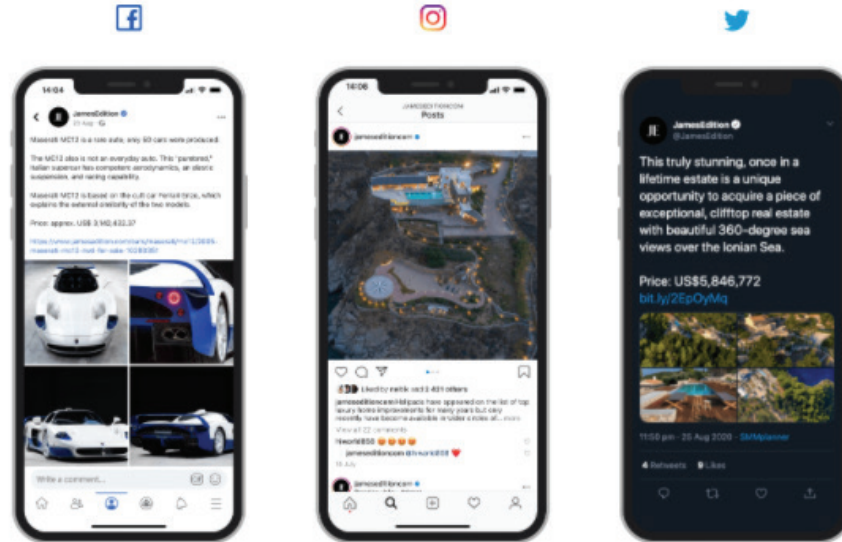
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

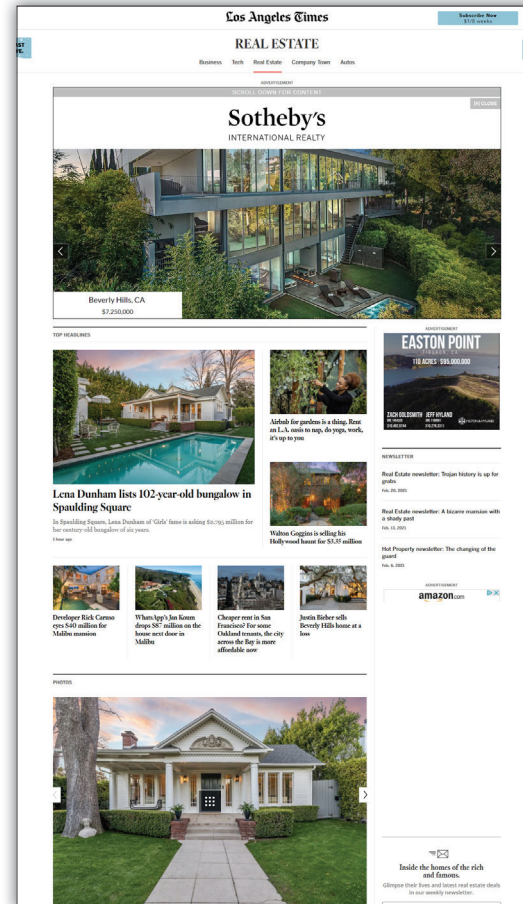
VIDEO: \$1,800

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



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.



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: \$700
FACEBOOK: \$575

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 Studios 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

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)

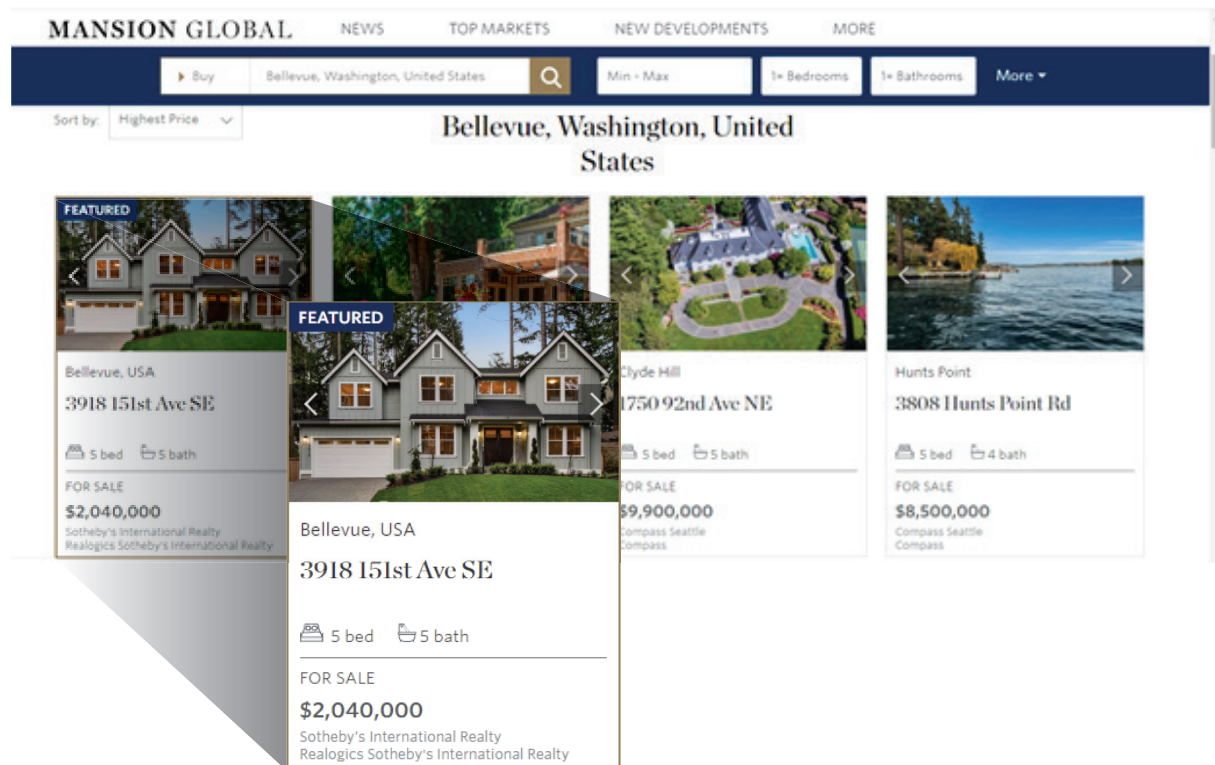
FEATURED PROPERTY UPGRADES

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

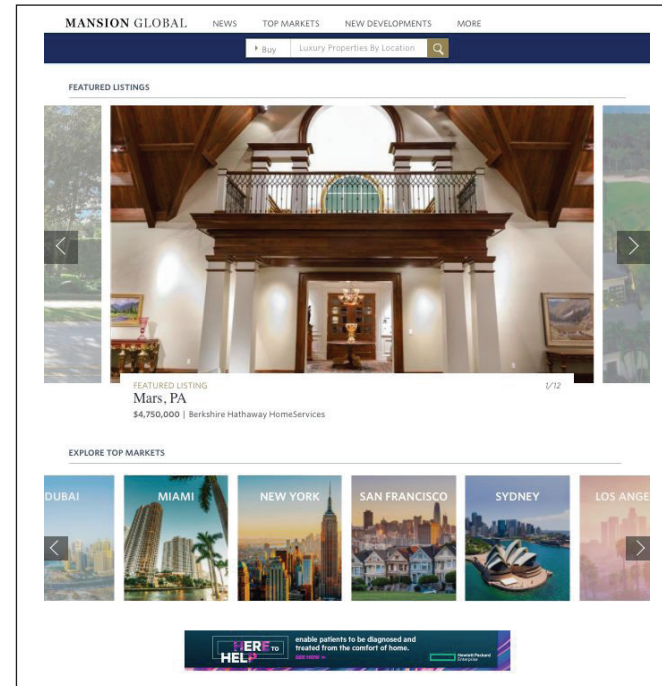


The Wall Street Journal Online (WSJ.Com)

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. CCLXXV 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 slept, 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.

What's News
 The Fed expanded an emergency half percent rate cut and cut reserves to ease credit conditions, markets that the coronavirus epidemic is raising recession risks. Major U.S. stock indexes fell around 2%. The ten-year Treasury yield fell to 1.67%.

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 sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0249 | SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,000,000 sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0249 | SCOTTSDALE, ARIZONA 6907 North 43rd Street \$1,000,000 sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0249 | ATHLETON, CALIFORNIA 151 Vinyon Road \$1,000,000 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 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 sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5874 | ROSE, CALIFORNIA 2711 gowhill.com \$1,000,000 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 sirbahamas.com/id/46939 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5874 | SAN FRANCISCO, CALIFORNIA 10411 18th Ave \$1,000,000 sirbahamas.com/id/46940 Bahamas Sotheby's International Realty WENDY STOROCK wendy.storock@sirbahamas.com +1 415.852.5874 |
| GREENSBORO, CONNECTICUT 1110 mainstreet.com \$1,000,000 sirbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743 | HARTFORD, CONNECTICUT 2200 mainstreet.com \$1,000,000 sirbahamas.com/id/46942 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743 | MAYLAND, FLORIDA 10100 mainstreet.com \$1,000,000 sirbahamas.com/id/46943 Bahamas Sotheby's International Realty RUSSELL POLY MOLLY TAYLOR russell.poly@sirbahamas.com +1 305.422.4633 | MIAMI BEACH, FLORIDA 17100 mainstreet.com \$1,000,000 sirbahamas.com/id/46944 Bahamas Sotheby's International Realty SUSAN BRYAN KARYN THELLE susan.bryan@sirbahamas.com +1 772.731.5899 | MIAMI BEACH, FLORIDA 10100 mainstreet.com \$1,000,000 sirbahamas.com/id/46945 Bahamas Sotheby's International Realty CINDY O'DARE MAZIE BEGAN cindy.odare@sirbahamas.com +1 772.731.5899 |
| ALPHEA, MASSACHUSETTS 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46946 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.2055 | BOSTON, MASSACHUSETTS 10100 mainstreet.com \$1,000,000 sirbahamas.com/id/46947 Bahamas Sotheby's International Realty LOUIE KUSHAN JEFF SIMONIAN louie.kushan@sirbahamas.com +1 617.841.2055 | LENDEN, MASSACHUSETTS 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46948 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 617.841.2055 | SPRINGFIELD TOWNSHIP, NEW JERSEY 10100 mainstreet.com \$1,000,000 sirbahamas.com/id/46949 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 609.931.2050 | PRINCETON, NEW JERSEY 10100 mainstreet.com \$1,000,000 sirbahamas.com/id/46950 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 609.931.2050 |
| NEW YORK, NEW YORK 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46951 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 212.262.5823 | NEW YORK, NEW YORK 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46952 Bahamas Sotheby's International Realty BECKY'S GILL becky.gill@sirbahamas.com +1 212.262.5823 | NEW YORK, NEW YORK 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46953 Bahamas Sotheby's International Realty MARK BLUM MARK FIELD mark.blum@sirbahamas.com +1 212.262.5823 | NEW YORK, NEW YORK 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46954 Bahamas Sotheby's International Realty WILSON RUTLEDGE wilson.rutledge@sirbahamas.com +1 212.262.5823 | ROTFORD, NEW JERSEY 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46955 Bahamas Sotheby's International Realty WILSON RUTLEDGE wilson.rutledge@sirbahamas.com +1 212.262.5823 |
| CHARLOTTE, NORTH CAROLINA 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46956 Bahamas Sotheby's International Realty MARILYN WILSON marilyn.wilson@sirbahamas.com +1 704.252.4222 | PROVIDENCE, RHODE ISLAND 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46957 Bahamas Sotheby's International Realty THE BACHINER GLENN GRUBER thebachiner@sirbahamas.com +1 401.252.4222 | CHARLOTTE, SOUTH CAROLINA 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46958 Bahamas Sotheby's International Realty THEY they@sirbahamas.com +1 704.252.4222 | LET OF PALMS, SOUTH CAROLINA 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46959 Bahamas Sotheby's International Realty THEY they@sirbahamas.com +1 704.252.4222 | AUSTIN, TEXAS 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46960 Bahamas Sotheby's International Realty WILSON RUTLEDGE wilson.rutledge@sirbahamas.com +1 214.252.4222 |
| DALLAS, TEXAS 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46961 Bahamas Sotheby's International Realty KIMARA WILSON kimara.wilson@sirbahamas.com +1 214.252.4222 | HOUSTON, TEXAS 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46962 Bahamas Sotheby's International Realty VICTORIA MINTON victoria.minton@sirbahamas.com +1 281.338.4632 | HOUSTON, TEXAS 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46963 Bahamas Sotheby's International Realty GRAY DANKS gray.danks@sirbahamas.com +1 281.338.4632 | SANMA, UTAH 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46964 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.512.0446 | KANAB, UTAH 11100 mainstreet.com \$1,000,000 sirbahamas.com/id/46965 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.512.0446 |

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: Jean-Benoit Levesque

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.

DANIELEGALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks
Exuma, The Bahamas

Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Light Towers
#SIBAHAMAS

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. (aka a beach) area directly visible to the ocean for water sports.

SIBAHAMAS.COM/ID/X295.67

Bahamas | Sotheby's

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorbo
Elite Agent
858.334.3557
eric@ericrealestate.com
DRE#02156001

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

Stunning single story 15 acre oceanfront lot spanning two parcels 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

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: \$730 PROPERTY SPOT, COLOR

EXUMA, THE BAHAMAS



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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Never too Will! Will Knafo discusses expenses like knowledge
Sign of the Times South Korea's bid to buy out of London price falls
Study in style Harrods is no chore

The home of prime property: property.ft.com

Follow us on Twitter @FTProperty



FTWeekend

US Edition

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

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

Uber and the cost of the Kazan's Problem

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

| | | | | |
|---|---|---|---|---|
| EXUMA, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699 | BRIDGE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 USD www.sirbahamas.com/id/46932 FRANK AZAMI frank.azami@sirbahamas.com +1 480.268.0280 | SCOTTSDALE, ARIZONA 9779 East Bismarck Drive \$4,000,000 USD www.sirbahamas.com/id/46933 FRANK AZAMI frank.azami@sirbahamas.com +1 480.268.0280 | SCOTTSDALE, ARIZONA 12881 North Church Road \$2,000,000 USD www.sirbahamas.com/id/46934 FRANK AZAMI frank.azami@sirbahamas.com +1 480.268.0280 | ATHLETON, CALIFORNIA 451 Poplar Road \$6,700,000 USD www.sirbahamas.com/id/46935 MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2626 |
| PALO ALTO, CALIFORNIA 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2626 | PESQUIM, CALIFORNIA 3973 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS VAN HEUTEN CANG michael.deyfus@sirbahamas.com +1 408.882.2626 | ROSE, CALIFORNIA 275 Joplin.com \$2,700,000 Golden Gate Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.268.0280 | SAN DIEGO, CALIFORNIA 2716 N Ocean Street \$1,400,000 www.sirbahamas.com/id/46936 Pacific Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 760.512.5128 | SAN FRANCISCO, CALIFORNIA Nob Hill.com \$2,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.774.8929 |
| BROOKHAVEN, CONNECTICUT 1000 Park Drive.com \$4,000,000 MATT BERNARD matt.bernard@sirbahamas.com +1 203.373.2883 | WESTON, CONNECTICUT 1570 Westford Ridge.com \$4,000,000 KRISSE BLAKE krisse.blake@sirbahamas.com +1 203.352.2742 | WILMINGTON, CONNECTICUT 11700000.com \$1,700,000 RUSSELL POST MOLLY TAYLOR russell.post@sirbahamas.com +1 203.522.7700 | WILMINGTON, CONNECTICUT 1700000.com \$1,700,000 SUSAN BRYAN KARYN THULE susan.bryan@sirbahamas.com +1 203.522.7700 | WESTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 CODY D'ABATE MAZIE REGAN cody.dabate@sirbahamas.com +1 203.373.2883 |
| ALFORD, MASSACHUSETTS 10200000.com \$4,000,000 MARTHA PIER martha.pier@sirbahamas.com +1 413.627.4599 | BOSTON, MASSACHUSETTS 8000000.com \$4,000,000 LOIS KUNIN JEFF SIMONIAN lois.kunin@sirbahamas.com +1 413.627.4599 | LEONIA, MASSACHUSETTS 4300000.com \$4,000,000 GEORGE CAIN george.cain@sirbahamas.com +1 978.363.8955 | ROSELLE TOWNSHIP, NEW JERSEY 51 Neep Nelly Road \$1,700,000 www.sirbahamas.com/id/46937 China Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 409.941.2050 | PRINCETON, NEW JERSEY 10000000.com \$10,000,000 www.sirbahamas.com/id/46938 China Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 409.941.2050 |
| NEW YORK, NEW YORK 740 Park Ave Premier Penthouse.com \$4,000,000 East Side Manhattan Brokerage HEIDI F. SMITH SEDRA BROADBENT heidi.smith@sirbahamas.com +1 212.605.6523 | NEW YORK, NEW YORK 1120am2Street.com \$4,000,000 East Side Manhattan Brokerage HEIDI F. SMITH SEDRA BROADBENT heidi.smith@sirbahamas.com +1 212.605.6523 | NEW YORK, NEW YORK 4500 cad 247.com \$4,000,000 Downtown Manhattan Brokerage MARIE F. ALAN-BLOOM NIKKI FELD marie.alan-bloom@sirbahamas.com +1 212.605.6523 | NEW YORK, NEW YORK 1275 Madison Ave.com \$4,000,000 Downtown Manhattan Brokerage KAPPA L. SPANGLER kappa.spangler@sirbahamas.com +1 212.750.0397 | SCOTTSDALE, NEW YORK 10000000.com \$10,000,000 Scarsdale Sotheby's International Realty HEIDI F. SMITH SEDRA BROADBENT heidi.smith@sirbahamas.com +1 212.605.6523 |
| UNWILLE, NORTH CAROLINA 1007 Farming Chalks Drive \$4,000,000 www.sirbahamas.com/id/46939 Rural Sotheby's International Realty MARILYN WISLEY marilyn.wisley@sirbahamas.com +1 813.791.4000 | PROVIDENCE, RHODE ISLAND 101 Congdon Street \$4,000,000 West & Coast Sotheby's International Realty THE MCKENNEY GOLD GROUP www.mckennegoldgroup.com +1 813.791.4000 | CHARLESTON, SOUTH CAROLINA 7000 6.com \$4,000,000 South Carolina Sotheby's International Realty MARILYN WISLEY marilyn.wisley@sirbahamas.com +1 813.791.4000 | ISEE OF PALMS, SOUTH CAROLINA 13100 Palms Island.com \$4,000,000 South Carolina Sotheby's International Realty THE TEMPLETON GROUP www.templetonrealty.com +1 843.452.6000 | AUSTIN, TEXAS 800 Madison.com \$4,000,000 Austin Sotheby's International Realty ANNA WILCOX anna.wilcox@sirbahamas.com +1 409.941.2050 |
| AUSTIN, TEXAS 10000000.com \$10,000,000 Austin Sotheby's International Realty KUMARA WILCOX kumara.wilcox@sirbahamas.com +1 512.423.2035 | HOUSTON, TEXAS 10000000.com \$10,000,000 Houston Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 713.266.4932 | WIMBERLEY, TEXAS 10000000.com \$10,000,000 Houston Sotheby's International Realty GARY ADAMS gary.adams@sirbahamas.com +1 512.762.8887 | KANAS, UTAH 10000000.com \$10,000,000 Utah Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246 | KANAS, UTAH 10000000.com \$10,000,000 Utah Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246 |

© 2015 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, Inc. Sotheby's International Realty is an Equal Opportunity Employer. Sotheby's International Realty is a member of the Sotheby's International Realty network.

SOTHEBY'SREALTY.COM

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**



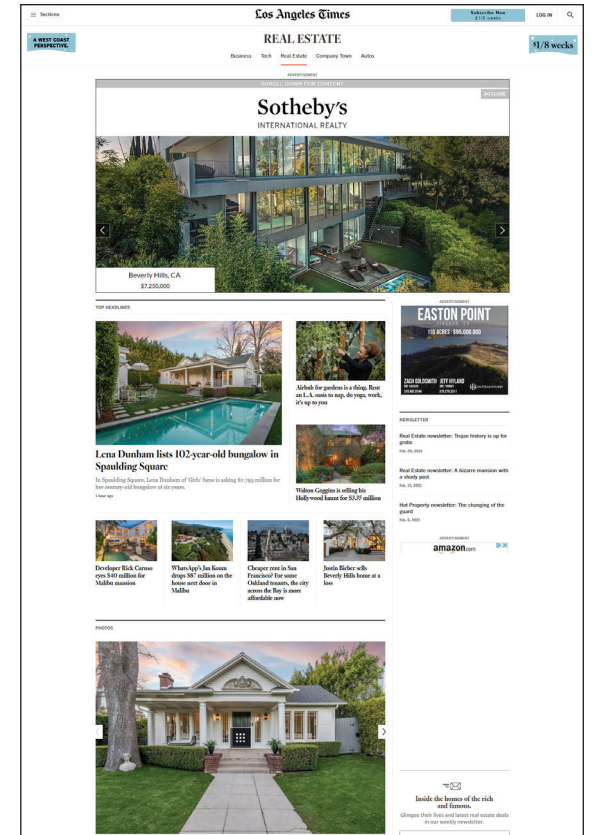
LA TIMES DIGITAL LIGHTHOUSE

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



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023 - 2024

| Media | Ad Description | November | December | January | Media Total | Reach |
|---|---|-------------|-------------|-----------|-------------|-----------|
| Digital | | | | | | |
| Facebook Advertising | | | | | | |
| Facebook Advertising | Digital Banner program | \$ 1,500.00 | | | \$ 1,500.00 | 60,000 |
| Comprehensive Digital | | | | | | |
| Social Mirror | Behavioral Custom program | \$ 1,500.00 | | | \$ 1,500.00 | 100,000 |
| JamesEdition | | | | | | |
| Social Media | Listing Feature | | \$ 500.00 | | \$ 500.00 | 148,000 |
| LA Times | | | | | | |
| Lighthouse Fixed Position - Hot Property Page | Lighthouse Fixed Position - Hot Property Page | | Bonus | | \$ - | 425,000 |
| WSJ.com | | | | | | |
| Property upgrades | Property upgrades | Bonus | | | \$ - | |
| Mansion Global Homepage | Featured Listing Module | | \$ 1,275.00 | | \$ 1,275.00 | 164,000 |
| Ocean Home | | | | | | |
| Facebook Post | Facebook Post | | \$ 575.00 | | \$ 575.00 | 21,600 |
| Instagram Post | Instagram Post | \$ 700.00 | | | \$ 700.00 | 21,800 |
| Print | | | | | | |
| The Wall Street Journal | | | | | | |
| The Wall Street Journal - National | Property Spot w/Digital Featured Property Upgrade | \$ 650.00 | | | \$ 650.00 | 644,424 |
| The New York Times | | | | | | |
| The New York Times Takeover | Full page w/ Digital promotion | | | \$ 750.00 | \$ 750.00 | 168,000 |
| Financial Times | | | | | | |
| Financial Times | Property Spot | \$ 730.00 | | | \$ 730.00 | 210,457 |
| The Los Angeles Times | | | | | | |
| The Los Angeles Times | Hot Property - listing + digital lighthouse | | \$ 390.00 | | \$ 390.00 | 220,780 |
| TOTAL | | | | | \$ 8,570.00 | 2,184,061 |

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