



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

# 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:** Luxury Property  
**Flight Dates:** September 2021 - November 2021  
**Impressions:** 6,000,000  
 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.

**The New York Times**

**Telegraph.co.uk**

**THE WALL STREET JOURNAL.**

**THE ECONOMIC TIMES**



**South China Morning Post**

**Forbes**

**Bloomberg Markets**



**REUTERS**

**The Economist**

**GULF NEWS**



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

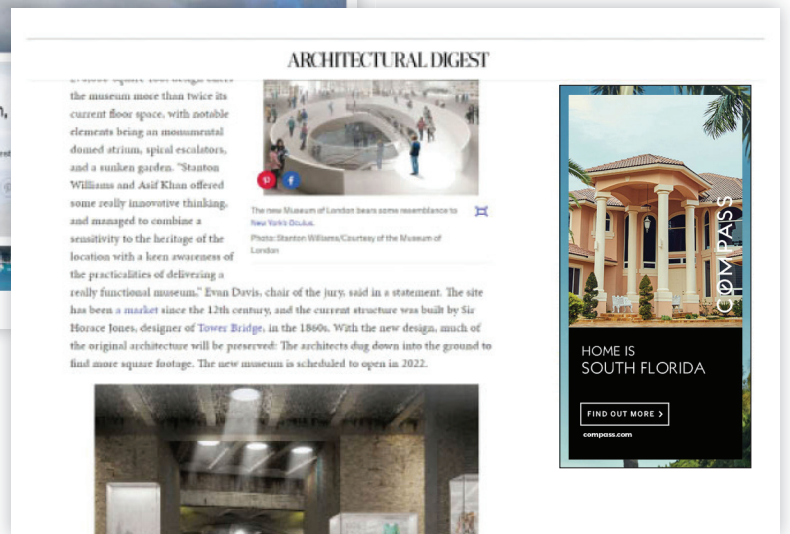
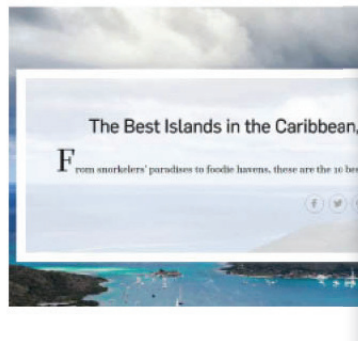
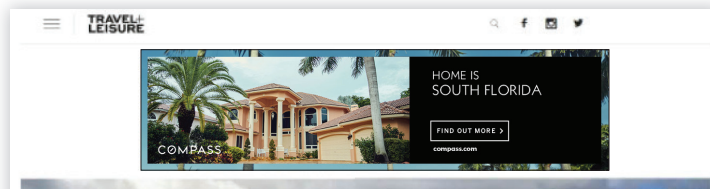
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



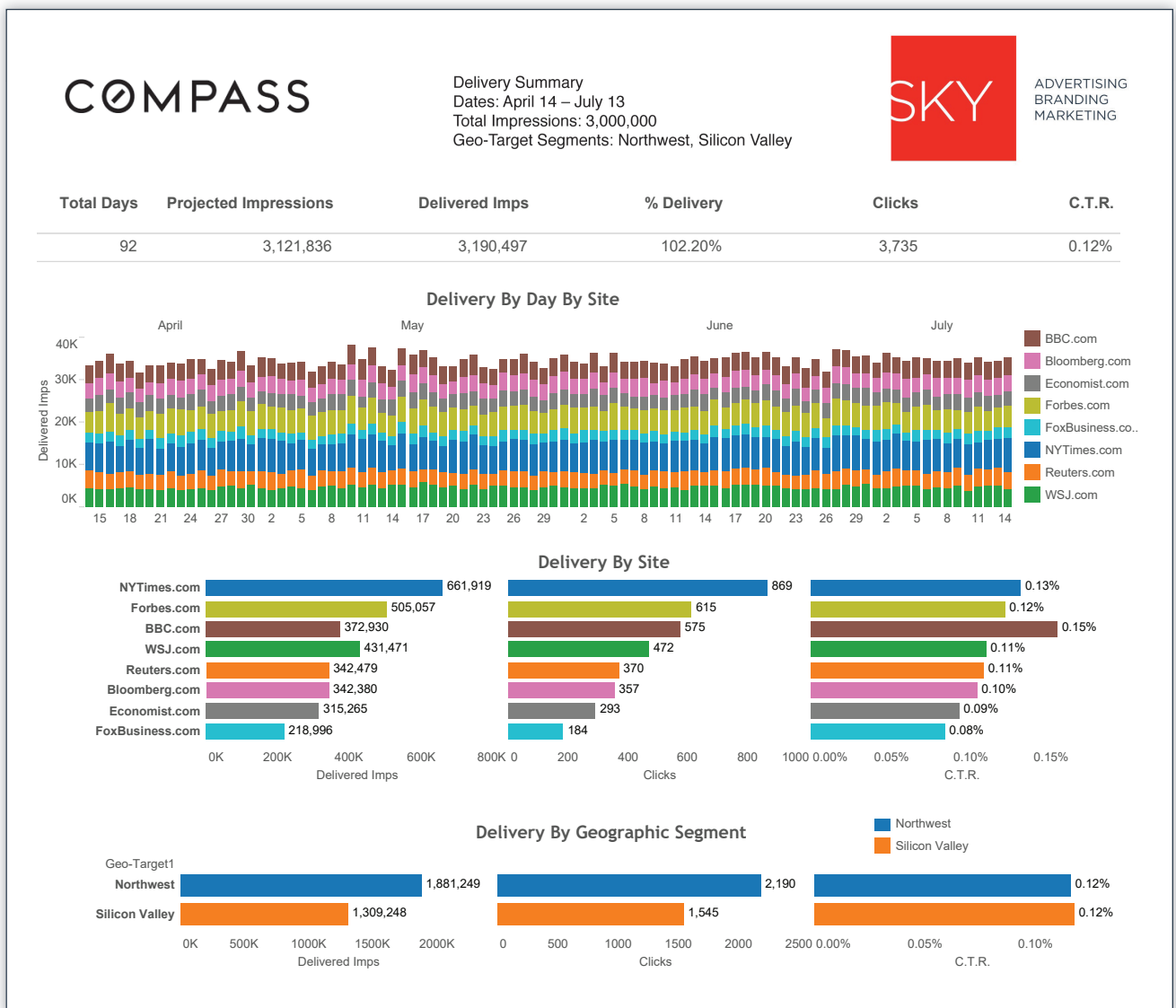


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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





NEW YORK 14 East 33rd Street, New York, NY 10016, 212- 677-2500  
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## LET'S DO GREAT THINGS TOGETHER

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