



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# New Developments Advertising and Marketing Program

ENGEL&VÖLKERS®

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- 16 2023



NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
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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 Premium Locations.

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**

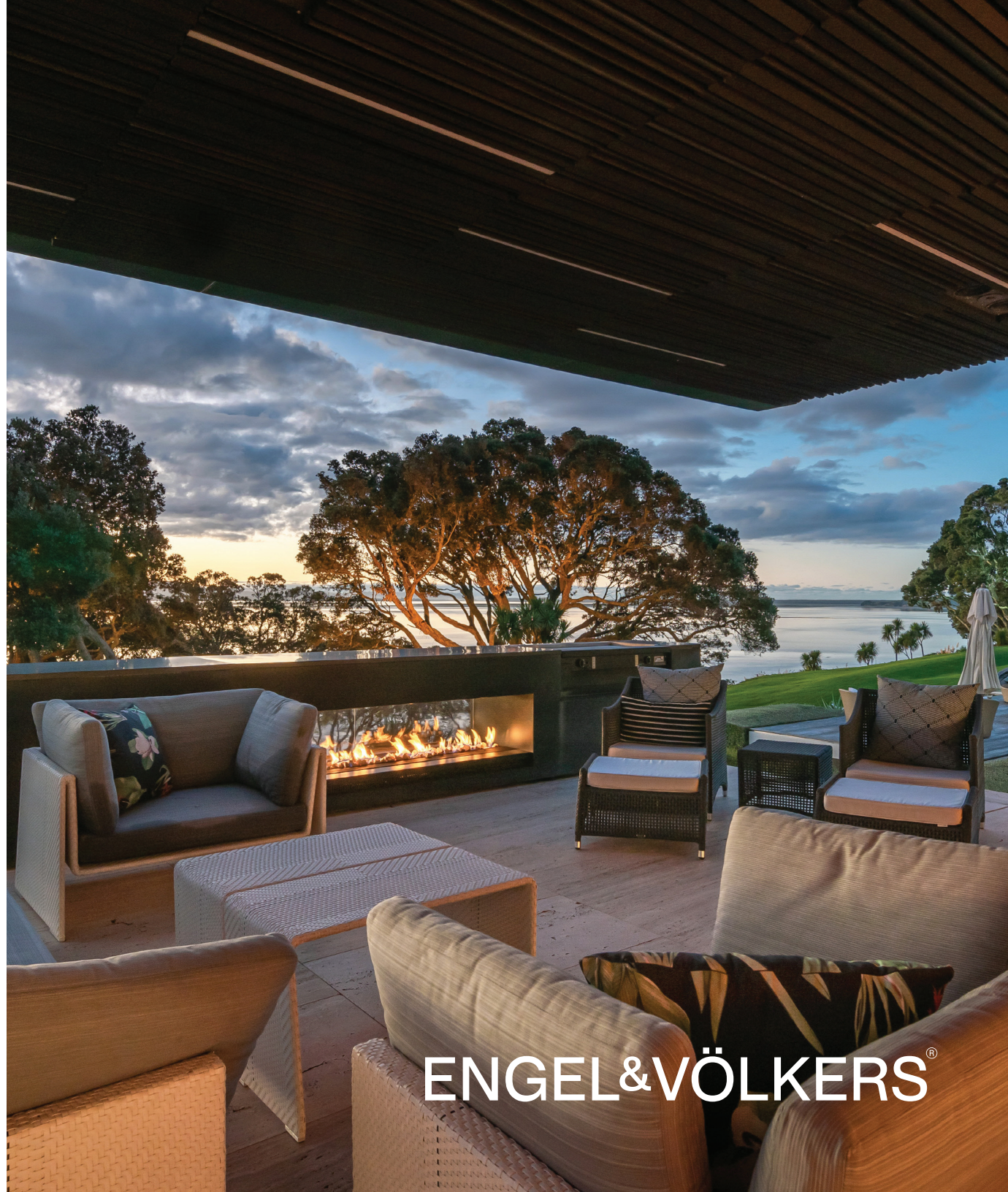
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# Digital Offerings



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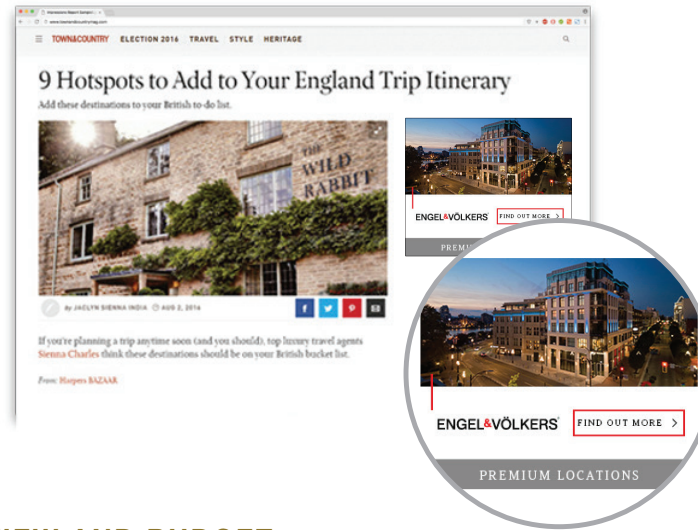
# Impressions Campaign

**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: **New Developments**
- Flight Dates: **September 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 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.

The New York Times INVESTOR'S BUSINESS DAILY®



THE WALL STREET JOURNAL.

BARRON'S

Forbes

FORTUNE



FOX BUSINESS



# 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

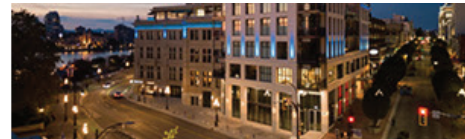


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FIND OUT MORE >

PREMIUM LOCATIONS

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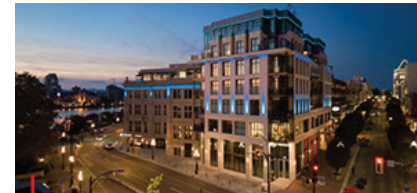
PREMIUM LOCATIONS



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PREMIUM LOCATIONS

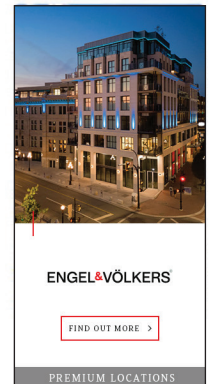
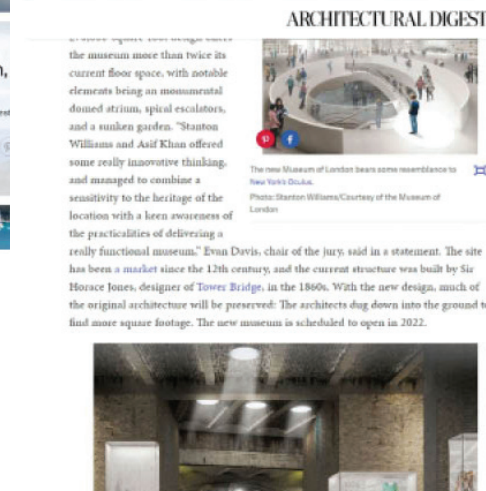
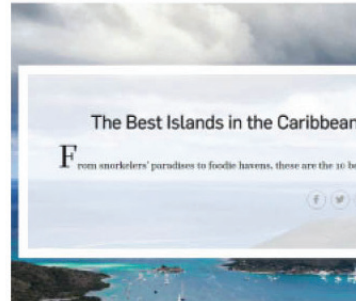
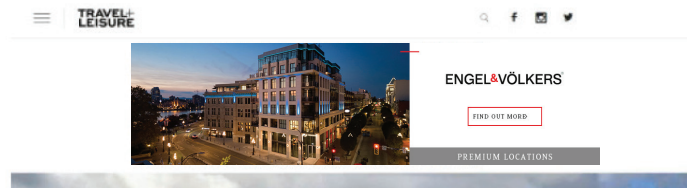
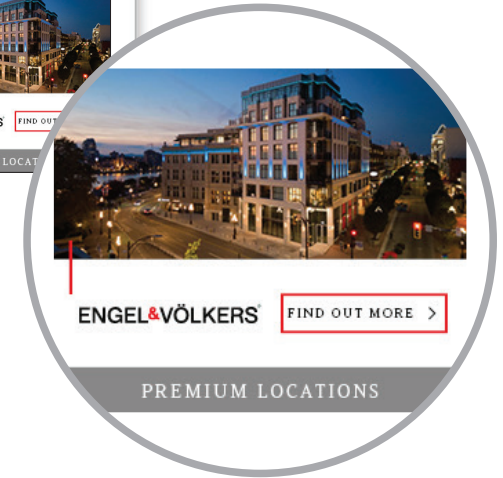


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PREMIUM LOCATIONS

# Sample Banners For Impressions Programs As They Appear On Sites



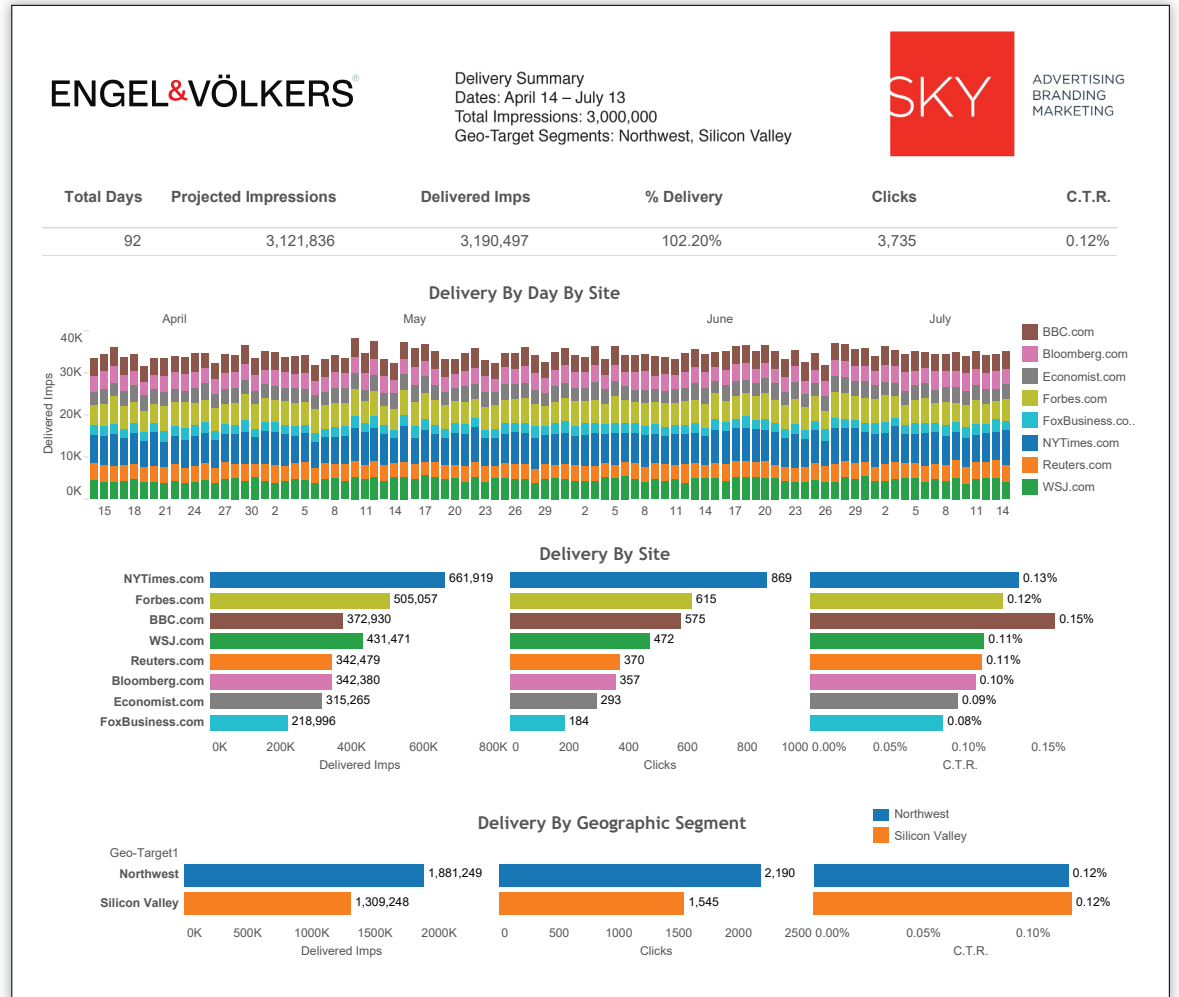


# Comprehensive Reporting For Your Customized Campaign

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 New York metro.

The program, with a projected start date of September 1st and will run for three months delivering an estimated 3,000,000 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 New York metro on top news and global business and finance websites.
- A topic targeting segment that will allow us to show banners against new and custom home content on premium websites to adults living in the New York metro.

## SITE SPECIFIC

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

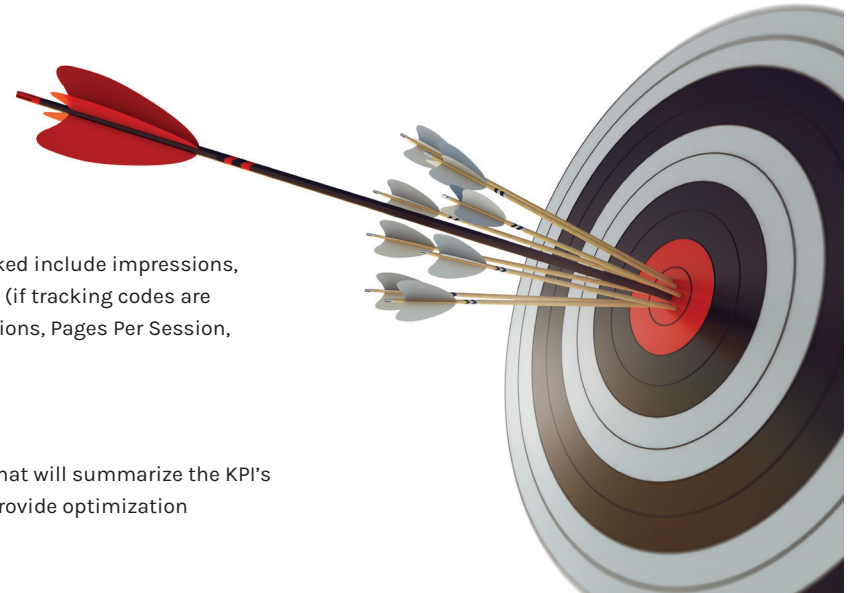
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

1402 Engel & Völkers - New Development marketing

Media	Geo-Target	September					October					November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24		
NYTimes.com	New York Metro														2,250,000	
WSJ.com																
Barrons.com																
Investors.com																
CNBC.com																
Fortune.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
Topic Targeting - New and Custom Homes	New York Metro													750,000		
<b>Total Digital</b>															<b>3,000,000</b>	

# Comprehensive Digital

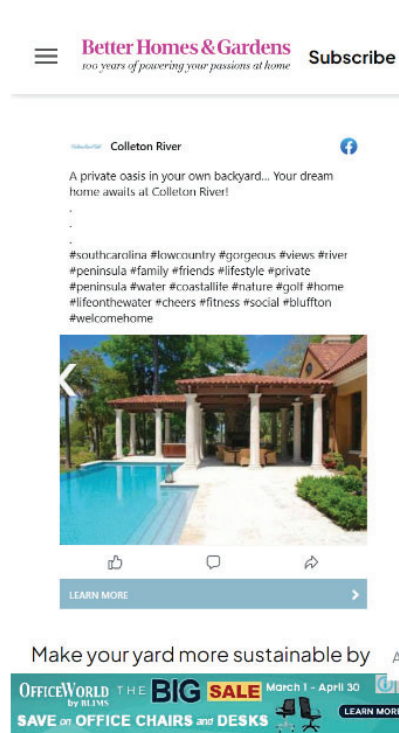
## SOCIAL MIRROR ADS

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.

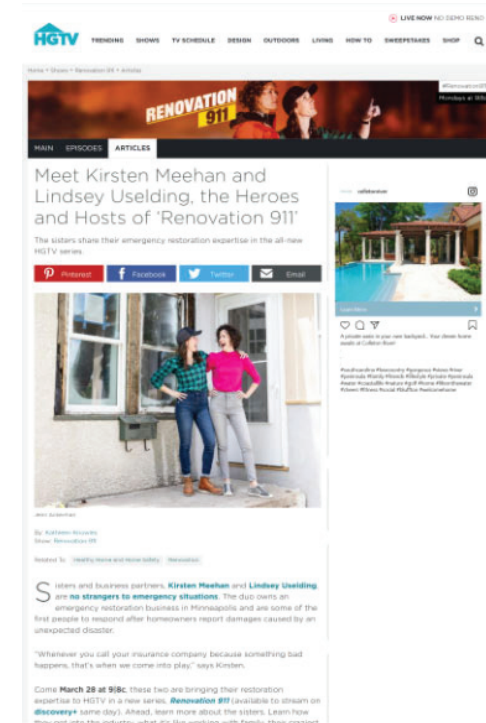
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

# Print Offerings



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# 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**

QUARTER PAGE, NEW YORK REGION: \$2,910  
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 the crisis, but it also shows the central bank's determination to keep the economy from falling into a deep recession.

**Tennessee Twisters Kill at Least 25**  
A line of storm began barreling across Tennessee on Tuesday, killing at least 25 people as the twisters carved a path through several residential communities and rural areas in a deadly hail of destruction.

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**  
Former Vice President Joe Biden took the stage in Los Angeles after wins in 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 to help offset the economic impact of the coronavirus. The Fed also cut its target rate to 0-0.25%.

**Shaky Ground**  
The market's moves Tuesday showed the extent to which investors, weary of a central bank that's not doing enough to avert a recession, are demanding responses from the public health authorities and other government agencies.

Schedule,  
Pricing & Reach



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# Circulation/ Distribution/ Reach 2023

Custom Digital with Wall Street Journal -New York Metro Shared Plan New Developments

Media	Ad Description	September	October	November	December	Media Total	Reach
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 2,915.00	\$ 2,915.00	\$ 2,915.00		\$ 8,745.00	3,000,000
Million Impressions	Targeting - New York Metro						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - New York Region	Quarter page	\$ 2,910.00	\$ 2,910.00	\$ 2,910.00		\$ 8,730.00	444,000
<b>TOTAL</b>						\$ 21,975.00	3,744,000

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

Pricing Subject to Change

Banner production included

**\$5,493.75 per development**  
Based on 4 Participating Developments  
Includes 3 WSJ Quarter page ads

**\$4,038.75 per development**  
Based on 4 Participating Developments  
Includes 1 WSJ Quarter page ad