



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

39 Mount Street Advertising and Marketing Program

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 39 Mount Street

SKY Advertising is excited to present to Western Australia Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 39 Mount Street.

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 West Perth.

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



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 512.453.8800
 Property # 1230123
 Agent: Jennifer Smith
 Commercial: Sarah
 Broker: Jeremy 512.453.8800
 Email: jsmith@sothebysrealty.com
 \$50,000,000.00

Nothing Compares to what's ours.
 Explore our exclusive collection of inspiring homes.

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork. This is a rare opportunity to own an exceptional piece of New York City real estate. Call your agent today for more information.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sarah +1 212 850 7772
 Email: sarah@sothebysrealty.com
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence is a true masterpiece of modern architecture. Call your agent today for more information.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sarah +1 212 850 7772
 Email: sarah@sothebysrealty.com
 \$20,000,000.00

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse residence is a true masterpiece of modern architecture. Call your agent today for more information.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sarah +1 212 850 7772
 Email: sarah@sothebysrealty.com
 \$15,000,000.00

SC

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

Australia, Russia, Austria, France, Germany

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

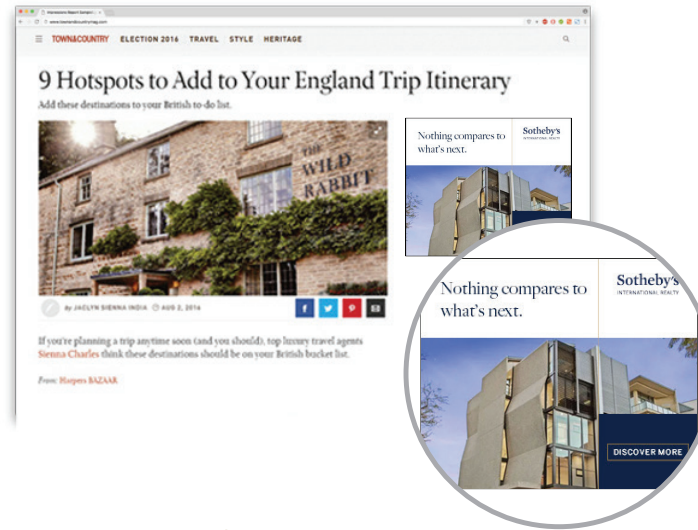
Impressions Campaign

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: **39 Mount Street**
- Flight Dates: **September 2023 - November 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.

The New York Times

The West Australian

Telegraph.co.uk



The Sydney Morning Herald
INDEPENDENT. ALWAYS.

The Washington Post

Le Monde.fr

NZZ

sueddeutsche.de

CORRIERE DELLA SERA

nzherald.co.nz

The Sydney Morning Herald
INDEPENDENT. ALWAYS.



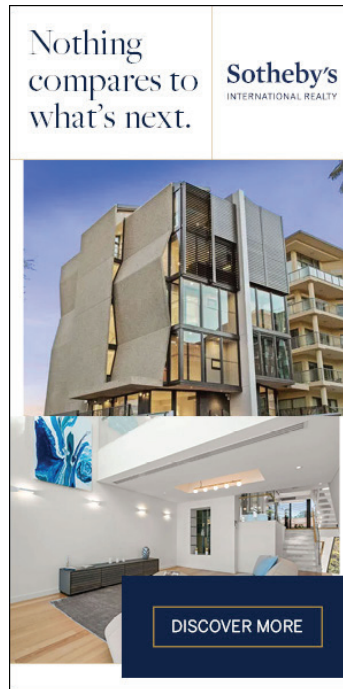
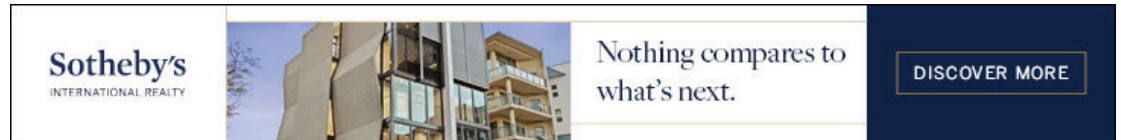
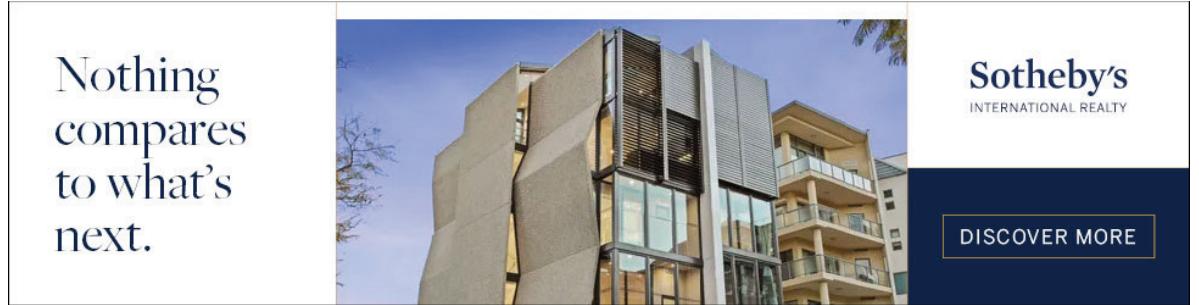
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

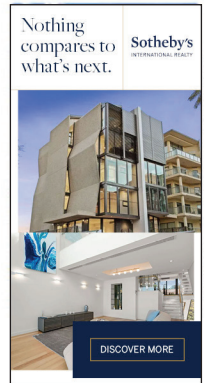
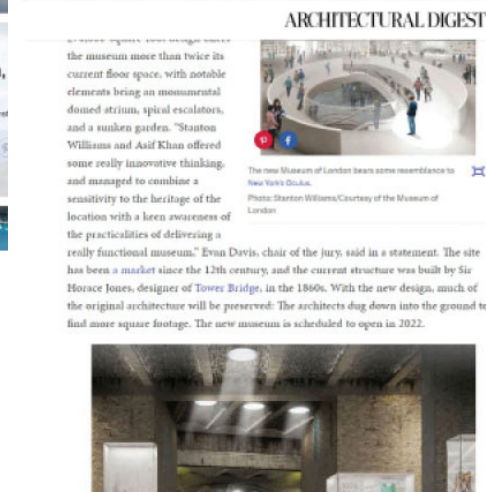
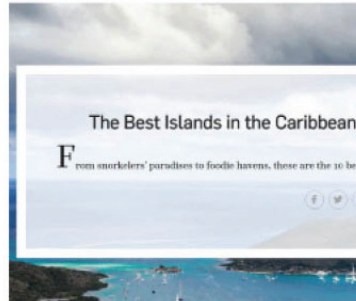
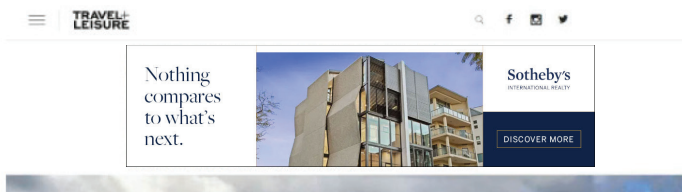
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

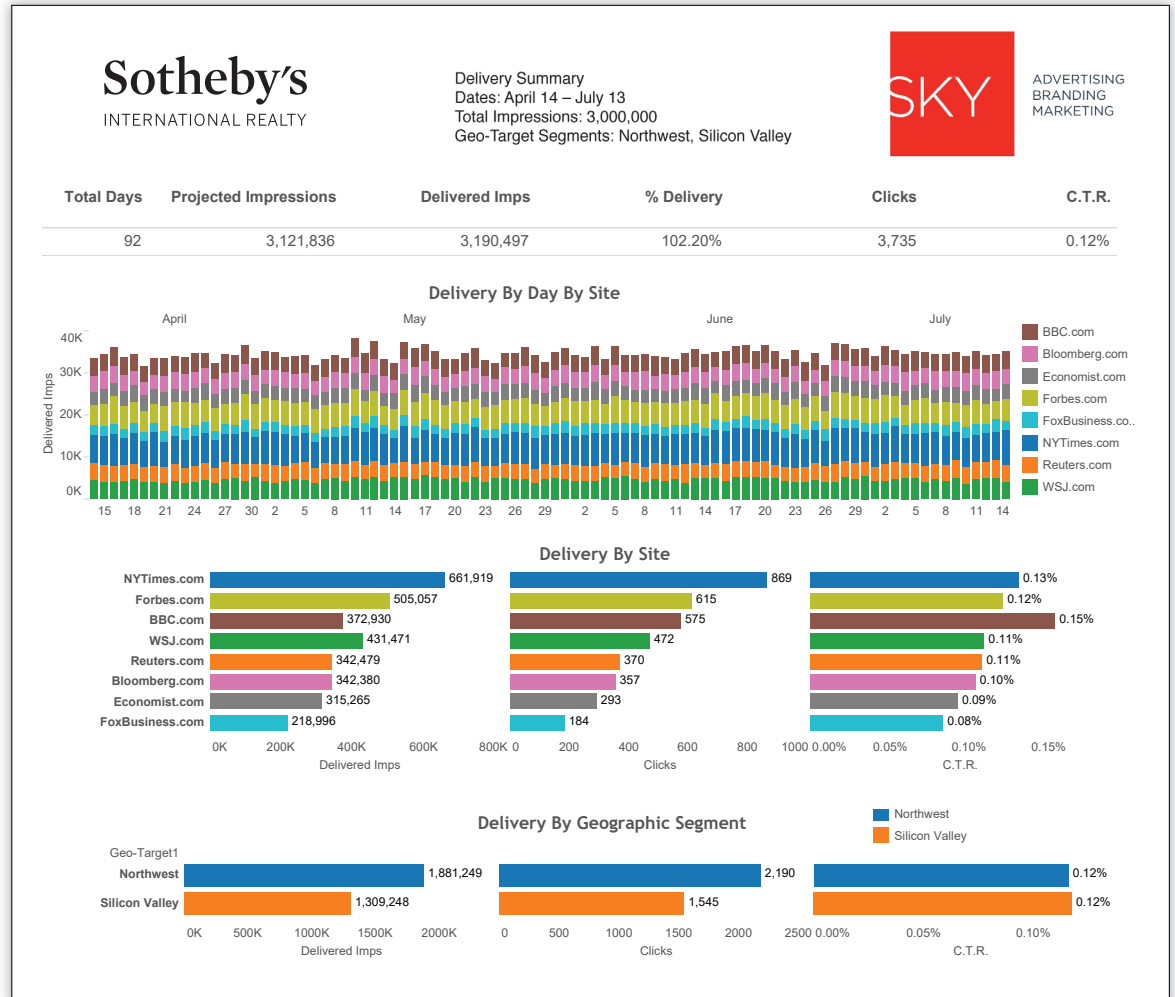


Comprehensive Reporting For Your Customized Campaign

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 Perth, Millers Point, Melbourne, Coolbinia, Vienna, Paris, Brisbane, Hamburg, and Berlin.

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

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience, living in Perth, Millers Point, Melbourne, Coolbinia, Vienna, Paris, Brisbane, Hamburg, and Berlin on global business and finance and news websites.
- A custom intent segment that will allow us to show banners to adults actively searching for Perth area Real Estate and living in Perth, Millers Point, Melbourne, Coolbinia, Vienna, Paris, Brisbane, Hamburg, and Berlin.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com, AFR.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.

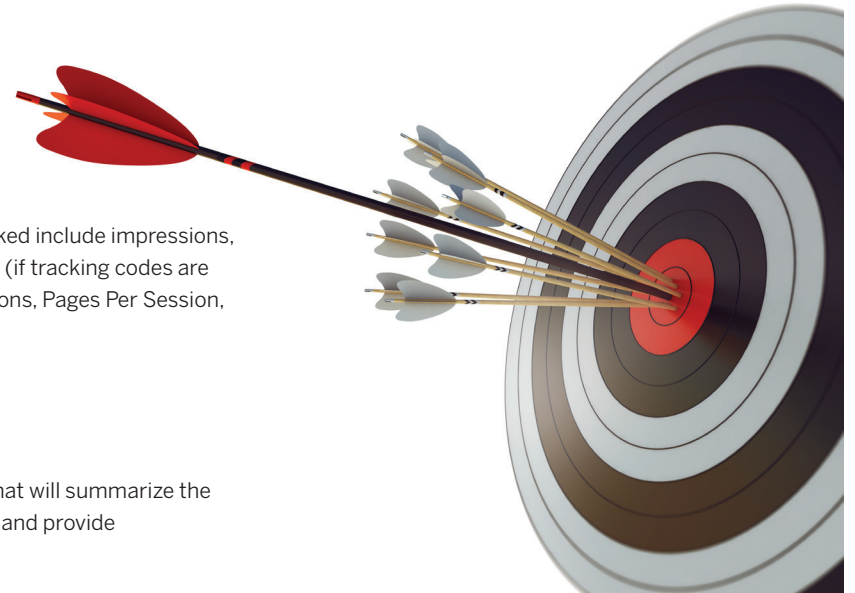
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

Western Australia SIR 39 Mount Street																				
Media	Geo-Target	September				October					November				December					Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24	01	08	15	22	29	
thewest.com.au	Perth, Millers Point, Melbourne, Coolbinia , Vienna, Paris, Brisbane, Hamburg, Berlin																			
smh.com.au																				
NYTimes.com																				
Telegrapho.co.uk																				
WashingtonPost.com																				
LeMonde.fr																				
NZZ.ch																				
sueddeutsche.de																				
Corriere.it																				
nzherald.co.nz																				
smh.com.au																				
CNBC.com																				
AFR.com	Perth, Millers Point, Melbourne, Coolbinia , Vienna, Paris, Brisbane, Hamburg, Berlin																			
WSJ.com																				
Barrons.com																				
Invetsors.com																				
CNBC.com																				
Reuters.com																				
Forbes.com																				
FoxBusiness.com																				
CNBC.com																				
Economist.com																				
LesEchos.fr																				
FAZ.net																				
Custom Intent - Perth Area Real Estate	Perth, Millers Point, Melbourne, Coolbinia , Vienna, Paris, Brisbane, Hamburg, Berlin																			
Total Digital																		750,000		

Comprehensive Digital

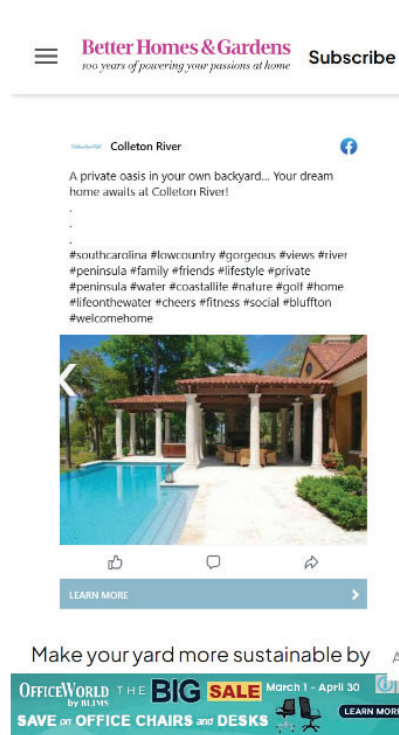
SOCIAL MIRROR ADS

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.

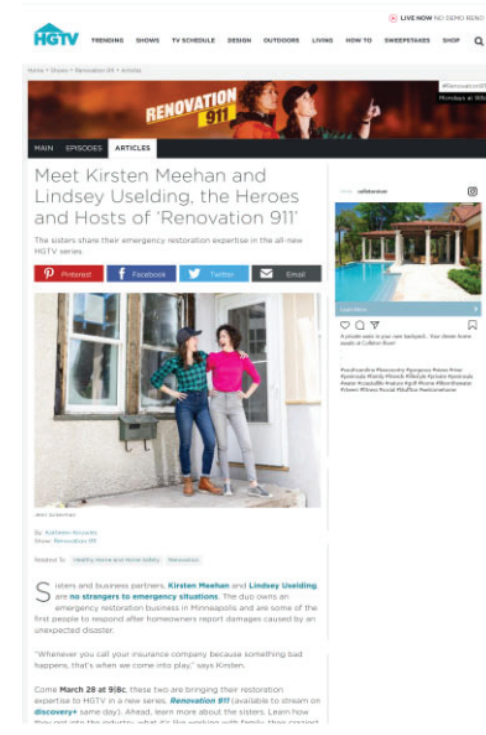
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

jamesedition.com

E-NEWSLETTER

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.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a grid of property listings with images and brief descriptions. A 'Featured luxury properties' section highlights specific listings like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate by...', and 'Modern Apartment...'. There's also a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

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.

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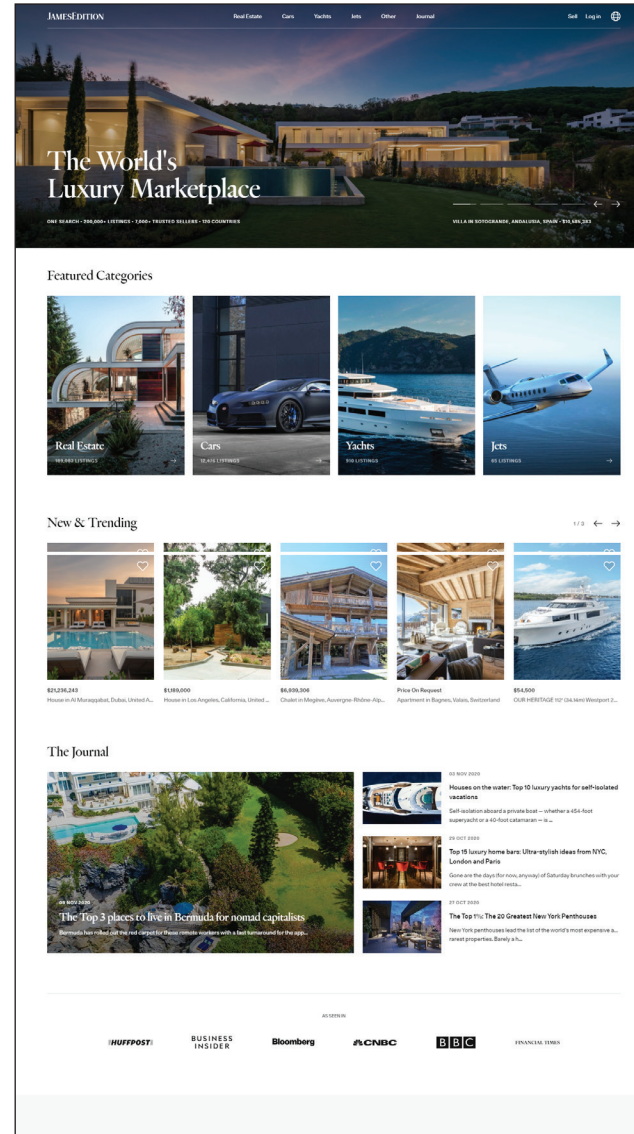
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

SOCIAL MEDIA POST

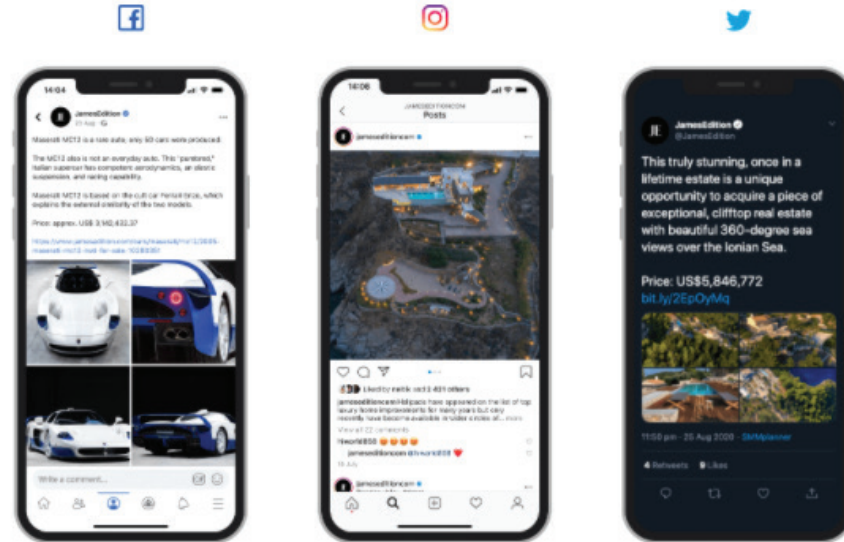
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

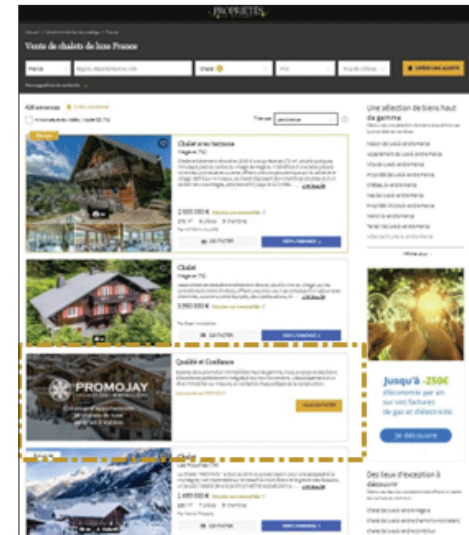
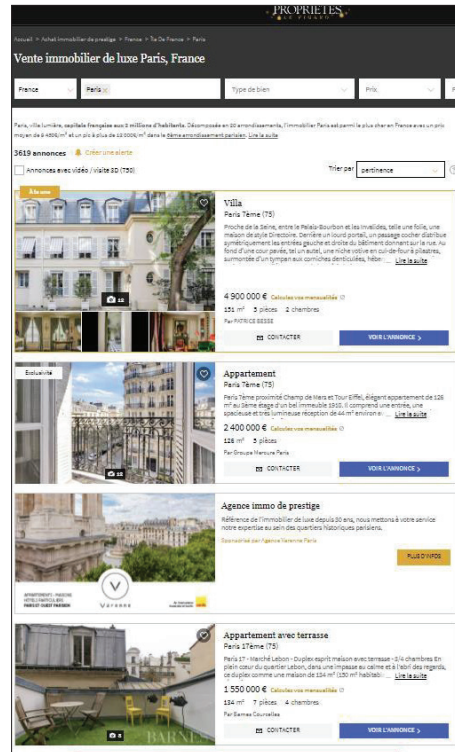
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS.



The Wall Street Journal Online (WSJ.Com)

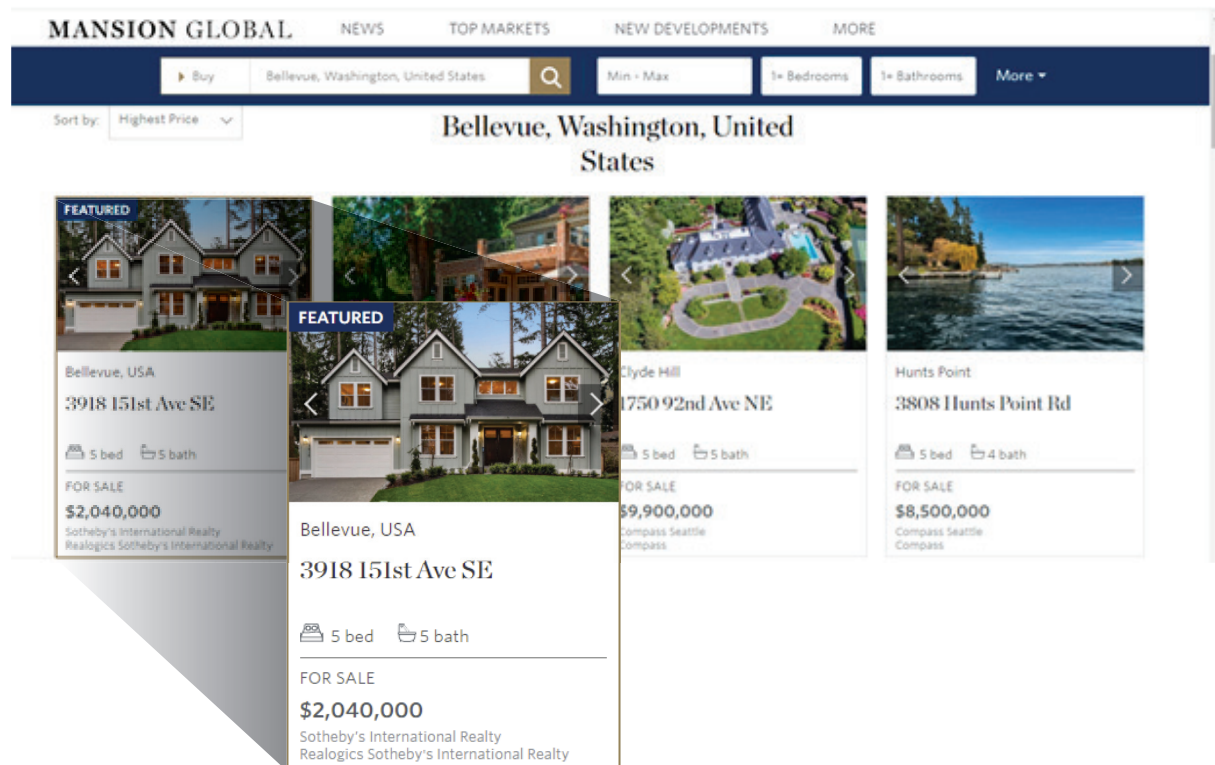
FEATURED PROPERTY UPGRADES

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



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.

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 received a string of Super Tuesday primary victories and Super Tuesday delegates in California as the race for the Democratic nomination heats up.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

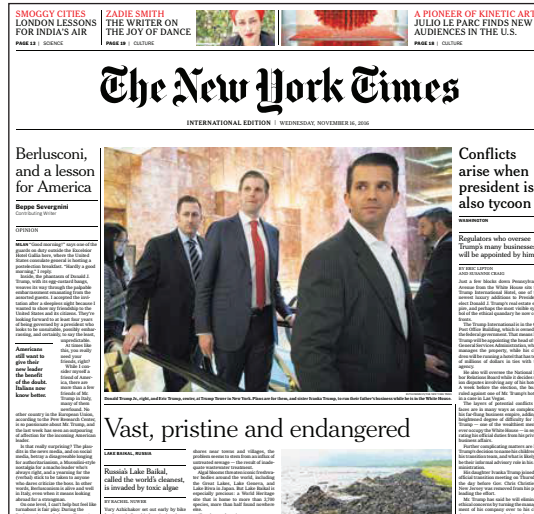
LAKE, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,800,000 sothebysrealty.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 952.358.0240	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,800,000 sothebysrealty.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 952.358.0240	SCOTTSDALE, ARIZONA 62627 North 4th Street Road \$1,800,000 sothebysrealty.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 952.358.0240	ATHLETON, CALIFORNIA 151 Vinyon Road \$1,800,000 sothebysrealty.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5874
PALM ALTO, CALIFORNIA 12770 waverly.com Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5874	POMONA, CALIFORNIA 3911 hammond.com Sotheby's International Realty MICHAEL DREYFUS & ANDREW HUSTON michael.dreyfus@sirbahamas.com +1 415.852.5874	ROSE, CALIFORNIA 2711 goldenhill.com Sotheby's International Realty MICHAEL DREYFUS & ANDREW HUSTON michael.dreyfus@sirbahamas.com +1 415.852.5874	SAN DIEGO, CALIFORNIA 2776 Ocean Street \$1,800,000 sothebysrealty.com/id/46936 Bahamas Sotheby's International Realty PAULINE SUTHERLAND pauline.sutherland@sirbahamas.com +1 619.582.3238	SAN FRANCISCO, CALIFORNIA 10411 18th Ave \$1,800,000 sothebysrealty.com/id/46937 Bahamas Sotheby's International Realty WENDY STOROCK wendy.storock@sirbahamas.com +1 415.852.5874
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- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

PROPERTY SPOT: \$570



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- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

\$730 PROPERTY SPOT, COLOR

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- Saturday Circulation: **401,000**







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The Daily Telegraph

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Schedule, Pricing & Reach



Sotheby's
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Proposed Schedule, Pricing & Reach 2023

Plan 1 - All								
Media	Ad Description	September	October	November	December	Media Total	Reach	
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000	
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Em Email								
Sotheby's Bespoke Geo-Targeted Em	Australia, Russia, Austria, France, Germany	\$ 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 - Australia, Russia, Austria, France, Germany							
Comprehensive Digital								
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000	
JamesEdition								
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00	750,000	
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00	294,000	
Social Media	Listing Feature	\$ 500.00		\$ 500.00		\$ 1,000.00	296,000	
Le Figaro								
Headline Search	Featured City	\$ 795.00				\$ 795.00		
Native Ad	Native placement by City	\$ 500.00				\$ 500.00		
WSJ.com								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000	
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -		
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250			\$ 3,250.00		
Print								
The Wall Street Journal								
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272	
The New York Times International Edition								
The New York Times International Ed	Property Spot		\$ 570.00	\$ 570.00		\$ 1,140.00	208,602	
Financial Times								
Financial Times	Property Spot	\$ 730.00	\$ 730.00	\$ 730.00		\$ 2,190.00	631,371	
Le Figaro								
Full Page	Full Page			\$ 2,500.00		\$ 2,500.00	50,000	
London Daily Telegraph								
London Daily Telegraph	Property Spot		\$ 750.00	\$ 750.00		\$ 1,500.00	644,000	
TOTAL							\$ 31,570.00	6,066,245

*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	September	October	November	December	Media Total	Reach	
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000	
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Em Email								
Sotheby's Bespoke Geo-Targeted Em	Australia, Russia, Austria, France, Germany	\$ 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 - Australia, Russia, Austria, France, Germany							
Comprehensive Digital								
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000	
JamesEdition								
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00	294,000	
Social Media	Listing Feature	\$ 500.00		\$ 500.00		\$ 1,000.00	296,000	
Le Figaro								
Headline Search	Featured City	\$ 795.00				\$ 795.00		
Native Ad	Native placement by City	\$ 500.00				\$ 500.00		
WSJ.com								
Mansion Global Homepage	Featured Property Banner	\$ 1,275.00				\$ 1,275.00	164,000	
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -		
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages	\$1,100				\$ 1,100.00		
Print								
The Wall Street Journal								
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272	
The New York Times International Edition								
The New York Times International Ed	Property Spot		\$ 570.00	\$ 570.00		\$ 1,140.00	208,602	
Financial Times								
Financial Times	Property Spot		\$ 730.00	\$ 730.00		\$ 1,460.00	420,914	
London Daily Telegraph								
London Daily Telegraph	Property Spot		\$ 750.00	\$ 750.00		\$ 1,500.00	644,000	
TOTAL							\$ 22,215.00	4,955,788

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