



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Digital Marketing Program

ONE | Sotheby's  
INTERNATIONAL REALTY

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**NEW YORK** 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
**PHILADELPHIA** 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Digital Marketing

SKY Advertising is excited to present to One Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the Oscar Correa team.

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 Weston, 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 the Oscar Correa team.

**LET'S DO  
GREAT THINGS TOGETHER**

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# 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: **Digital Marketing**
- Flight Dates: **September 2023 - December 2023**
- Impressions: **750,000**
- 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.

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.

South China Morning Post

Forbes

Bloomberg Markets

REUTERS

The Economist

GULF NEWS



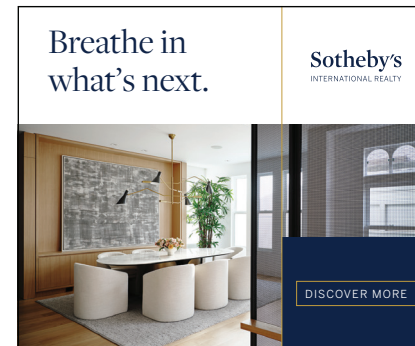
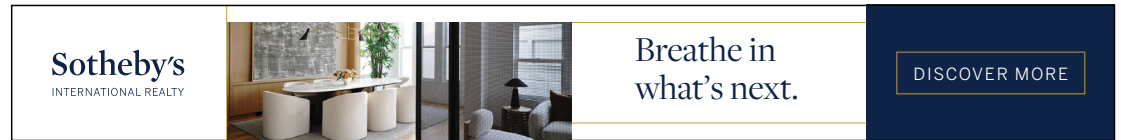
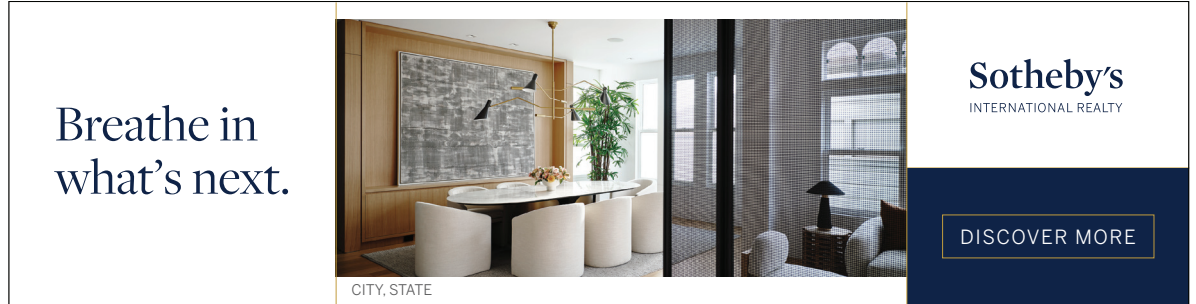
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

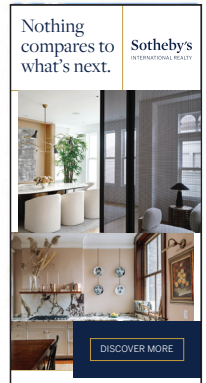
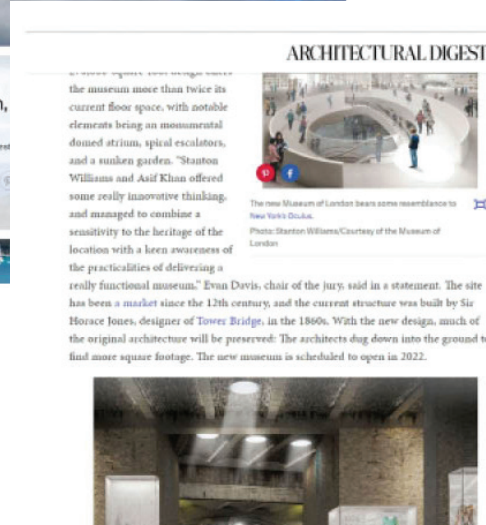
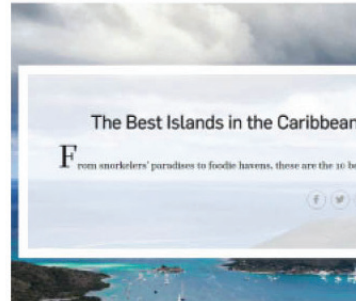
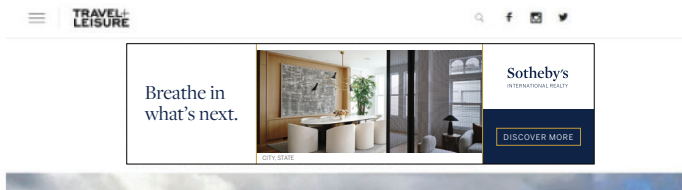
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites



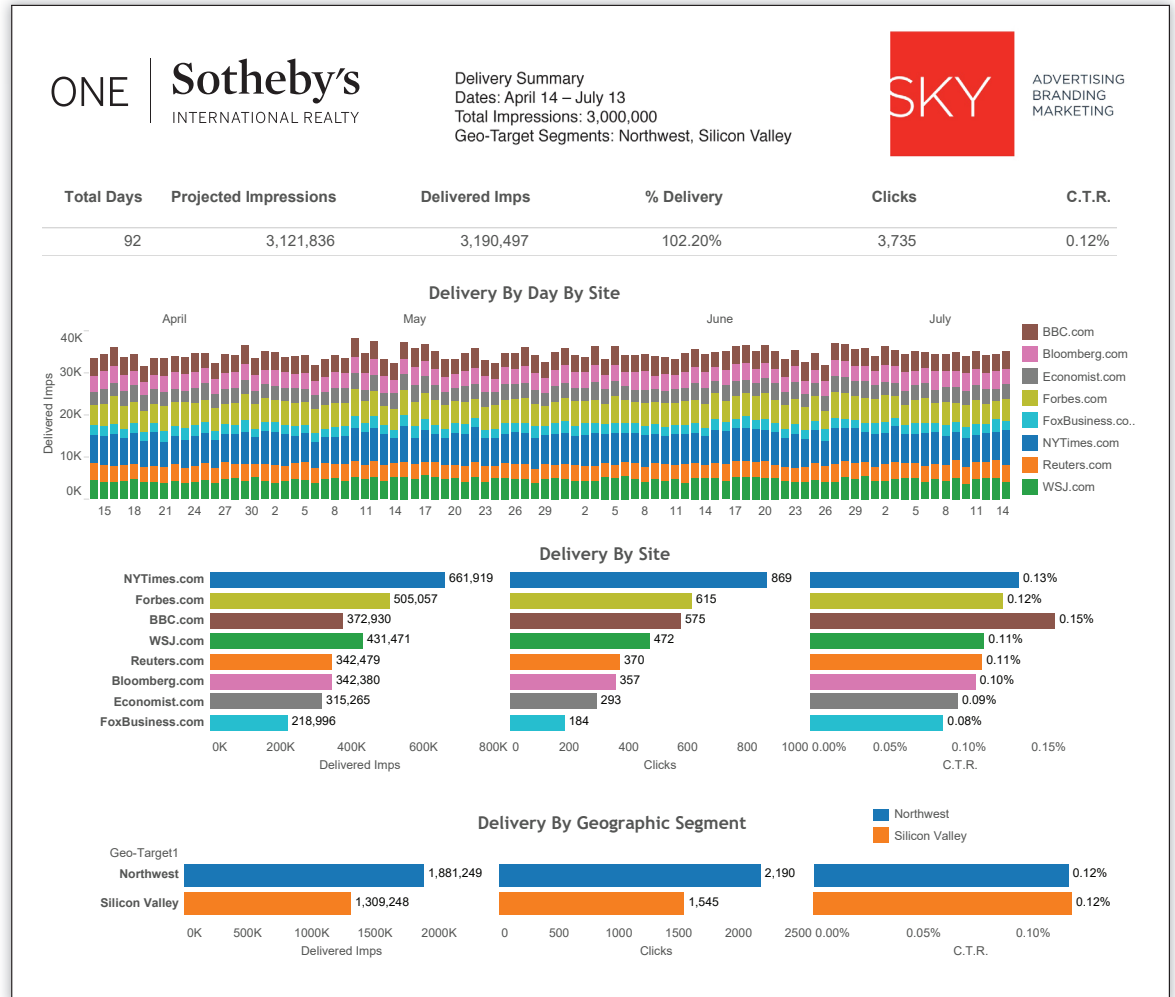


# Comprehensive Reporting For Your Customized Campaign

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 South America (Brazil, Columbia, Peru, Mexico, Argentina, Venezuela. Buyers from Boston, NY, CT, Philly, California and South Florida.

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

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), Homeowner's living in Weston, Davie, Lauderdale By The Sea, Southwest Ranches, Sunshine Ranches, West Miramar, West Pembroke Pines, Nurmi Isles, Seven Isles, Beverly Heights, Idlewyde, Riviera Isles, Colee Hammock, Rio Vista, Harbour Beach, Sunrise Key, Lauderdale Harbours, Las Olas Isles, Victoria Park, and Central Beach in a premium editorial environment on top lifestyle, travel, design and business/finance and news websites.
- A custom intent banner segment, that will allow us to show banners to adults in the top 10% HHI who are actively searching for Broward-Fort Lauderdale area Real Estate and living in South America (Brazil, Columbia, Peru, Mexico, Argentina, Venezuela. Buyers from Boston, NY, CT, Philly, California, and South Florida.

## BEHAVIORAL TARGETING

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

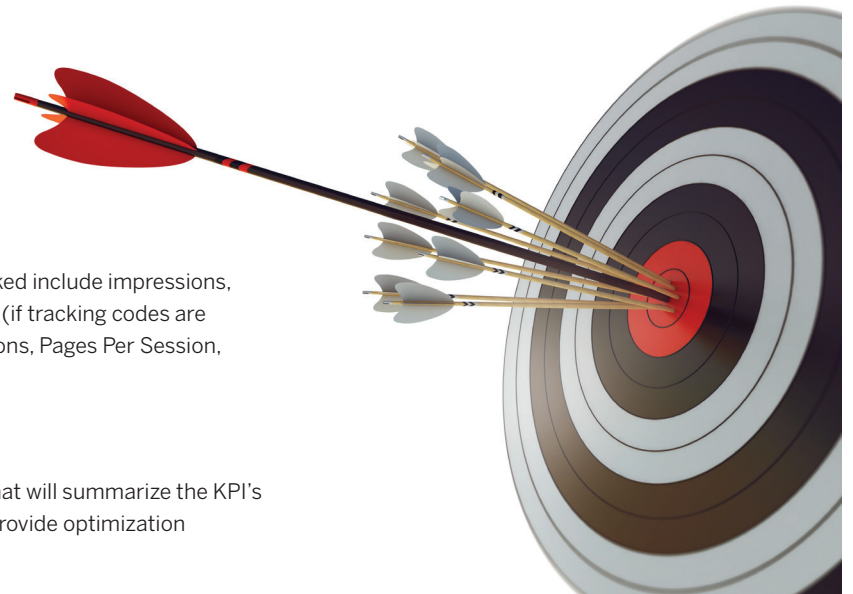
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

## MEASUREMENT

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

## REPORTING

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



# Impressions Scheduling

One SIR - Oscar Correa

		September				October				November				December					
Media	Geo-Target	01	08	15	22	29	05	12	19	26	05	12	19	26	02	09	16	23	Impressions
Custom Intent - Broward-Fort Lauderdale area Real Estate	South America (Brazil, Columbia, Peru, Mexico, Argentina, Venezuela). Buyers from Boston, NY, CT, Philly, California, and South Florida																		525,000
	Weston, Davie, Lauderdale By The Sea, Southwest Ranches, Sunshine Ranches, West Miramar, West Pembroke Pines, Nurmi Isles, Seven Isles, Beverly Heights, Idlewyde, Riviera Isles, Colee Hammock, Rio Vista, Harbour Beach, Sunrise Key, Lauderdale Harbours, Las Olas Isles, Victoria Park, and Central Beach																		
<b>Total Digital</b>																			<b>750,000</b>

# Comprehensive Digital

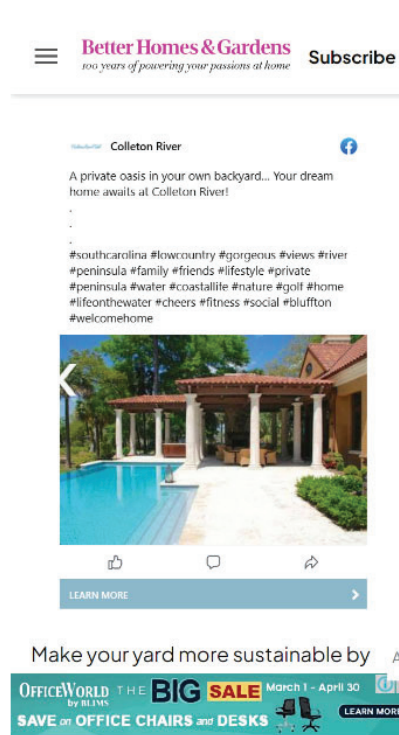
## SOCIAL MIRROR ADS

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

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

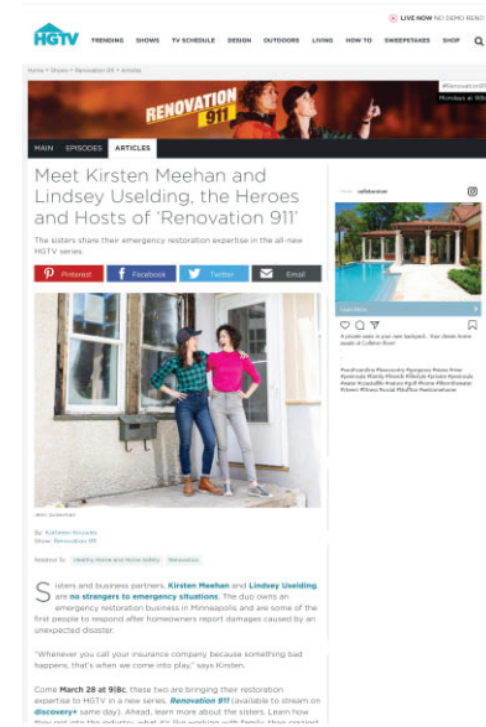
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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



PRICE: STARTING AT \$1,500 PER MONTH

# Comprehensive Digital

Client: SIR One Oscar Correa

Digital Campaign Planner

Date Created: 9/1/2023



GEOGRAPHIC TARGET:

Brazil, Columbia, Peru, Mexico, Argentina, Venezuela

Campaign Duration: 9/15/2023 - 12/15/2023	Sep-23	Oct-23	Nov-23	Total
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; Highly Likely to be of High Net Worth; High Net Worth > Millionaires; Affluent Families with Children; Families with Children; Buying/Selling Homes; Buying and Selling Homes / Real Estate; Florida				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	100,000	100,000	100,000	300,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	648,796
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	15.41%

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

# The Wall Street Journal Online (WSJ.Com)

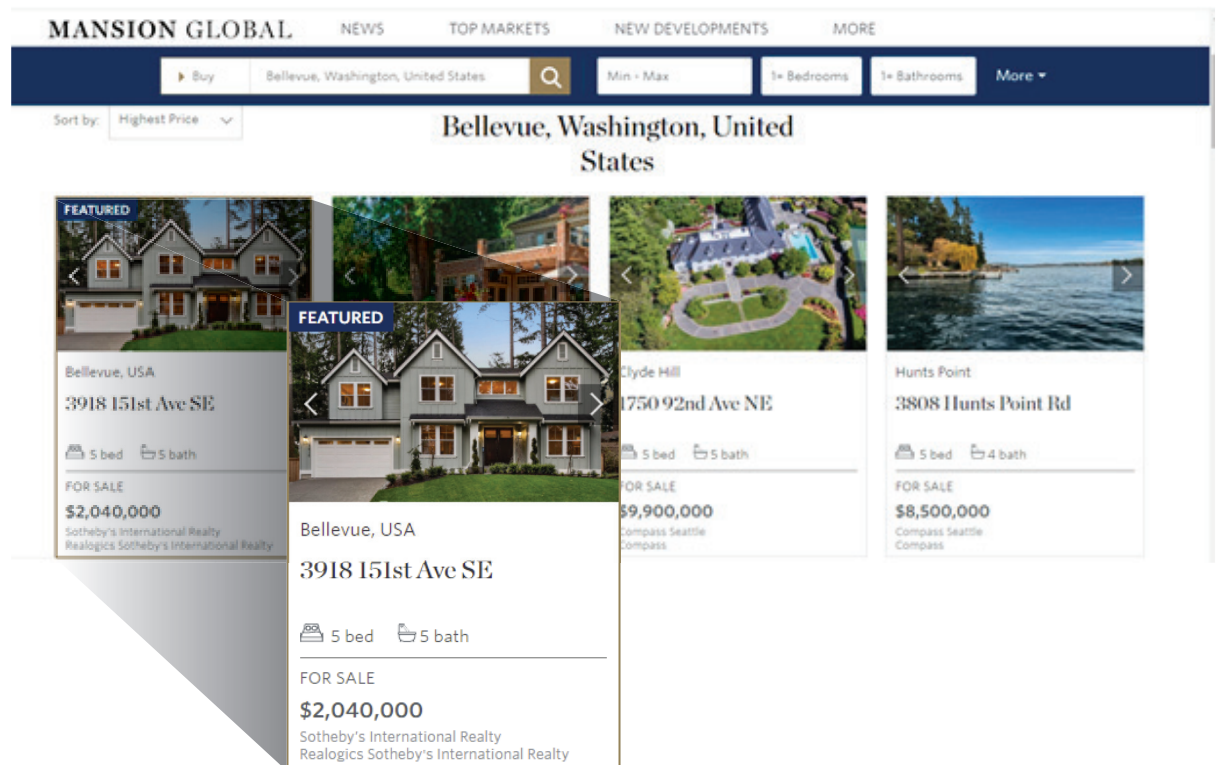
## FEATURED PROPERTY UPGRADES

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**



# 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 • 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 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.

**World-Wide**  
Biden method a string of Super Tuesday primary victories and Super Tuesday contests in California as the two candidates broke away from the field for the first time in the race for the White House.

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>LEAF CAY, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,000,000 USD   sirbahamas.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 202.336.0249	<b>SCOTTSDALE, ARIZONA</b> 10778 East Hornbeck Drive \$1,000,000 USD   sirbahamas.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 202.336.0249	<b>SCOTTSDALE, ARIZONA</b> 6907 North 43rd Street \$1,000,000 USD   sirbahamas.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 202.336.0249	<b>ATHLETON, CALIFORNIA</b> 151 Vinyon Road \$1,000,000 USD   sirbahamas.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874
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<b>GREENSBORO, CONNECTICUT</b> 1100 newfield.com \$1,000,000 USD   sirbahamas.com/id/46938 Bahamas Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743	<b>HARTFORD, CONNECTICUT</b> 2200 newfield.com \$1,000,000 USD   sirbahamas.com/id/46939 Bahamas Sotheby's International Realty <b>KRISTY BLAKE</b> kristy.blake@sirbahamas.com +1 203.538.3743	<b>MILWAUKEE, WISCONSIN</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46940 Bahamas Sotheby's International Realty <b>LOGAN ALKMAN &amp; JEFF SIMONIAN</b> logan.alkman@sirbahamas.com +1 414.941.3050	<b>MIAMI BEACH, FLORIDA</b> 17100 Collins Road, Unit 1 \$1,000,000 USD   sirbahamas.com/id/46941 Bahamas Sotheby's International Realty <b>RUSSELL POST &amp; MOLLY TAYLOR</b> russell.post@sirbahamas.com +1 305.534.4633	<b>MIAMI BEACH, FLORIDA</b> 17100 Collins Road, Unit 1 \$1,000,000 USD   sirbahamas.com/id/46942 Bahamas Sotheby's International Realty <b>SUSAN BRYAN &amp; KARYN THEISE</b> susan.bryan@sirbahamas.com +1 772.733.1809
<b>ALPINE, MASSACHUSETTS</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46943 Bahamas Sotheby's International Realty <b>MARTHA PIER</b> martha.pier@sirbahamas.com +1 413.841.3050	<b>BOSTON, MASSACHUSETTS</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46944 Bahamas Sotheby's International Realty <b>LOGAN ALKMAN &amp; JEFF SIMONIAN</b> logan.alkman@sirbahamas.com +1 414.941.3050	<b>LENOX, MASSACHUSETTS</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46945 Bahamas Sotheby's International Realty <b>GEORGE GAIN</b> george.gain@sirbahamas.com +1 413.841.3050	<b>SPRINGFIELD, MASSACHUSETTS</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46946 Bahamas Sotheby's International Realty <b>JUDSON HENDERSON</b> judson.henderson@sirbahamas.com +1 413.841.3050	<b>PRINCETON, NEW JERSEY</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46947 Bahamas Sotheby's International Realty <b>JUDSON HENDERSON</b> judson.henderson@sirbahamas.com +1 413.841.3050
<b>NEW YORK, NEW YORK</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46948 Bahamas Sotheby's International Realty <b>MARTHA PIER</b> martha.pier@sirbahamas.com +1 413.841.3050	<b>NEW YORK, NEW YORK</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46949 Bahamas Sotheby's International Realty <b>BEATRICE COLE</b> beatrice.cole@sirbahamas.com +1 212.262.5023	<b>NEW YORK, NEW YORK</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46950 Bahamas Sotheby's International Realty <b>BEATRICE COLE &amp; GREG BLOOM</b> beatrice.cole@sirbahamas.com +1 212.262.5023	<b>NEW YORK, NEW YORK</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46951 Bahamas Sotheby's International Realty <b>KARLA F. DE BLASIO &amp; MARKI FIELD</b> karla.deblasio@sirbahamas.com +1 212.262.5023	<b>SCOTTSDALE, NEW YORK</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46952 Bahamas Sotheby's International Realty <b>STEPHEN WILSON</b> stephen.wilson@sirbahamas.com +1 212.262.5023
<b>CHARLOTTE, NORTH CAROLINA</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46953 Bahamas Sotheby's International Realty <b>MARILYN WILSON</b> marilyn.wilson@sirbahamas.com +1 704.363.4222	<b>PROVIDENCE, RHODE ISLAND</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46954 Bahamas Sotheby's International Realty <b>THE BACHMANN &amp; GILD GROUP</b> thebachmannandgildgroup.com +1 401.275.4222	<b>CHARLOTTE, SOUTH CAROLINA</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46955 Bahamas Sotheby's International Realty <b>THE BACHMANN &amp; GILD GROUP</b> thebachmannandgildgroup.com +1 401.275.4222	<b>LEWISVILLE, SOUTH CAROLINA</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46956 Bahamas Sotheby's International Realty <b>THE BACHMANN &amp; GILD GROUP</b> thebachmannandgildgroup.com +1 401.275.4222	<b>ARLINGTON, TEXAS</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46957 Bahamas Sotheby's International Realty <b>KIMARA WILCOXSON</b> kimara.wilcoxon@sirbahamas.com +1 414.823.0222
<b>HOUSTON, TEXAS</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46958 Bahamas Sotheby's International Realty <b>KIMARA WILCOXSON</b> kimara.wilcoxon@sirbahamas.com +1 414.823.0222	<b>HOUSTON, TEXAS</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46959 Bahamas Sotheby's International Realty <b>VICTORIA MINTON</b> victoria.minton@sirbahamas.com +1 414.823.0222	<b>MINNEAPOLIS, MINNESOTA</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46960 Bahamas Sotheby's International Realty <b>GRAY ADAMS</b> gray.adams@sirbahamas.com +1 763.782.8837	<b>SALT LAKE CITY, UTAH</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46961 Bahamas Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.512.0446	<b>KANSAS, UTAH</b> 1000 newfield.com \$1,000,000 USD   sirbahamas.com/id/46962 Bahamas Sotheby's International Realty <b>CHRIS SIMONS</b> 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: \$690 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook

**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

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

Move beyond your expectations.

Nothing compares.  
SOTHEBYSREALTY.COM

72 Post Road, Old Westbury, NY

**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 502.602.2710  
c. 505.660.5400

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

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

**Danielle Gale** / AGENT / OEBRA-RUSSELL

**Sandbanks Exuma, The Bahamas**

**Jacqueline Lighthorn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Light House  
#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/V29V.67

Bahamas | **Sotheby's**  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

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

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

Stunning single story 15 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**  
INTERNATIONAL REALTY

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	September	October	November	Media Total	Reach
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - South America, Northeast					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<b>WSJ.com</b>						
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	\$ -	
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272
<b>The New York Times</b>						
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00	\$ 1,380.00	336,000
TOTAL					\$ 11,415.00	3,319,272

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