



# MEDIA PROPOSAL

PREPARED FOR

6086 LIDO LANE | NAPLES ISLAND

## SCHEDULED PRINT MEDIA

Orange County Register  
Featured placement on First Team Estates page  
May 29, 2016

OC Register, OC Estates Back Cover  
Featured placement on First Team Estates page  
June 25, 2016

## LUXURY PORTFOLIO ADVERTISING\*\*

Wall Street Journal - US  
Spring 2016

Unique Homes  
Spring 2016

Luxe Interiors + Design  
Summer 2016

## MAGAZINE OPPORTUNITIES\*\*

|                          |                       |
|--------------------------|-----------------------|
| Architectural Digest     | Ocean Magazine        |
| Coast Magazine           | Orange Coast Magazine |
| The duPont Registry      | Prime Magazine        |
| Executive Agent Magazine | Riviera Magazine      |
| Harbor Light Magazine    | Robb Report           |
| Newport Beach Magazine   | Vivid Magazine        |
| Niche Magazine           |                       |
| OC Metro                 |                       |

## LOCAL ADVERTISING\*\*

Desert Sun  
Newport Beach Independent  
Huntington Beach Independent  
Laguna Beach Independent  
LA Times East Edition  
    North Orange County advertisement  
LA Times / Daily Pilot  
    South Orange County advertisement  
OC Register Zoned Supplements  
    Select any city in Orange County  
    for hyper-local advertisement  
San Clemente Times  
Seal Beach Sun News

## PUBLIC RELATIONS

Orange County Register  
Press Release  
May 28, 2016

## ONLINE ADVERTISING

Custom YouTube Video  
Prominent placement on First Team YouTube channel

FirstTeam.com, Featured Homes  
Placement on First Team Featured Homes Page  
June 29, 2016

Social Media Marketing  
"Talk of the Town" feature on First Team Social Media Profiles  
Facebook, Google+, Pinterest, Twitter, and Instagram  
June 29, 2016

Orange County Register, Online  
Placement in "Featured Home" reel on  
OCRegister.com/RealEstate  
June 28, 2016  
(Placement is determined by property and photo quality.)

## ONLINE EXPOSURE

### UP TO 2,000 SITES INCLUDING:

FirstTeam.com  
ChristiesRealEstate.com  
LuxuryPortfolio.com  
LeadingRE.com  
Juwai.com  
OCRegister.com  
LATimes.com  
Realtor.com  
Redfin.com  
Zillow.com  
Trulia.com  
RealtyTrac.com  
Homes.com  
HotPads.com