



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Surf Row Advertising and 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 Surf Row

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 Surf Row.

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 Miami.

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

**LET'S DO
GREAT THINGS TOGETHER**

JANINE JONES
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

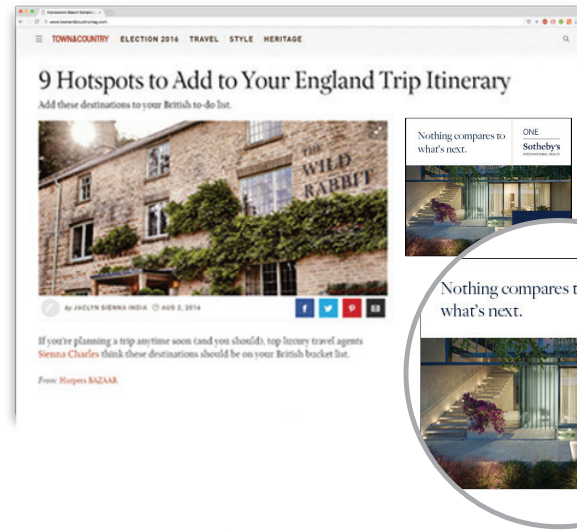
Impressions Campaign

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: **Surf Row**
- Flight Dates: **November 2023 - January 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

The New York Times

THE WALL STREET JOURNAL.



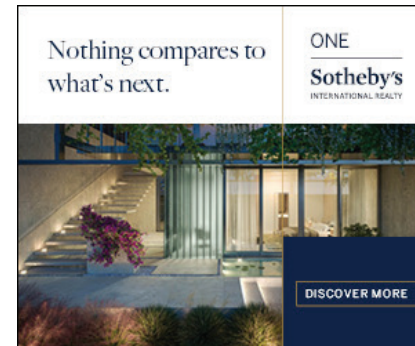
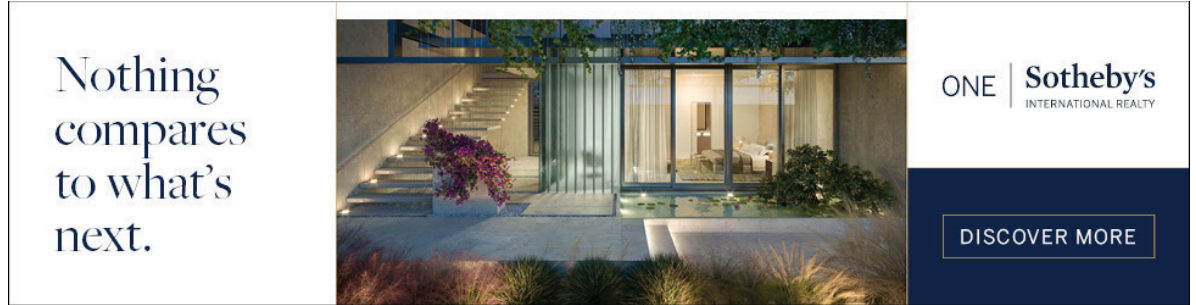
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

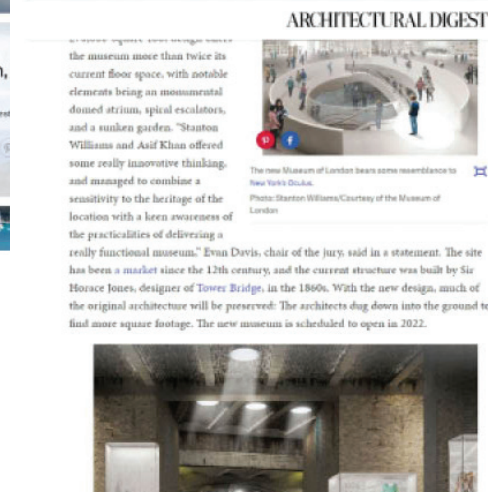
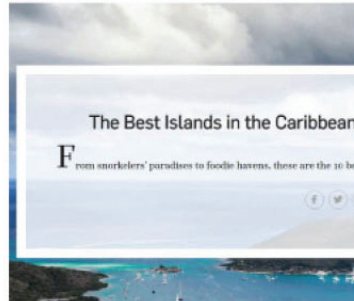
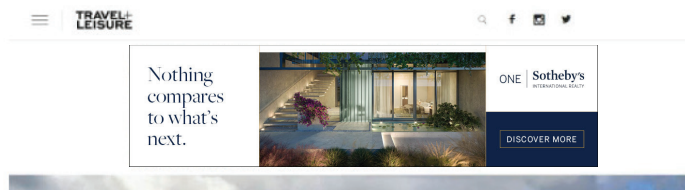
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

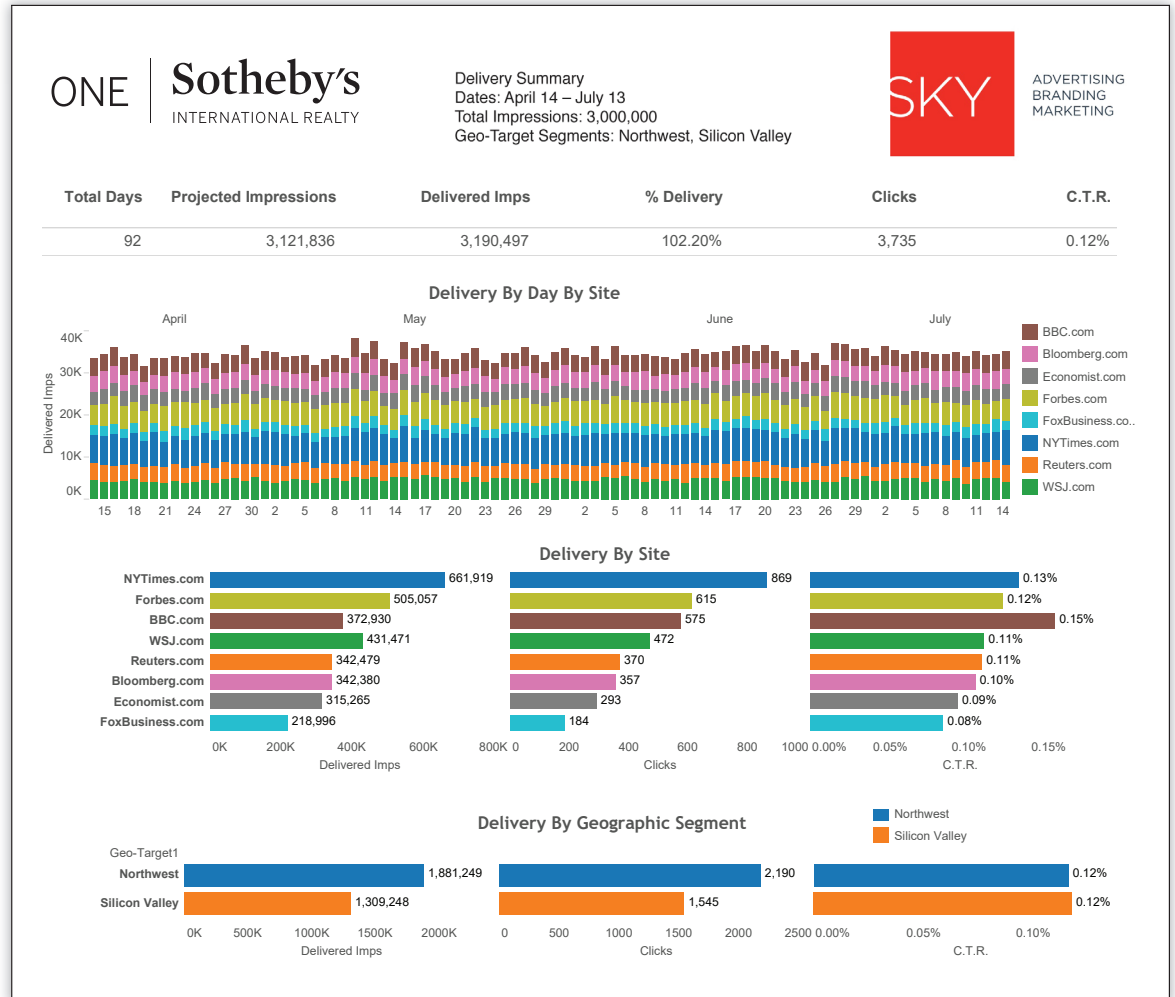


Comprehensive Reporting For Your Customized Campaign

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



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

The Wall Street Journal Online (WSJ.Com)

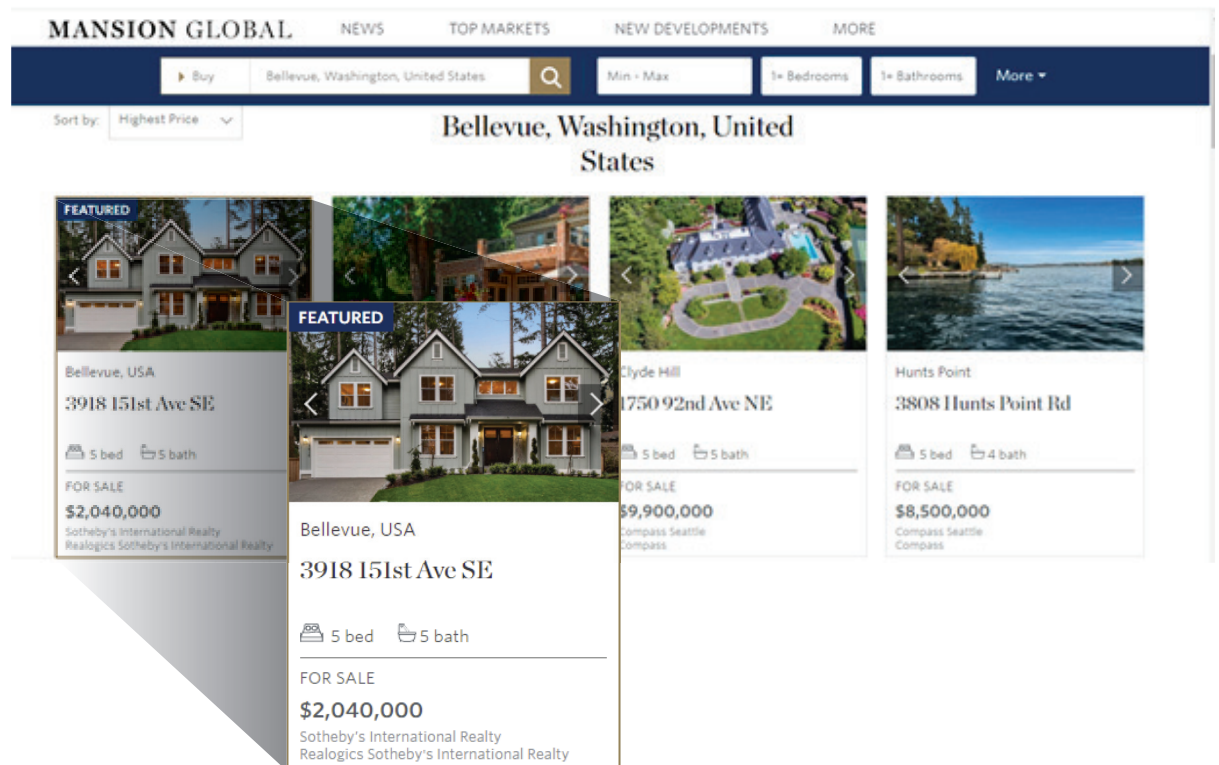
FEATURED PROPERTY UPGRADES

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)

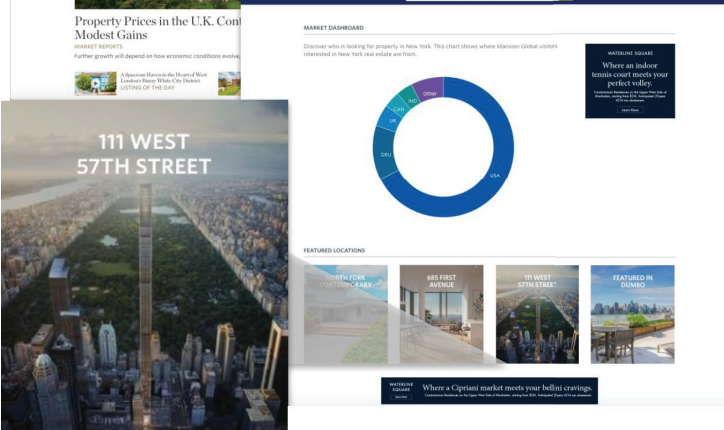
MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

AVAILABLE MARKETS:

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

PRICE: \$575/MONTH



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 90 DAYS

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)

WEEKLY ENEWSLETTER

- Out on Fridays
- **100%** SOV
- **50,000** Opt in subscribers

PRICE: \$1,775

[Trouble viewing this email? View in web browser.](#)

THE WALL STREET JOURNAL.



REAL ESTATE

Coronavirus is baring its teeth to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

Do air purifiers and filters kill viruses?

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.

Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. ☺

Happy reading!

-Kerry Barger, digital editor of Mansion

Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM BARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/NEWS

As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.

The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

- 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. 3960 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. 5660 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 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. 8518 McLean, Toronto, ON	\$12,900,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$792,028	3,124	\$28,000,000
Vancouver	\$1,487,048	879	\$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 Following
 @ArchDigest

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

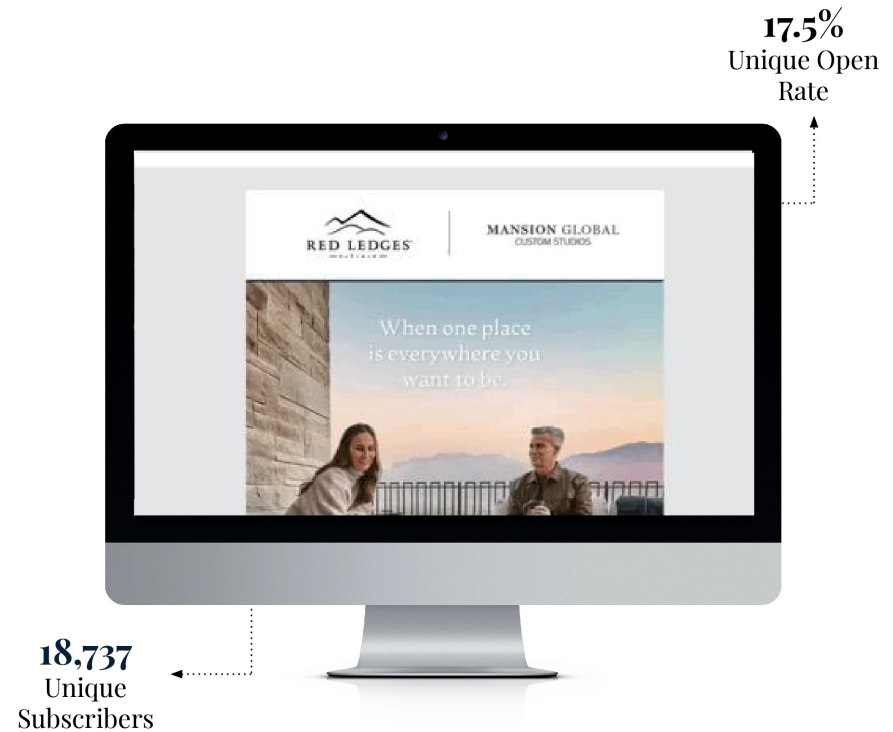
Powered by  iStock AllPhotos 

The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

PRICE: \$5,000 EXCLUSIVE EMAIL



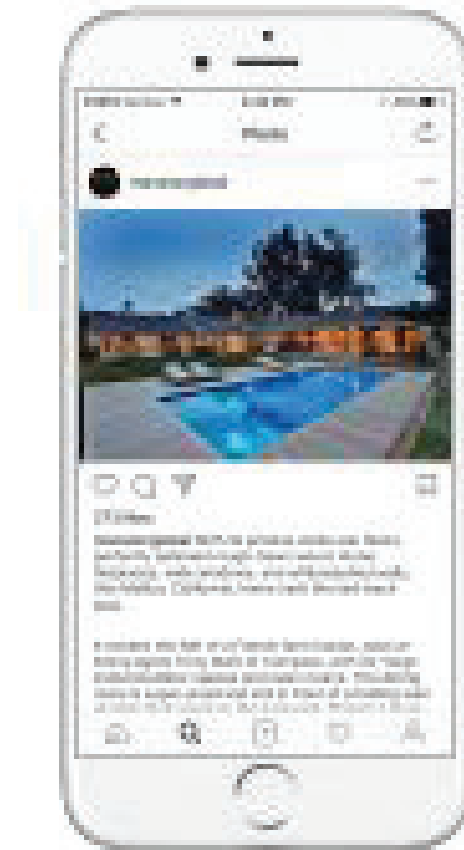
The Wall Street Journal Online (WSJ.Com)

@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**

PRICE: \$1,775



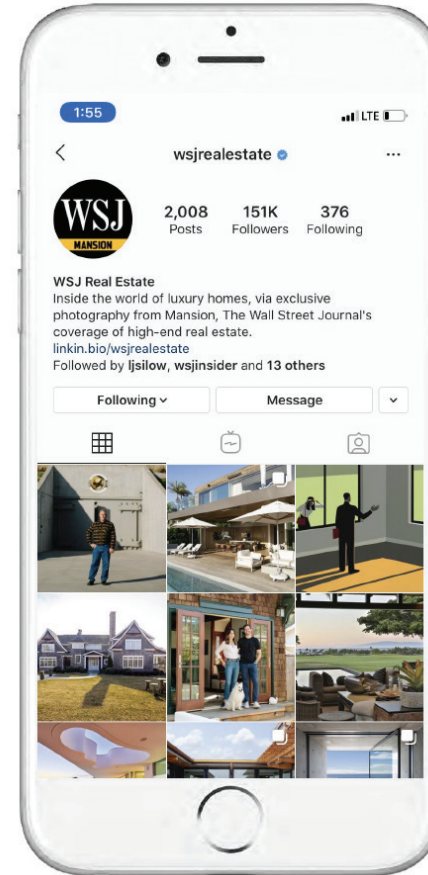
The Wall Street Journal Online (WSJ.Com)

@WSJREALESTATE INSTAGRAM

Spotlight your brand to our mobile-first audience with a social Instagram post directly on @WSJRealEstate editorial handle.

- Followers: **154K**

PRICE: \$3,600 POST



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

Shaky Ground
 A sharp rally in U.S. stocks is being tempered by a lack of confidence in the Fed's ability to manage the economy.

Tennessee Twisters Kill at Least 25

Tornadoes ripped through the state while many residents fled, according to the National Weather Service.

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 night clinched California as the first state to pick a presidential elector.

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 \$1,200,000 USD sirbahamas.com/id/46932 Arizona Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0240	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,200,000 USD sirbahamas.com/id/46933 Arizona Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0240	SCOTTSDALE, ARIZONA 6202 North Phoenix Road \$1,200,000 USD sirbahamas.com/id/46934 Arizona Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0240	ATHLETON, CALIFORNIA 151 Vinyon Road \$1,200,000 USD sirbahamas.com/id/46935 California Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874
PALM ALTO, CALIFORNIA 12770 waverly.com \$1,200,000 USD sirbahamas.com/id/46936 California Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874	POMONA, CALIFORNIA 3011 hammond.com \$1,200,000 USD sirbahamas.com/id/46937 California Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874	ROSE, CALIFORNIA 2711 gowall.com \$1,200,000 USD sirbahamas.com/id/46938 California Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874	SAN DIEGO, CALIFORNIA 2770 Ocean Street \$1,200,000 USD sirbahamas.com/id/46939 California Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874	SAN FRANCISCO, CALIFORNIA 10411 18th Ave \$1,200,000 USD sirbahamas.com/id/46940 California Sotheby's International Realty WENDY STOROCK wendy.storock@sirbahamas.com +1 415.852.2874
GREENSBORO, CONNECTICUT 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46941 Connecticut Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HARTFORD, CONNECTICUT 2200 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46942 Connecticut Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743	MILWAUKEE, FLORIDA 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46943 Florida Sotheby's International Realty RUSSELL POST / MOLLY TAYLOR russell.post@millerrealty.com +1 561.943.4633	MIAMI BEACH, FLORIDA 17100 Collins Ave, Unit 1 \$1,200,000 USD sirbahamas.com/id/46944 Florida Sotheby's International Realty SUSAN BRYAN / KARYN THEISE susan.bryan@compass.com +1 754.733.1809	MIAMI BEACH, FLORIDA 17100 Collins Ave, Unit 1 \$1,200,000 USD sirbahamas.com/id/46945 Florida Sotheby's International Realty SUSAN BRYAN / KARYN THEISE susan.bryan@compass.com +1 754.733.1809
ALPINE, MASSACHUSETTS 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46946 Massachusetts Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1050	BOSTON, MASSACHUSETTS 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46947 Massachusetts Sotheby's International Realty LOGAN KUSHAN / JEFF SIMONIAN logan.kushan@compass.com +1 617.841.1050	LENOX, MASSACHUSETTS 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46948 Massachusetts Sotheby's International Realty GEORGE GAIN george.gain@compass.com +1 413.841.1050	SPRINGFIELD, MASSACHUSETTS 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46949 Massachusetts Sotheby's International Realty JUDSON HENDERSON judson.henderson@compass.com +1 413.841.1050	PRINCETON, NEW JERSEY 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46950 New Jersey Sotheby's International Realty JUDSON HENDERSON judson.henderson@compass.com +1 413.841.1050
NEW YORK, NEW YORK 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46951 New York Sotheby's International Realty MARCO ANTONIO / SHERA BUSHMAN marco.antonio@compass.com +1 212.262.7023	NEW YORK, NEW YORK 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46952 New York Sotheby's International Realty BEATRICE COLE beatrice.cole@compass.com +1 212.262.7023	NEW YORK, NEW YORK 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46953 New York Sotheby's International Realty MARK F. DELO BLUME / MARK FIELD mark.f.deloblume@compass.com +1 212.262.7023	NEW YORK, NEW YORK 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46954 New York Sotheby's International Realty THE TUFTELLER GROUP the.tufteller.group@compass.com +1 212.262.7023	SCOTTSDALE, NEW YORK 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46955 New York Sotheby's International Realty WILLIAM BROWNE william.browne@compass.com +1 212.262.7023
CHARLOTTE, NORTH CAROLINA 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46956 North Carolina Sotheby's International Realty MARILYN WILCOX marilyn.wilcox@compass.com +1 704.376.3800	PROVIDENCE, RHODE ISLAND 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46957 Rhode Island Sotheby's International Realty THE BACHMANN / GILD GROUP the.bachmann.gild@compass.com +1 401.252.4222	CHARLOTTE, SOUTH CAROLINA 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46958 South Carolina Sotheby's International Realty WILSON RUTLEDGE wilson.rutledge@compass.com +1 803.463.8227	LEWISVILLE, SOUTH CAROLINA 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46959 South Carolina Sotheby's International Realty THE TUFTELLER GROUP the.tufteller.group@compass.com +1 212.262.7023	ASTON, TEXAS 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46960 Texas Sotheby's International Realty KIMARA WILCOX kimara.wilcox@compass.com +1 409.423.0228
HOUSTON, TEXAS 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46961 Texas Sotheby's International Realty KIMARA WILCOX kimara.wilcox@compass.com +1 409.423.0228	HOUSTON, TEXAS 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46962 Texas Sotheby's International Realty VICTORIA MINTON victoria.minton@compass.com +1 281.368.4632	MINNEAPOLIS, TEXAS 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46963 Texas Sotheby's International Realty GRAY ADAMS gray.adams@compass.com +1 214.782.8287	SANMA, UTAH 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46964 Utah Sotheby's International Realty CHRIS SIMONS chris.simons@compass.com +1 435.512.0246	KANSA, UTAH 1110 mainstreet.com \$1,200,000 USD sirbahamas.com/id/46965 Utah Sotheby's International Realty CHRIS SIMONS chris.simons@compass.com +1 435.512.0246

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Plan 1 Media	Ad Description	November	December	January	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Wall Street Journal & New York Times					
NYTimes.com						
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 9,000.00	166,809
WSJ.com						
Mansion Global Top Markets page tile	Top Markets page tiles -Miami	\$ 575.00	\$ 575.00	\$ 575.00	\$ 1,725.00	492,000
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 6,450.00	492,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,250		\$ 1,250.00	
WSJ.com e-Newsletter	Friday e-Newsletter	\$ 1,775.00			\$ 1,775.00	50,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Mansion Global Custom Email	Custom Email			\$ 5,000.00	\$ 5,000.00	17,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	\$ -	
WSJ.com Instagram	WSJ.com Instagram			\$ 3,600.00	\$ 3,600.00	154,000
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00	76,200
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Property U	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272
TOTAL					\$ 39,790.00	4,148,281

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

Proposed Schedule, Pricing & Reach 2023

Plan 2 Media	Ad Description	November	December	January	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Wall Street Journal & New York Times					
NYTimes.com						
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 9,000.00	166,809
WSJ.com						
Mansion Global Top Markets page tile	Top Markets page tiles -Miami	\$ 575.00	\$ 575.00	\$ 575.00	\$ 1,725.00	492,000
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00	\$ 4,300.00	328,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,250		\$ 1,250.00	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00	76,200
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272
TOTAL					\$ 27,265.00	3,763,281

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

Proposed Schedule, Pricing & Reach 2023

Plan 3 Media	Ad Description	November	December	January	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Wall Street Journal & New York Times					
WSJ.com						
Mansion Global Top Markets page tile	Top Markets page tiles -Miami		\$ 575.00		\$ 575.00	164,000
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00	\$ 4,300.00	328,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,250		\$ 1,250.00	
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	\$ -	
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272
TOTAL					\$ 11,660.00	3,175,272

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