



ADVERTISING
BRANDING
MARKETING

NEW YORK
14 East 33rd Street
New York, NY 10016
212-677-2500

SKYAD.COM

VUSE APP ADVERTISING AND MARKETING PROGRAM



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NEW YORK 477 Madison Avenue, 6th Floor, New York, NY 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

NATIONAL & GLOBAL EXPOSURE VUSE APP

SKY Advertising is excited to present to Vuse a curated, multi-media marketing selection of offerings to bring awareness of the Vuse App to the real estate community.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted.

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

LET'S DO GREAT THINGS TOGETHER

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Digital Offerings



DIGITAL CAMPAIGN

» CUSTOMIZABLE. AFFORDABLE. MEASURABLE.

A campaign using Facebook, Instagram and LinkedIn is recommended since we are promoting an app that is focused on making content that will be created by phone, distributed through social channels and consumed by phone.

We will be able to reach people in the industry who are actively using social media and more likely to test the Vuse app on social channels (Facebook, Instagram and LinkedIn).

CAMPAIGN OVERVIEW AND BUDGET

Campaign: Vuse App

Flight Dates: May 2021 - December 2021

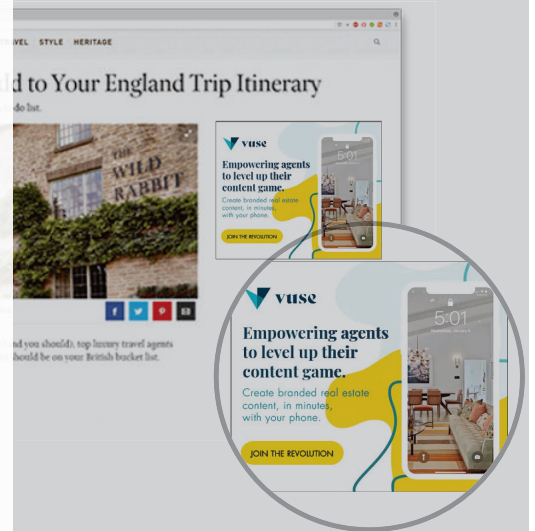
Impressions: 2,200,000

Clicks through to the website of your choice.

\$2,450 per month Media and Management
Three Month Minimum



Minimum 3 month commitment



DIGITAL PROGRAM TARGETED GROUPS

facebook



LinkedIn

Facebook/Instagram - 110,000

- Real Estate Agent/Broker
- Realtor
- Real Estate Consultant
- Real estate broker
- Real Estate Consultant/Agent
- Real estate, Real Estate Negotiator
- Property Agent
- Real Estate Advisor
- Property Manager/Realtor
- Real Estate Sales Associate
- Real Estate Broker Associate
- Real Estate Agent/Salesperson
- Realtor Sales Associate
- Licensed Real Estate Broker
- Real Estate Manager
- Real Estate Associate
- Real Estate Assistant or Realtor

LinkedIn - 390,000

- Real Estate Agent
- Licensed Real Estate Broker
- Licensed Realtor
- Broker Sales Associate
- Realtor
- Licensed Real Estate Professional
- Associate Broker
- Real Estate Broker
- Real Estate Salesperson
- Real Estate Manager
- Licensed Real Estate Agent
- Real Estate Associate

DIGITAL CAMPAIGN

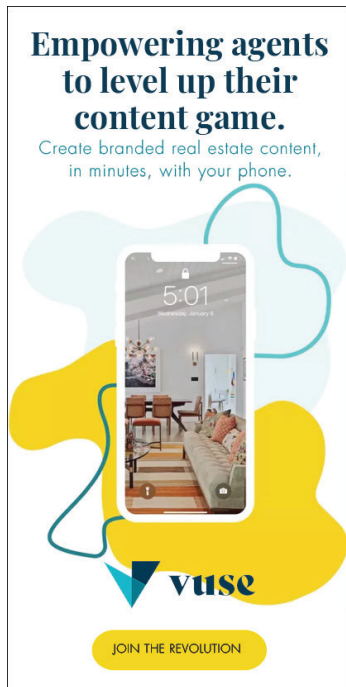
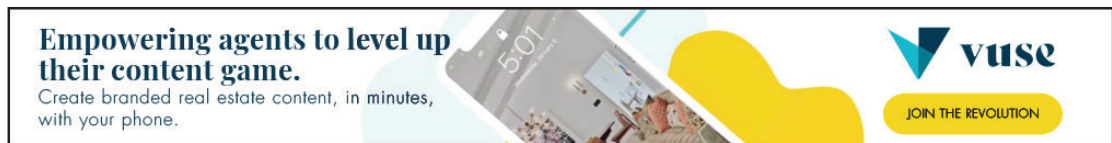
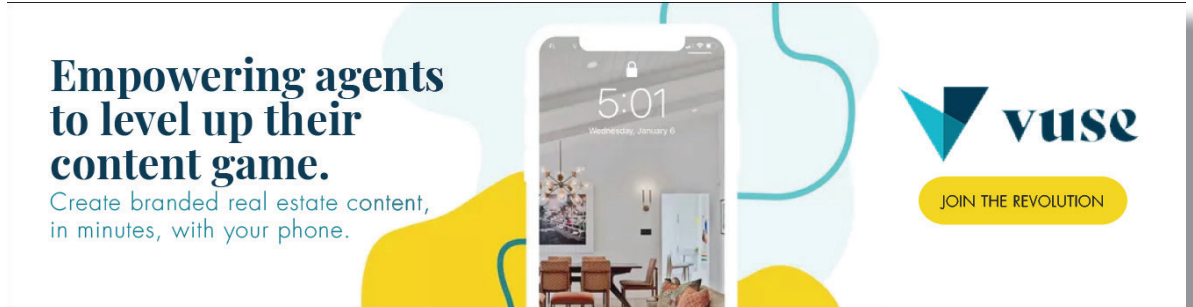
» FACEBOOK AND INSTAGRAM

- Focus on maximizing reach among the target audience to help build brand awareness
- Focus on Post Engagement to reach people within the target audience that are more likely to engage with Post content. It provides a great opportunity to showcase content created with the app itself and/or case studies with key members of the beta test group
- Focus on App Installs to reach people within the target group who are more likely to install applications

» LINKEDIN

- Target people who are likely to engage with post content
- Showcase content created by the app
- Showcase Case Studies with Key Members of the Beta test group

CREATIVE - SAMPLE BANNER ADS



IMPRESSIONS SCHEDULE

		VUSE App																														Impressions															
Media	Geo-Target	May					June					July					August					September					October					November					December					Impressions					
		3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27											
Facebook/Instagram - Reach Facebook/Instagram - Post Engagement Facebook/Instagram - App Installs	New York, San Francisco, Chicago, Los Angeles, Miami, Houston, Dallas, Washington DC																																														1,493,100
																																										252,000					
																																										302,400					
LinkedIn - Post Engagement	New York, San Francisco, Chicago, Los Angeles, Miami, Houston, Dallas, Washington DC																																									134,400					
Total Impressions																																2,181,900															

INMAN

» CONNECT WITH THE REAL ESTATE INDUSTRY

Inman is where leading agents, brokers, executives, and technology providers in real estate go to discover what's new, what's now, and what's next. With an audience of two million professionals, Inman connects news, events, and an influential community, creating a powerful platform for the entire real estate industry.

- 2 Million page views per month
- 900k monthly unique visitors
- 10k attend events every year
- 400k newsletter subscribers
- 900k social media followers

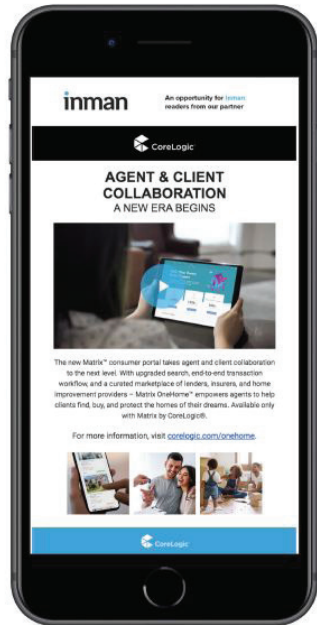
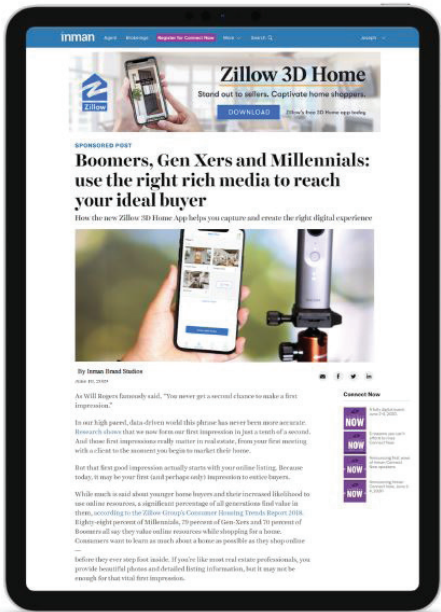
» SPONSORED CONTENT

Inman collaborates with you to create content that is unique and engaging. They ensure that your story effectively communicates your brand story, creates thought-leadership, and drives scaled awareness.

» DEDICATED EMAILS

Influence top real estate professionals and key decision makers with dedicated emails that exclusively focus on CoreLogic's brand and your unique message. Control the call to action and drive meaningful communications, promote your event, and create measurable engagement with a targeted audience.

- Master Agent List: Up to 85,000 subscribers
- Master Broker List: Up to 48,000 subscribers



INMAN

» CONNECT NOW CUSTOM SESSION SPONSORSHIP

Connect Now is a series of digital events that bring the real estate community together throughout the year to network with their peers, learn new skills, and discover opportunities to grow their business and careers.

Over 1,600 real estate professionals join us each month for an engaging lineup of industry leaders, interactive sessions, educational workshops, and virtual networking. Host a custom session during Connect Now that will enable your brand to showcase its innovative product or industry thought leadership on key topic to our engaged and influential audience.

Sponsorship Includes:

- Produce a 15-min product-focused session or 30-minute educational session in collaboration with Inman
- Publish session recording on Inman.com and receive the recording of the session post event
- Display branded motion graphics and/or a 30-second commercial during the general session
- Be listed on the event website and conference agenda, and included in pre and post event promotion
- Receive the session attendee list after the event

» AGENT SESSION SPONSORSHIPS

Target your most valuable prospects with precision by hosting a session that addresses their challenges and priorities. Inform, educate, and interact with your core audience as you spotlight your brand and solutions.

Includes:

- Host a 10-min session, co-produced by Inman
- Access session attendees' contact information
- Air a 30-second video about your company and showcase motion graphics during the event
- Feature your logo on session marketing materials and on the session agenda page on Inman.com
- Send a dedicated email to the session attendees after the event



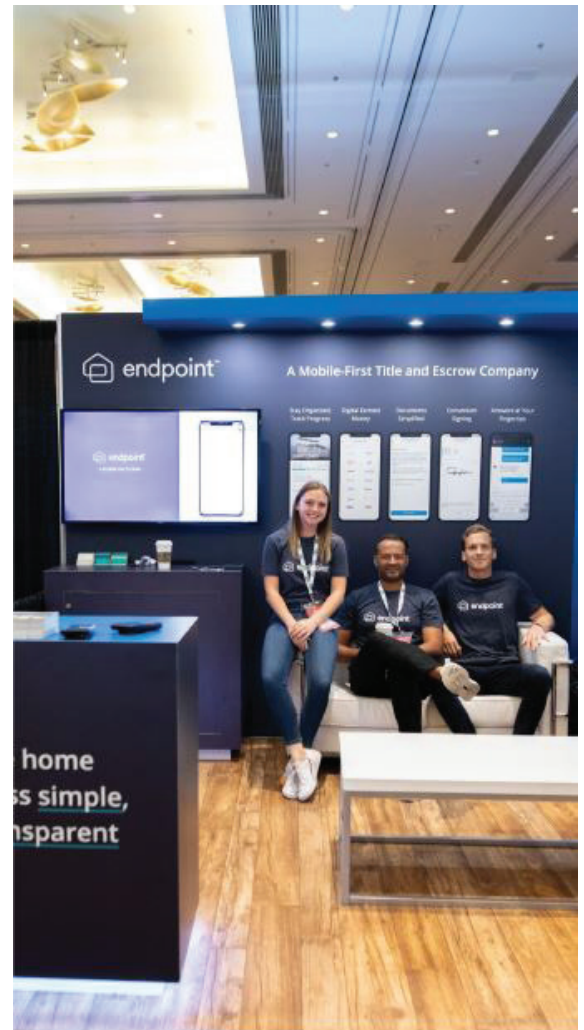
INMAN

» INMAN LAS VEGAS EXHIBITOR BOOTHS

Prominently placed and heavily trafficked, your booth will serve as your event HQ at ICLV. Engage your prospective customers and partners, and make the industry take notice with one of these coveted spots.

Sponsorship Includes:

- Be featured in the mobile app and the event sponsor website
- Be included in the sponsor press release
- Opportunity to participate in the Booth Crawl networking event
- Two tickets for every 10 x 10 space



INMAN

» AUDIENCE EXTENSION
ADVERTISING

PRICE: \$30/CPM

» SPONSORED CONTENT
ARTICLES

PRICE: \$9,900/ARTICLE

» DEDICATED EMAILS

PRICE: \$8,500

» CONNECT NOW CUSTOM
SESSIONS

PRICE: \$10,750

» INMAN CONNECT VIRTUAL
AGENT SESSION

PRICE: \$9,500

» INMAN CONNECT LAS VEGAS
EXHIBITOR BOOTH

PRICE: \$12,000



THE REAL DEAL

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell’s)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

Site Stats:

- Unique visitors:** 2M+
- Total visitors:** 3M+
- Page views:** 10M+
- Mobile visits:** 60%

Demographics:

- Male/Female Ratio:** 60% / 40%
- Ages 25-54:** 70%
- Earn over \$150K per year:** 10M+

» NEWSLETTER SPONSORSHIP - TRD’S DAILY NEWSLETTER

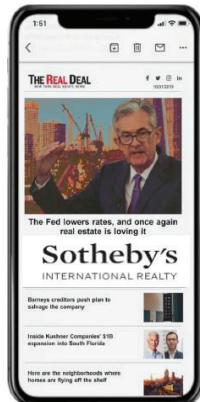
The Real Deal’s newsletters offer the daily download on the trending, must-know real estate news for each market.

Opportunity details:

- 1x banner per newsletter
- Choice of regions as follows:

Opportunity details:

- Sponsorship messaging with inclusion of logo with embedded link
- (4) 970x250 display media placements
- 100% SOV for weekly Monday newsletter



PACKAGE OF 8 BANNERS: \$2,500

1X NEWSLETTER SPONSORSHIP: \$2,500
LEAD TIME OF 3-5 BUSINESS DAYS

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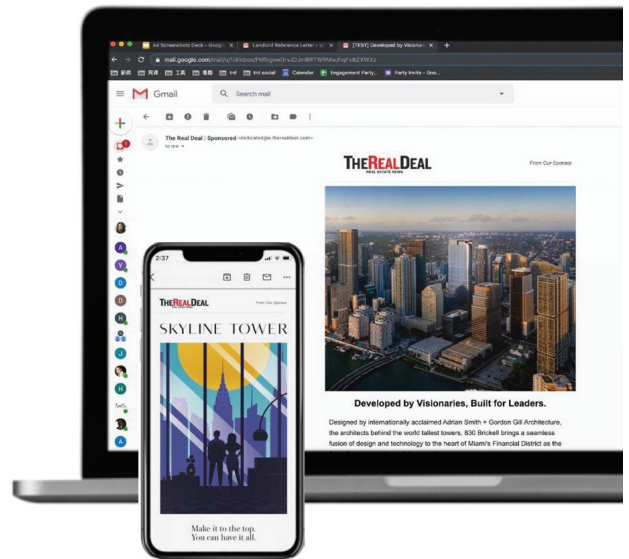
Earn over \$150K per year: 10M+

» DEDICATED EBLASTS

The Real Deal provides cutting-edge news on the real estate industry in New York City and beyond. According to a recent Quantcast ranking, the Real Deal has the #1 wealthiest audience in the U.S. and falls in the top 25 on their list of websites with the most educated readers

Opportunity details:

- Choice of regions as follows:



NYC: \$5,000

ALL OTHERS: \$4,000

Email Campaign	Sends	Opens	Open Rate	Clicks	CTR
National Dedicated Benchmarks	140,000	21,253	15.18%	323	1.52%
NY Dedicated Benchmarks	40,000	6,212	15.53%	215	3.46%
SF Dedicated Benchmarks	34,000	5,645	16.60%	178	3.15%
LA Dedicated Benchmarks	26,000	3,814	14.67%	101	2.65%
CH Dedicated Benchmarks	23,000	1,907	8.29%	70	3.67%

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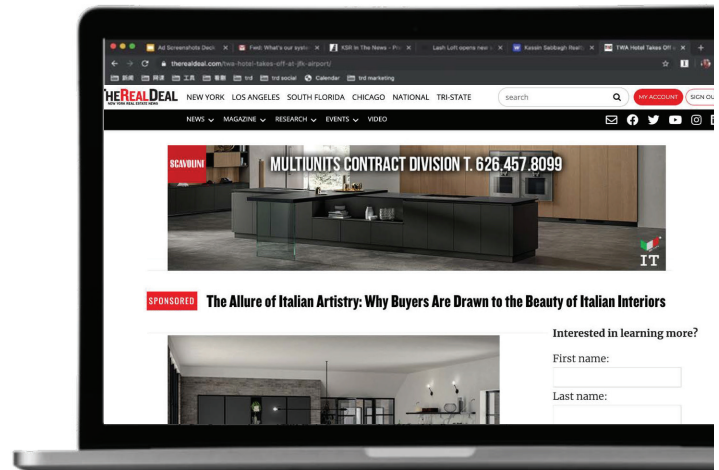
Mobile visits: 60%

Demographics:

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Ages 25-54: 70%

Earn over \$150K per year: 10M+



» SPONSORED & CUSTOM CONTENT

Sotheby's International Realty can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

COST PER POST: \$5,500

Sponsored content details:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x) and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

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» SOCIAL PROMOTION

Opportunities include:

- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby’s International Realty desired audience

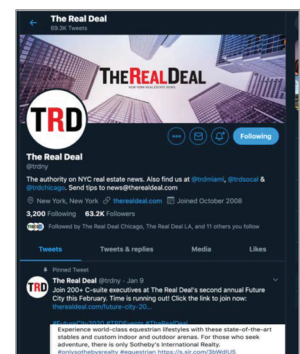
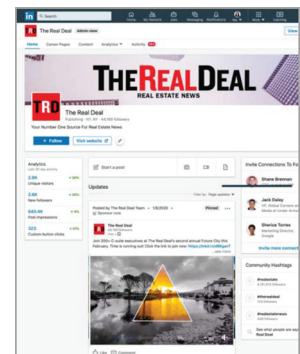
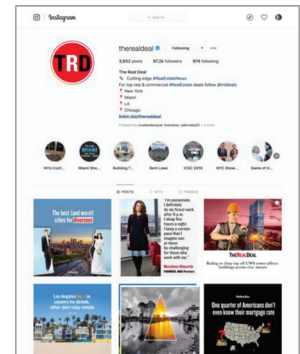
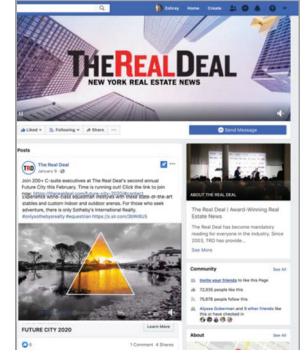
Facebook: 110K+

Instagram: 120K+

LinkedIn: 45K+

Twitter: 65K+

COST PER POST: \$1,000





Print Offerings

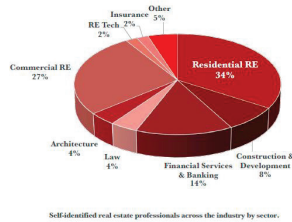
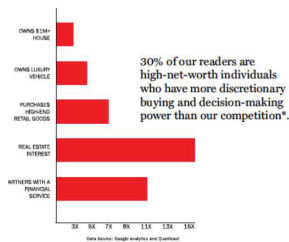


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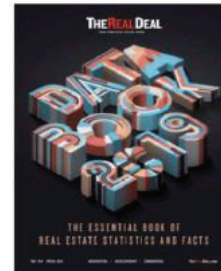
» TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY



» STRATEGIC PRINT OPTIONS



National Circulation:
40,000/month
480,000/annual



Data Book Circulation:
50,000 annual

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges

Distribution:

- 2,500 copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- 2,000 copies distributed to Residential + Commercial
- 1,600 Newstand copies

» PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

National - Monthly

FULL PAGE: \$4,800
BASED ON 8 INSERTIONS



Circulation/Distribution/Reach



CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
DIGITAL	
Digital Campaign*	2,181,900
Inman	
Audience Extension Advertising	392,000
Sponsored Content Articles	3,900,000
Dedicated Emails	399,000
Connect Now Custom Sessions	
Inman connect Virtual Agent Session	
Inman connect Las Vegas	4,000
Real Deal	
Super Billboard	200,000
e-Newsletter - NY Daily	160,840
e-Newsletter - South Florida Daily	68,350
e-Newsletter - LA Daily	47,288
e-Newsletter - Chicago Daily	45,690
e-Newsletter - National Weekly	281,568
e-Newsletter - Tri-state Weekly	72,332
e-Newsletter - Hamptons	21,318
E-blast - New York	40,000
E-blast - South Florida	34,000
E-blast - Los Angeles	26,000
E-blast - Chicago	23,000
Sponsored Content	3,000
Facebook	110,000
Instagram	120,000
LinkedIn	45,000
Twitter	65,000
PRINT	
The Real Deal	320,000
GRAND TOTAL	8,560,286



Schedule and Pricing



PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Media Total
DIGITAL										
Digital Campaign*	Facebook, Instagram and LinkedIn Targeting - Real Estate Professionals	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 19,600.00
Inman										
Audience Extension Advertising	Banners		\$11,760							\$ 11,760.00
Sponsored Content Articles	Article		\$ 9,900.00			\$ 9,900.00		\$ 9,900.00		\$ 29,700.00
Dedicated Emails	Email to Agents and Brokers	\$ 8,500.00		\$ 10,750.00	\$ 8,500.00				\$ 8,500.00	\$ 25,500.00
Connect Now Custom Sessions	Events			\$ 10,750.00		\$ 10,750.00			\$ 10,750.00	\$ 32,250.00
Inman connect Virtual Agent Session	Sponsorship	\$ 9,500.00								\$ 9,500.00
Inman connect Las Vegas	Exhibitor Booth		\$ 9,500.00				\$ 12,000.00			\$ 12,000.00
Real Deal										
Super Billboard	Super Billboard	\$ 6,000.00								\$ 6,000.00
e-Newsletter - NY Daily	Banner placement									
e-Newsletter - South Florida Daily	Banner placement									
e-Newsletter - LA Daily	Banner placement									
e-Newsletter - Chicago Daily	Banner placement		\$2,500					\$2,500		\$ 5,000.00
e-Newsletter - National Weekly	Banner placement									
e-Newsletter - Tri-state Weekly	Banner placement									
e-Newsletter - Hamptons	Banner placement									
E-blast - New York	Dedicated Email	\$5,000								\$ 5,000.00
E-blast - South Florida	Dedicated Email	\$ 4,000.00								\$ 4,000.00
E-blast - Los Angeles	Dedicated Email					\$ 4,000.00				\$ 4,000.00
E-blast - Chicago	Dedicated Email					\$ 4,000.00				\$ 4,000.00
Sponsored Content	Custom article	\$ 5,500.00								\$ 5,500.00
Facebook	Social Post	\$ 1,000.00								\$ 1,000.00
Instagram	Social Post	\$ 1,000.00								\$ 1,000.00
LinkedIn	Social Post	\$ 1,000.00								\$ 1,000.00
Twitter	Social Post	\$ 1,000.00								\$ 1,000.00
PRINT										
The Real Deal	Full page	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 38,400.00
TOTAL										\$ 216,210.00

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