



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Court Atkins Group Advertising and Marketing Program



COURT ATKINS
GROUP

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ADVERTISING
BRANDING
MARKETING

National & Global Exposure Court Atkins Group

SKY Advertising is excited to present to Court Atkins a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Court Atkins Group.

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 business.

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Digital Offerings



Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your business's website, or any URL of your choice.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: Court Atkins Group
- Flight Dates: August 2023 - November 2023
- 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 business 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 customers are found and use the information to identify the areas to geo-target. We can target locally to globally.

INVESTOR'S BUSINESS DAILY™

BARRON'S



THE WALL STREET JOURNAL.

FORTUNE

Forbes

FOX BUSINESS



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

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

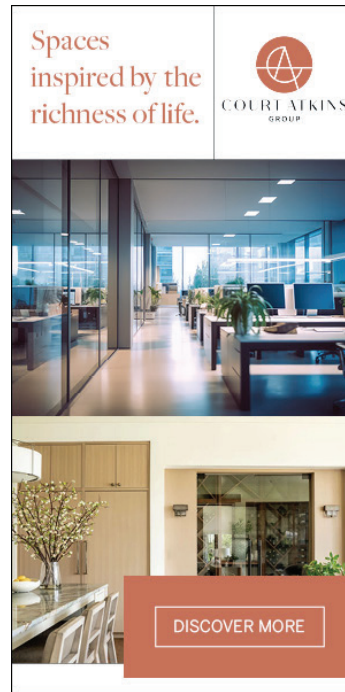
BANNER PRODUCTION: \$1,195/250K;
\$1,625/500K; \$2,450/1 MILLION



970 x250



728x90

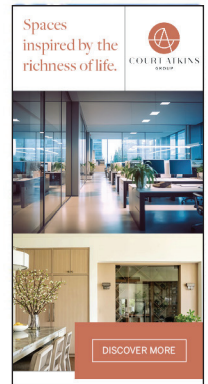
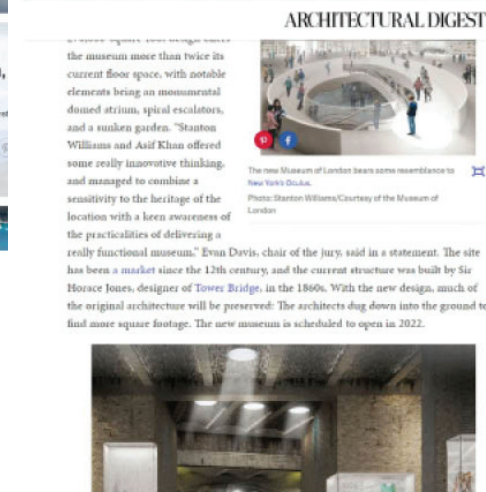
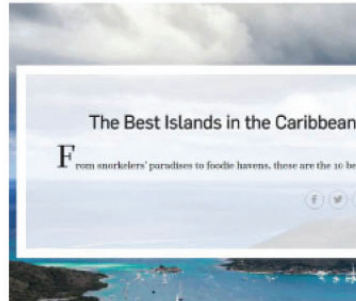


300x600



300x250

Sample Banners For Impressions Programs As They Appear On Sites

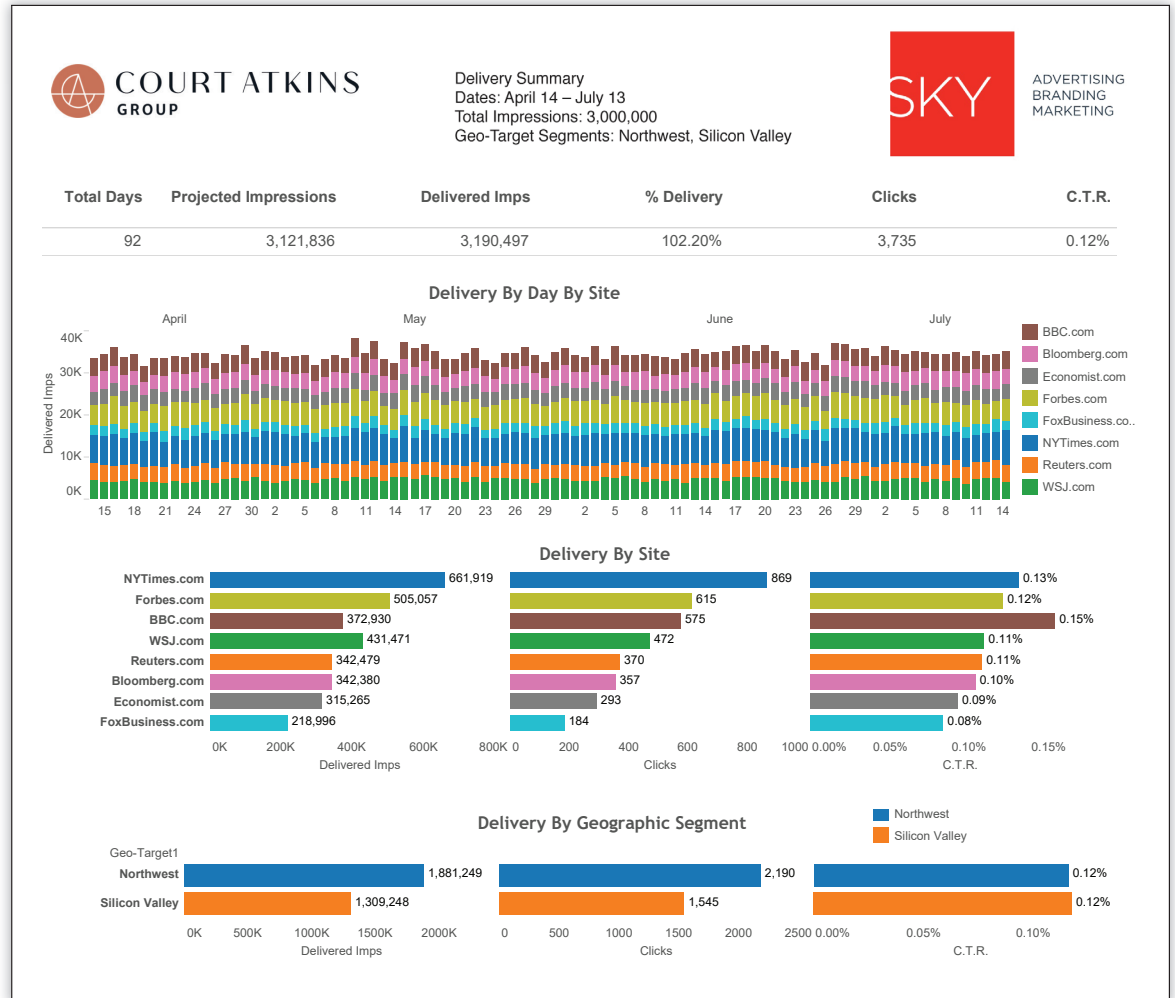


Comprehensive Reporting For Your Customized Campaign

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 Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh.

The program, with a projected start date of September 1st, 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 (Adults top 10% HHI), living in Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh on top global business and finance websites.
- A behavioral segment that will allow us to show banners to Luxury Shopping Enthusiasts living in Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh.
- A behavioral segment that will allow us to show banners to people actively in market for 4 & 5 star hotels and living in Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh.

SITE SPECIFIC

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

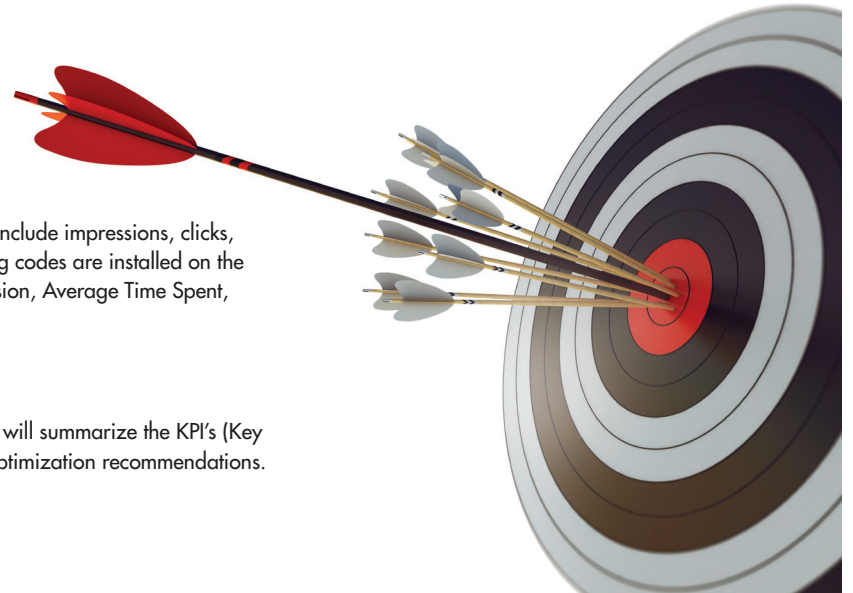
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

Court Atkins Group														
Media	Geo-Target	September				October				November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	
WSJ.com	Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh													
Barrons.com														
Invetsors.com														
CNBC.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
Behavioral - Luxury Shoppers	Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh													
In-Market - 4 & 5 Star Hotels	Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh													
Total Digital														750.000

Comprehensive Digital

NATIVE DISPLAY

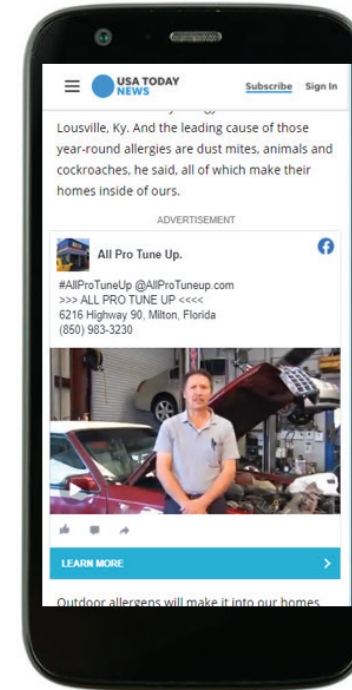
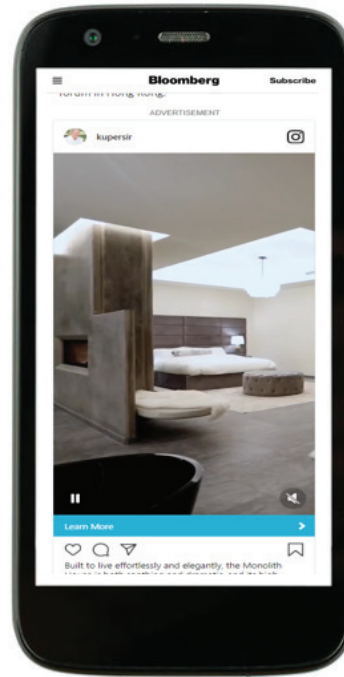
Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.

TARGETING OPTIONS INCLUDE:

- 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 Native ads on the web pages where they appear A.I.
- Targeting – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- Custom Audience Matching & Lookalike Audiences– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- Cross Platform Targeting available from Mobile Conquesting.
- Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.



STARTING FROM \$1,500/MONTH

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.

Better Homes & Gardens
100 years of powering your passions at home [Subscribe](#)

Colleton River

A private oasis in your own backyard... Your dream home awaits at Colleton River!

#southcarolina #lowcountry #gorgeous #views #river #peninsula #family #friends #lifestyle #private #peninsula #water #coastallife #nature #golf #home #lifeonthewater #cheers #fitness #social #bluffton #welcomehome

LEARN MORE

Make your yard more sustainable by **Ad**

OFFICEWORLD THE BIG SALE March 1 - April 30
SAVE ON OFFICE CHAIRS and DESKS **Ux** LEARN MORE

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.

HGTV TRENDING SHOWS TV SCHEDULE DESIGN OUTDOORS LIVING HOW TO SHEETPIECES SHOP

LIVE NOW NO. 1000000000

Renovation 911

Meet Kirsten Meehan and Lindsey Uselding, the Heroes and Hosts of 'Renovation 911'

The sisters share their emergency restoration expertise in the all-new HGTV series.

LEARN MORE

Make your yard more sustainable by **Ad**

OFFICEWORLD THE BIG SALE March 1 - April 30
SAVE ON OFFICE CHAIRS and DESKS **Ux** LEARN MORE

STARTING FROM \$1,500/MONTH

Comprehensive Digital

Client: Court Atkins Group - 1322



Date Created: 8/1/2023

GEOGRAPHIC TARGET:

Cities Provided

Campaign Duration: 8/15/2023 - 11/15/2023	Aug-23	Sep-23	Oct-23	Total
NATIVE DISPLAY ADS				
Retargeting				
Behavioral Targeting: High Net Worth Individual; High Net Worth - Millionaires AND Interest > Home Building; Home Purchase - Build or Buy a Home; Home Purchase - Design or Build a Home; Vacation Home; Likely in Market Timing - Buy a Vacation or Second Home; Travel Enthusiasts; Boutique Hotels; High-End Boutique Shoppers; Luxury Vehicle Owners				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	150,000	150,000	150,000	450,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth Individual; High Net Worth - Millionaires AND Interest > Home Building; Home Purchase - Build or Buy a Home; Home Purchase - Design or Build a Home; Vacation Home; Likely in Market Timing - Buy a Vacation or Second Home; Travel Enthusiasts; Boutique Hotels; High-End Boutique Shoppers; Luxury Vehicle Owners				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	250,000	250,000	250,000	750,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Native Available Monthly Impressions Estimate:	475,794
Percentage of Targeted Native inventory purchased with this campaign:	31.53%
Social Mirror Ads Available Monthly Impressions Estimate:	149,060
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	67.09%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

INTERIOR DESIGN



Comprehensive Digital

Client: Court Atkins Group - 1322



Date Created: 8/1/2023

GEOGRAPHIC TARGET:

Cities Provided

Campaign Duration: 8/15/2023 - 11/15/2023	Aug-23	Sep-23	Oct-23	Total
NATIVE DISPLAY ADS				
Retargeting				
Behavioral Targeting: High Net Worth Individuals AND High-End HomeOwner; Pre-Movers; New Movers; Interest > Home-Building; Home Purchase - Build or Buy a Home; Home Purchase - Design or Build a Home				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	150,000	150,000	150,000	450,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth Individuals AND High-End HomeOwner; Pre-Movers; New Movers; Interest > Home-Building; Home Purchase - Build or Buy a Home; Home Purchase - Design or Build a Home				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	250,000	250,000	250,000	750,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Native Available Monthly Impressions Estimate:	878,486
Percentage of Targeted Native inventory purchased with this campaign:	17.07%
Social Mirror Ads Available Monthly Impressions Estimate:	274,280
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	36.46%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

RESIDENTIAL ARCHITECTURE



Comprehensive Digital

Client: Court Atkins Group - 1322



Date Created: 8/1/2023
GEOGRAPHIC TARGET:

Cities Provided

Campaign Duration: 8/15/2023 - 11/15/2023	Aug-23	Sep-23	Oct-23	Total
NATIVE DISPLAY ADS				
Retargeting				
Behavioral Targeting: Real Estate > Commercial; Commercial Contractors & Designers; Real Estate Agent/Realtor; Construction - General Building Contractors - Nonresidential				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	150,000	150,000	150,000	450,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: Commercial developers, contractors and Realtors, city planners, private schools. Developers for senior living, firestations, etc				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	250,000	250,000	250,000	750,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Native Available Monthly Impressions Estimate:	646,272
Percentage of Targeted Native inventory purchased with this campaign:	23.21%
Social Mirror Ads Available Monthly Impressions Estimate:	209,341
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	47.77%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

COMMERCIAL ARCHITECTURE



Circulation/
Distribution/
Reach



COURT ATKINS
GROUP

Circulation/ Distribution/ Reach 2023

Media	Circulation
Digital Impressions	
Digital Banner Program	750,000
Targeting - Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh	
Comprehensive Digital	
Social Mirror - Interior Design	300,000
Social Mirror - Residential Architecture	300,000
Social Mirror - Commercial Architecture	300,000
Native Display - Interior Design	450,000
Native Display - Residential Architecture	450,000
Native Display - Commercial Architecture	450,000
GRAND TOTAL	3,000,000

Schedule and Pricing



COURT ATKINS
GROUP

Proposed Media Schedule & Pricing 2023

Media	Ad Description	August	September	October	Media Total
Digital Impressions					
250K Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00
250K Impressions	Targeting - Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh				
Comprehensive Digital					
Comprehensive Digital	Social Mirror - Interior Design	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Comprehensive Digital	Social Mirror - Residential Architecture	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Comprehensive Digital	Social Mirror - Commercial Architecture	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Comprehensive Digital	Native Display - Interior Design	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Comprehensive Digital	Native Display - Residential Architecture	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Comprehensive Digital	Native Display - Commercial Architecture	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
TOTAL					\$ 30,585.00
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change					