



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Spanish Springs Vineyard Advertising and Marketing Program

Richardson | **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 Spanish Springs Vineyard

SKY Advertising is excited to present to Richardson Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Spanish Springs Vineyard.

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 Pismo Beach, CA.

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

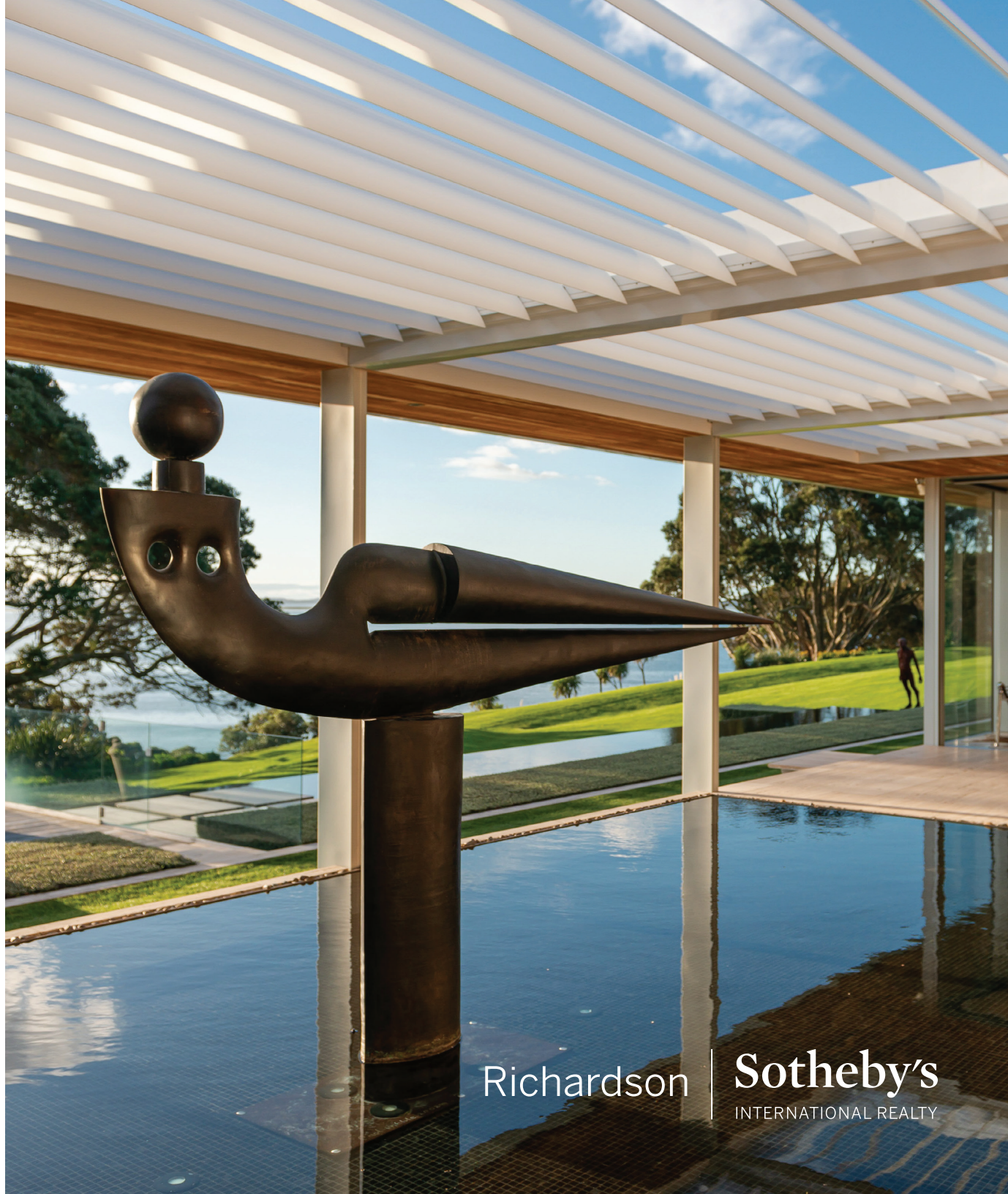
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Sotheby's Auction House Offerings



Richardson | Sotheby's
INTERNATIONAL REALTY

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

California, Washington, Oregon

PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S INTERNATIONAL REALTY
Dream Big Villa, Turks & Caicos Islands
[FIND OUT MORE](#)



Digital Offerings



Richardson | Sotheby's
INTERNATIONAL REALTY

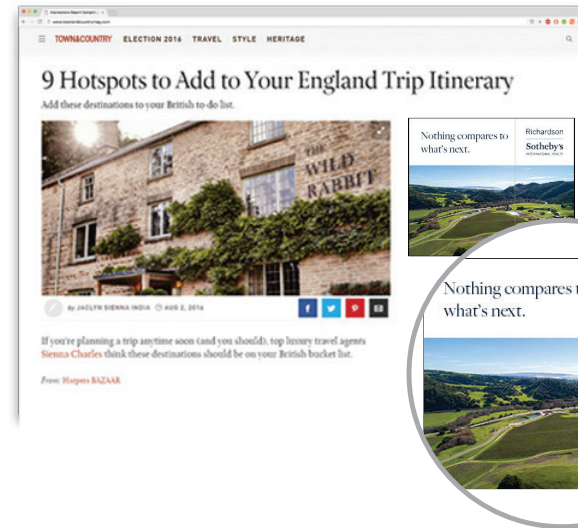
Impressions Campaign

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: **Spanish Springs Vineyard**
- Flight Dates: **February 2024 - April 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	



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



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



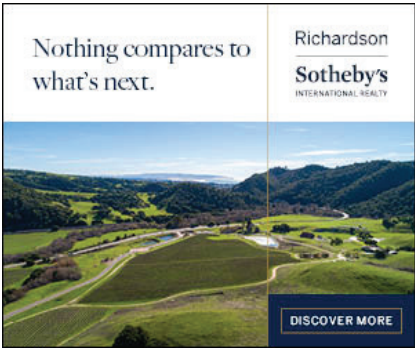
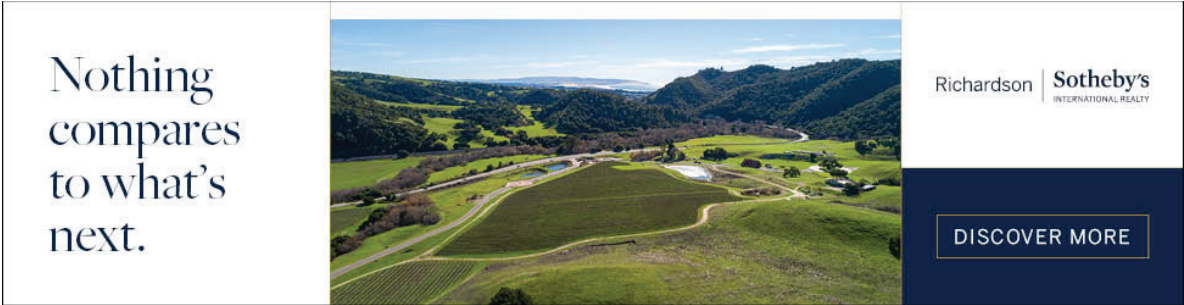
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

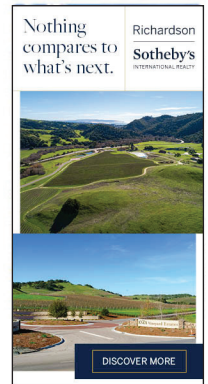
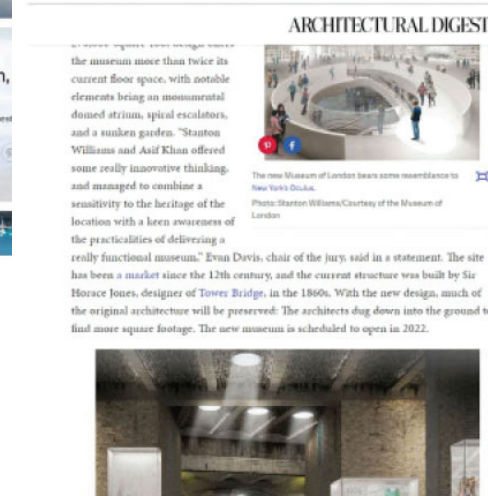
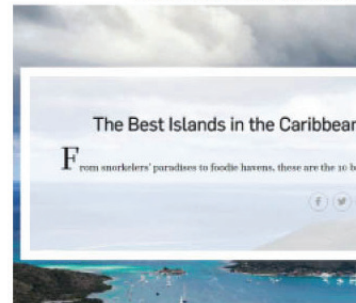
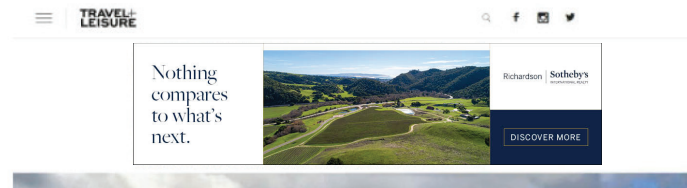
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

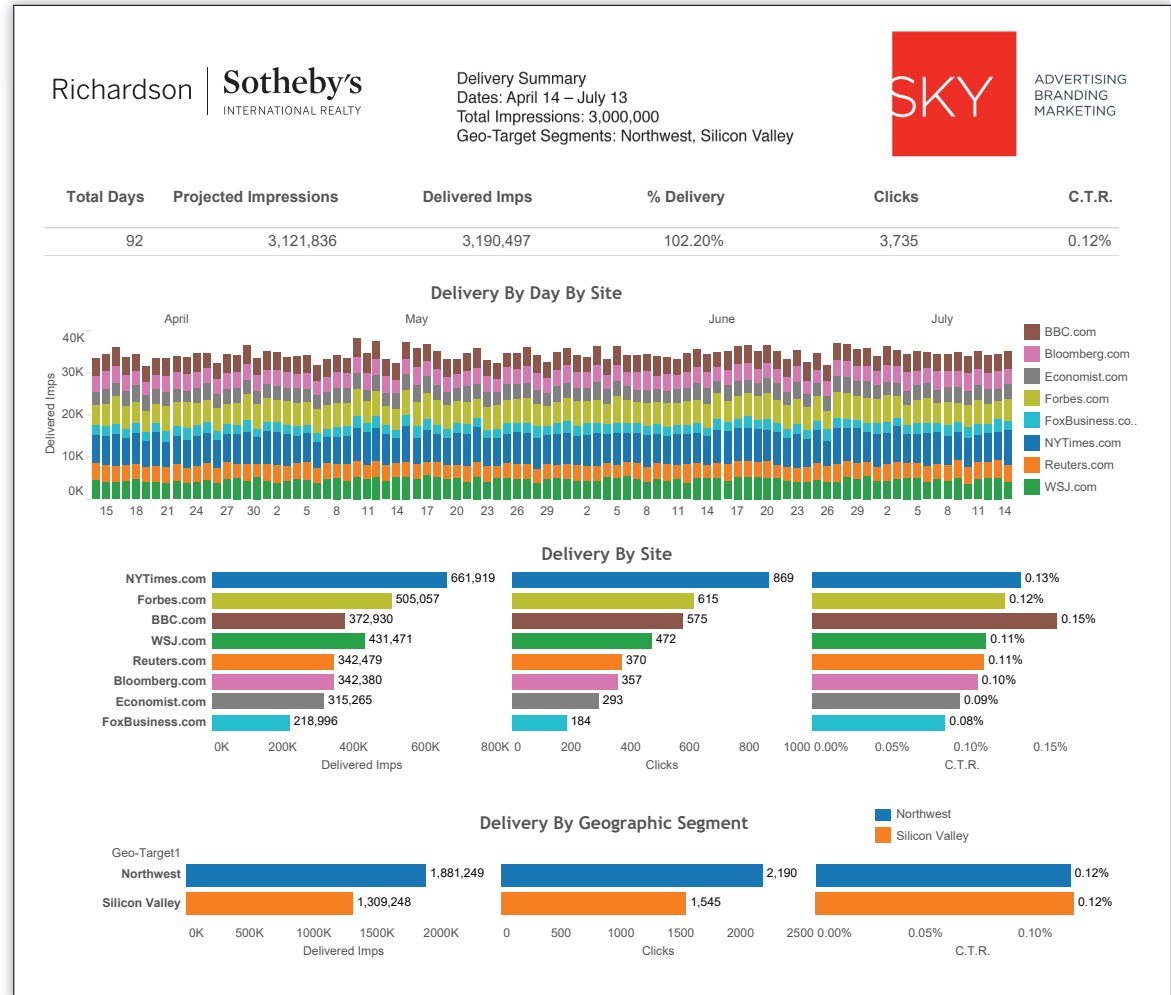


Comprehensive Reporting For Your Customized Campaign

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



Comprehensive Digital

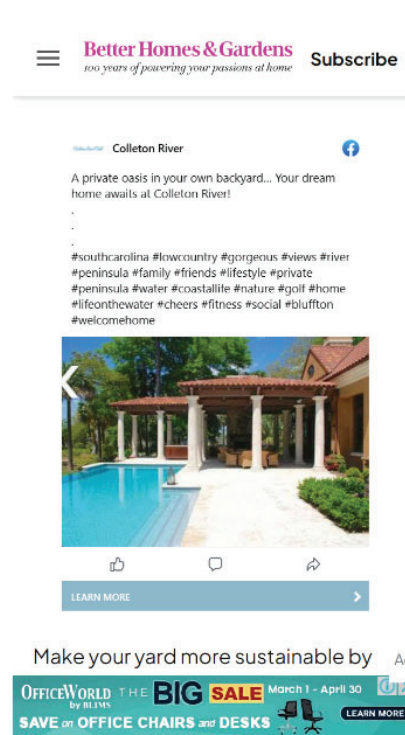
SOCIAL MIRROR ADS

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

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

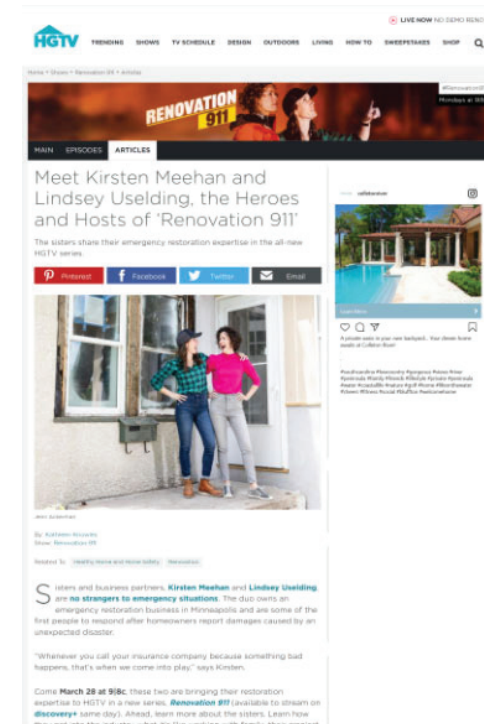
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



PRICE: FROM \$1,500/MONTH

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

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

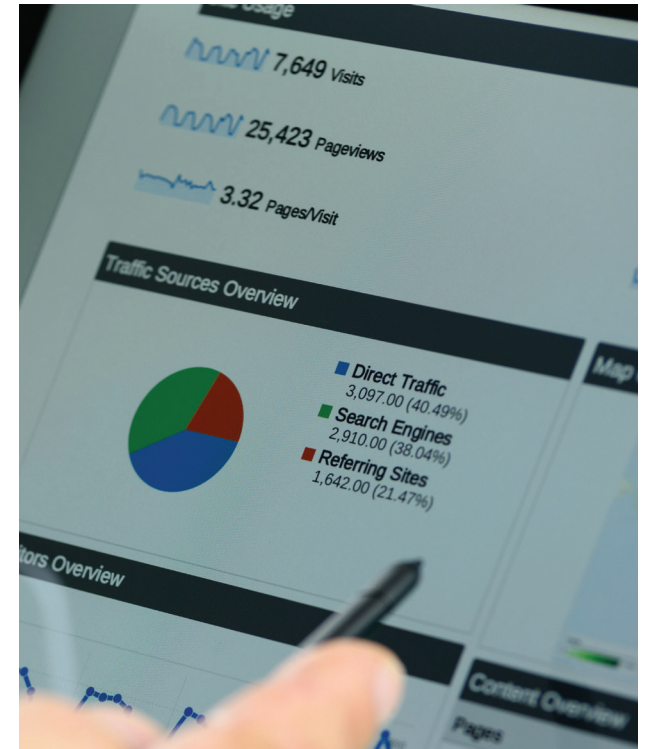


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

**\$750 CAMPAIGN SET UP
FROM \$850/MONTH**



Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



SIR Richardson

Google Ads Impressions

85,229

Google Ads Clicks

930

Google Ads CTR

1.09%

Google Ads Phone Calls

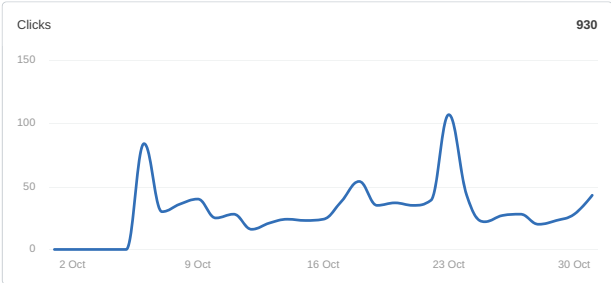
9

Average Cost-Per-Click

\$1.52

Google Ads Interaction R...

1.14%



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



SIR Richardson
October 2023

October 2023

October KPI's

Clicks

Clicks

Impressions

CTR

1.95% ▲ 101%

CTR

Google Ads Phone Calls

12 ▲ 71%

Google Ads Phone Calls

Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean reality	1	1	1

Decanter e-Newsletter

Decanter.com is the world's leading online source for up-to-date information on fine wine with a passionate and active following of international wine enthusiasts numbering 540,000 users per month and 1.2 million page views.

- **21,000** daily subscribers
- **28,000** weekly subscribers

PRICE: \$750

FACEBOOK CAMPAIGN: \$2,350/MONTH

Decanter

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

ROTATING GALLERY

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 in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

SOCIAL MEDIA POST

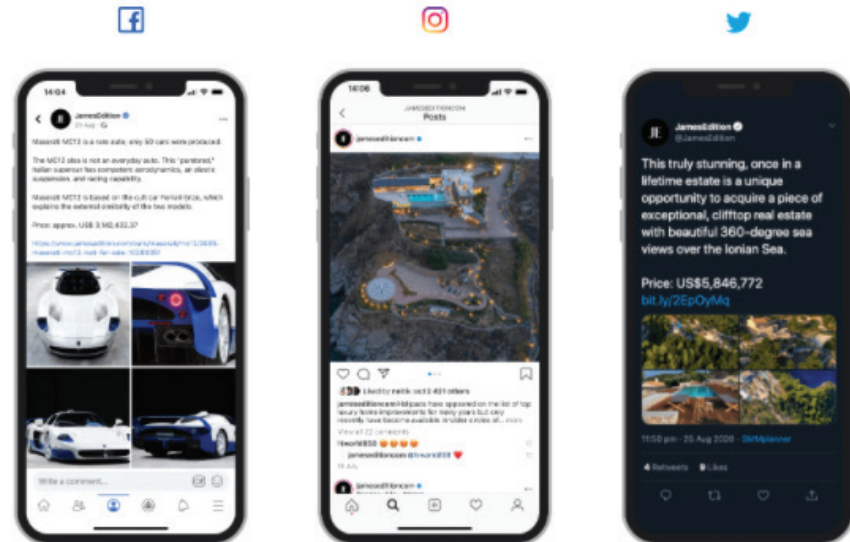
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

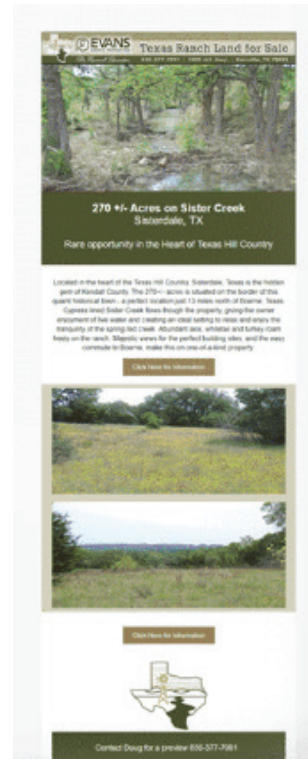
LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



LandAndFarm

LandWatch



SIGNATURE LISTINGS

10Xs more Exposure

\$125/ONE LISTING

\$330/3 LISTINGS

\$1,200/12 LISTINGS

PLATINUM FEATURED PROPERTY

PRICE: \$750

Featured on all 3 Land.com sites

DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500

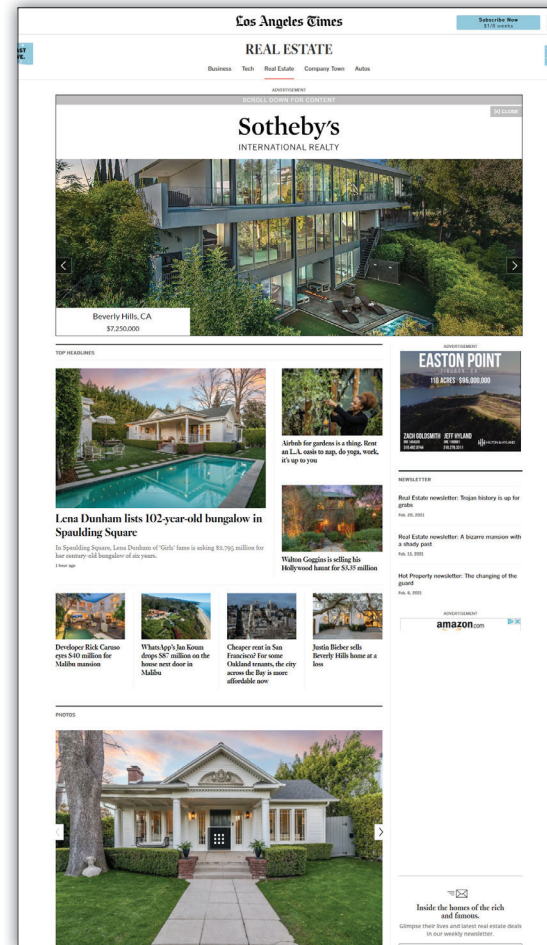
LA Times

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)

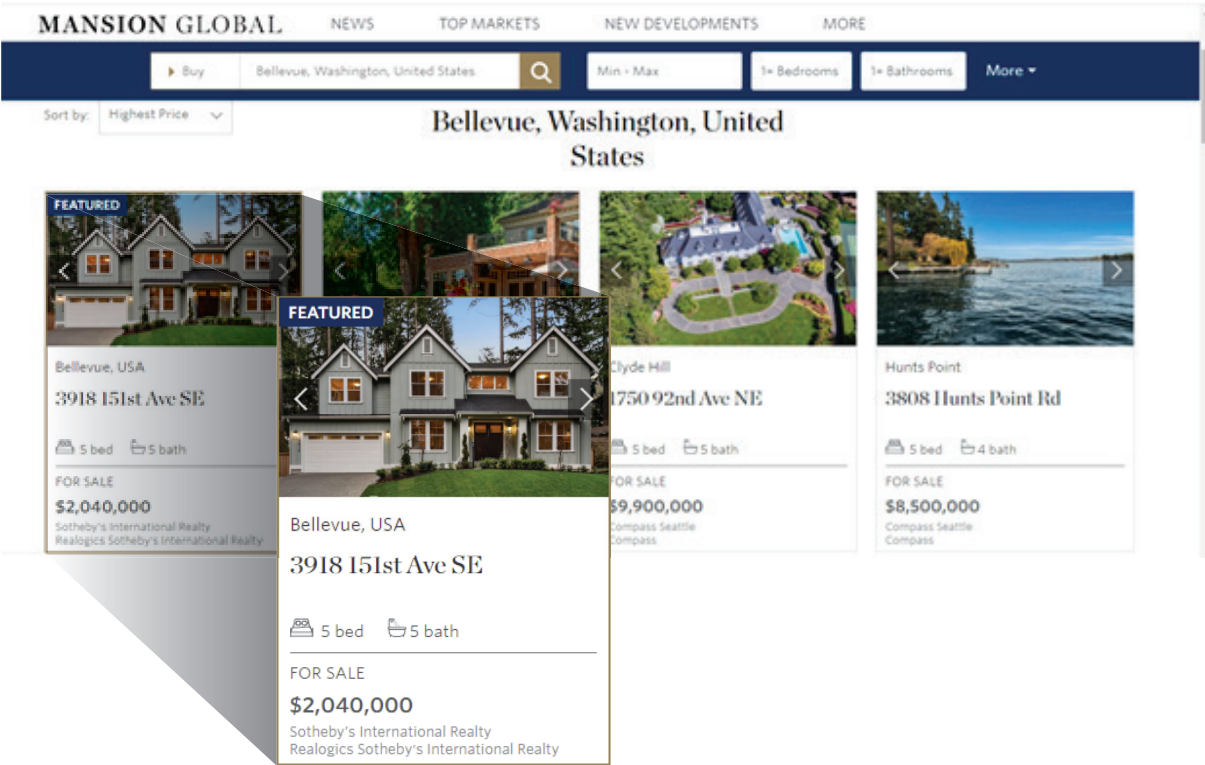
FEATURED PROPERTY UPGRADES

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

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

Shared with 5 properties

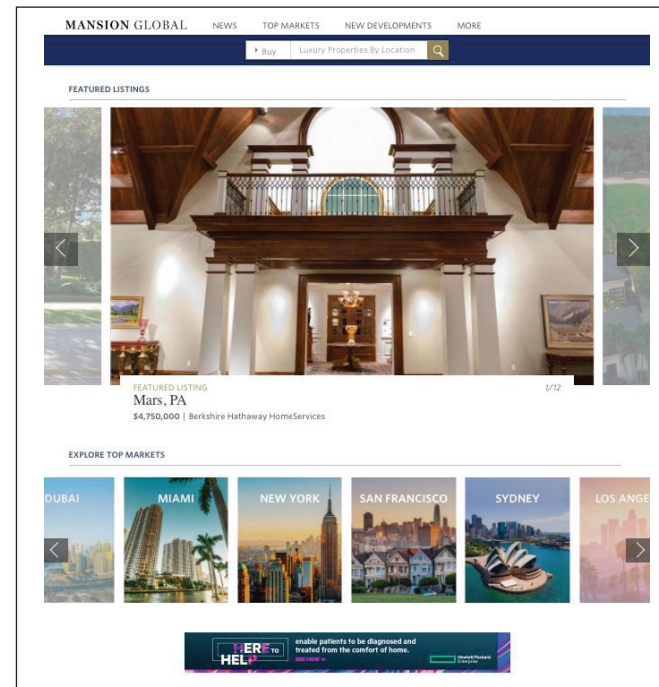


The Wall Street Journal Online (WSJ.com)

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



Richardson | Sotheby's
INTERNATIONAL REALTY

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.

- PRICE: \$795 SINGLE SPOT, COLOR**
**Includes Bonus 30 Day Digital -
Featured Property Upgrade**

SOTHEBYSREALTY.COM

The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PRICE: \$750/SINGLE 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

"All the News That's Fit to Print"

The New York Times

Vol. CLXVIII ... No. 36,137 MONDAY, NOVEMBER 5, 2018 \$3.00

Web's Far Right Can Hear Itself As Trump Talks

Chorus of the Spread of Once-Fringe Views

By KATHY KATZ and ALI MITCHELL

On Wednesday, as Mr. Trump's second inauguration ceremony unfolded, a chorus of voices on the far right of the Web, from fringe websites to mainstream news outlets, was heard. The voices were not just those of the fringe, but also those of the mainstream. The voices were not just those of the fringe, but also those of the mainstream. The voices were not just those of the fringe, but also those of the mainstream.

It's Not Heaven, It's Brooklyn

The 10,000 racers in this year's New York City Marathon enjoyed blue skies, near-ideal conditions and a fast course. Pages F7-F12.

By KATHY KATZ and ALI MITCHELL

On Wednesday, as Mr. Trump's second inauguration ceremony unfolded, a chorus of voices on the far right of the Web, from fringe websites to mainstream news outlets, was heard. The voices were not just those of the fringe, but also those of the mainstream. The voices were not just those of the fringe, but also those of the mainstream. The voices were not just those of the fringe, but also those of the mainstream.

Spending Millions in a Bid to Avoid Sanctions

Oligarch Daphne Smolny's Army of Lobbyists

By KATHY KATZ and ALI MITCHELL

On Wednesday, as Mr. Trump's second inauguration ceremony unfolded, a chorus of voices on the far right of the Web, from fringe websites to mainstream news outlets, was heard. The voices were not just those of the fringe, but also those of the mainstream. The voices were not just those of the fringe, but also those of the mainstream. The voices were not just those of the fringe, but also those of the mainstream.

Called to Serve, Utah Mayor Always Answered

By KATHY KATZ and ALI MITCHELL

On Wednesday, as Mr. Trump's second inauguration ceremony unfolded, a chorus of voices on the far right of the Web, from fringe websites to mainstream news outlets, was heard. The voices were not just those of the fringe, but also those of the mainstream. The voices were not just those of the fringe, but also those of the mainstream. The voices were not just those of the fringe, but also those of the mainstream.

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 www.sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.386.0840	SCOTTSDALE, ARIZONA 10701 East Ransom Drive \$1,000,000 www.sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.386.0840	SCOTTSDALE, ARIZONA 10701 East Ransom Drive \$1,000,000 www.sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.386.0840	STURTEVANT, CALIFORNIA 1311 Tanager Road \$1,000,000 www.sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.386.0840
PALO ALTO, CALIFORNIA 12270 Sycamore Way \$1,000,000 www.sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.386.0840	PALO ALTO, CALIFORNIA 12270 Sycamore Way \$1,000,000 www.sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.386.0840	REDWOOD, CALIFORNIA 2711 Canyon Street \$1,000,000 www.sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.386.0840	SAN DIEGO, CALIFORNIA 2711 Canyon Street \$1,000,000 www.sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.386.0840	SAN FRANCISCO, CALIFORNIA 12270 Sycamore Way \$1,000,000 www.sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azar@sirbahamas.com +1 480.386.0840
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72 Post Road, Old Westbury, NY




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72 Post Road
9 BR | 6 BA | 15.54 ACRES.
\$4,800,000
Based on 15.54 acres directly adjacent to the 235-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.
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Sandbanks
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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 bath 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 sweeping pool deck and a classic infinity pool, which is built into the landscape and directly into the ocean for water sports.
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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini
Sales Associate
858.334.3977
eric@ericsantorini.com
DRE#01425003



5305 Carlsbad Boulevard
5 BR | 8.0 BA | 30,039 SQ FT.
\$25,000,000
Situated atop a magical 1.5 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.
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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**

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SOOTHEBY'S INTERNATIONAL REALTY

Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- 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.

- Full Page color ad using Sotheby's International Realty Design Vault template
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- Saturday Print Circulation: **56,000**
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Debra Russell
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72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,400,000

Secluded 10.54 acres directly adjacent to the 22-acre Old Westbury Gardens. This pristine estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom and a two-story house, 10 barns, a three-bedroom cottage, a large garage with large workshop and more. This property is a true gem waiting to be discovered.

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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.
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- **32%** of readers are more likely to own a second home or real estate property.
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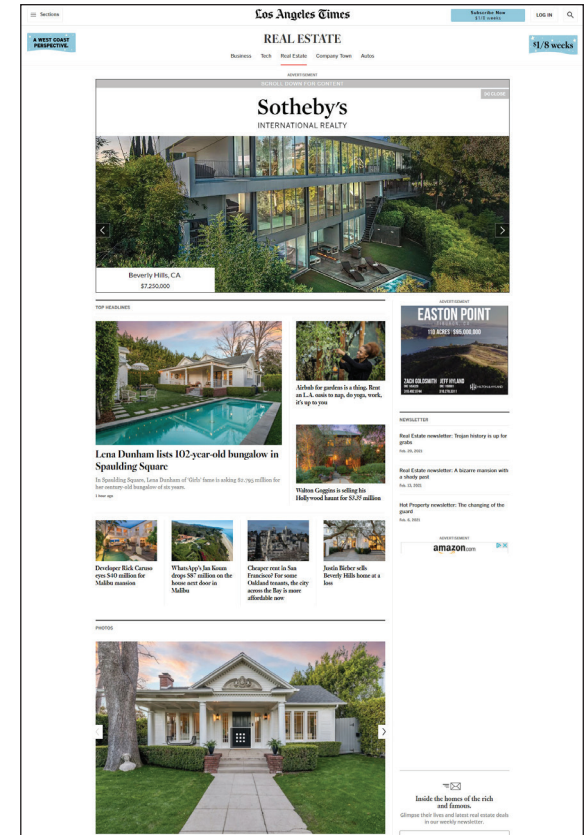
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The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

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72 Post Road, Old Westbury, NY



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72 Post Road
9 BR | 6 BA | 15.54 ACRES.
\$4,800,000
Located on 15.54 acres directly adjacent to the 235-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 bed garage with large workshop and more. The property is a true gem waiting to be discovered.

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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 bath 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 sweeping pool deck and a classic infinity pool, which blends into the ocean for water sports.



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 bath 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 sweeping pool deck and a classic infinity pool, which blends into the ocean for water sports.

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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini
Estate Agent
858.334.3977
eric@ericsantorini.com
DRE#01745003

5305 Carlsbad Boulevard
5 BR | 8.0 BA | 20,039 SQ FT.
\$25,000,000
Situated atop a magical 1.5 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.



5305 Carlsbad Boulevard
5 BR | 8.0 BA | 20,039 SQ FT.
\$25,000,000
Situated atop a magical 1.5 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.

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Schedule,
Pricing & Reach
2024



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Proposed Schedule, Pricing & Reach 2024

Plan 1							
Media	Ad Description	February	March	April	Media Total	Reach	
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	California, Washington, Oregon	\$ 2,500.00			\$ 2,500.00	25,000	
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 - LA, SF, Central Valley, Pacific Northwest						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00		
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000	
Decanter							
Decanter E-Newsletter	Wine e-Newsletter	\$ 750.00			\$ 750.00	49,000	
Decanter Facebook	Facebook Campaign	\$ 2,350.00			\$ 2,350.00	102,000	
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	19,500	
JamesEdition							
Rotating Gallery Home Page	Featured Banner		\$ 2,000.00		\$ 2,000.00	750,000	
Rotating Gallery Real Estate Page	Featured Banner				\$ -	0	
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	
Land.com							
Universal Featured Property	Featured on all 3 Land.com sites	\$ 750.00			\$ 750.00		
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00			\$ 1,500.00	5,000	
Signature Listings	\$125/one listing \$330/3 listings \$1200/12 listings		\$330		\$ 330.00		
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000	
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	\$ -		
Mansion Global Homepage	Featured Listing Module		\$ 1,275.00		\$ 1,275.00	164,000	
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272	
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 750.00			\$ 750.00	423,111	
The New York Times Takeover	Full page w/ Digital promotion		\$ 750.00		\$ 750.00	168,000	
Financial Times							
Financial Times	Property Spot	\$ 750.00			\$ 750.00	210,457	
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00			\$ 425.00	220,780	
The Los Angeles Times	Takeover		\$ 660.00		\$ 660.00	220,780	
San Francisco/Silicon Valley Takeover							
San Francisco/Silicon Valley Takeover	Takeover inserted into the NYT		\$ 750.00		\$ 750.00	35,400	
TOTAL						\$ 33,460.00	6,113,300
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							

Proposed
Schedule, Pricing
& Reach 2024

Plan 2							
Media	Ad Description	February	March	April	Media Total	Reach	
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	California, Washington, Oregon	\$ 2,500.00			\$ 2,500.00	25,000	
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 - LA, SF, Central Valley, Pacific Northwest						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00		
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000	
Decanter							
Decanter E-Newsletter	Wine e-Newsletter	\$ 750.00			\$ 750.00	49,000	
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00		\$ 1,000.00	13,000	
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	
Land.com							
Universal Featured Propety	Featured on all 3 Land.com sites	\$ 750.00			\$ 750.00		
Signature Listings	\$125/one listing \$330/3 listings \$1200/12 listings		\$330		\$ 330.00		
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	\$ -		
Mansion Global Homepage	Featured Listing Module	\$ 1,275.00			\$ 1,275.00	164,000	
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272	
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 750.00			\$ 750.00	423,111	
The New York Times Takeover	Full page w/ Digital promotion		\$ 750.00		\$ 750.00	168,000	
Financial Times							
Financial Times	Property Spot	\$ 750.00			\$ 750.00	210,457	
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00			\$ 425.00	220,780	
The Los Angeles Times	Takeover		\$ 660.00		\$ 660.00	220,780	
San Francisco/Silicon Valley Takeover							
San Francisco/Silicon Valley Takeover	Takeover inserted into the NYT		\$ 750.00		\$ 750.00	35,400	
TOTAL					\$ 23,460.00	4,985,800	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							