



ADVERTISING
BRANDING
MARKETING

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477 Madison Ave
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SKYAD.COM

1469 Island View Drive Advertising and Marketing Program

Realogics | 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 1469 Island View Drive

SKY Advertising is excited to present to Realogics Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the 1469 Island View Drive.

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 Bellingham, WA.

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

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$3,640
HALF PAGE: \$1,820
QUARTER PAGE: \$910

Global



SOTHEBYSREALTY.COM

Open the door to what's next.



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General Counsel
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Bruce@SothebysRealty.com

The Rosewood Farm Estate
Southampton, New York
ROSEWOODFARMESTATE.COM

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000



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SOTHEBYSREALTY.COM

Take a peek at what's next.



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General Counsel
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Water Mill South on Reserve, Pool & Tennis
Water Mill, New York
6 BEDROOMS | 6.5+ BATHS | 4,900 SQ.FT. | \$11,000,000
542MCOXROAD.COM



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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

Washington, California, Canada

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

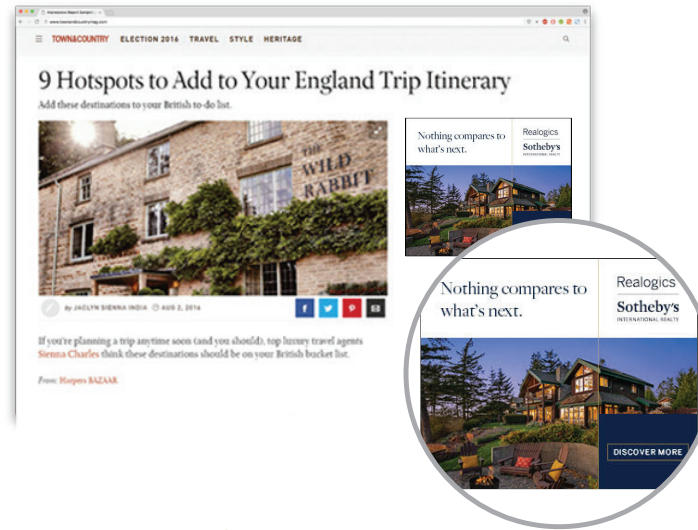
Impressions Campaign

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: **1469 Island View Drive**
- Flight Dates: **August 2023 - October 2023**
- 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.

INVESTOR'S BUSINESS DAILY™

BARRON'S

FOX BUSINESS

THE WALL STREET JOURNAL.



Forbes



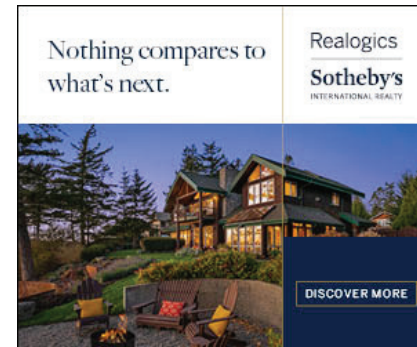
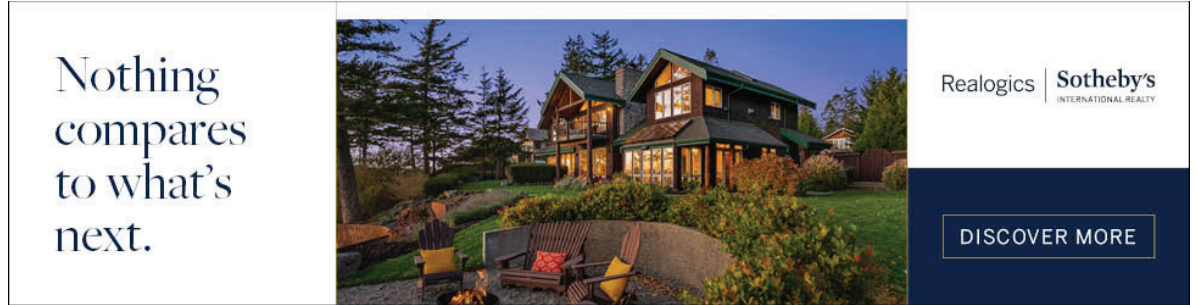
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

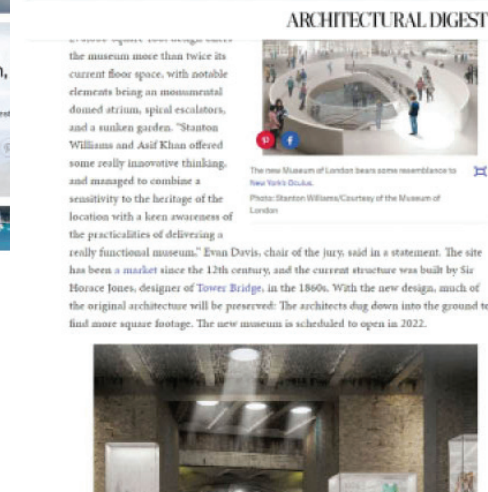
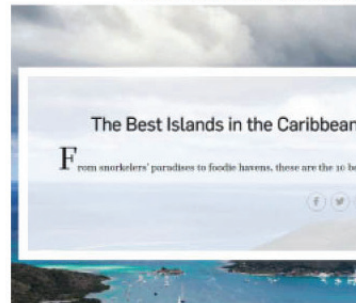
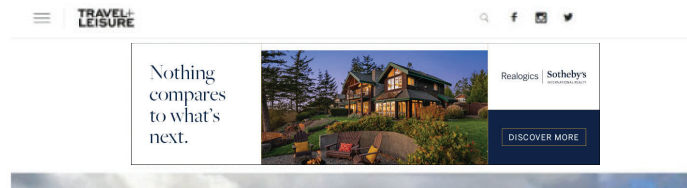
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

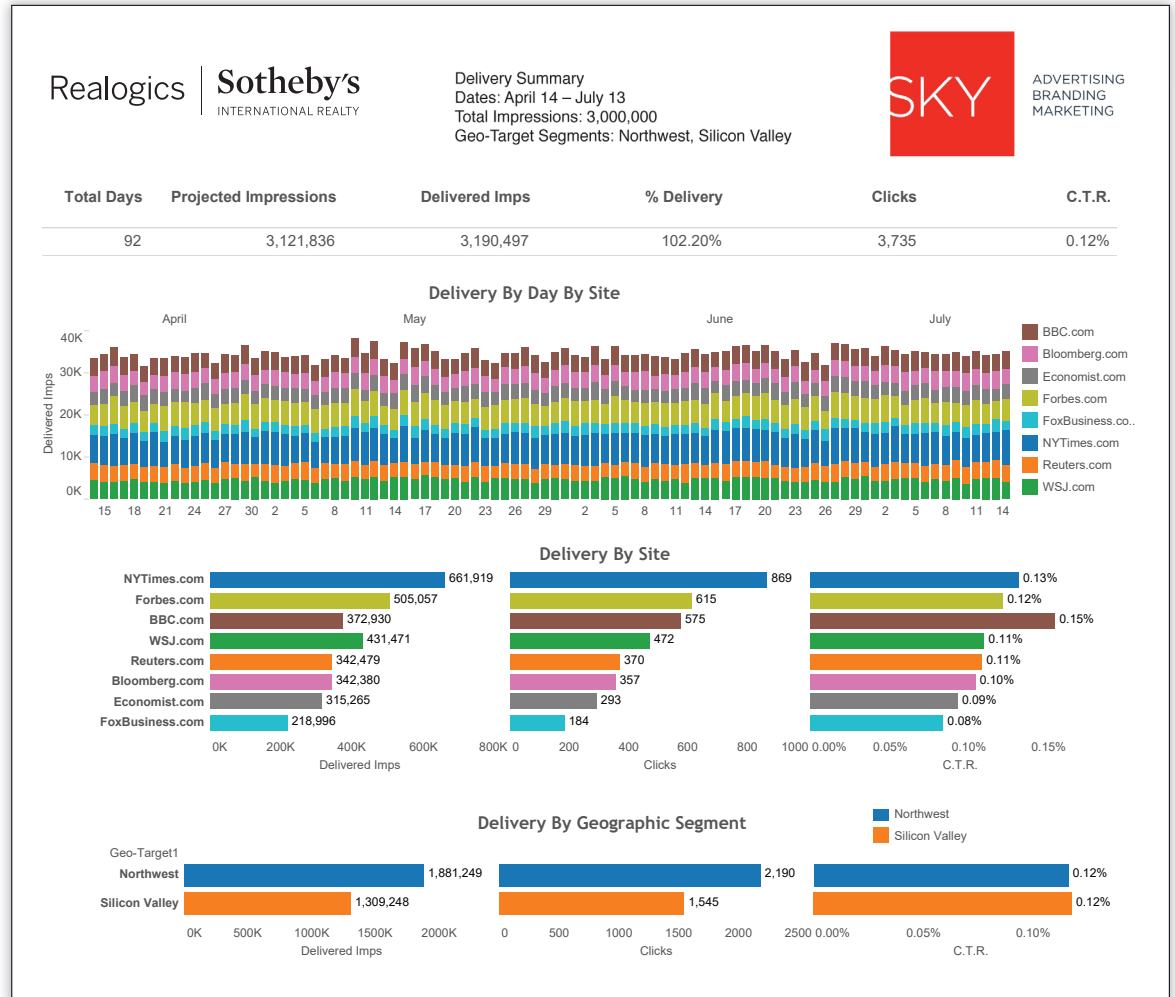


Comprehensive Reporting For Your Customized Campaign

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 Washington, San Francisco Metro, Los Angeles Metro, and British Columbia.

The programs are scheduled to start on August 1st and run for three months and deliver an estimated 750,000 impressions.

This will include:

- A site-specific segment of Global leading business finance websites.
- A custom intent segment, that will allow us to show banners to adults who are actively searching for Washington State Real Estate and living in the San Francisco Metro, Los Angeles Metro, and British Columbia.
- An In-Market segment targeting people actively in-market for Residential Real Estate in the Bellingham Metro.

SITE SPECIFIC

This segment consists of premium global business/finance and websites such as WSJ.com, Reuters.com, Barronz.com and more to extend the overall reach of the program.

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.

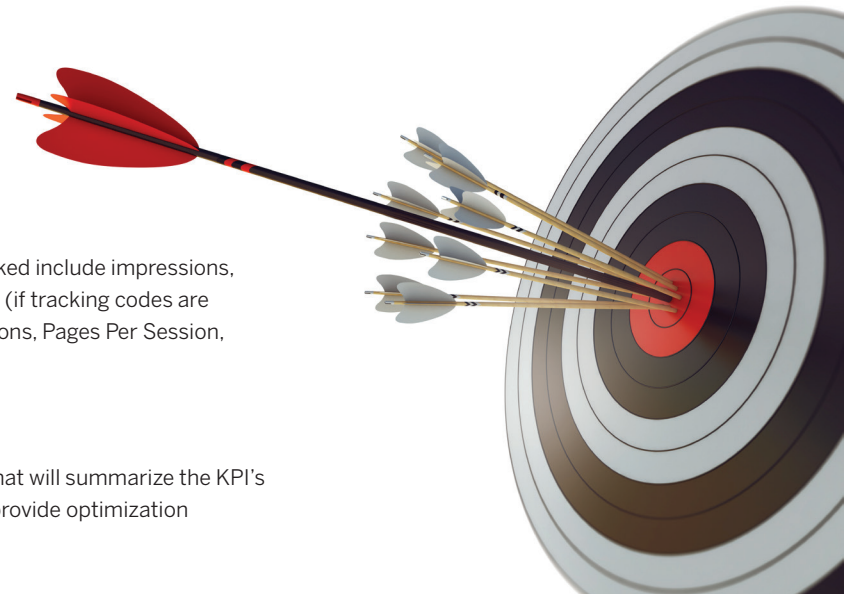
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

Realogics SIR - 1469 Island View Bellingham

Media	Geo-Target	August					September				October				Impressions	
		31	7	14	21	28	4	11	18	25	2	9	16	23		
Forbes.com	Washington, San Francisco Metro, Los Angles Metro, British Columbia														450,000	
FoxBusiness.com																
WSJ.com																
Reuters.com																
CNBC.com																
Barrons.com																
Investors.com																
Custom Intent - Washington Real Estate	San Francisco Metro, Los Angles Metro, British Columbia														300,000	
In-Market Residential Real Estate	Bellingham Metro														300,000	
Total Impressions																750,000

Comprehensive Digital

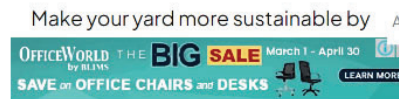
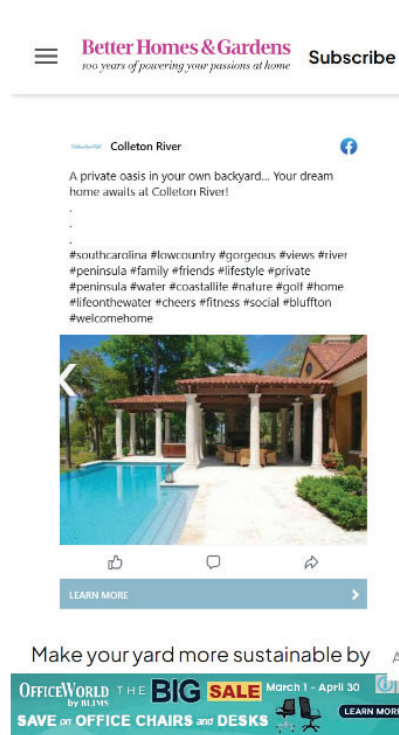
SOCIAL MIRROR ADS

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.

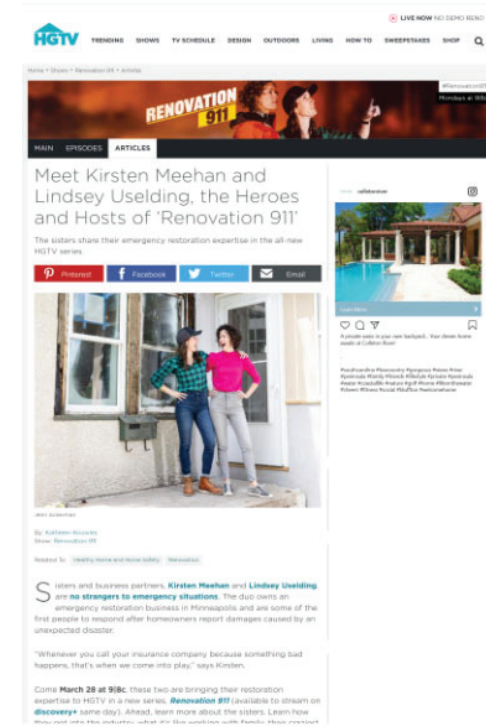
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

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 EBLAST AND REMINDER 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
44528 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
44988 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](#)



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[View Website](#)

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Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



jamesedition.com

SOCIAL MEDIA POST

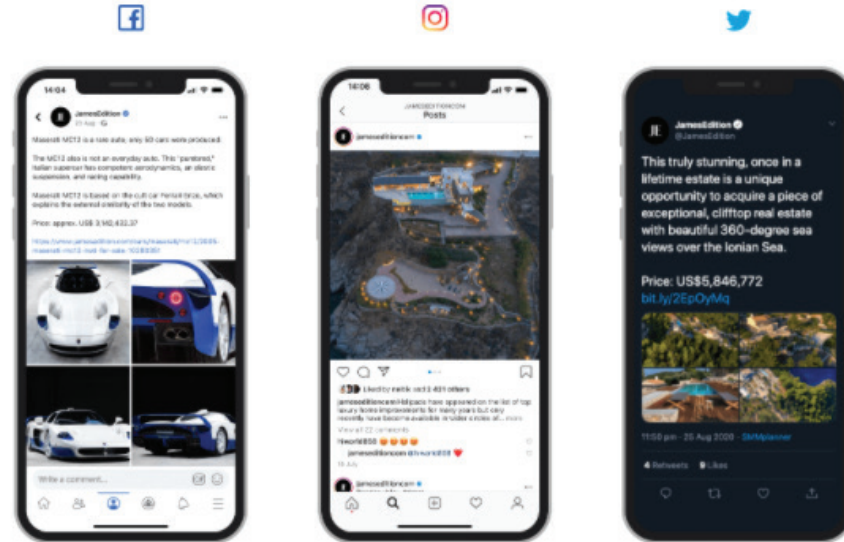
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

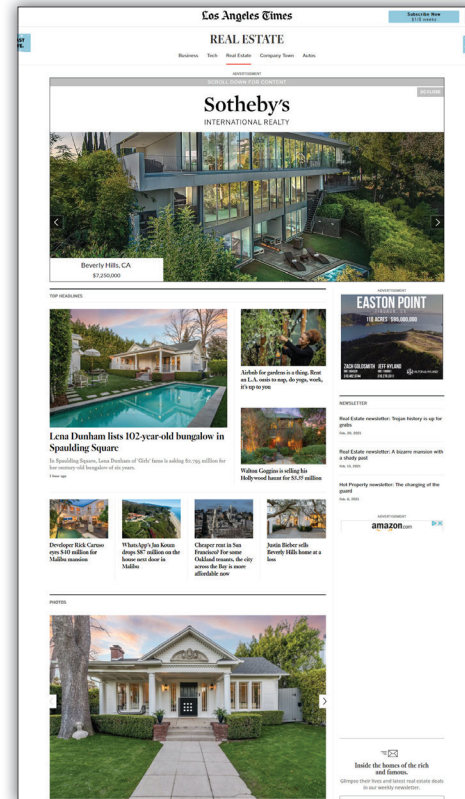
LA Times

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

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



The Wall Street Journal Online (WSJ.Com)

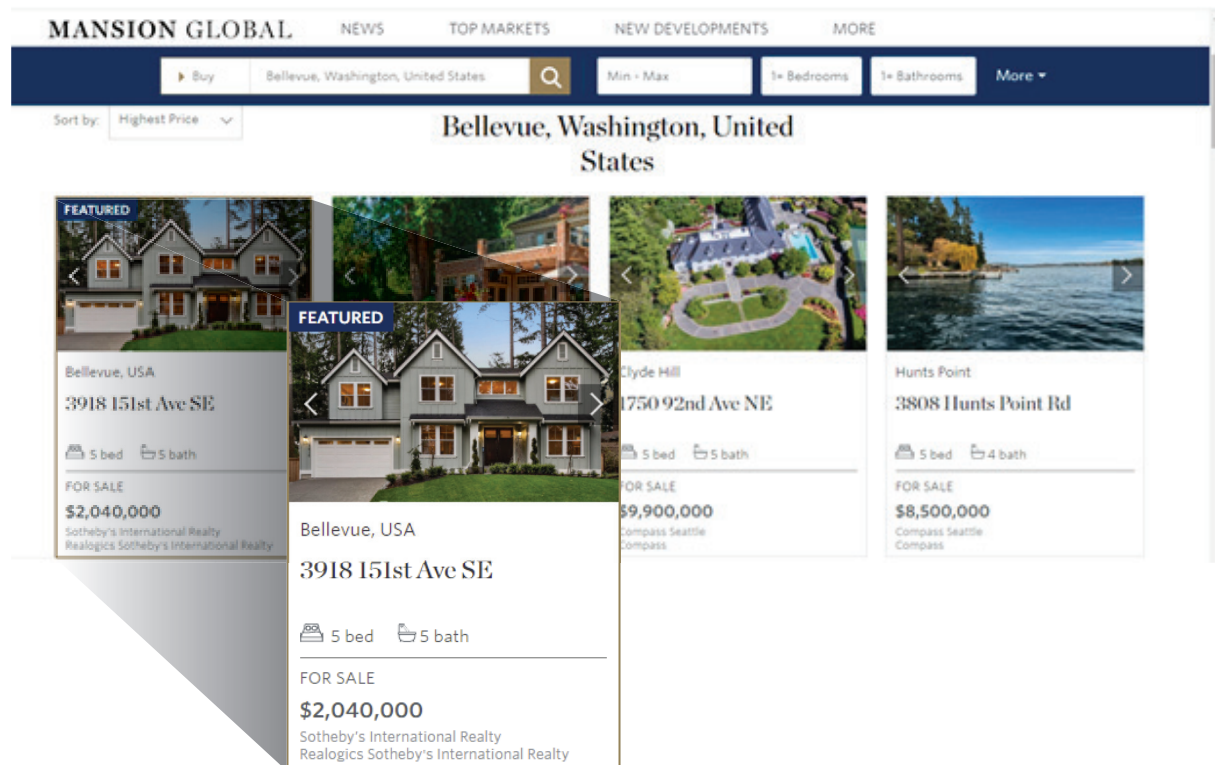
FEATURED PROPERTY UPGRADES

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

Bonus with Print Placement

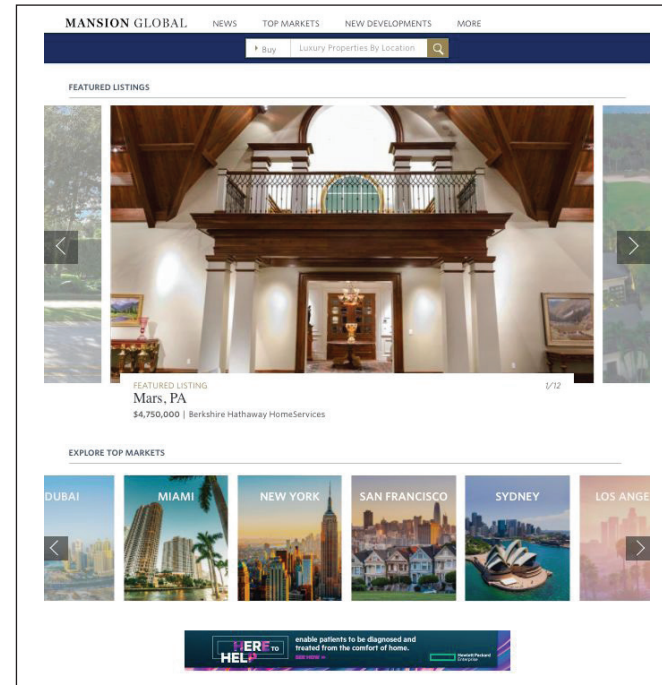


The Wall Street Journal Online (WSJ.Com)

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 Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



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

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52 • WSJ.com

What's News
Business & Finance
The Fed expanded an emergency bill program to ease credit conditions across the entire economy, including...
Target, Kohl's and other retailers...
Madison has...
Northwest...
Theresa Fisher...
The Supreme Court...
As an eagle...
Madly posted...
Gable...

Fed Cuts Rates Amid Virus Fears

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

The Federal Reserve on Wednesday cut its benchmark interest rate to 2% and expanded its emergency lending facilities, its first major move since the 2008 financial crisis. The move will allow major market participants to borrow directly from the Fed for the first time in its history.

Reserve Secretary Jerome Powell said the move was necessary to "prevent a credit crunch" and "ensure that the economy has the liquidity it needs to continue to operate."

The rate cut was accompanied by the Fed's new "credit facilities," which include a \$500-billion facility for corporate debt and a \$200-billion facility for municipal bonds.

"The central bank has acted decisively to avert a credit crunch," said Jeffrey Willing, an economist at JPMorgan Chase. "It's not appropriate" to stop the Fed's actions.

The market's reaction Tuesday showed the Fed's move to prevent a credit crunch on its own, and that credit markets were already in a state of stress.

The Fed's move is seen as a key step in its effort to prevent a recession, which it expects to occur in the second half of the year.

Tennessee Twisters Kill at Least 25

By Anne-Corinne Frazee

Tornadoes ripped through Tennessee on Tuesday, killing at least 25 people in the state and causing widespread damage. The deadliest twister, a 1.5-mile-wide EF5, tore through Nashville, killing 25 people and leaving hundreds of homes and businesses destroyed.

Other twisters struck in the Nashville area and in the surrounding counties, causing significant damage and loss of life.

The National Weather Service reported that the twisters were the deadliest in the state since 1998.

Rescue workers are still searching for survivors in the rubble of destroyed homes and businesses.

World-Wide
More...
Former Vice President Joe Biden...
Former Vice President Joe Biden...
Former Vice President Joe Biden...

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

Joe Biden won a string of victories in the Democratic primary elections on Tuesday, including a major win in California. Joe Biden's victory in California was the largest in the state's history, with him winning 77% of the vote.

Biden's win in California is seen as a key step in his effort to secure the Democratic nomination.

Sanders won a significant victory in California, finishing second behind Biden. Sanders' win is seen as a sign of his continued support among voters.

The results are seen as a major boost for Biden's campaign, as he now has a significant lead in the Democratic primary.

Former Vice President Joe Biden...
Former Vice President Joe Biden...
Former Vice President Joe Biden...

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

<p>KARUM, THE BAHAMAS</p> <p>Leaf Cay \$19,995,000 USD srbahamas.com/id/46931</p> <p>GEORGE DAMIANOS george.damianos@srbahamas.com +1 242.424.9699</p>	<p>PARADISE VALLEY, ARIZONA</p> <p>4129 East Sandy Mountain Road \$1,200,000 srbahamas.com/id/46932</p> <p>FRANK AZZAM frank.azzam@srbahamas.com +1 480.386.0049</p>	<p>SCOTTSDALE, ARIZONA</p> <p>10779 East Montross Drive \$1,200,000 srbahamas.com/id/46933</p> <p>FRANK AZZAM frank.azzam@srbahamas.com +1 480.386.0049</p>	<p>SCOTTSDALE, ARIZONA</p> <p>62607 North S. County Road \$1,200,000 srbahamas.com/id/46934</p> <p>FRANK AZZAM frank.azzam@srbahamas.com +1 480.386.0049</p>	<p>ATHLETON, CALIFORNIA</p> <p>1531 Vesper Road \$1,200,000 srbahamas.com/id/46935</p> <p>MICHAEL DREYFUS michael.dreyfus@srbahamas.com +1 415.863.1841</p>
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- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$610

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**



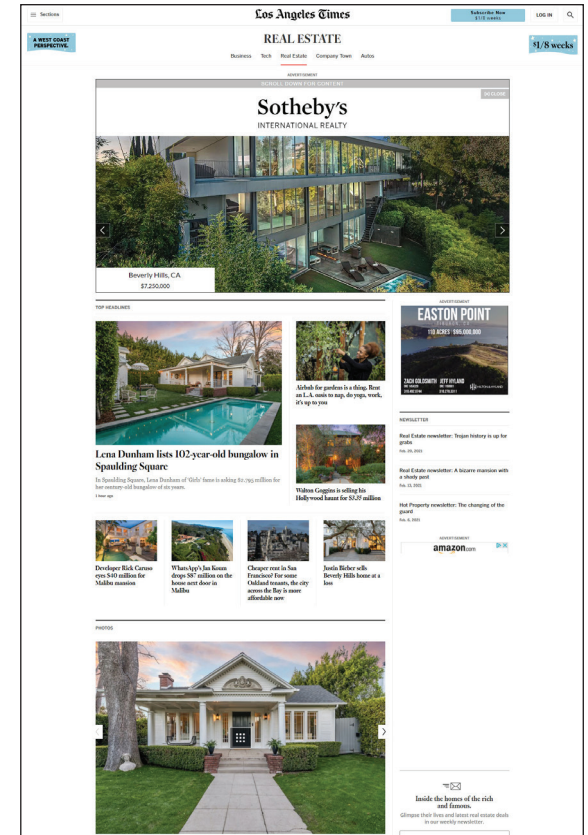
LA TIMES DIGITAL LIGHTHOUSE

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



Circulation/
Distribution/
Reach



Sotheby's
INTERNATIONAL REALTY

Circulation/ Distribution/ Reach 2023

Media	Circulation
Sotheby's Auction House: Print	
Quarter Page	20,000
Sotheby's Auction House: Digital	
Email	
Enter state/country here	25,000
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - Washington, California, Los Angeles, Canada	
Comprehensive Digital	
Social Mirror	300,000
Smart Solutions Eblast	
Custom Email	40,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
JamesEdition	
Listing Feature	148,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	850,000
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,288,848
The New York Times	
Property Spot - Weekday/Saturday	423,111
Financial Times	
Property Spot	210,457
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
Takeover	220,780
GRAND TOTAL	4,673,976

Schedule and Pricing



Sotheby's
INTERNATIONAL REALTY

Proposed Media Schedule & Pricing 2023

Media	Ad Description	August	September	October	November	Media Total
Sotheby's Auction House: Print						
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Em: Email						
Sotheby's Bespoke Geo-Targeted Em: Enter state/country here		\$ 2,500.00				\$ 2,500.00
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00
Million Impressions	Targeting - Washington, California, Los Angeles, Canada					
Comprehensive Digital						
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,295.00				\$ 2,295.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00			\$ 1,000.00
JamesEdition						
Social Media	Listing Feature		\$ 500.00			\$ 500.00
LA Times						
Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Prop	\$ 325.00	Bonus			\$ 325.00
WSJ.com						
Property upgrades	Property upgrades	Bonus	Bonus			\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00			\$ 1,300.00
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00				\$ 710.00
Financial Times						
Financial Times	Property Spot		\$ 730.00			\$ 730.00
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00			\$ 390.00
The Los Angeles Times	Takeover	\$ 610.00				\$ 610.00
TOTAL						\$ 20,630.00

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