



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
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SKYAD.COM

ADVERTISING AND MARKETING PROGRAM



PARACLE

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NATIONAL & GLOBAL EXPOSURE 2021 -2022 MARKETING PLAN

SKY Advertising is excited to present to Better Homes & Gardens Realty Paracle a curated, multi-media marketing selection of offerings.

Your strategic blueprint is composed of digital products that are highly targeted to Paracle's market and attention getting Out of Home placements.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way.

LET'S DO GREAT THINGS TOGETHER

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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. 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.

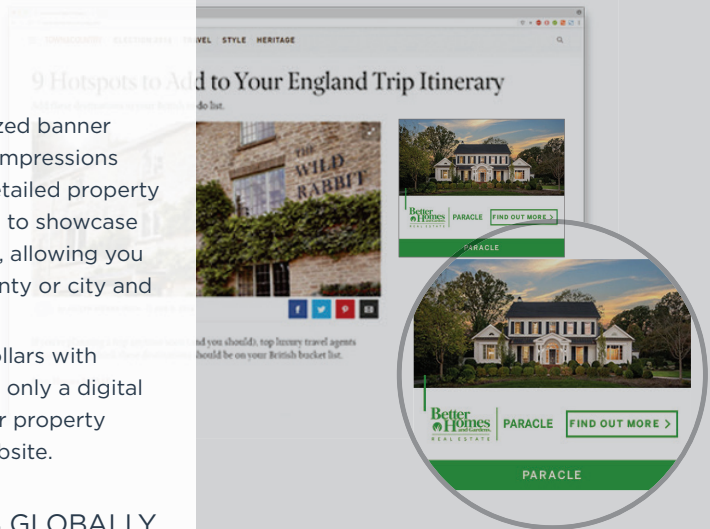
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Custom Marketing Plan
Flight Dates: February 2022 - April 2022
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.



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

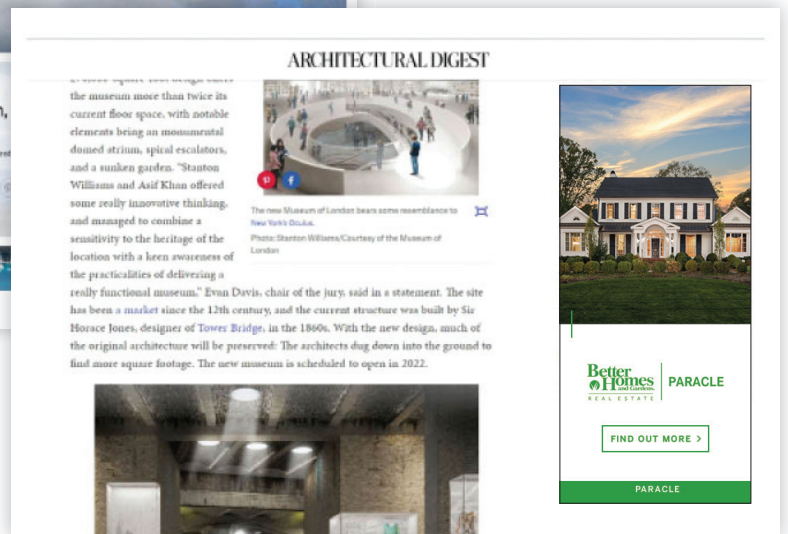
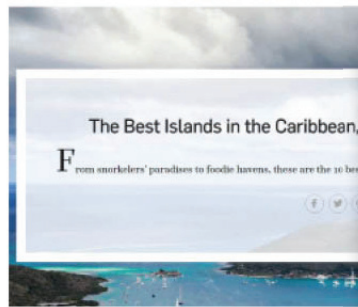
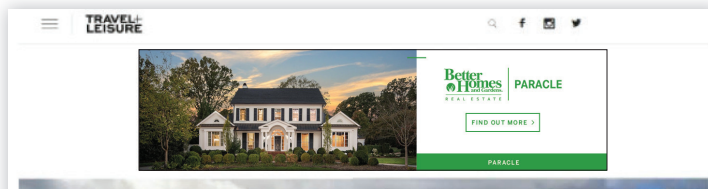
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

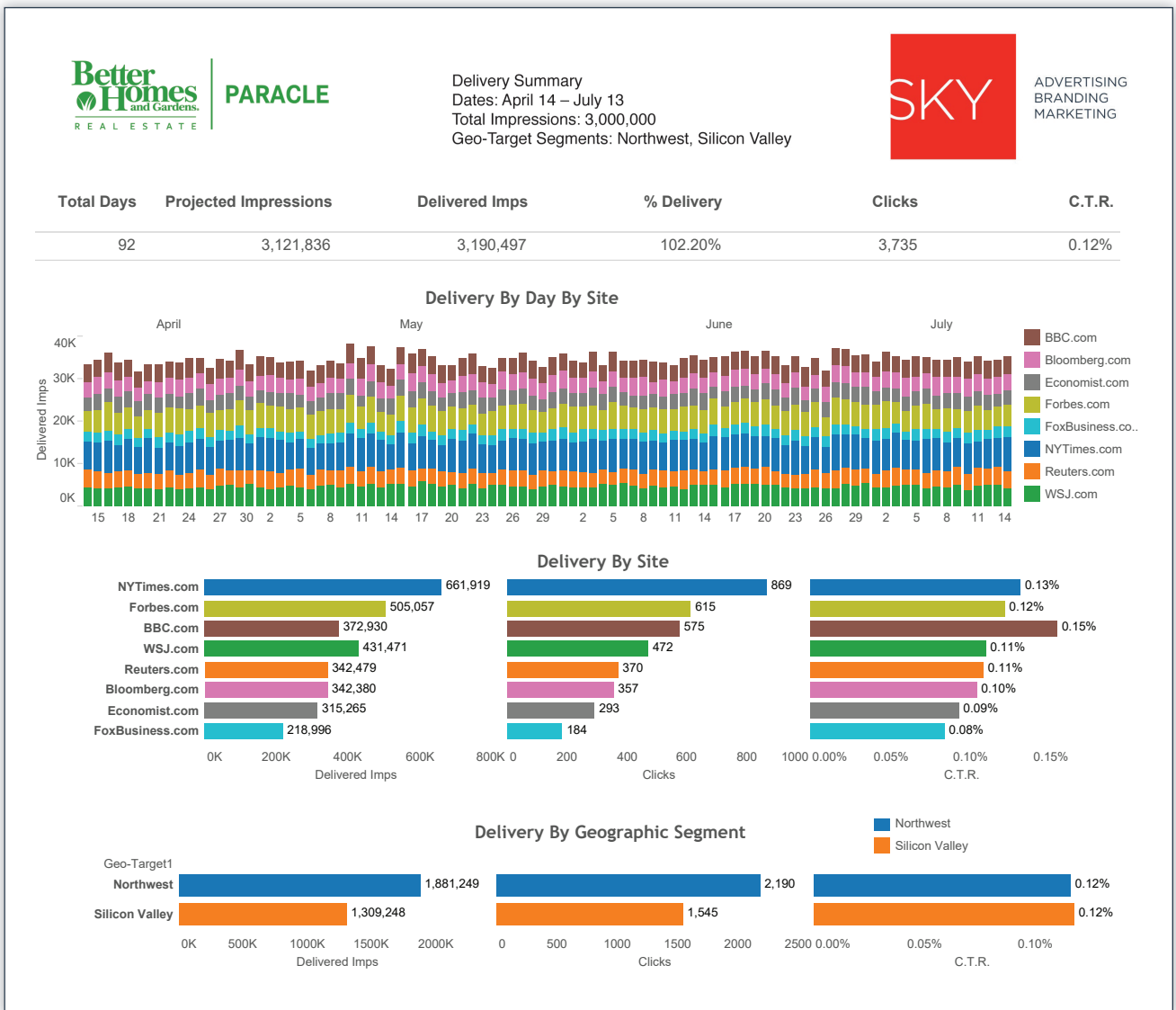


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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



IMPRESSIONS SCHEDULING & PRICING

After researching, we have put together an integrated program that targets a high-net-worth audience in Charlotte, Raleigh, Myrtle Beach, Fort Mill and Cary.

The program, with a projected start date of February 1st will run for three months and deliver an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience in Charlotte, Raleigh, Myrtle Beach, Fort Mill and Cary in a premium editorial environment on top national news, business/finance and local/regional news sites.
- A behavioral targeted banner segment, that will allow us to target people who are actively in the market looking to purchase residential real estate.
- A behavioral targeted banner segment, that will allow us to target homeowners in Charlotte, Raleigh, Myrtle Beach, Fort Mill and Cary.

» BEHAVIORAL TARGETING

We are able to 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 including local regional news sites in North and South Carolina.

» 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) 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 SCHEDULE

		February							March							April			Impressions										
		31	07	14	21	28	07	14	21	28	04	11	18	25															
Media	Geo-Target																												
FoxNews.com																													
charlotteobserver.com	Charlotte, Raleigh, Myrtle Beach, Fort Mill and Cary																												
newsobserver.com																													
postandcourier.com																													
myrtlebeachonline.com																													
heraldonline.com																													
heraldonline.com																													
Forbes.com																													
FoxBusiness.com																													
Bloomberg.com	Charlotte, Raleigh, Myrtle Beach, Fort Mill and Cary																												
Reuters.com																													
CNBC.com																													
WSJ.com																													
Behavioral - In-Market Residential Real Estate	Charlotte, Raleigh, Myrtle Beach, Fort Mill and Cary																												
Behavioral - Homeowner	Charlotte, Raleigh, Myrtle Beach, Fort Mill and Cary																												
Total Digital																													

750,000

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.

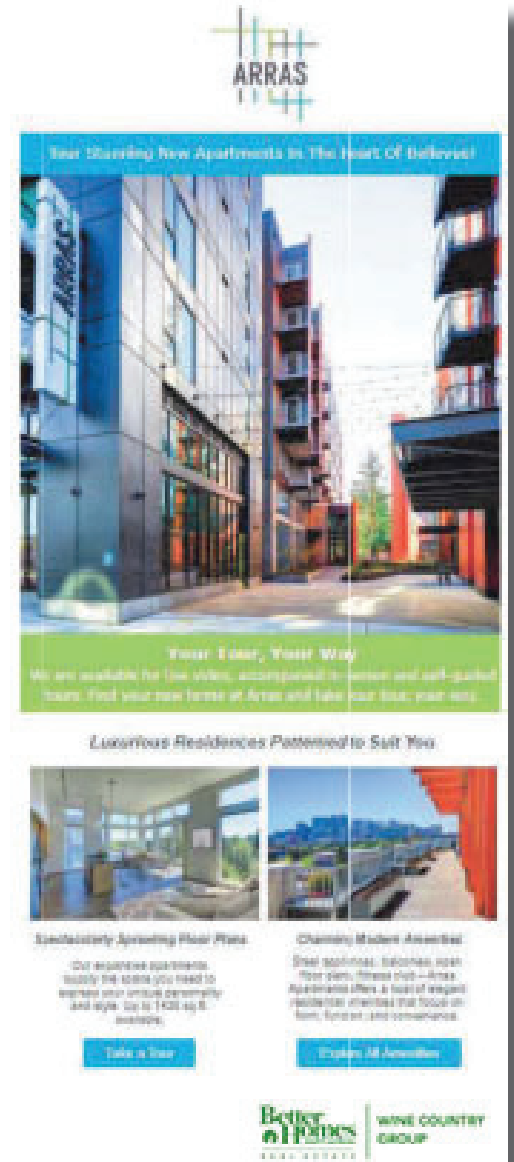
Audience

Fort Mill, SC and Charlotte, NC

Net Worth 13M+

42,746 Total Emails

CUSTOM EBLAST: \$3,100



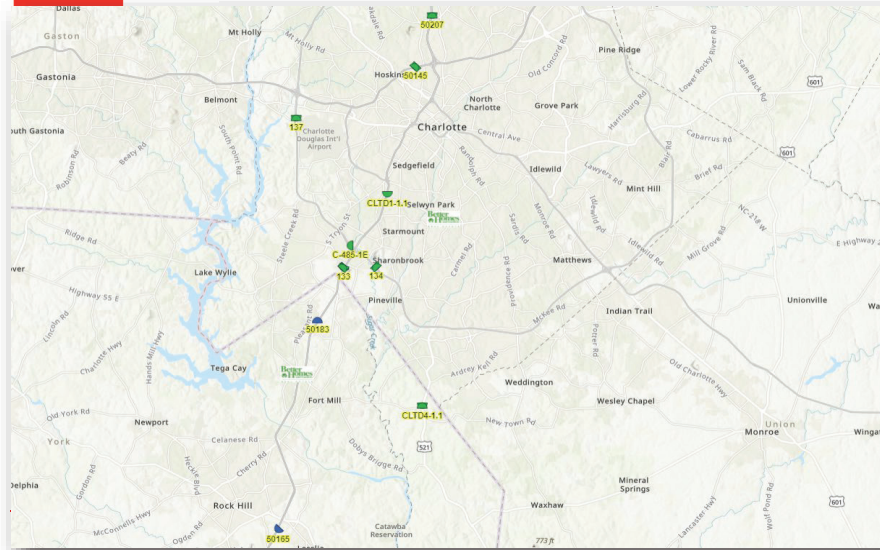
Out of Home

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

BHGRE FORT MILLS & CHARLOTTE



- Digital Bulletin
- Bulletin

Interactive Map Link:
<https://arcg.is/1bCXrG0>

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-77 .5 MI N/O GOLD HILL RD

Unit # 50183

Media Type: Bulletin
Facing: South

Unit Size (H x W): 10'6" x 36'
Illuminated: Yes
A18+ Weekly Impressions: 406,840

Available Start: 1/31/2022
4 Week Media Cost: \$3,750
Est. Production: \$715
Initial Installation Cost: Included

Zip Code: 29708



Approx. Distance to BHGRE Fort Mills Office: 3.16
Approx. Distance to BHGRE Charlotte Office: 8.48

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-77 .2 MILES S/O WESTINGHOUSE BLVD WS FN

Unit # 132

Media Type: Digital Bulletin
Facing: North East

Unit Size (H x W): 10'6" x 36"
Illuminated: Yes
A18+ Weekly Impressions: Pending Audit

Available Start: 1/31/2022
4 Week Media Cost: \$4,500

Length of Spot: :08
Ads per Loop: 8

Zip Code: 28273



Approx. Distance to BHGRE Fort Mills Office: 6.3
Approx. Distance to BHGRE Charlotte Office: 5.78

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BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-77 .2 MILES S/O WESTINGHOUSE BLVD WS FS

Unit # 133

Media Type: Digital Bulletin
Facing: South West
Unit Size (H x W): 10'6" x 36'
Illuminated: Yes
A18+ Weekly Impressions: Pending Audit
Available Start: 1/31/2022
4 Week Media Cost: \$4,500
Length of Spot: :08
Ads per Loop: 8
Zip Code: 28273



Approx. Distance to BHGRE Fort Mills Office: 6.3
Approx. Distance to BHGRE Charlotte Office: 5.78

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE

Unit # CLTD4-2.1

9781 CHARLOTTE HIGHWAY N/O SC-160 HIGHWAY

Media Type: Digital Bulletin
Facing: North

Unit Size (H x W): 12' x 25'
Illuminated: Yes
A18+ Weekly Impressions: 100,204

Available Start: 1/24/2022
4 Week Media Cost: \$4,250

Length of Spot: :10
Ads per Loop: 9

Zip Code: 29707



Approx. Distance to BHGRE Fort Mills Office: 6.64
Approx. Distance to BHGRE Charlotte Office: 10.25

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BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE

Unit # CLTD4-1.1

9781 CHARLOTTE HIGHWAY N/O SC-160 HIGHWAY

Media Type: Digital Bulletin
Facing: South
Unit Size (H x W): 12' x 25'
Illuminated: Yes
A18+ Weekly Impressions: 90,126
Available Start: 1/24/2022
4 Week Media Cost: \$3,950
Length of Spot: :10
Ads per Loop: 9
Zip Code: 29707



Approx. Distance to BHGRE Fort Mills Office: 6.64
Approx. Distance to BHGRE Charlotte Office: 10.25

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BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-485 @ WESTINGHOUSE BLVD NS FW

Unit # 135

Media Type: Digital Bulletin
Facing: North West
Unit Size (H x W): 10'6" x 36"
Illuminated: Yes
A18+ Weekly Impressions: Pending Audit
Available Start: 1/31/2022
4 Week Media Cost: \$4,500
Length of Spot: :08
Ads per Loop: 8
Zip Code: 28273



Approx. Distance to BHGRE Fort Mills Office: 7.13
Approx. Distance to BHGRE Charlotte Office: 4.35

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BETTER HOMES AND GARDENS REAL ESTATE

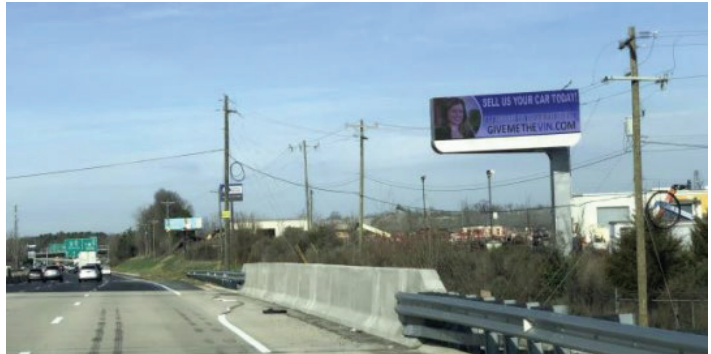


ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-485 @ WESTINGHOUSE BLVD NS FE

Unit # 134

Media Type: Digital Bulletin
Facing: South East
Unit Size (H x W): 10'6" x 36"
Illuminated: Yes
A18+ Weekly Impressions: Pending Audit
Available Start: 1/31/2022
4 Week Media Cost: \$4,500
Length of Spot: :08
Ads per Loop: 8
Zip Code: 28273



Approx. Distance to BHGRE Fort Mills Office: 7.13
Approx. Distance to BHGRE Charlotte Office: 4.35

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BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE

Unit # C-485-1E

INNER LOOP OF 485, JUST BEFORE S. TRYON, E/F

Media Type: Digital Bulletin
Facing: East

Unit Size (H x W): 10'6" x 36'
Illuminated: Yes
A18+ Weekly Impressions: 139,407

Available Start: 1/24/2022
4 Week Media Cost: \$3,125

Length of Spot: :08
Ads per Loop: 6

Zip Code: 28278



Approx. Distance to BHGRE Fort Mills Office: 7.54
Approx. Distance to BHGRE Charlotte Office: 5.03

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-77 NE CORNER FIRETOWER RD F/N

Unit # 50165

Media Type: Bulletin
Facing: North East

Unit Size (H x W): 10'6" x 36"
Illuminated: Yes
A18+ Weekly Impressions: 161,524

Available Start: 1/31/2022
4 Week Media Cost: \$3,750
Est. Production: \$715
Initial Installation Cost: Included

Zip Code: 29730



Approx. Distance to BHGRE Fort Mills Office: 8.51
Approx. Distance to BHGRE Charlotte Office: 18.94

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BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I E/S I-77 AT EXIT 6, S/O BILLY GRAHAM PKWY, N/F

Unit # CLTD1-1.1

Media Type: Digital Bulletin
Facing: North
Unit Size (H x W): 16' x 23'
Illuminated: Yes
A18+ Weekly Impressions: 135,101
Available Start: 1/24/2022
4 Week Media Cost: \$3,500
Length of Spot: :08
Ads per Loop: 8
Zip Code: 28217



Approx. Distance to BHGRE Fort Mills Office: 10.88
Approx. Distance to BHGRE Charlotte Office: 3.22

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-485 @ WILKINSON BLVD EXIT NS FE

Unit # 136

Media Type: Digital Bulletin
Facing: North
Unit Size (H x W): 10'6" x 36'
Illuminated: Yes
A18+ Weekly Impressions: Pending Audit
Available Start: 1/31/2022
4 Week Media Cost: \$4,500
Length of Spot: :08
Ads per Loop: 8
Zip Code: 28214



Approx. Distance to BHGRE Fort Mills Office: 13.98
Approx. Distance to BHGRE Charlotte Office: 9.36

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-485 @ WILKINSON BLVD EXIT NS FW

Unit # 137

Media Type: Digital Bulletin
Facing: South
Unit Size (H x W): 10'6" x 36'
Illuminated: Yes
A18+ Weekly Impressions: Pending Audit
Available Start: 1/31/2022
4 Week Media Cost: \$4,500
Length of Spot: :08
Ads per Loop: 8
Zip Code: 28214



Approx. Distance to BHGRE Fort Mills Office: 13.98
Approx. Distance to BHGRE Charlotte Office: 9.36

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-85 W/S .2 MI S/O EXIT 37 F/N

Unit # 50143

Media Type: Digital Bulletin
Facing: North East

Unit Size (H x W): 10'6" x 36"
Illuminated: Yes
A18+ Weekly Impressions: 206,340

Available Start: 1/31/2022
4 Week Media Cost: \$4,500

Length of Spot: :08
Ads per Loop: 8

Zip Code: 28216



Approx. Distance to BHGRE Fort Mills Office: 17.85
Approx. Distance to BHGRE Charlotte Office: 8.44

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-85 W/S .2 MI S/O EXIT 37 F/S

Unit # 50145

Media Type: Digital Bulletin
Facing: South West

Unit Size (H x W): 10'6" x 36"
Illuminated: Yes
A18+ Weekly Impressions: 150,022

Available Start: 1/31/2022
4 Week Media Cost: \$4,500

Length of Spot: :08
Ads per Loop: 8

Zip Code: 28216



Approx. Distance to BHGRE Fort Mills Office: 17.85
Approx. Distance to BHGRE Charlotte Office: 8.44

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-77 E/S .1 MI N/O EXIT 16 F/N

Unit # 50209

Media Type: Digital Bulletin
Facing: North
Unit Size (H x W): 10'6" x 36"
Illuminated: Yes
A18+ Weekly Impressions: 69,545
Available Start: 1/31/2022
4 Week Media Cost: \$4,500
Length of Spot: :08
Ads per Loop: 8
Zip Code: 28269



Approx. Distance to BHGRE Fort Mills Office: 20.76
Approx. Distance to BHGRE Charlotte Office: 11.12

BETTER HOMES AND GARDENS REAL ESTATE



ADVERTISING
BRANDING
MARKETING

FORT MILL & CHARLOTTE I-77 E/S .1 MI N/O EXIT 16 F/S

Unit # 50207

Media Type: Digital Bulletin
Facing: South

Unit Size (H x W): 10'6" x 36"
Illuminated: Yes
A18+ Weekly Impressions: 119,735

Available Start: 1/31/2022
4 Week Media Cost: \$4,500

Length of Spot: :08
Ads per Loop: 8

Zip Code: 28269



Approx. Distance to BHGRE Fort Mills Office: 20.76
Approx. Distance to BHGRE Charlotte Office: 11.12

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
DIGITAL	
Million Impressions*	750,000
Smart Solutions Eblast	85,492
SOTHEBY'S AUCTION HOUSE	
Billboards	6,503,292
GRAND TOTAL	7,338,784

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	Price	February	March	April	Media Total
DIGITAL						
Million Impressions*	Digital Banner Program Targeting - Fort Mill, SC & Charlotte, NC	\$1195/250K; \$1625/500K; \$2450/1 million enter circ	1,195.00 \$	1,195.00 \$	1,195.00 \$	3,585.00
Smart Solutions Eblast	Custom Email - Fort Mill, SC and Charlotte,	\$3,100	3,100.00			3,100.00
OUT OF HOME						
Billboards	Unit#CLTD1-1.1 & #50183		7,965.00 \$	7,250.00 \$	7,250.00 \$	22,465.00
TOTAL						6,685.00

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