



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# CORPORATE ADVERTISING AND MARKETING PROGRAM

ARTERRA LUXE

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ADVERTISING  
BRANDING  
MARKETING

NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

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## NATIONAL & GLOBAL EXPOSURE CORPORATE MARKETING PLAN

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SKY Advertising is excited to present to Aterra Luxe a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the office, agents and listings.

Your strategic blueprint is composed of key print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Michigan

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to your office.

## LET'S DO GREAT THINGS TOGETHER

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## Digital Offerings

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## 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:** Corporate Marketing Plan

**Flight Dates:** February 2022- April 2022

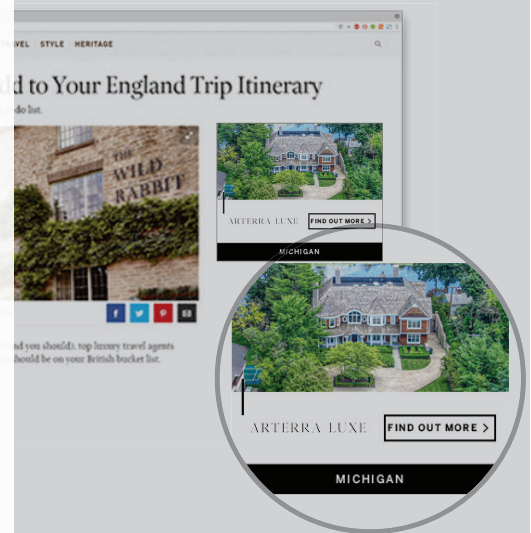
**Impressions:** 3,000,000

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.

**Forbes**  
**Bloomberg**  
**Markets**



**THE WALL STREET JOURNAL.**



**REUTERS**

**Detroit Free Press**

**THE BUSINESS**  
**JOURNALS**

**FOX BUSINESS** **THE OAKLAND PRESS**

Many more websites available for local to global targeting.

## » 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.

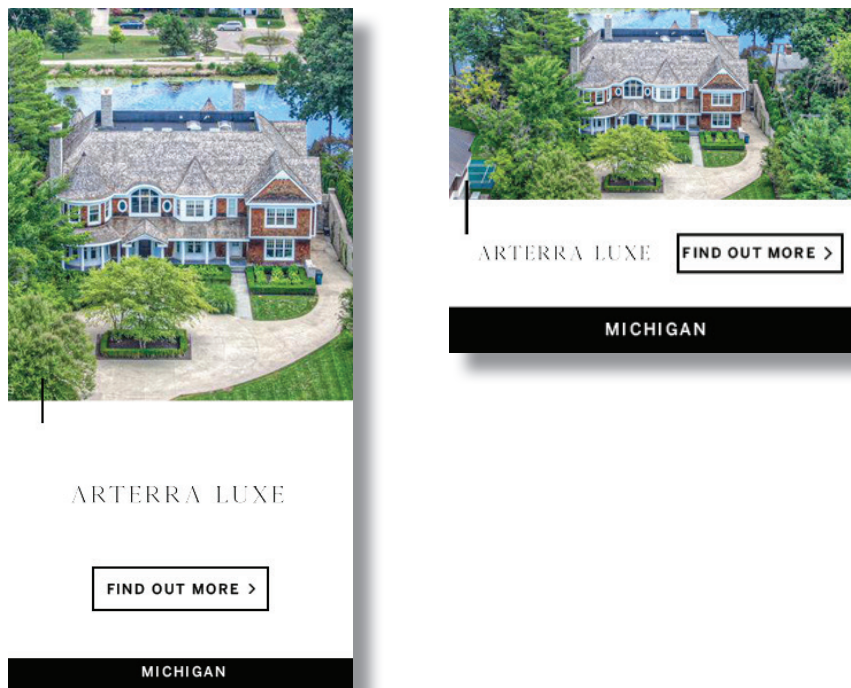
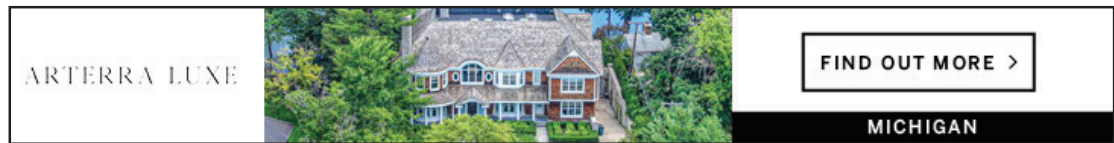
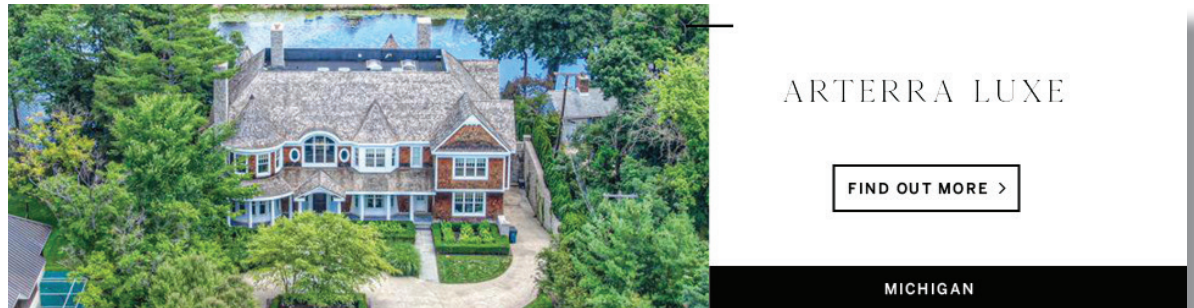


## CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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.

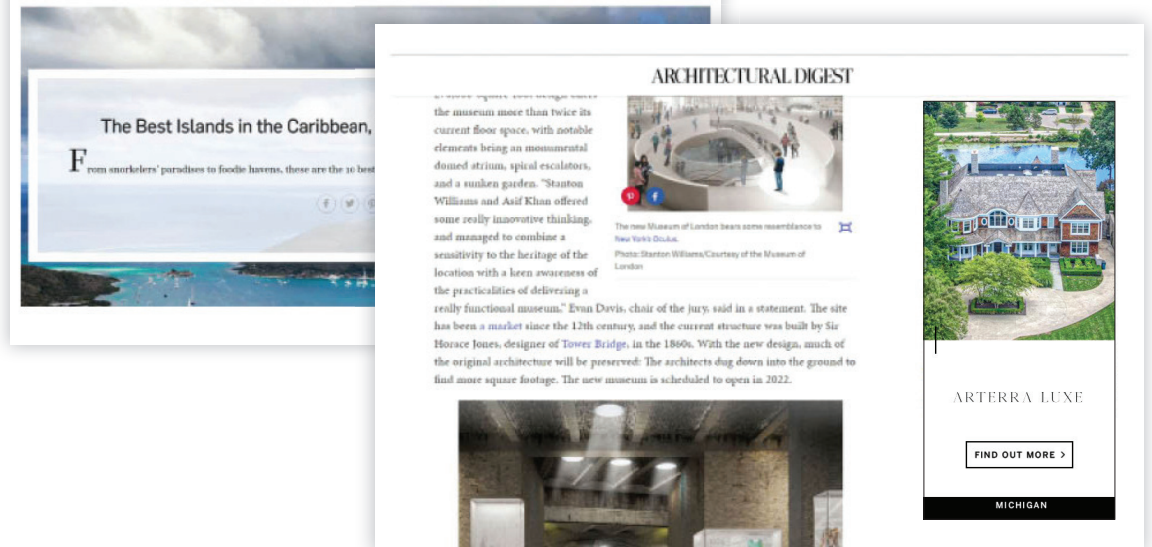
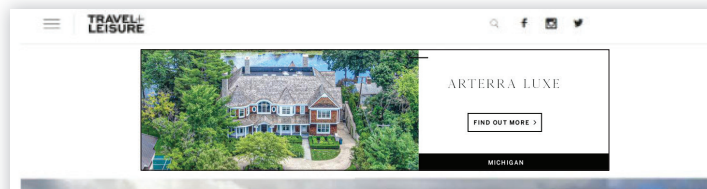
**Ad Units: 920x250, 728x90, 300x600, 300x250, or custom sizes.**

Banner Production: \$350





# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



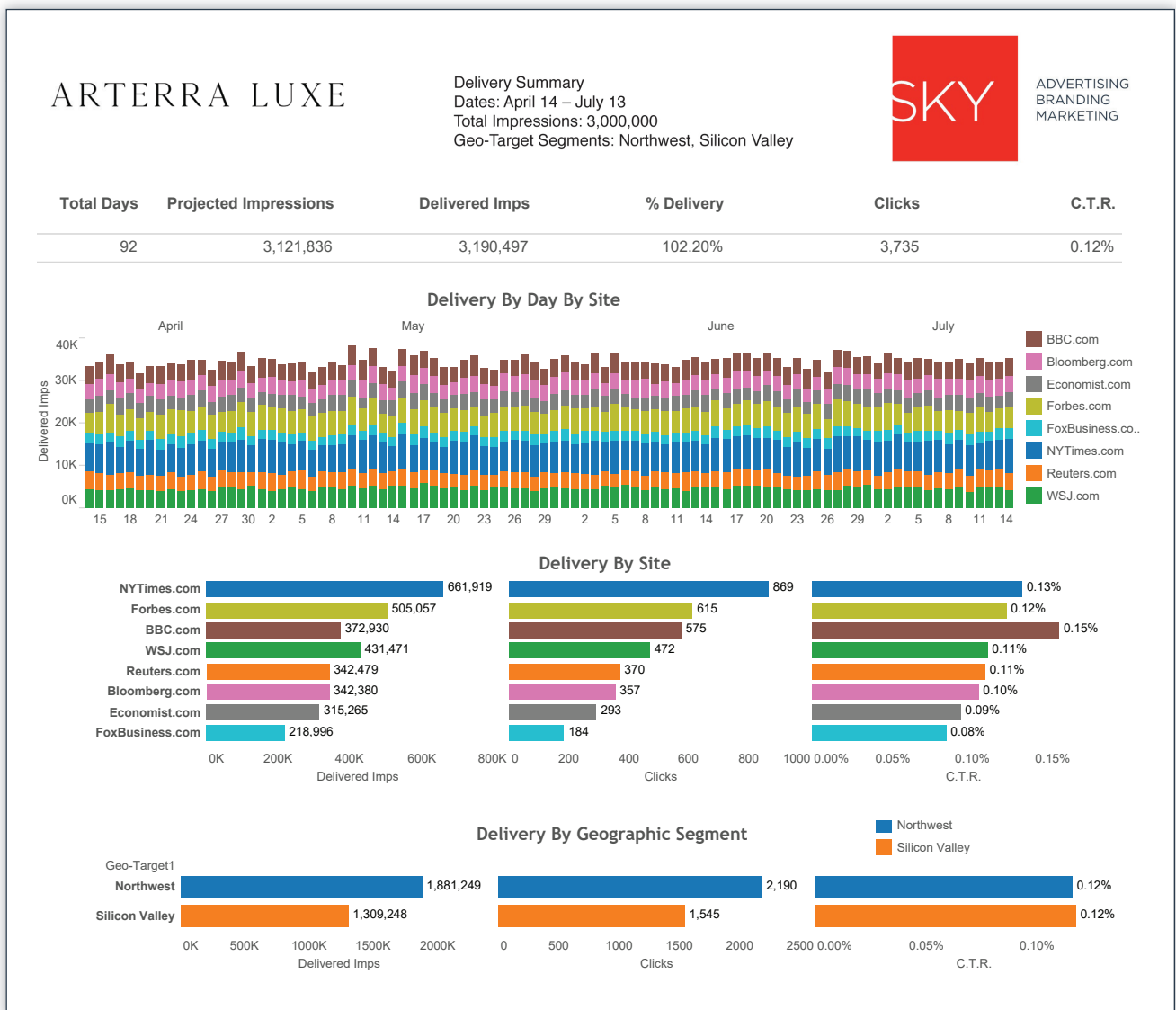


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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After doing some research, we have put together an integrated program that provides targets a high-net-worth audience in Oakland County.

The program, with a projected start date of February 1st will run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach an affluent (top 10% HHI) audience in Oakland County in a premium editorial environment on top national news, business/finance sites and key local news sites.
- Behavioral targeted banner segment, that will allow an affluent (top 10% HHI) audience who are In-Market for residential real estate and living in Oakland County.
- Behavioral targeted banner segment, that will allow an affluent (top 10% HHI) audience who are Homeowners and living in Oakland County.
- An AdWords segment targeting top Real Estate/Homes For Sale keywords specific to Royal Oak, Birmingham and Bloomfield Hills
- Facebook segment targeting people who show interest in Realtor.com, Zillow.com and Trulia.com

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) 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 SCHEDULE

Arterra Luxe - Corporate Program															
Media	Geo-Target	February			March			April			Impressions				
		31	07	14	21	28	07	14	21	28		04	11	18	25
Forbes.com  Bloomberg.com  Reuters.com  CNBC.com  WSJ.com  bizjournals.com  FoxBusiness.com	Oakland County														1,250,000
Freep.com  FoxNews.com  theOaklandPress.com	Oakland County														700,000
Behavioral: In Market: Residential Real Estate	Oakland County														650,000
Behavioral: Homeowners	Oakland County														400,000
AdWords	Oakland County														18,500
Facebook:	Oakland County														450,000
Total Digital															3,468,500

## GOOGLE ADWORDS

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Target consumers who are “inmarket”, active in the 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/site.



### **Campaign Setup & Optimization**

Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

### **Monthly Management**

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

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**\$775/MONTH**

## FACEBOOK ADVERTISING

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We recommend a campaign using Facebook and Instagram as advertising channels.

### **Facebook**

Geo-targeting to local and feeder markets.

We will drive the audiences to select landing pages.

### » **Retargeting**

We will re-target the audiences who visit the site but do not convert.

We will revise and optimize campaign based on performance.

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**\$775/MONTH**



## 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

Birmingham, Bloomfield Hills and Royal Oak

- 1 initial email
- 2-3 reminder emails
- Retargeting the email opens via display ads, addressable geofencing
- Direct Mail piece to all standard 6"x11.5"

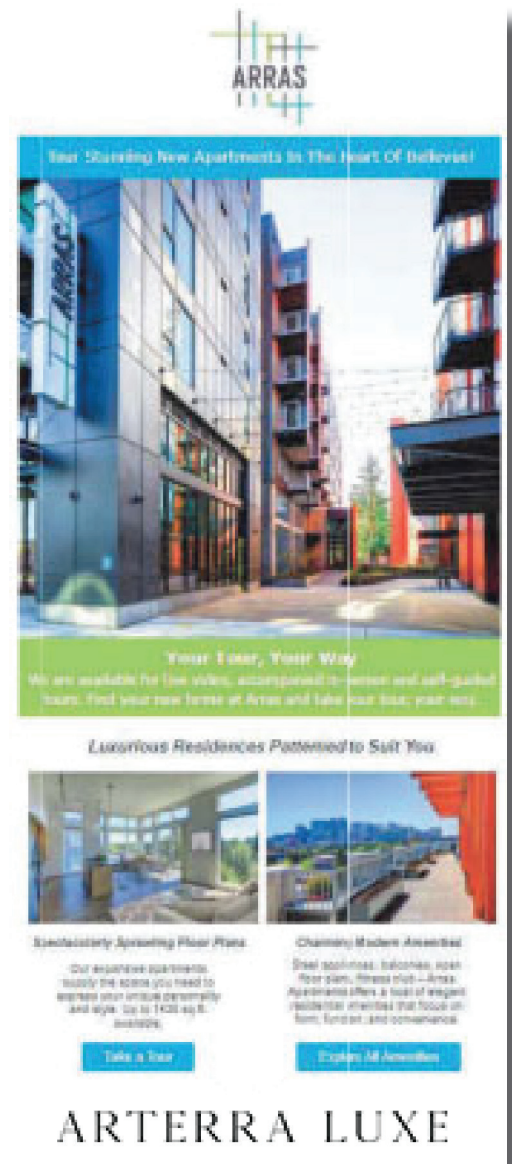
#### PRICING:

HHI 500K+ 5,982 EMAILS: \$ 6,500

HHI 400K+ 16,808 EMAILS: \$ 16,500

NW 13 MILLION+ 9,262 EMAILS: \$ 9,500

NW 8.6 MILLION+ 18,792 EMAILS: \$ 18,250



**ARRAS**

Your Stunning New Apartments In The Heart Of Belvoir!

**Your Tower, Your Way**  
We are available for live video, accompanied in-person and self-guided tours. Find your new home at Arras and take your tour, your way.

**Luxurious Residences Patterned to Suit You.**

**Spectacularly Spacious Floor Plans**  
Our expansive apartments supply the space you need to express your unique personality and style. Up to 1400 sq ft. available.

**Charming Modern Amenities**  
Steel appliances, balconies, open floor plans, fitness club - Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Take a Tour](#) [Explore All Amenities](#)

**ARTERRA LUXE**

## DWELL REAL ESTATE

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

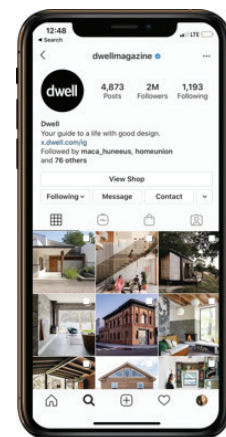
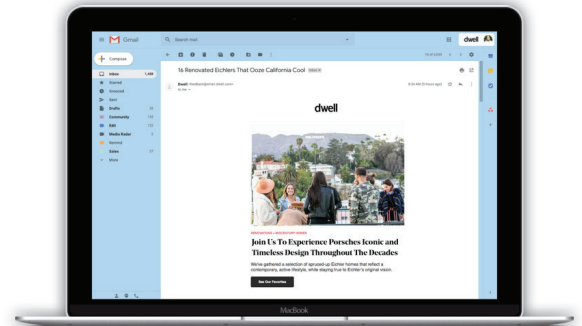
### Dwell Audience Real Estate Metrics

- 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: \$5,000

**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.





## LUXE MAGAZINE

### » DESIGN WHERE YOU LIVE.

Luxe champions the art of elevated living and inspires you to connect with those who create it.

Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

Social media accounts will



### » THE LUXE AUDIENCE

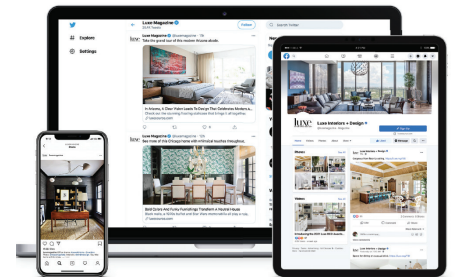
**94%** Own a Home Valued at \$1 Million or Greater

**72%** Have a Net Worth of \$5 Million or More

**35%** Have a Net Worth of \$10 Million or More

**1.5 Million** Audience

**3.3 Million** Global Digital Audience



@LuxeMagazine on Instagram

**12M+** monthly reach

**1.7M+** followers

@LuxeMagazine on Facebook

**2M+** monthly reach

**970K** followers

### » SPONSORED AD

THE LUXE AUDIENCE

Instagram and Facebook

Sponsored Ad (1x): Choose clicks or impressions.

14-day minimum duration

- Image Ad

- Video Ad

500 clicks or 250K impressions

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**PRICE: \$ 3,000**

ARTERRA LUXE

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## Print Offerings

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## ARCHITECTURAL DIGEST REGIONAL PAGES

## Inspire Affluent Buyers

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR: \$ 2,190 DETROIT REGION

- **Circulation Per Region:** up to 16,000
- **Readership Per Region:** up to 117,390
- **Median Household Income:** \$134,318
- **Median Age:** 54
- **Male / Female:** 46% / 54%



ARTERRA LUXE

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Out of Home

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## OUT OF HOME

### Luxury Shopping areas

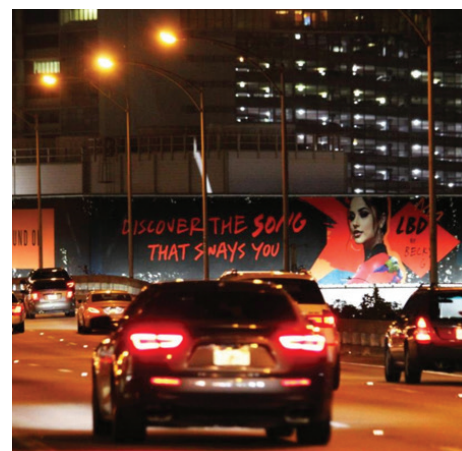
High end shopping malls continue to attract shoppers and they have many digital advertising displays usually at a very reasonable cost. An effective and continuous way to reach the target market.

### Billboards

Billboards are a great vehicle to bring awareness to a large number of people who are traveling near the area.

### Airports and Transit

Airports offer a wide variety of advertising platforms and the regional airports and other transit hubs can be good options to reach your audience.



## Circulation/Distribution/Reach

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## CIRCULATION/DISTRIBUTION/REACH 2022

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Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	3,000,000
Google Adwords	18,500
Facebook Advertising	450,000
Smart Solutions Eblast	117,608
Dwell.com	
Real Estate Package 1	110,000
Luxe Interiors + Design	
IG + Facebook Sponsored Ad	250,000
<b>PRINT</b>	
Architectural Digest - Detroit	10,000
<b>SOTHEBY'S AUCTION HOUSE</b>	
Transit	
Shopping	TBD
Other	
<b>GRAND TOTAL</b>	<b>3,956,108</b>



# Schedule and Pricing

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PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	February	March	April	May	Media Total
DIGITAL						
Million Impressions*	Digital Banner Program Targeting - add targeted areas here	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$	7,350.00
Google Adwords	Digital PPC program	\$ 775.00	\$ 775.00	\$ 775.00	\$	2,325.00
Facebook Advertising	Digital Banner program	\$ 775.00	\$ 775.00	\$ 775.00	\$	2,325.00
Smart Solutions Eblast	Custom Email and direct mail		\$ 6,500.00		\$	6,500.00
Dwell.com					\$	-
Real Estate Package 1	Custom Article with promo on Homepage with promotion in e	\$ 5,000.00			\$	5,000.00
Luxe Interiors + Design IG + Facebook Sponsored Ad			\$ 3,000.00		\$	3,000.00
PRINT						
Architectural Digest - Detroit	Full Page		\$ 2,190.00	\$		2,190.00
OUT OF HOME						
Transit						
Shopping			TBD			TBD
Other						
TOTAL					\$	28,690.00

\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change