



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

New Developments Advertising and Marketing Program

ENGEL&VÖLKERS®

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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 New Developments

SKY Advertising is excited to present to Engel & Völkers® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the New Development Division.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted to individuals in the New York metro looking for high-end living in California.

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

**LET'S DO
GREAT THINGS TOGETHER**

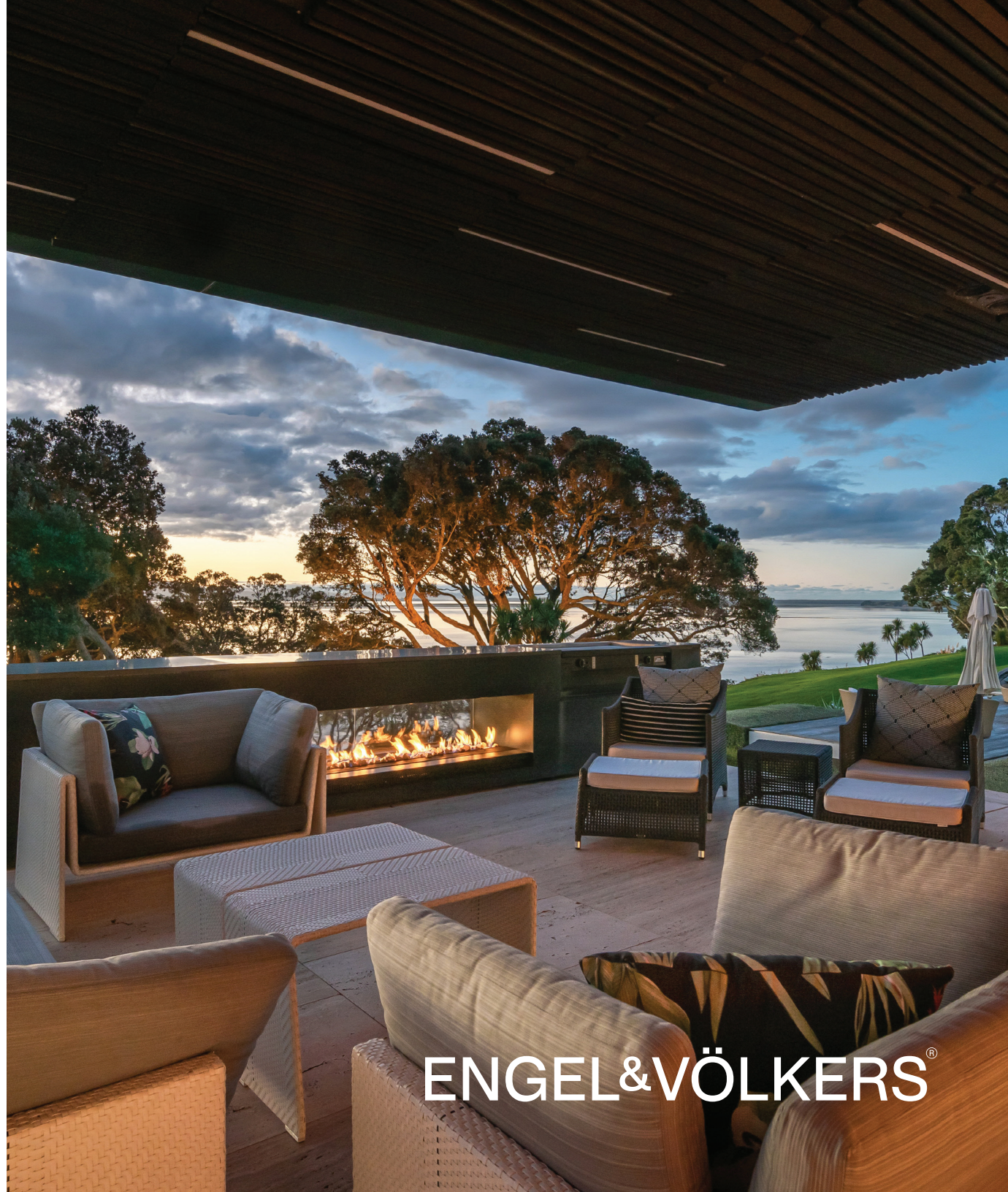
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com

Digital Offerings



ENGEL & VÖLKERS®

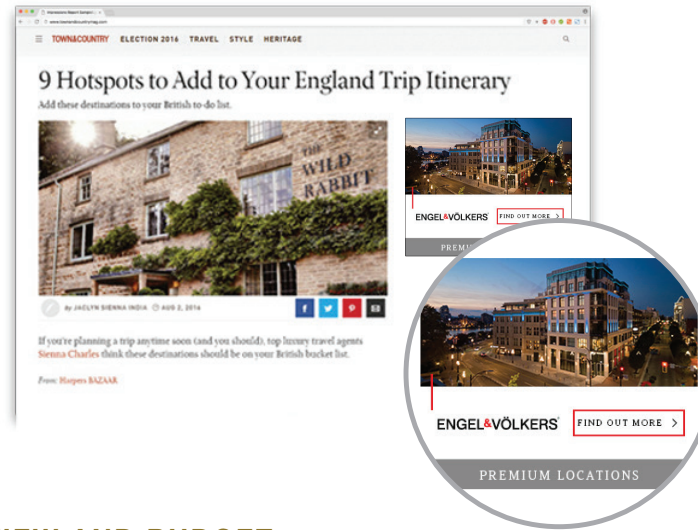
Impressions Campaign

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: **New Developments**
- Flight Dates: **November 2023 - January 2024**
- Impressions: **750,000**
- 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.

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.

Los Angeles Times INVESTOR'S BUSINESS DAILY®



THE WALL STREET JOURNAL.

BARRON'S

Forbes

FORTUNE



FOX BUSINESS

San Francisco Chronicle



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



ENGEL&VÖLKERS®

FIND OUT MORE >

PREMIUM LOCATIONS

ENGEL&VÖLKERS®



FIND OUT MORE >

PREMIUM LOCATIONS



ENGEL&VÖLKERS®

FIND OUT MORE >

PREMIUM LOCATIONS

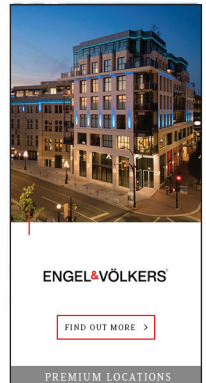
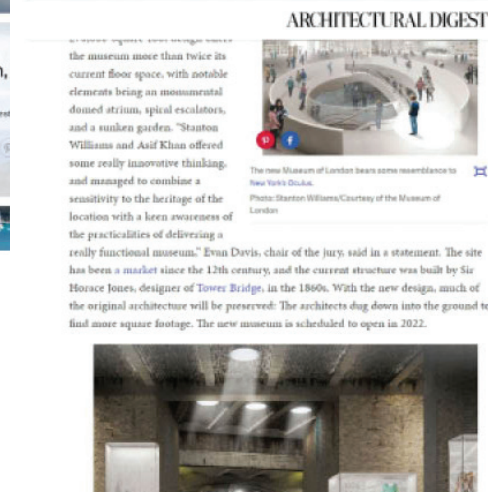
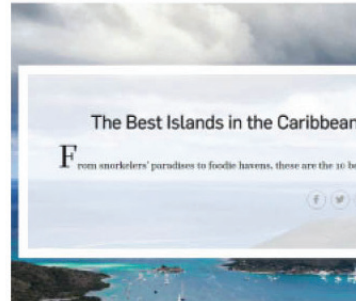
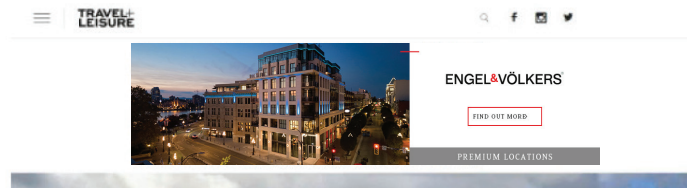
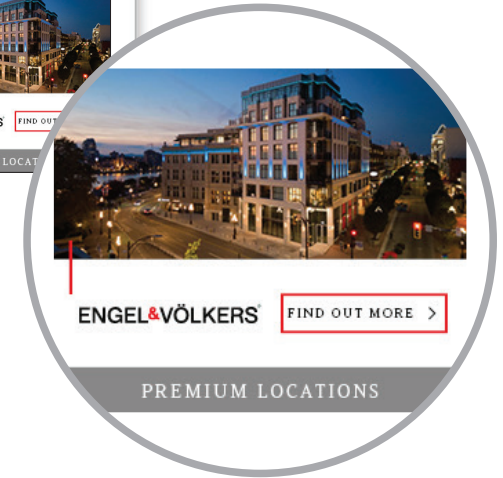


ENGEL&VÖLKERS®

FIND OUT MORE >

PREMIUM LOCATIONS

Sample Banners For Impressions Programs As They Appear On Sites

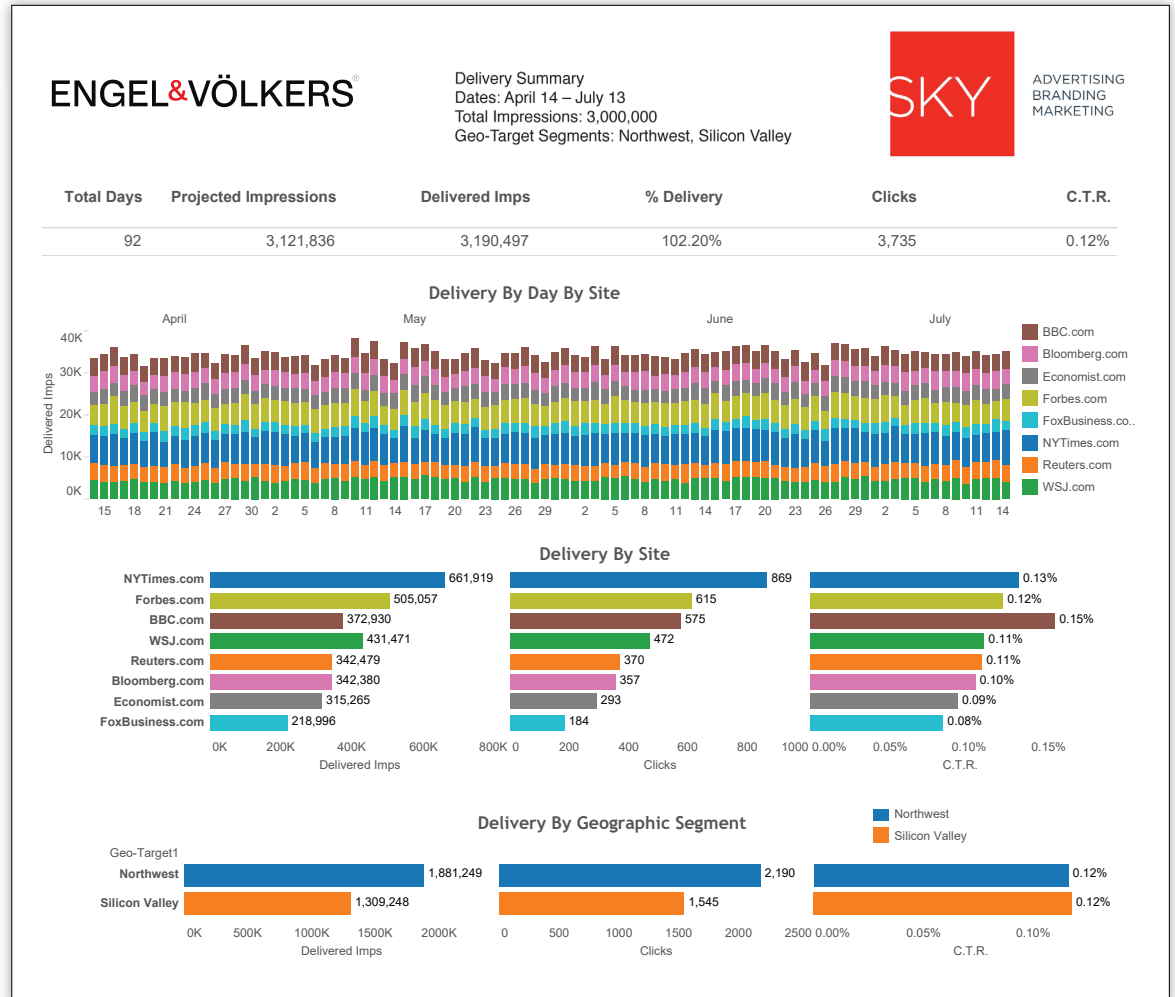


Comprehensive Reporting For Your Customized Campaign

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 Los Angeles and San Francisco metros.

The program, with a projected start date of November 1st and 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 the Los Angeles and San Francisco metros on top global business and finance websites..
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the Los Angeles and San Francisco metros on top regional news websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Los Angeles area real estate and living in the San Francisco metro.
- A Custom Intent segment that will allow us to show banners to adults actively searching for San Francisco area real estate and living in the Los Angeles metro.
- An in-market real estate segment that will allow us to show banners are actively in-market for New Development real estate.

SITE SPECIFIC

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

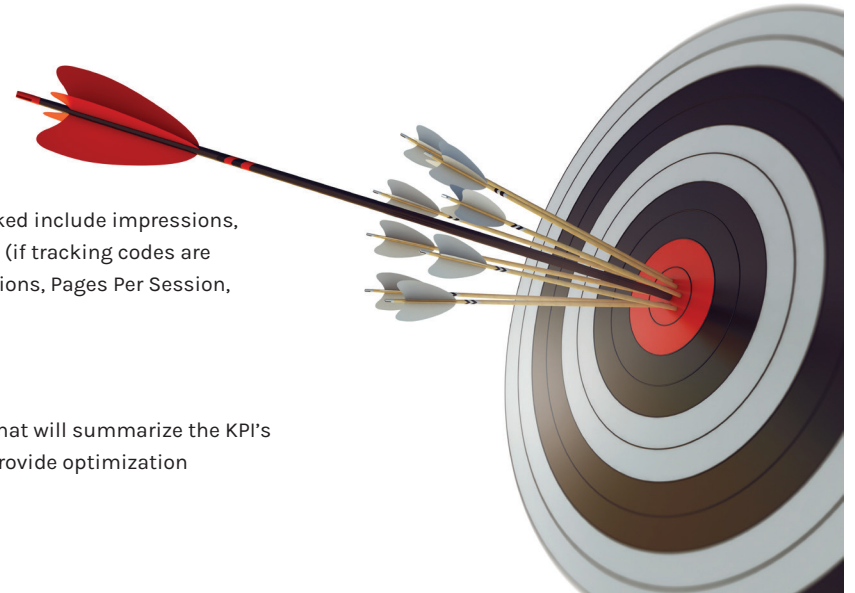
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

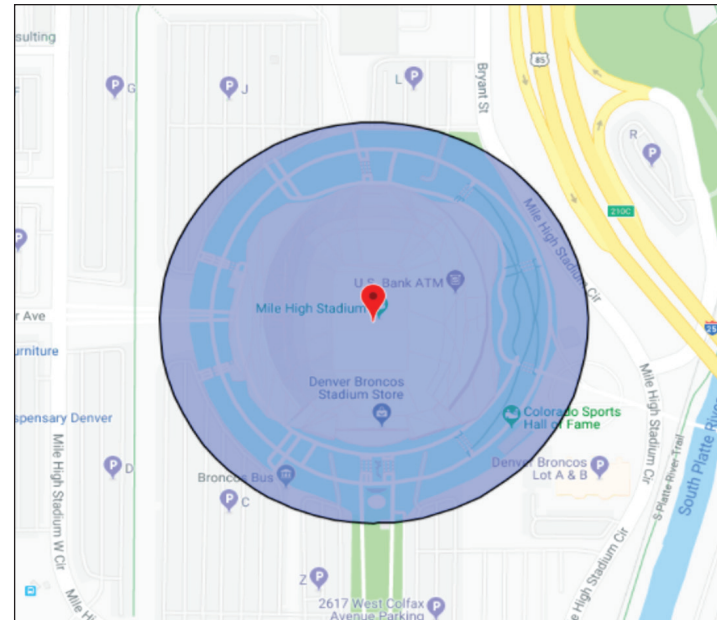
Engel & Völkers - Developments

Media	Geo-Target	November				December				January				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	
LATimes.com	Los Angeles Metro, San Francisco Metro													125,000
SFChronicle.com														
WSJ.com	Los Angeles Metro, San Francisco Metro													225,000
Barrons.com														
Investors.com														
CNBC.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
In-Market Real Estate - New Developmetns		Los Angeles Metro, San Francisco Metro												
Custom Intent - Los Angeles Area Real Estate	Los Angeles Metro													100,000
Custom Intent - San Francisco Area Real Estate	San Francisco Metro													100,000
Total Digital													750,000	

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From **\$1,500/month**

Comprehensive Digital

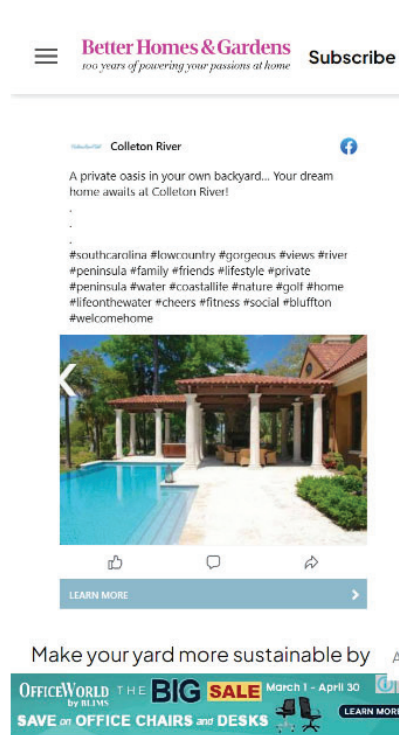
SOCIAL MIRROR ADS

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.

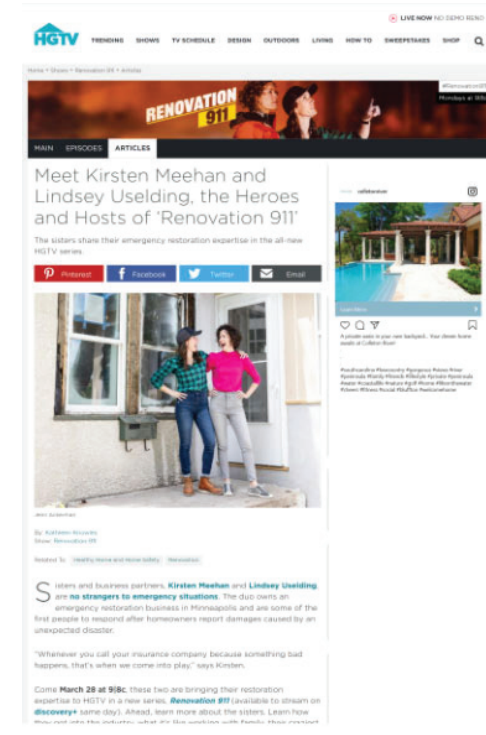
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



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.



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

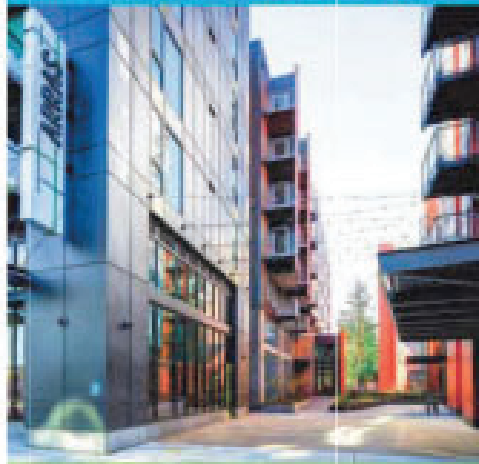
Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295

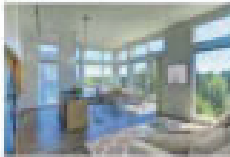


Your Stunning New Apartments In The Heart Of Bellevue




Your Tour, 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



Exclusively Spacious Floor Plans
Our exclusive apartments supply the space you need to impress your urban sensibility and style. Up to 1,600 sq ft. available.



Charming Modern Amenities
Steel balconies, 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](#)

ENGEL&VÖLKERS

DIGITAL

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

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



DIGITAL

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,450/DEPLOYMENT

Los Angeles Times

The Wall Street Journal Online (WSJ.Com)

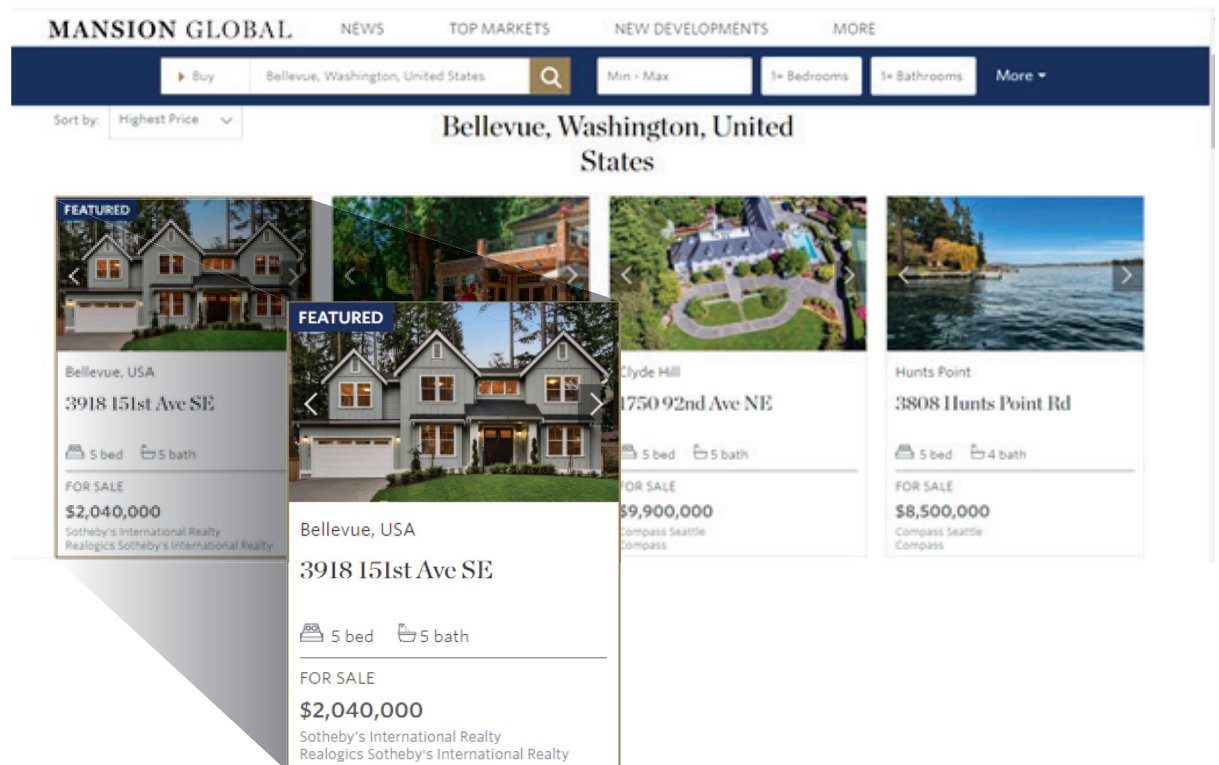
FEATURED PROPERTY UPGRADES

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



DIGITAL

The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2,650/W VIDEO



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,250

Buy | Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

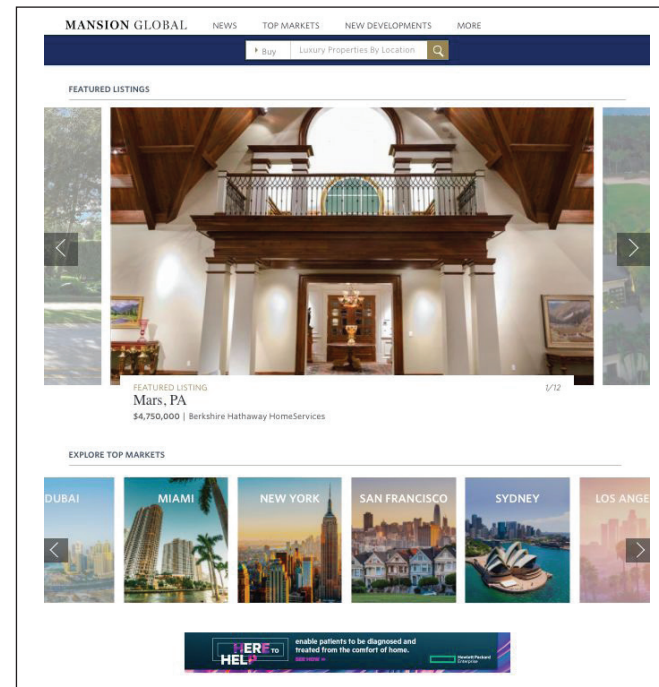
SHOP NOW

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



ENGEL & VÖLKERS®

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**

2X7, WESTERN, COLOR: \$2,000
BUY 4 GET 1 FREE

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 - VOL. CCLXXV NO. 52
\$4.00

Fed Cuts Rates Amid Virus Fears
The Fed's move to cut rates and inject liquidity into the financial system is a sign of its concern about the economic impact of the coronavirus pandemic.

Tennessee Twisters Kill at Least 25
A line of storm began barreling across Tennessee on Tuesday, killing at least 25 people as it twisted into a path through western Tennessee, causing the deaths of at least 25 people.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
Former Vice President Joe Biden took the stage in Los Angeles after a string of Super Tuesday primary contests.

What's News
The Fed executed an emergency half-percent rate cut and injected \$200 billion into the economy. The Fed's move to cut rates and inject liquidity into the financial system is a sign of its concern about the economic impact of the coronavirus pandemic.

Architectural Digest

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:

- 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%**

FULL PAGE, COLOR

LA - WEST LA: \$2,950

SF NORTH BAY: \$2,350

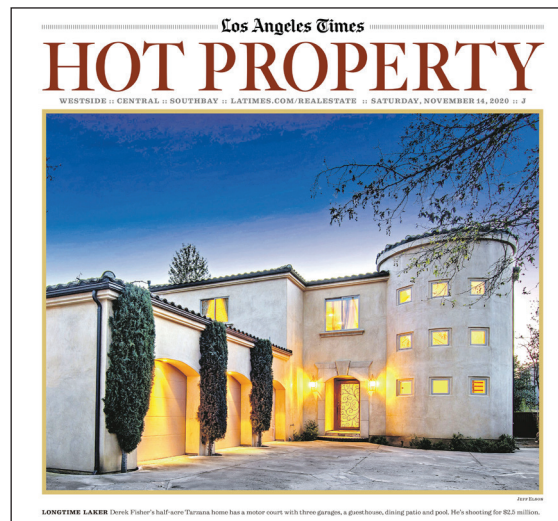


Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news – including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



FULL PAGE, REAL ESTATE: \$1,500

FULL PAGE, MAGAZINE: \$1,250

Schedule,
Pricing & Reach



ENGEL & VÖLKERS®

Circulation/ Distribution/ Reach 2023

Plan 1 Media	Ad Description	November	December	January	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	3,000,000
Million Impressions	Targeting - Los Angeles and San Francisco Metros					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	60,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00	40,000
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,000		\$ 1,000.00	
Property upgrades	Property upgrades		\$1,200		\$ 1,200.00	
Mansion Global Homepage	Featured Listing Module		\$ 1,275.00		\$ 1,275.00	164,000
Nob Hill Gazette						
OTM Enewsletter	On the Market enewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	22,500
LATimes.com						
Custom Eblast	Email	\$ 1,450.00			\$ 1,450.00	50,000
Print						
The Wall Street Journal						
The Wall Street Journal - Western	2x7"	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	750,000
Los Angeles Times						
Hot Property	Full Page Real Estate	\$ 1,500.00			\$ 1,500.00	1,200,000
Hot Property Estates	Full Page magazine	\$ 1,250.00			\$ 1,250.00	45,000
Conde Nast Magazines Regional Pages						
Architectural Digest - LA - West LA	Full Page			\$ 2,950.00	\$ 2,950.00	16,000
Architectural Digest - SF North Bay	Full Page			\$ 2,350.00	\$ 2,350.00	9,000
TOTAL					\$ 34,505.00	5,820,500

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change

Circulation/ Distribution/ Reach 2023

Plan 2 Media	Ad Description	November	December	January	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	3,000,000
Million Impressions	Targeting - Los Angeles and San Francisco Metros					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,000		\$ 1,000.00	
Property upgrades	Property upgrades		\$1,200		\$ 1,200.00	
Mansion Global Homepage	Featured Listing Module		\$ 1,275.00		\$ 1,275.00	164,000
Nob Hill Gazette						
OTM Enewsletter	On the Market enewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	22,500
LATimes.com						
Custom Eblast	Email	\$ 1,450.00			\$ 1,450.00	50,000
Print						
The Wall Street Journal						
The Wall Street Journal - Western	2x7"	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	750,000
Los Angeles Times						
Hot Property	Full Page Real Estate	\$ 1,500.00			\$ 1,500.00	1,200,000
Hot Property Estates	Full Page magazine	\$ 1,250.00			\$ 1,250.00	45,000
TOTAL					\$ 23,910.00	5,595,500
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						

Circulation/ Distribution/ Reach 2023

Plan 3 Media	Ad Description	November	December	January	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	3,000,000
Million Impressions	Targeting - Los Angeles and San Francisco Metros					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
WSJ.com						
Mansion Global Homepage	Featured Listing Module		\$ 1,275.00		\$ 1,275.00	164,000
Nob Hill Gazette						
OTM Enewsletter	On the Market enewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	22,500
LATimes.com						
Custom Eblast	Email	\$ 1,450.00			\$ 1,450.00	50,000
TOTAL					\$ 10,810.00	3,436,500

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change