



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 2900 Wild Turkey Run Advertising and Marketing Program

**Sotheby's**  
INTERNATIONAL REALTY

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28 2023



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 2900 Wild Turkey Run

SKY Advertising is excited to present to Wine Country - Sonoma Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 2900 Wild Turkey Run.

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 Santa Rosa, 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**

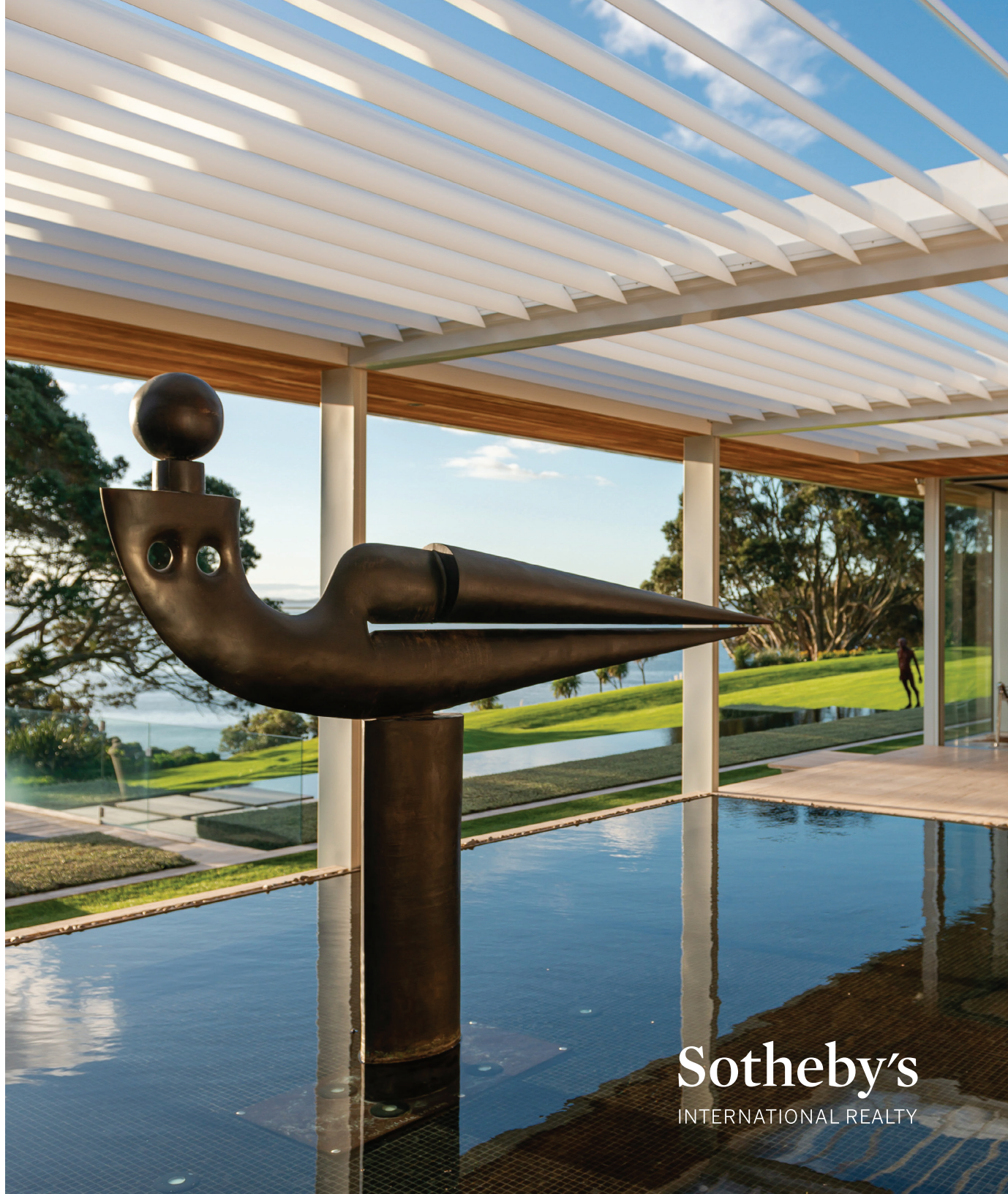
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Sotheby's  
Auction House  
Offerings



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

PRICE: \$2,500/DEPLOYMENT





# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



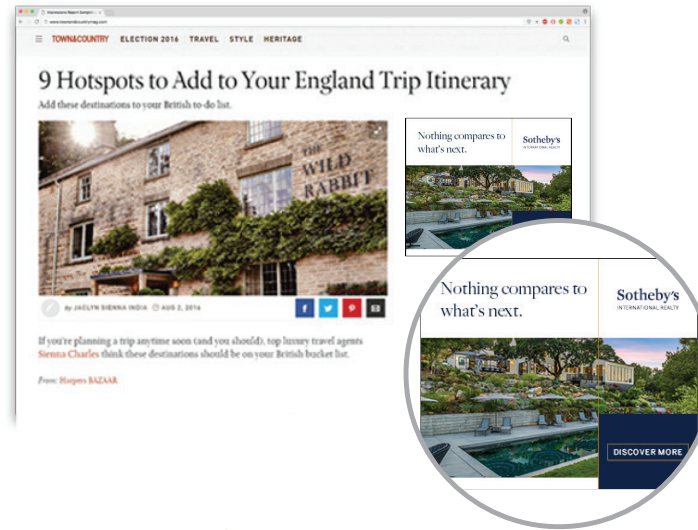
# Impressions Campaign

**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: **2900 Wild Turkey Run**
- Flight Dates: **October 2023 - December 2023**
- Impressions: **750,000**
- Clicks through to the website of your choice.

|   |                |
|---|----------------|
| <b>250K Impressions per month:</b>      | <b>\$1,195</b> |
| <b>500K Impressions per month:</b>      | <b>\$1,625</b> |
| <b>1 Million Impressions per month:</b> | <b>\$2,450</b> |
| Three Month Minimum                     |                |



Minimum 3 month commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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

**FOX BUSINESS**

INVESTOR'S BUSINESS DAILY™



THE WALL STREET JOURNAL.

**BARRON'S**

**Forbes**

**Bloomberg  
Markets**





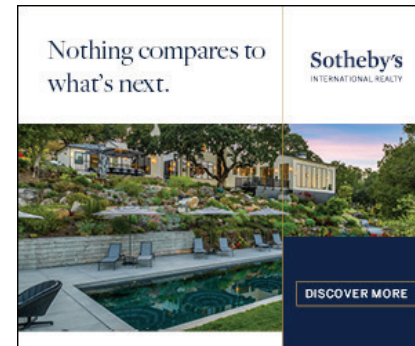
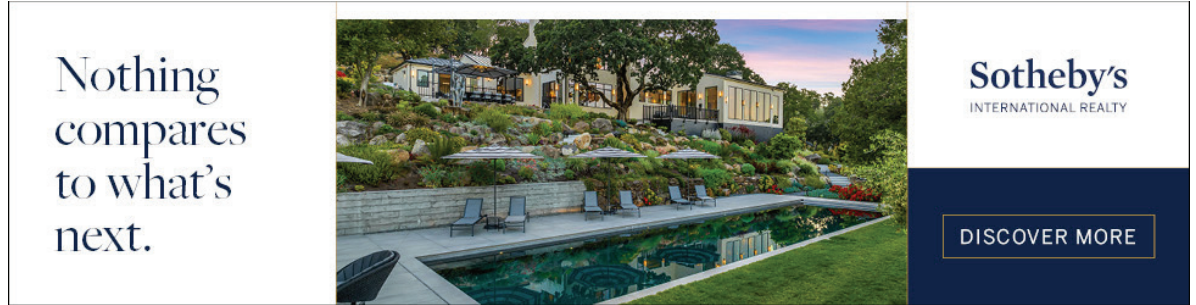
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

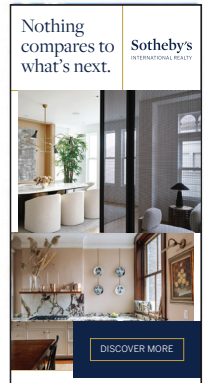
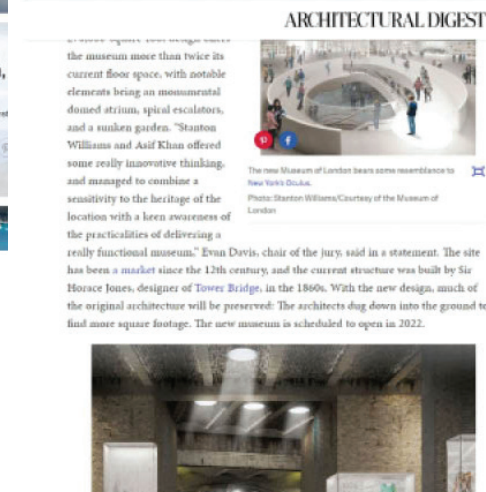
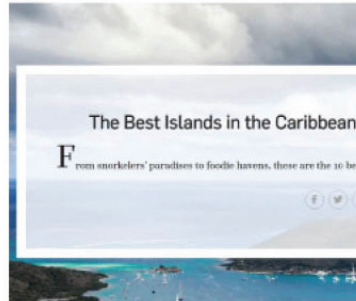
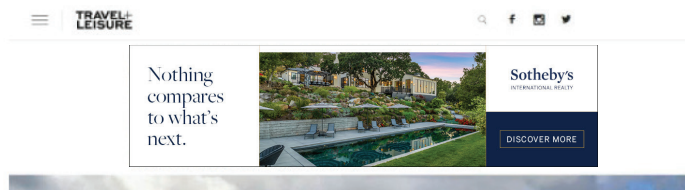
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

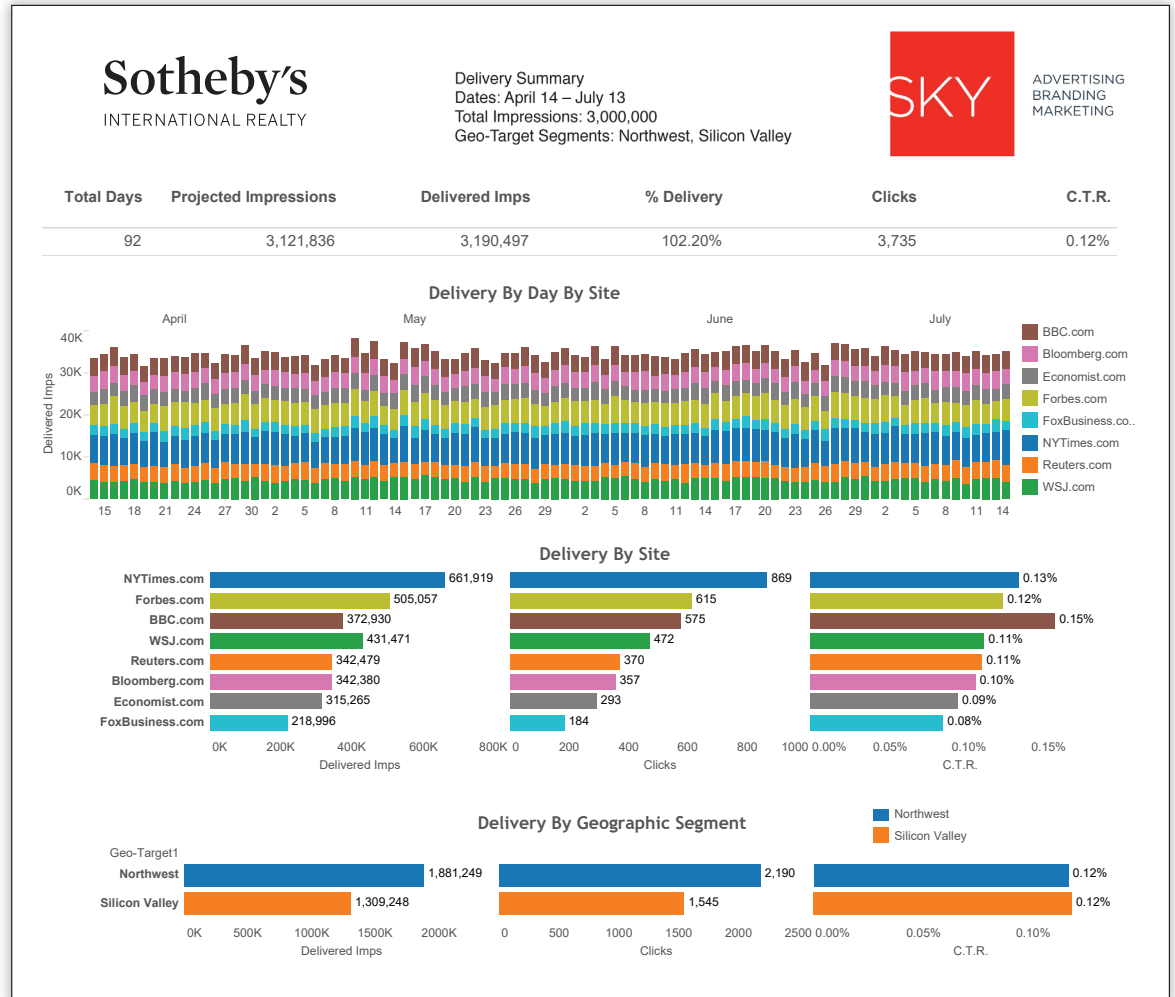


# Comprehensive Reporting For Your Customized Campaign

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 the Bay Area (Napa, Alameda, Contra Costa, Marin, Santa Clara, San Francisco, Sonoma, Solano, and San Mateo counties).

The programs are scheduled to start on October 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 looking for Napa Valley real estate and living in our targeted markets.
- An in-market segment to target people living in Napa and Sonoma Counties and actively in-market for residential real estate.

## SITE SPECIFIC

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

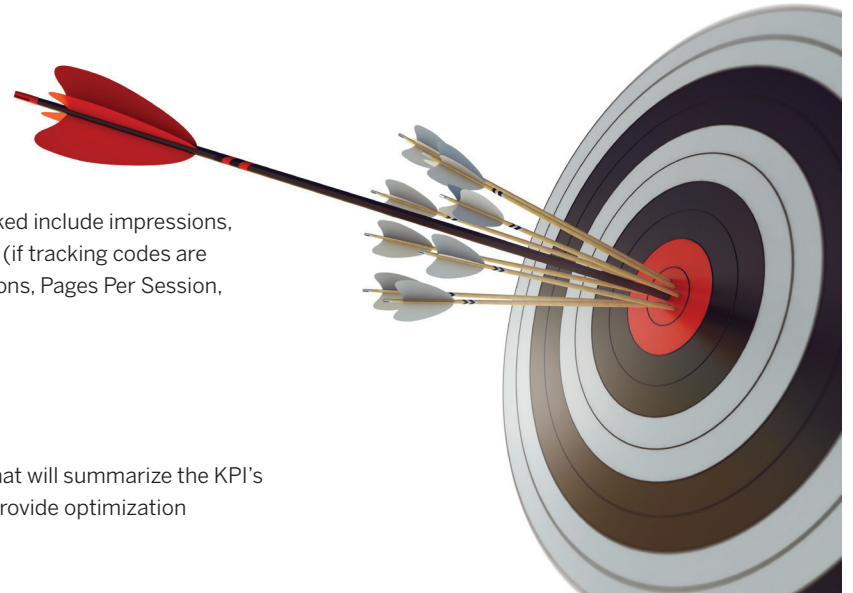
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

**SIR Wine Country 2900 Wild Turkey Run**

| Media  | Geo-Target  | October |    |    |    |    | November |    |    |    | December |    |    |    |    | Impressions    |
|--|---|---------|----|----|----|----|----------|----|----|----|----------|----|----|----|----|----------------|
|  |   | 01      | 08 | 15 | 22 | 29 | 05       | 12 | 19 | 26 | 03       | 10 | 17 | 24 | 31 |                |
| Bloomberg.com                                | Bay Area (Napa, Alameda, Contra Costa, Marin, Santa Clara, San Francisco, Sonoma, Solano, and San Mateo counties) |         |    |    |    |    |          |    |    |    |          |    |    |    |    | 325,000        |
| WSJ.com                                      |   |         |    |    |    |    |          |    |    |    |          |    |    |    |    |                |
| Barrons.com                                  |   |         |    |    |    |    |          |    |    |    |          |    |    |    |    |                |
| Investors.com                                |   |         |    |    |    |    |          |    |    |    |          |    |    |    |    |                |
| Reuters.com                                  |   |         |    |    |    |    |          |    |    |    |          |    |    |    |    |                |
| Forbes.com                                   |   |         |    |    |    |    |          |    |    |    |          |    |    |    |    |                |
| FoxBusiness.com                              |   |         |    |    |    |    |          |    |    |    |          |    |    |    |    |                |
| CNBC.com                                     |   |         |    |    |    |    |          |    |    |    |          |    |    |    |    |                |
| Custom Intent - Napa Valley Area Real Estate | Bay Area (Napa, Alameda, Contra Costa, Marin, Santa Clara, San Francisco, Sonoma, Solano, and San Mateo counties) |         |    |    |    |    |          |    |    |    |          |    |    |    |    | 200,000        |
| In - Market                                  | Sonoma and Napa Counties  |         |    |    |    |    |          |    |    |    |          |    |    |    |    | 225,000        |
| <b>Total Digital</b>                         |   |         |    |    |    |    |          |    |    |    |          |    |    |    |    | <b>750,000</b> |

# Comprehensive Digital

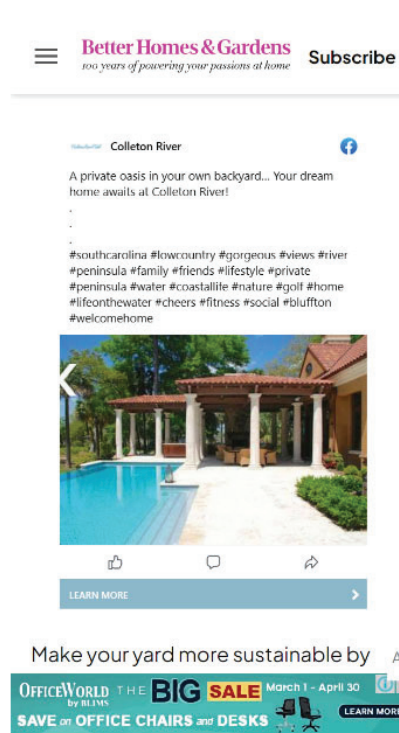
## SOCIAL MIRROR ADS

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

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

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

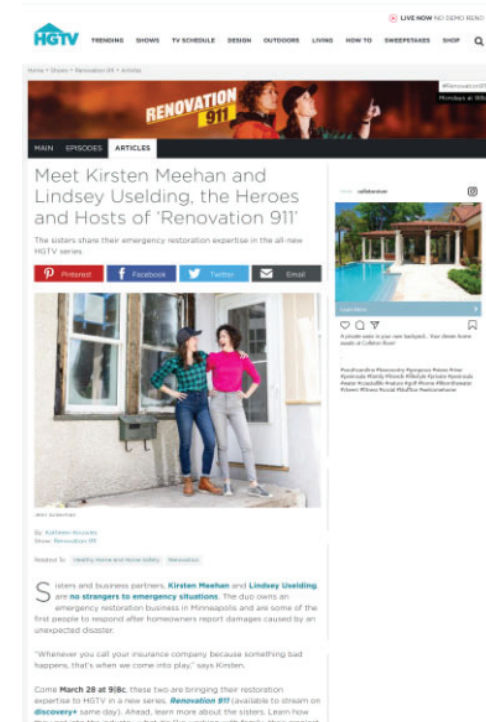
Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

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

PRICE: STARTING AT \$1,500 PER MONTH



## 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](#)



**Joseph Sabeh Jr.**  
DRE's CalBRE# 01295925  
Realtor  
Venture Sotheby's International Realty  
43513 Mission Boulevard  
Fremont, CA 94539  
(415) 385-6442  
jsabeh@gmail.com

[View Website](#)

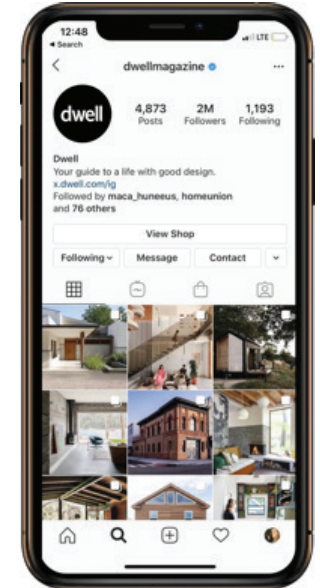
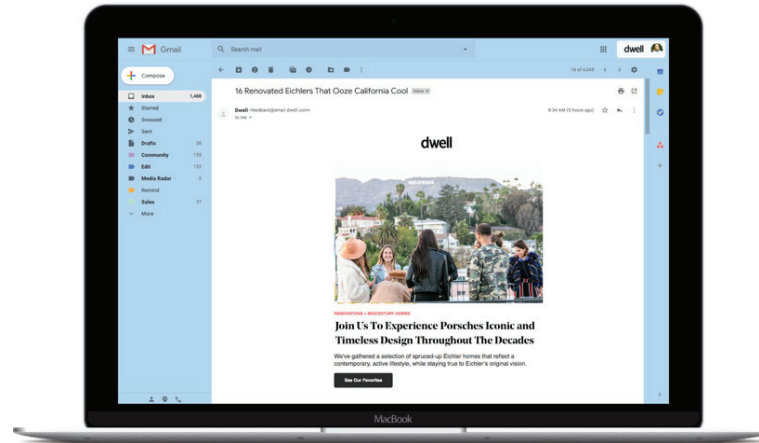
Thank you for being part of our mailing list.  
You can use [this link](#) to stop receiving our emails.  
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

# Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

## Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).



## PACKAGE 1

### CUSTOM REAL ESTATE ARTICLE.

This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.

PRICE: \$6,000



## DIGITAL

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# 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

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

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PRICE: \$500 PER LISTING

**San Francisco, Peninsula and Silicon Valley**



# jamesedition.com

## SOCIAL MEDIA POST

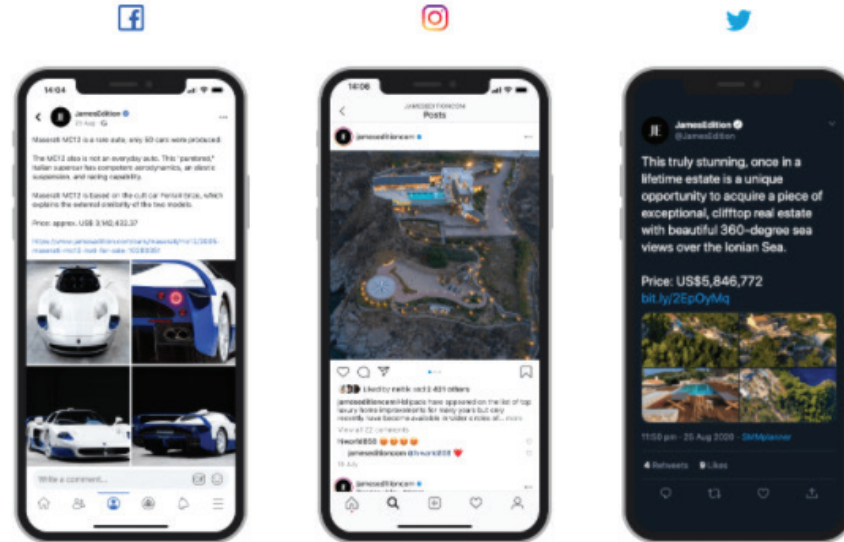
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

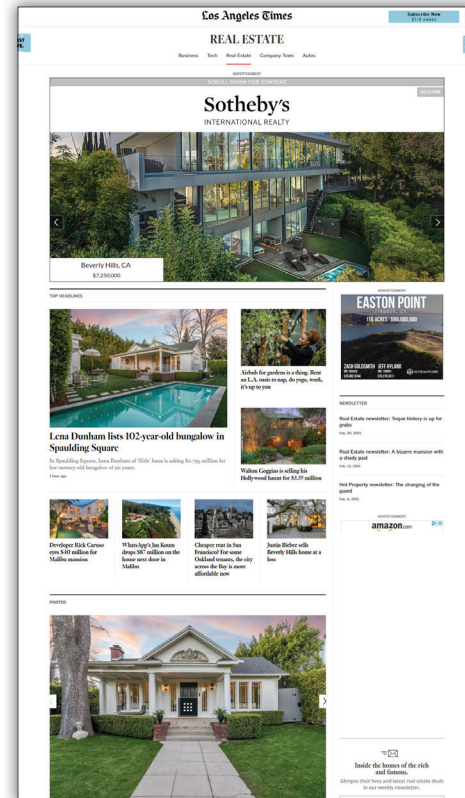
# LA Times

## 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)

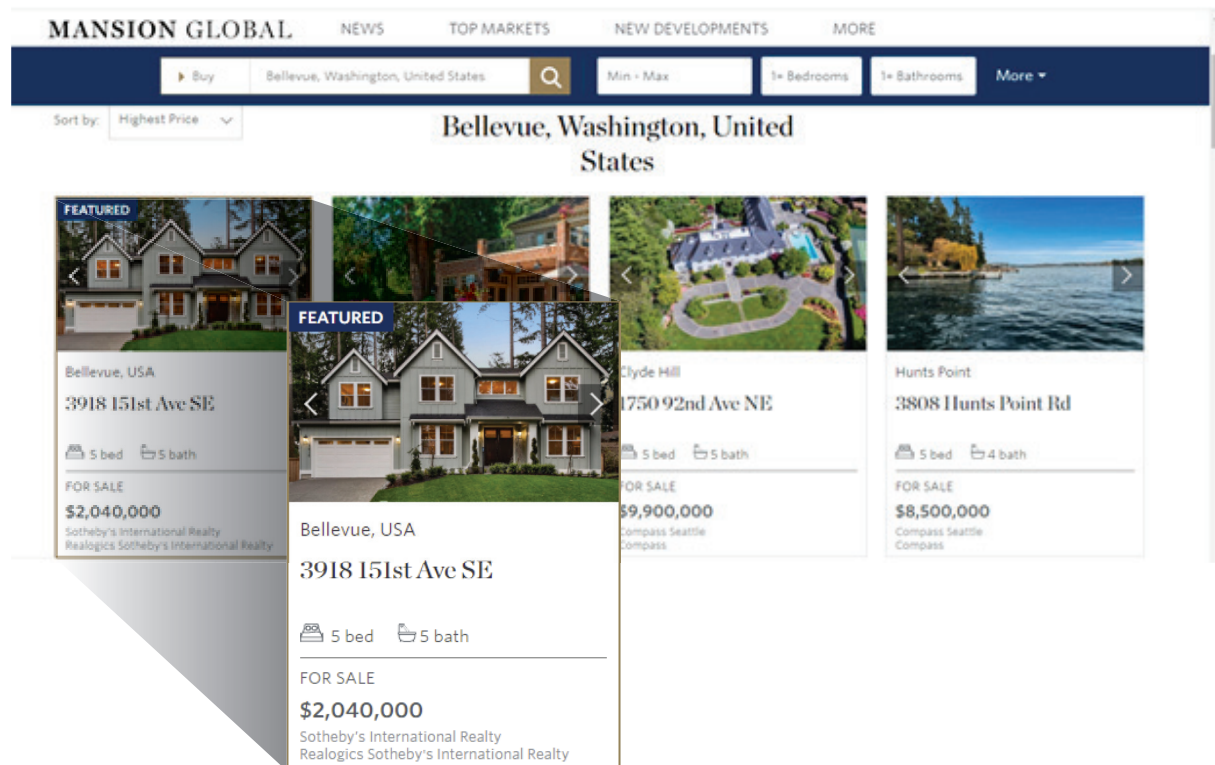
## FEATURED PROPERTY UPGRADES

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

**Included with print placement**



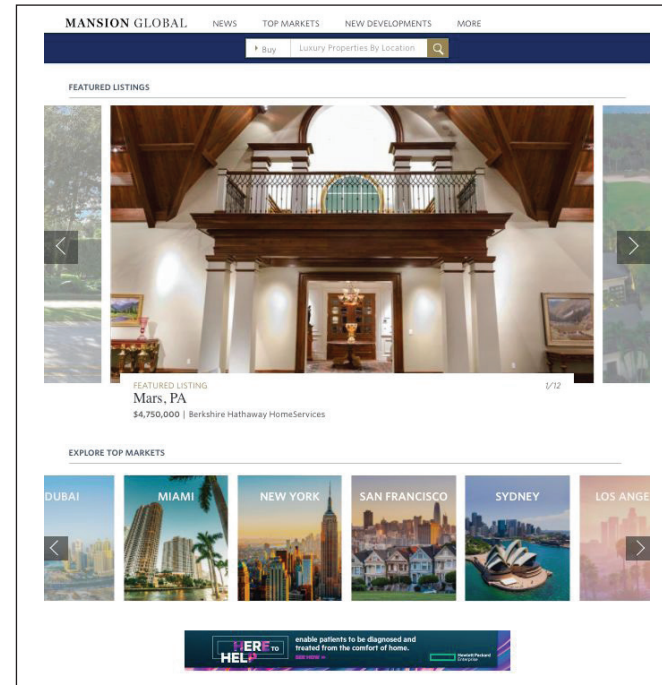


# The Wall Street Journal Online (WSJ.Com)

## 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 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 method a string of Super Tuesday primary victories and Super Tuesday delegates in California as the two candidates broke away from the field for the first time in the race for the White House.

**Sotheby's INTERNATIONAL REALTY** Nothing compares to what's next.

|  |  |  |  |  |
|--|--|--|--|--|
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# The New York Times

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### Web's Far Right Can Hear Itself As Trump Talks

Cheering the Spread of Once-Fringe Views

By KEVIN WOODS and JILL MYNTOFF

On Wednesday, as news outlets reported on the fiery campaign of many across the country, Web 2.0's far-right fringe sites were already celebrating. They were shouting, "This is the beginning of a new era!"

It is not clear how many of these sites are actually profitable, but they are certainly growing. Some have more than 100,000 members, and some have more than 100,000 members. They are also growing in terms of content, with many sites now offering news, commentary and analysis.

These sites, which represent the far right of the Web 2.0 movement, have been around for years. But they have become more prominent in recent years, as they have become a place where people can find like-minded individuals and share their views.

### Edge in Polls Might Not Tip House Seats

Outcomes Hang on a Handful of Seats

By NATE CIVINS

Democrats expect good news from the recent polls. They are leading in many states, and they are leading in the House of Representatives. But they are not leading in the Senate, and they are not leading in the Electoral College.

The outcome of the election will depend on a handful of seats that are currently in play. These seats are often referred to as "swing seats," and they are often the most closely watched in the country.

The outcome of the election will also depend on the performance of the candidates in these states. The candidates who are currently leading in these states are often the ones who are most likely to win.

### It's Not Heaven, It's Brooklyn

The 20,000 runners in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-D2.

### Spending Millions in a Bid to Avoid Sanctions

By BENJAMIN SVETKEY

The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the United States. The Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the United States.

### Partisan Rerun Of New Query On The Census

By MICHAEL WIND

The U.S. Census Bureau is looking for ways to prevent Russia from receiving billions of dollars in aid from the United States. The Census Bureau is looking for ways to prevent Russia from receiving billions of dollars in aid from the United States.

### Called to Serve, Utah Mayor Always Answered

By JEFF TREMPER

The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the United States. The Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the United States.































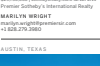









### Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'

By RICHARD HENNET

The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the United States. The Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the United States.

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| <b>AUSTIN, TEXAS</b><br>1000 Park Drive.com<br>\$4,000,000<br>Easton Sotheby's International Realty<br><b>KUMARA WILCOXON</b><br><a href="mailto:kumara.wilcoxon@sirbahamas.com">kumara.wilcoxon@sirbahamas.com</a><br>+1 512.423.0235                              | <b>HOUSTON, TEXAS</b><br>1000 Park Drive.com<br>\$4,000,000<br>Easton Sotheby's International Realty<br><b>VICTORIA HINTON</b><br><a href="mailto:victoria.hinton@sirbahamas.com">victoria.hinton@sirbahamas.com</a><br>+1 713.266.4932   | <b>WIMBERLEY, TEXAS</b><br>1000 Park Drive.com<br>\$4,000,000<br>Easton Sotheby's International Realty<br><b>GARY ADAMS</b><br><a href="mailto:gary.adams@sirbahamas.com">gary.adams@sirbahamas.com</a><br>+1 512.782.8387   | <b>KANAS, UTAH</b><br>1000 Park Drive.com<br>\$4,000,000<br>Easton Sotheby's International Realty<br><b>CHRIS SIMONS</b><br><a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a><br>+1 405.532.0246  | <b>KANAS, UTAH</b><br>1000 Park Drive.com<br>\$4,000,000<br>Easton Sotheby's International Realty<br><b>CHRIS SIMONS</b><br><a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a><br>+1 405.532.0246   |

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2023

| Plan 1   |  |             |             |             |              |           |  |
|--|--|-------------|-------------|-------------|--------------|-----------|--|
| Media  | Ad Description                                     | October     | November    | December    | Media Total  | Reach     |  |
| <b>Sotheby's Auction House: Digital</b>  |  |             |             |             |              |           |  |
| Sotheby's Bespoke Geo-Targeted Emails  | Email  |             |             |             |              |           |  |
| Sotheby's Bespoke Geo-Targeted Emails  | California   | \$ 2,500.00 |             |             | \$ 2,500.00  | 25,000    |  |
| <b>Digital</b>   |  |             |             |             |              |           |  |
| <b>Million Impressions*</b>  |  |             |             |             |              |           |  |
| Million Impressions  | Digital Banner Program                             | \$ 1,195.00 | \$ 1,195.00 | \$ 1,195.00 | \$ 3,585.00  | 750,000   |  |
| Million Impressions  | Targeting - SF Bay Area                            |             |             |             |              |           |  |
| <b>Comprehensive Digital</b>   |  |             |             |             |              |           |  |
| Social Mirror  | Behavioral Custom program                          | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 4,500.00  | 300,000   |  |
| <b>Smart Solutions Eblast</b>  |  |             |             |             |              |           |  |
| Smart Solutions Eblast   | Custom Email                                       |             | \$ 2,295.00 |             | \$ 2,295.00  | 40,000    |  |
| <b>Dwell.com</b>   |  |             |             |             |              |           |  |
| Real Estate Package 1  | Custom Article with Homepage and eNewsletter promo | \$ 6,000.00 |             |             | \$ 6,000.00  | 110,000   |  |
| <b>Nob Hill Gazette</b>  |  |             |             |             |              |           |  |
| 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    |  |
| <b>JamesEdition</b>  |  |             |             |             |              |           |  |
| Social Media   | Listing Feature                                    |             | \$ 500.00   |             | \$ 500.00    | 148,000   |  |
| <b>LA Times</b>  |  |             |             |             |              |           |  |
| Lighthouse Fixed Position - Hot Property Page  | Lighthouse Fixed Position - Hot Property Page      | Bonus       | \$ 325.00   |             | \$ 325.00    | 425,000   |  |
| <b>WSJ.com</b>   |  |             |             |             |              |           |  |
| Property upgrades  | Property upgrades                                  | Bonus       | Bonus       |             | \$ -         |           |  |
| Mansion Global Homepage  | Featured Listing Module                            | \$ 1,275.00 |             |             | \$ 1,275.00  | 164,000   |  |
| <b>Print</b>   |  |             |             |             |              |           |  |
| <b>The Wall Street Journal</b>   |  |             |             |             |              |           |  |
| The Wall Street Journal - National   | Property Spot w/Digital Featured Property Upgrade  | \$ 650.00   | \$ 650.00   |             | \$ 1,300.00  | 1,288,848 |  |
| <b>The New York Times</b>  |  |             |             |             |              |           |  |
| The New York Times   | Property Spot - Weekday/Saturday                   | \$ 710.00   |             |             | \$ 710.00    | 423,111   |  |
| <b>Conde Nast Magazines Regional Pages</b>   |  |             |             |             |              |           |  |
| Architectural Digest - SF North Bay  | Full Page  |             |             | \$ 2,300.00 | \$ 2,300.00  | 9,000     |  |
| <b>Financial Times</b>   |  |             |             |             |              |           |  |
| Financial Times  | Property Spot                                      | \$ 730.00   | \$ 730.00   |             | \$ 1,460.00  | 420,914   |  |
| <b>TOTAL</b>   |  |             |             |             | \$ 28,250.00 | 4,123,373 |  |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy<br>Pricing Subject to Change |  |             |             |             |              |           |  |

# Proposed Schedule, Pricing & Reach 2023

| Plan 2  | Ad Description                                    | October     | November    | December    | Media Total         | Reach            |
|---|---|-------------|-------------|-------------|---------------------|------------------|
| <b>Media</b>  |   |             |             |             |                     |                  |
| <b>Sotheby's Auction House: Digital</b>   |   |             |             |             |                     |                  |
| Sotheby's Bespoke Geo-Targeted Emails   | Email   |             |             |             |                     |                  |
| Sotheby's Bespoke Geo-Targeted Emails   | California  | \$ 2,500.00 |             |             | \$ 2,500.00         | 25,000           |
| <b>Digital</b>  |   |             |             |             |                     |                  |
| <b>Million Impressions*</b>   |   |             |             |             |                     |                  |
| Million Impressions   | Digital Banner Program                            | \$ 1,195.00 | \$ 1,195.00 | \$ 1,195.00 | \$ 3,585.00         | 750,000          |
| Million Impressions   | Targeting - SF Bay Area                           |             |             |             |                     |                  |
| <b>Comprehensive Digital</b>  |   |             |             |             |                     |                  |
| Social Mirror   | Behavioral Custom program                         | \$ 1,500.00 | \$ 1,500.00 |             | \$ 3,000.00         | 200,000          |
| <b>Nob Hill Gazette</b>   |   |             |             |             |                     |                  |
| Nob Hill Gazette San Francisco, Peninsula and Silicon Valley                                    | OTM On the Market eNewsletter                     | \$ 500.00   | \$ 500.00   |             | \$ 1,000.00         | 13,000           |
| <b>JamesEdition</b>   |   |             |             |             |                     |                  |
| Social Media  | Listing Feature                                   |             | \$ 500.00   |             | \$ 500.00           | 148,000          |
| <b>LA Times</b>   |   |             |             |             |                     |                  |
| Lighthouse Fixed Position - Hot Property Page   | Lighthouse Fixed Position - Hot Property Page     | Bonus       | \$ 325.00   |             | \$ 325.00           | 425,000          |
| <b>WSJ.com</b>  |   |             |             |             |                     |                  |
| Property upgrades   | Property upgrades                                 | Bonus       | Bonus       |             | \$ -                |                  |
| <b>Print</b>  |   |             |             |             |                     |                  |
| <b>The Wall Street Journal</b>  |   |             |             |             |                     |                  |
| The Wall Street Journal - National  | Property Spot w/Digital Featured Property Upgrade | \$ 650.00   | \$ 650.00   |             | \$ 1,300.00         | 1,288,848        |
| <b>The New York Times</b>   |   |             |             |             |                     |                  |
| The New York Times  | Property Spot - Weekday/Saturday                  | \$ 710.00   |             |             | \$ 710.00           | 423,111          |
| <b>Financial Times</b>  |   |             |             |             |                     |                  |
| Financial Times   | Property Spot                                     | \$ 730.00   | \$ 730.00   |             | \$ 1,460.00         | 420,914          |
| <b>TOTAL</b>  |   |             |             |             | <b>\$ 14,380.00</b> | <b>3,693,873</b> |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy |   |             |             |             |                     |                  |
| Pricing Subject to Change   |   |             |             |             |                     |                  |