



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 2021 -2022 MARKETING PLAN ADVERTISING AND MARKETING PROGRAM



RELIANCE  
PARTNERS

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## NATIONAL & GLOBAL EXPOSURE 2021 -2022 MARKETING PLAN

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SKY Advertising is excited to present to Better Homes and Gardens Real Estate Reliance Partners a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the office, agents and listings.

Your strategic blueprint is composed of key print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Northern 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 this unique and exciting property.

## LET'S DO GREAT THINGS TOGETHER

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**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

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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:** 2021 -2022 Marketing Plan

**Flight Dates:** October 15, 2021- January 15, 2022

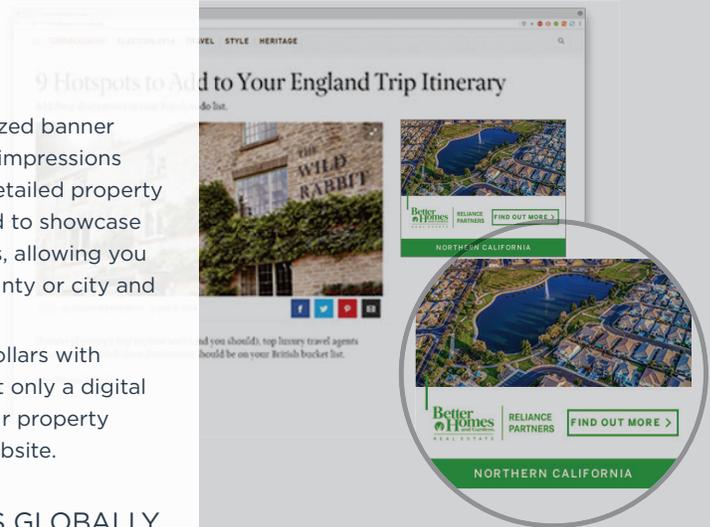
**Impressions:** 1,500,000

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.

**THE WALL STREET JOURNAL.**

**FOX BUSINESS**



**Bloomberg  
Markets**

**THE SACRAMENTO BEE**

**Gold Country Media**

**SFGATE**

**THE UNION**

**EAST  
BAY  
TIMES**

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

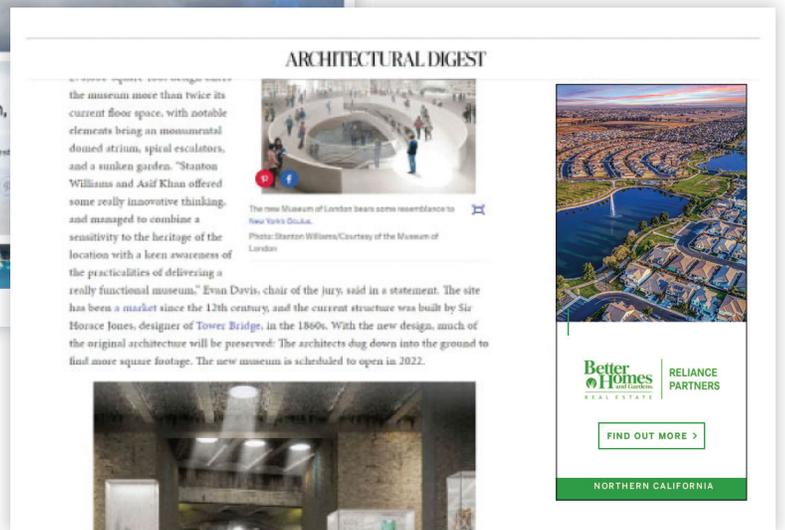
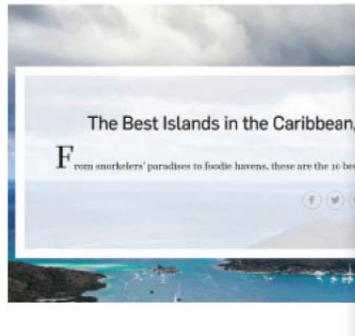
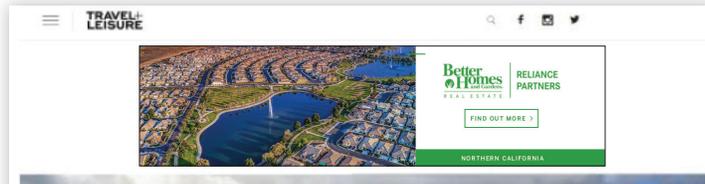
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

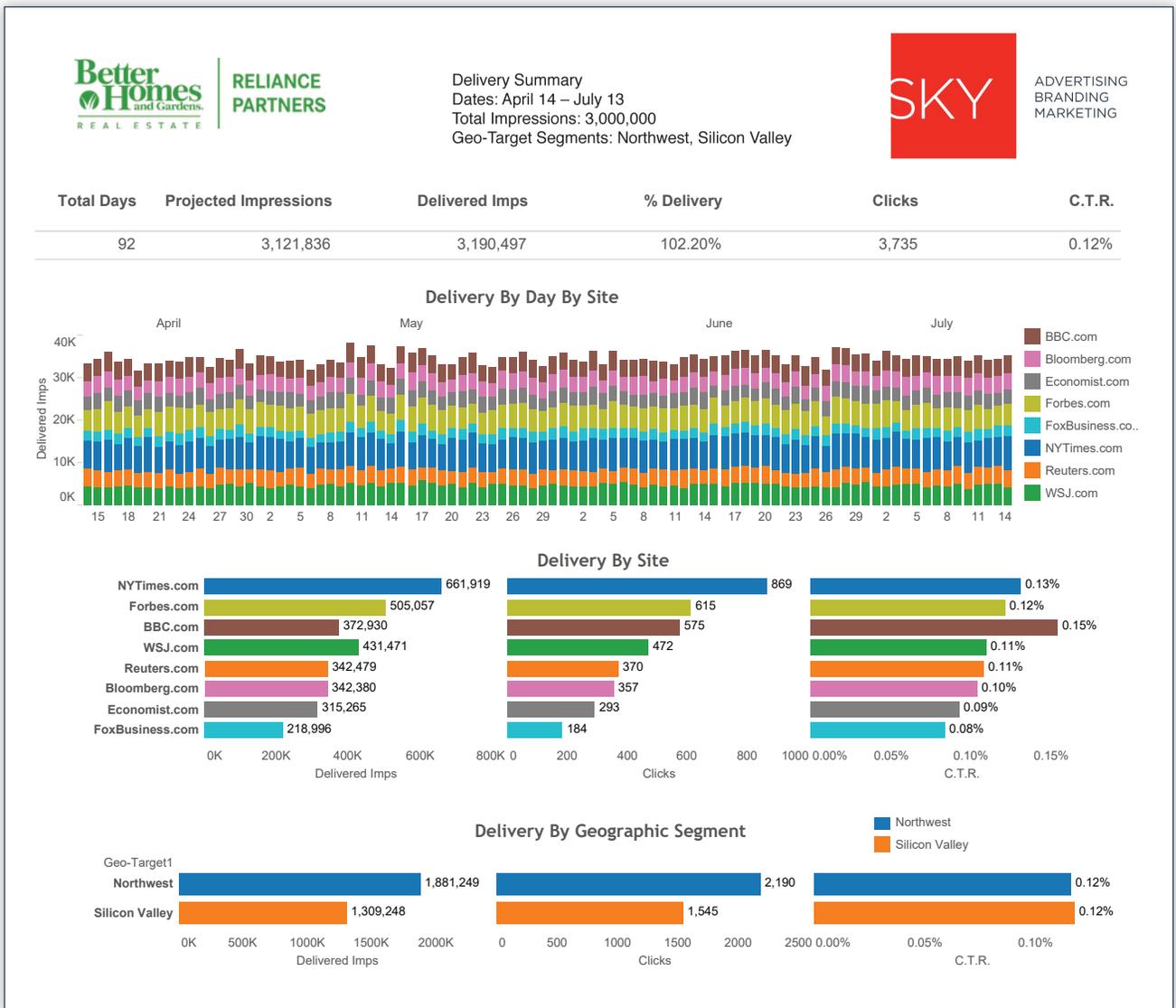


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 Albany, Berkeley, Brisbane, Daly City, El Cerrito, Emeryville, Fairfax, Fair Oaks, Fremont, Greenbrae, Kensington, Mill Valley, Oakland, Penngrove, Piedmont, Pleasanton, Roseville, Sacramento, San Bruno, San Ramon, San Francisco San Rafael, Santa Rosa, Sausalito, Tiburon , Vallejo, Walnut Creek. The target towns/cities represent a combination of areas served and office locations.

The program is scheduled to start on October 15th, 2021 and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Top 10% HHI) in a premium editorial environment in top local news sites in Albany, Berkeley, Brisbane, Daly City, El Cerrito, Emeryville, Fairfax, Fair Oaks, Fremont, Greenbrae, Kensington, Mill Valley, Oakland, Penngrove, Piedmont, Pleasanton, Roseville, Sacramento, San Bruno, San Ramon, San Francisco San Rafael, Santa Rosa, Sausalito, Tiburon , Vallejo, Walnut Creek.
- A Site-specific segment that allows us to reach a high-net-worth audience (Top 10% HHI) in a premium editorial environment in top national business news and finance sites.
- An In-Market behavioral segment, that will allow us to show banners to adults in the top 10% HHI who are living in and searching for Albany, Berkeley, Brisbane, Daly City, El Cerrito, Emeryville, Fairfax, Fair Oaks, Fremont, Greenbrae, Kensington, Mill Valley, Oakland, Penngrove, Piedmont, Pleasanton, Roseville, Sacramento, San Bruno, San Ramon, San Francisco San Rafael, Santa Rosa, Sausalito, Tiburon , Vallejo, Walnut Creek Real Estate.
- Retargeting

### » BEHAVIORAL TARGETING

We are able to target people who are actively searching for Albany, Berkeley, Brisbane, Daly City, El Cerrito, Emeryville, Fairfax, Fair Oaks, Fremont, Greenbrae, Kensington, Mill Valley, Oakland, Penngrove, Piedmont, Pleasanton, Roseville, Sacramento, San Bruno, San Ramon, San Francisco San Rafael, Santa Rosa, Sausalito, Tiburon , Vallejo, Walnut Creek Residential Real Estate through in-market segments based on their online behavior (sites visited, content consumed and search activity). In addition, we overlay an income layer (top 10%), geo-targeting.

Since these segments target 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 (In-Market, income and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics and tech sites (i.e. MSNBC.com, CNN.com, TechCrunch.com, ArsTechnica.com, ESPN.com, Slate.com, NYTimes.com).

### » 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.



## FACEBOOK AND INSTAGRAM ADVERTISING

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We recommend a campaign using Facebook and Instagram as advertising channels.

### **Facebook**

Geo-targeting to local and feeder markets.

We will drive the audiences to select landing pages.

### » **Retargeting**

We will re-target the audiences who visit the site but do not convert.

We will revise and optimize campaign based on performance.

facebook®



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**\$275 3 DAY MINI-LEAD CAMPAIGN**

# 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.

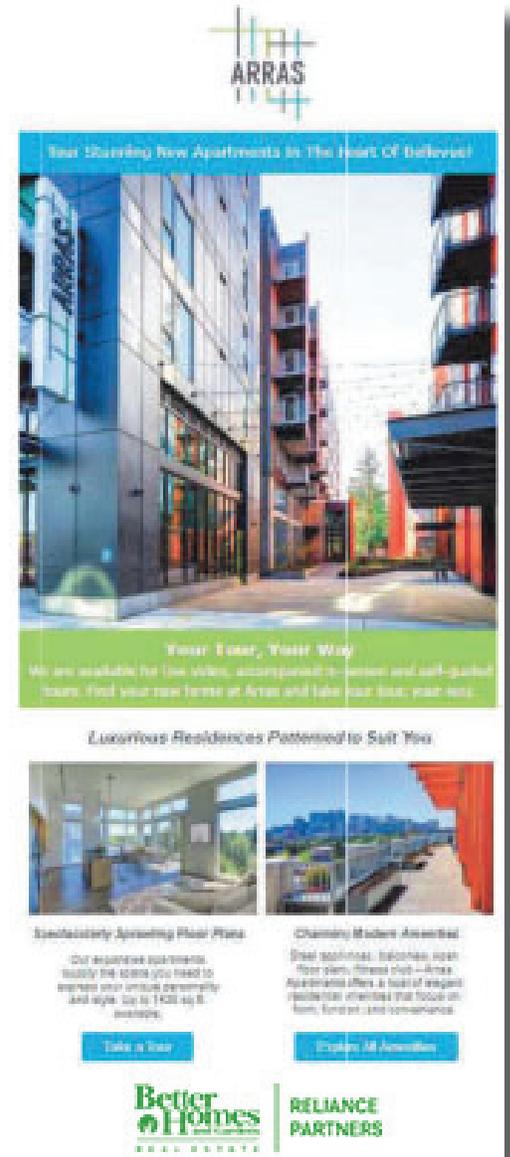
### Audience

Auburn, Berkeley, Fair Oaks, Fremont, Oakland, Pleasanton, Roseville, Sacramento, San Ramon, Walnut Creek

Home Intenders

29,000+ Total Emails

CUSTOM EBLAST: \$ 2,975



## DWELL REAL ESTATE

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

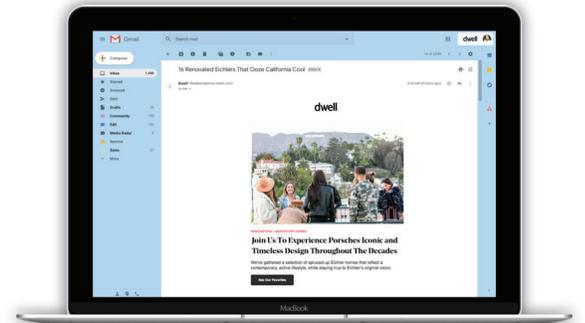
### Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

### PACKAGE 2: \$2,500

**Custom Real Estate Article.** This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion of the Custom Article in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook \*ability to geotag and target specific locations (893k Followers).
- Promotion on the Dwell Twitter.



# NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

## » 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



# JAMES EDITION.COM

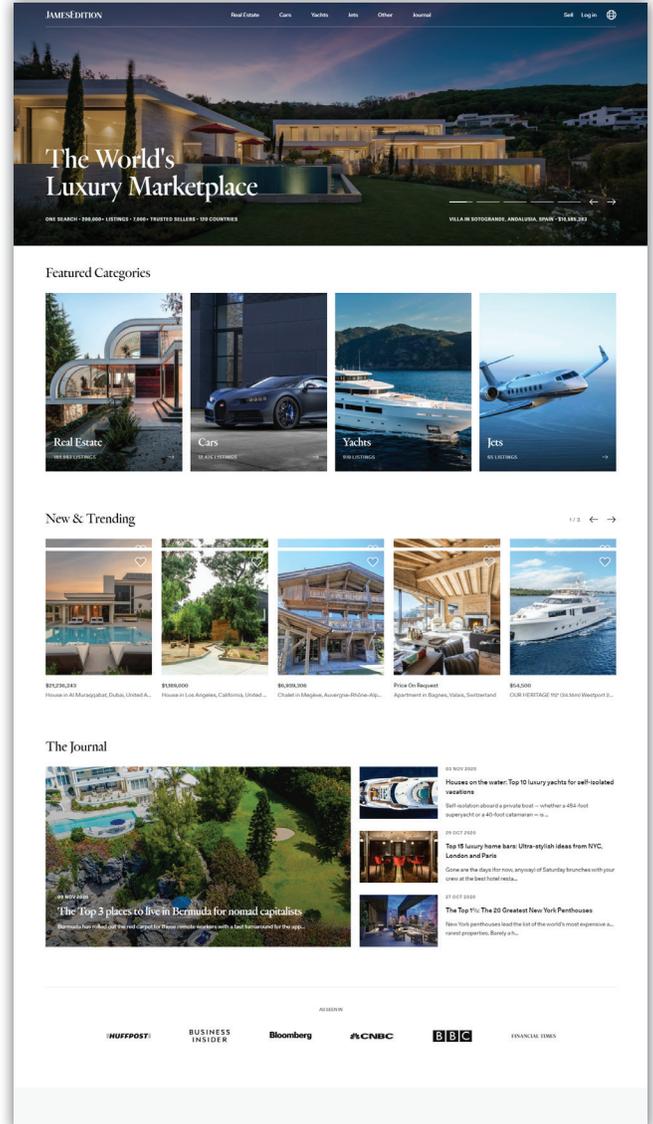
## » ROTATING GALLERY

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

**REAL ESTATE PAGE**  
**\$800-\$1300/MONTH**



# JAMES EDITION.COM

## » FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

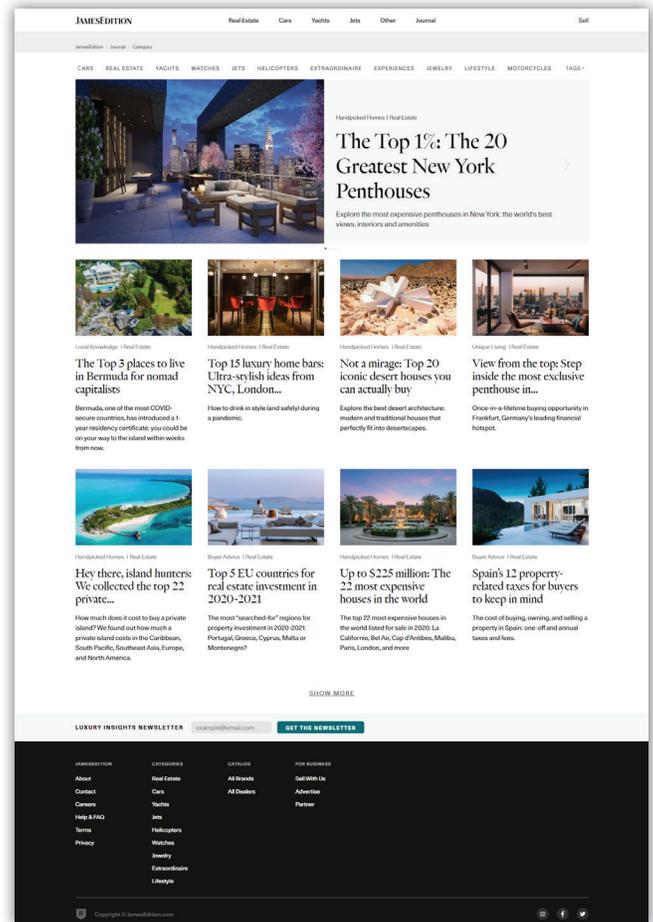
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**E-NEWSLETTER: \$ 4,500**



# ROBBREPORT.COM

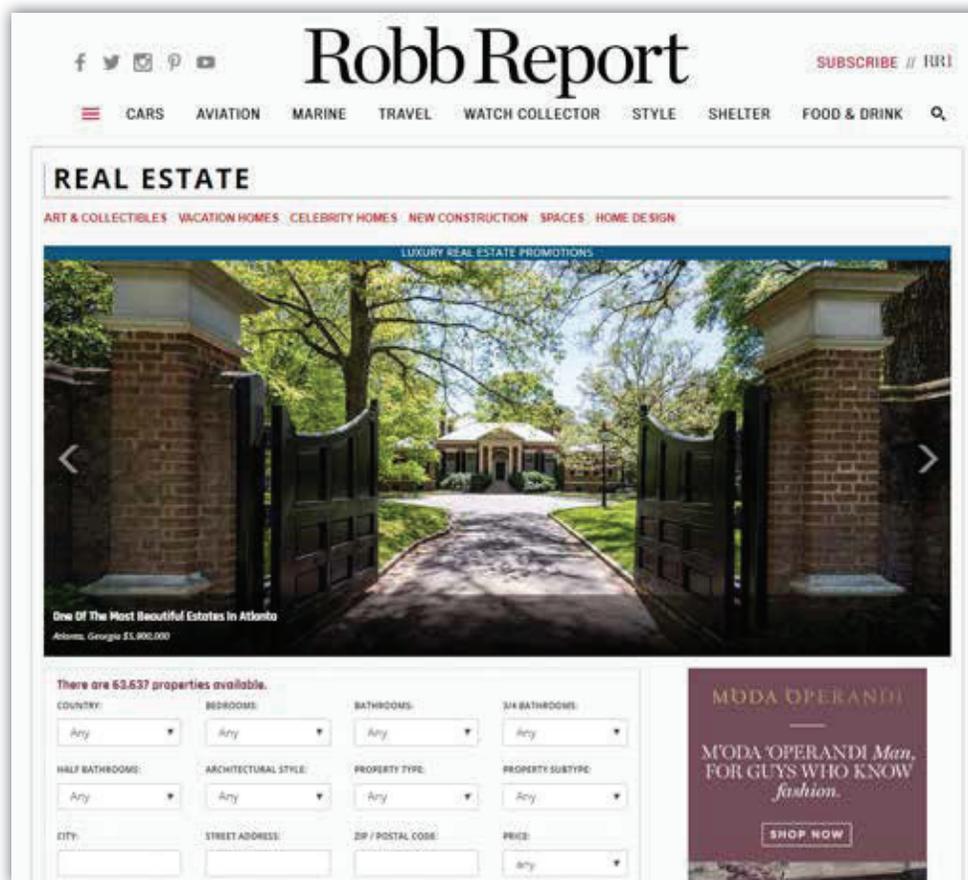
## » REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$950 PER 30 DAYS  
(\$1,895 OPEN RATE)



# 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



**\$2,150/MONTH OR \$2.650/W VIDEO**

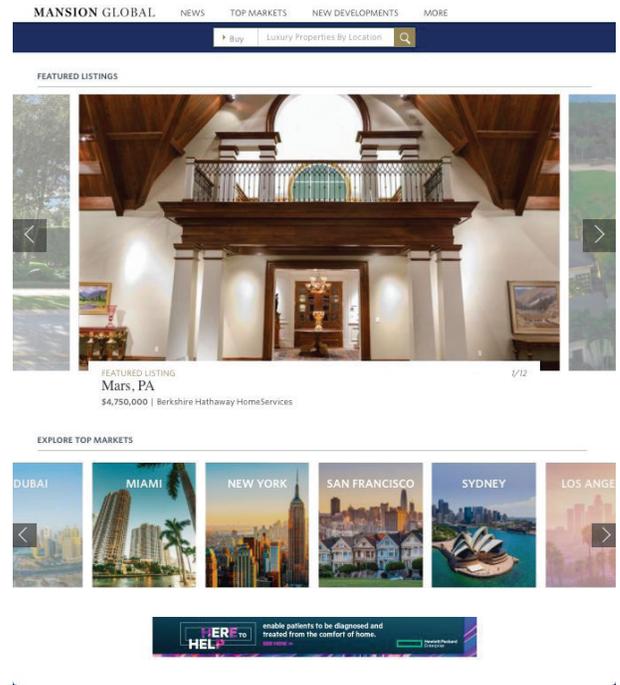


# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

\$1,275/MONTH



## THE WALL STREET JOURNAL ONLINE (WSJ.COM)

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### » @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

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\$1,775



# 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:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

QUARTER PAGE, WESTERN NORTH: \$3,200  
BUY 4 GET ONE FREE

## THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52      \$6.00

### Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes action since '08 crisis

The Fed's move to cut rates to a range between 0.25% and 0.50% is the first change in the rate since 2015. The move is seen as a response to the economic challenges posed by the outbreak of the novel coronavirus. The Fed's decision to cut rates is seen as a sign of its concern for the economy. The move is expected to lead to a rise in stock prices and a fall in bond yields. The Fed's decision is also seen as a sign of its concern for the housing market. The move is expected to lead to a rise in home prices and a fall in mortgage rates.

### Shaky Ground

■ How sports teams will fare in the wake of the virus outbreak

The outbreak of the novel coronavirus has led to a widespread fear of the virus. This has led to a decline in attendance at sports events. The impact of the virus on the sports industry is expected to be significant. The impact of the virus on the sports industry is expected to be significant. The impact of the virus on the sports industry is expected to be significant.

### Tennessee Kill at Least 25

■ Gunman opens fire at Nashville bar

A gunman opened fire at a bar in Nashville, Tennessee, on Tuesday, killing at least 25 people and wounding many others. The gunman is believed to be a white male in his 30s. The shooting occurred at a bar called the "Rooftop" in Nashville. The shooting occurred at a bar called the "Rooftop" in Nashville. The shooting occurred at a bar called the "Rooftop" in Nashville.

### 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.

Former Vice President Joe Biden picked up a string of victories in Super Tuesday primary contests. Biden won in California, Nevada, and Colorado. Biden's victories are seen as a sign of his strength as a candidate. Biden's victories are seen as a sign of his strength as a candidate. Biden's victories are seen as a sign of his strength as a candidate.

### Bernie

Bernie Sanders won a surprise victory in Vermont.

Bernie Sanders won a surprise victory in Vermont. Sanders' victory is seen as a sign of his popularity in Vermont. Sanders' victory is seen as a sign of his popularity in Vermont. Sanders' victory is seen as a sign of his popularity in Vermont.

### Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries

A number of U.S. cities are seeing a downturn in their economies. This is due to a combination of factors, including a decline in demand for certain goods and services. The downturn in the economy is expected to lead to a rise in unemployment and a fall in tax revenues. The downturn in the economy is expected to lead to a rise in unemployment and a fall in tax revenues.

### Minnesota Resorts Are On Thin Ice

■ Shash forces new ways to reach fishing spots

Minnesota's fishing industry is facing a downturn. This is due to a combination of factors, including a decline in demand for fishing gear and services. The downturn in the industry is expected to lead to a rise in unemployment and a fall in tax revenues. The downturn in the industry is expected to lead to a rise in unemployment and a fall in tax revenues.

### Salesforce #1 CRM

Salesforce is the leading CRM provider in the world.

Salesforce is the leading CRM provider in the world. Salesforce's success is due to its focus on customer service and its ability to integrate with other business systems. Salesforce's success is due to its focus on customer service and its ability to integrate with other business systems.



## ARCHITECTURAL DIGEST REGIONAL PAGES

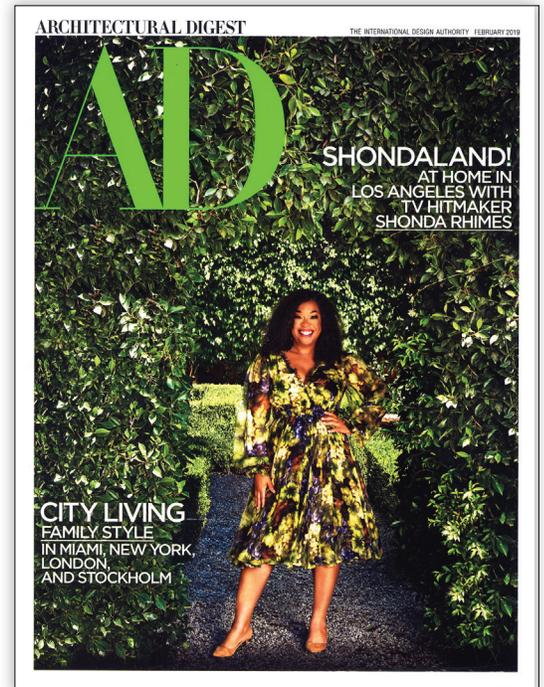
### Inspire Affluent Buyers

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:**  
**SAN FRANCISCO/NORTH BAY: \$2,190**  
**\$2,050 3X**

- **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%



# NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- **Frequency:** 12 times
- **Average Readership:** 155,000
- **Year Established:** 1993
- **Mean Home Value:** \$4,100,500
- **Circulation per Issue:** 31,600

PRICE: \$3,290



# Circulation/Distribution/Reach

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## CIRCULATION/DISTRIBUTION/REACH 2021/2022

Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	1,500,000
<b>Facebook Advertising</b>	
Smart Solutions Eblast	87,000
<b>Dwell.com</b>	
Real Estate Package 2	110,000
<b>Nob Hill Gazette Peninsula and Silicon Valley</b>	
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	130,000
<b>Robbreport.com</b>	
	6,000
<b>WSJ.com</b>	
Mansion Global Homepage	164,000
Mansion Global Homepage Featured Listing Mod	164,000
Mansion Global Instagram	76,200
<b>PRINT</b>	
The Wall Street Journal - Western North	106,000
<b>The New York Times</b>	
	2,918,322
<b>Architectural Digest - San Francisco/North Bay</b>	
	30,000
<b>Nob Hill Gazette Peninsula and Silicon Valley</b>	
	64,000
<b>SOTHEBY'S AUCTION HOUSE</b>	
Transit/Billboard/Other	TBD
<b>GRAND TOTAL</b>	<b>6,125,022</b>

# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2021/2022

Media	Ad Description	October	November	December	January	February	March	Media Total
<b>DIGITAL</b>								
Million Impressions*	Digital Banner Program Targeting - Auburn, Berkeley, Fair Oaks, Fremont, Oakland, Pleasanton, Roseville, Sacramento, San Ramon, Walnut Creek	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00				\$ 4,875.00
Facebook Advertising	Digital Banner program	\$ 275.00	\$ 275.00	\$ 275.00				\$ 825.00
Smart Solutions Eblast	Custom Email - Geo-targeted Home intend	\$ 2,975.00	\$ 2,975.00	\$ 2,975.00				\$ 8,925.00
Dwell.com								
Real Estate Package 2	Custom Article with promo on Homepage, 1X in the e-Newsletter	\$ 2,500.00						\$ 2,500.00
Nob Hill Gazette Peninsula and Silicon Valley	OTM Ont the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00				\$ 1,500.00
JamesEdition								
Rotating Gallery Real Estate Page	Featured Banner			\$ 800.00				\$ 800.00
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 4,500.00					\$ 4,500.00
Robbreport.com	Real Estate media bar		\$ 950.00					\$ 950.00
WSJ.com								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00						\$ 2,150.00
Mansion Global Homepage Featured Listing Module			\$ 1,275.00					\$ 1,275.00
Mansion Global Instagram				\$ 1,775.00				\$ 1,775.00
<b>PRINT</b>								
The Wall Street Journal - Western North	Quarter Page	\$ 6,400.00	\$ 6,400.00	BONUS				\$ 12,800.00
The New York Times	Featured Listing - Sunday	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00				\$ 3,000.00
Architectural Digest - San Francisco/North Bay	Full Page		\$ 2,050.00	\$ 2,050.00	\$ 2,050.00			\$ 6,150.00
Nob Hill Gazette Peninsula and Silicon Valley	Full Page			\$ 3,290.00	\$ 3,290.00			\$ 6,580.00
<b>OUT OF HOME</b>								
Transit/Billboard/Other								TBD
<b>TOTAL</b>								\$ 58,605.00

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