



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2116 SEIDENBERG AVE
EXCLUSIVE
ADVERTISING AND
MARKETING PROGRAM

CENTURY 21[®]
ALL KEYS

TABLE OF CONTENTS

INTRO	3
DIGITAL	
Impressions Campaign.....	5
Impressions Scheduling.....	11
Smart Solutions Eblast.....	12
Facebook Advertising.....	13
JamesEdition.com.....	14
NYTimes.com.....	17
RobbReport.com.....	18
Century 21 Fine Homes & Estates.....	19
WSJ.com.....	20
PRINT	
The Wall Street Journal.....	23
The New York Times.....	24
Conde Nast Traveler.....	25
Financial Times.....	26
CIRCULATION/DISTRIBUTION/REACH	
2022.....	28
SCHEDULE & PRICING	
Media 2022.....	30



NEW YORK 477 Madison Ave., 6th Floor, New York, NY 10022, 212.677.2500 & 215.365.4040
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

NATIONAL & GLOBAL EXPOSURE FIT FOR 2116 SEIDENBERG AVE

SKY Advertising® is excited to present exclusively to Century 21 All Keys, a curated, multi-media marketing selection of offerings to bring awareness of 2116 Seidenberg Ave to the high net worth population.

This strategic blueprint is composed of print media, and digital products that are highly targeted and measurable reaching the hard to find luxury property buyer looking for high-end living in Key West.

This plan when combined with the Century 21 brand's syndication and marketing puts your property front and center.

Approaching the marketing strategy from these different directions will help you to saturate your market in the most effective way, bringing deserved recognition to 2116 Seidenberg Ave.

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

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, city or high income zip code, 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: 2116 Seidenberg Ave

Flight Dates: July 2022 - September 2022

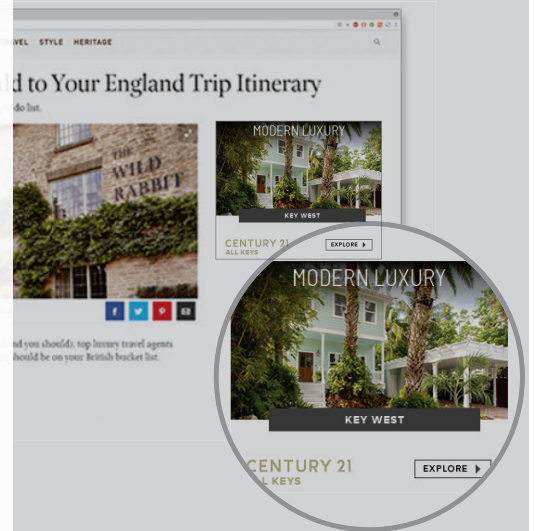
Impressions: 75,000

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.

The New York Times

**Bloomberg
Markets**



Forbes



REUTERS



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.



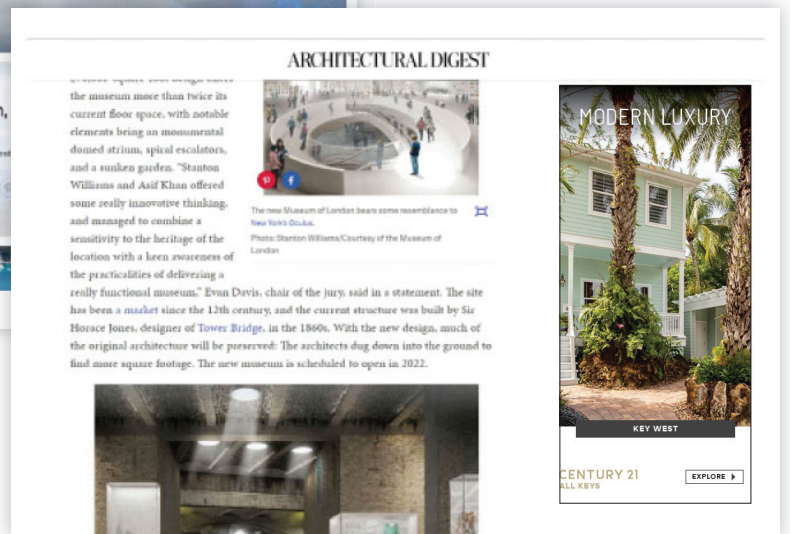
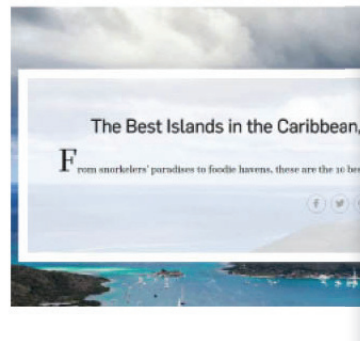
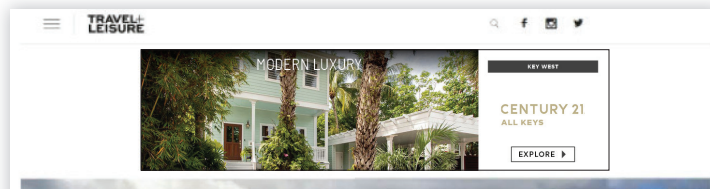
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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.



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

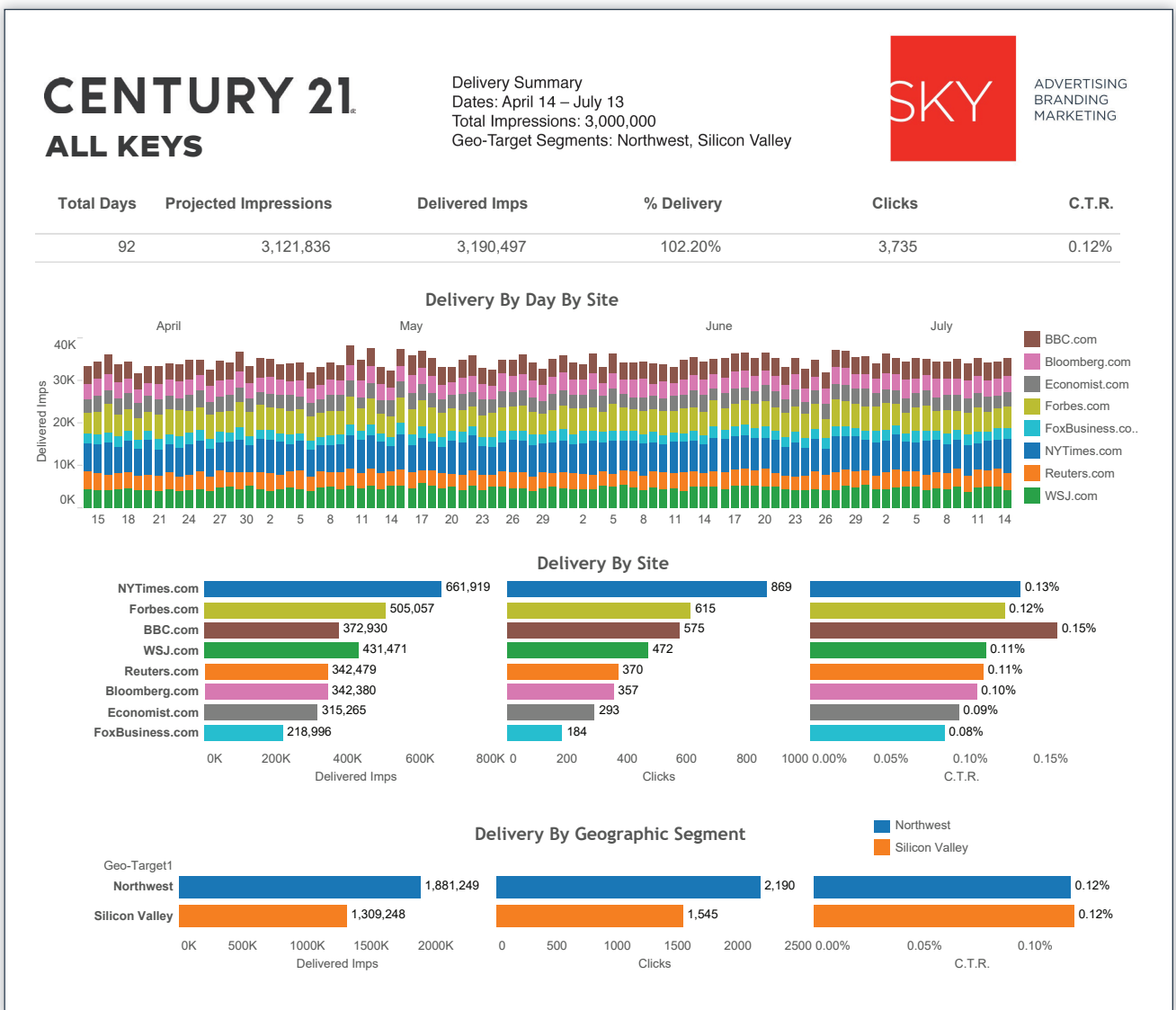


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 Tennessee, New York, New Jersey, Georgia, Minnesota, Kansas, Florida (Naples, Sarasota, Tampa) and Colorado.

The program, with a projected start date of July 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 on top news and global business/finance websites.
- A In-Market segment that allows us reach an audience interested in Florida Keys real estate and living in Tennessee, New York, New Jersey, Georgia, Minnesota, Kansas, Florida (Naples, Sarasota, Tampa) and Colorado.

» BEHAVIORAL TARGETING

The audience's intent is based their online behavior (search activity, sites visited and content consumed). We are able to target people on behavior first. 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) 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

C21 All Keys 2116 Seidenberg Ave

Media	July							August							Total
	01	08	15	22	29	05	12	19	26	02	09	16	23	30	
USAToday.com															
NYTimes.com															
WSJ.com															
Bloomberg.com															
Reuters.com															
CNBC.com															
Forbes.com															
Custom Intent - Florida Keys Real Estate															
Geo-Target	Tennessee, New York, New Jersey, Georgia, Minnesota, Kansas, Florida (Naples, Sarasota, Tampa) and Colorado							Tennessee, New York, New Jersey, Georgia, Minnesota, Kansas, Florida (Naples, Sarasota, Tampa) and Colorado							
															525,000
															225,000
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

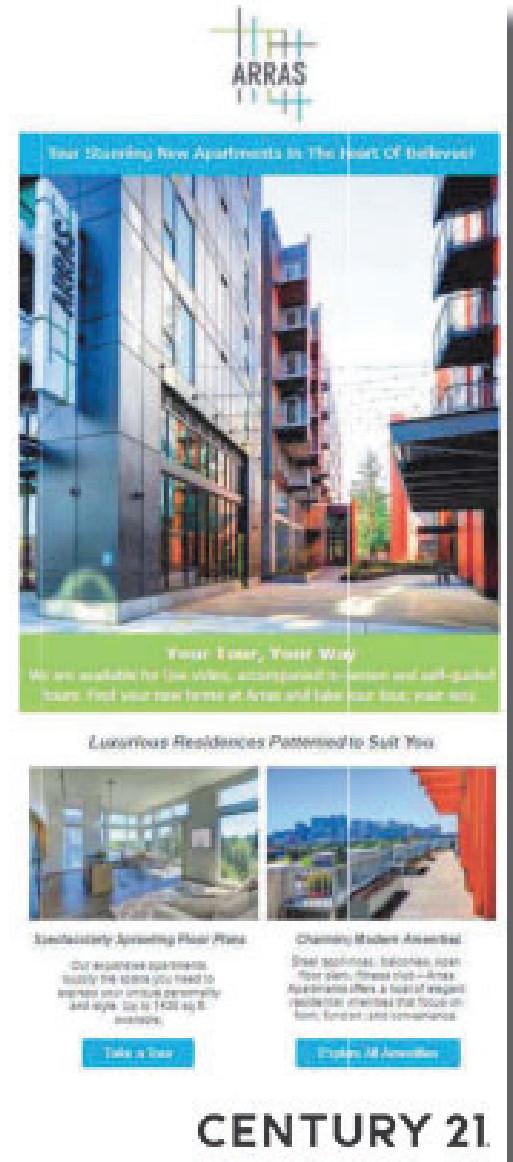
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

**CUSTOM EBLAST AND FOLLOW UP EMAIL:
\$2,275**



FACEBOOK ADVERTISING

» MINI-LEAD CAMPAIGN

Real Estate Leads Made Simple

Not just a promoted post! These campaigns use Likely Mover Profile to display your ads to qualified people in the area.

Leads You Own in Real Time

Using new 'Lead Capture' technology, these ads simplify the process for a user to become a lead and you get immediate notifications.

3 DAY SOCIAL CAMPAIGN , GUARANTEED 4-8 LEADS: \$275/LISTING

7 DAY SOCIAL CAMPAIGN , GUARANTEED 8-12 LEADS: \$475/LISTING

7 DAY SOCIAL CAMPAIGN , GUARANTEED 16-32 LEADS: \$500/LISTING



JAMES EDITION.COM

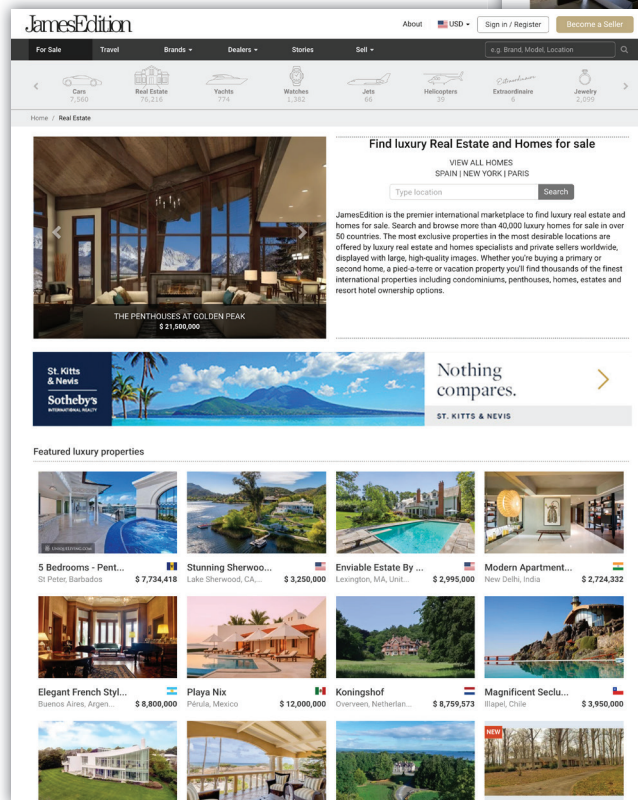
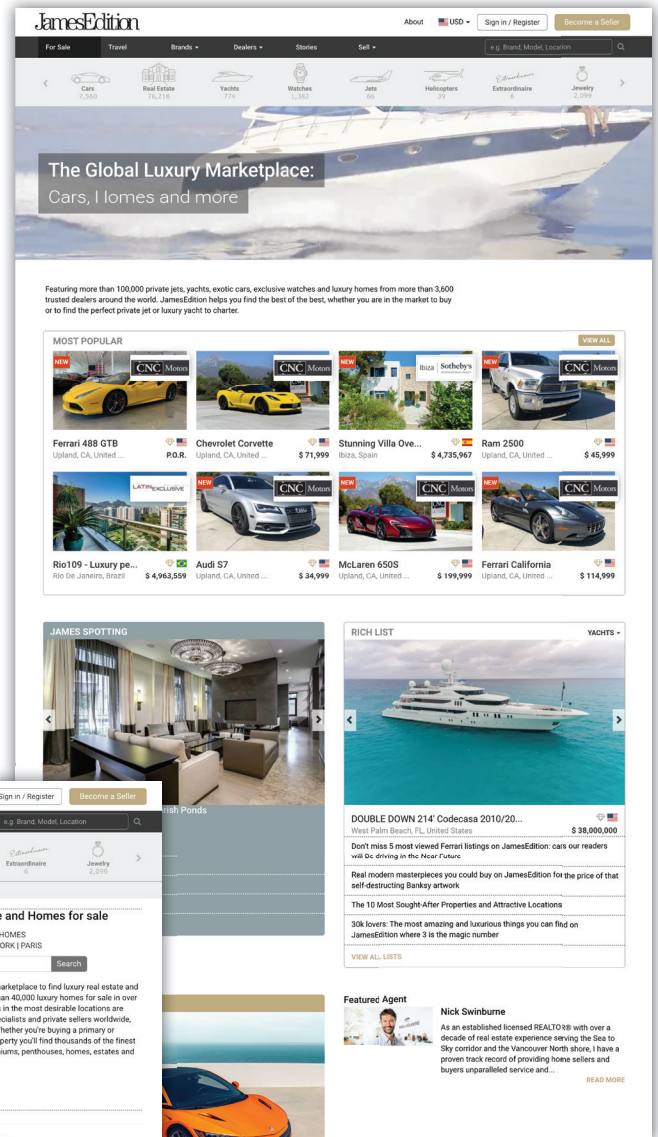
» E-NEWSLETTER

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.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

TOP POSITION: \$2,000
MIDDLE POSITION: \$1,200



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

HOME PAGE
\$1,500/MONTH

REAL ESTATE PAGE
\$1,300/MONTH



JAMES EDITION.COM

» NEW & TRENDING

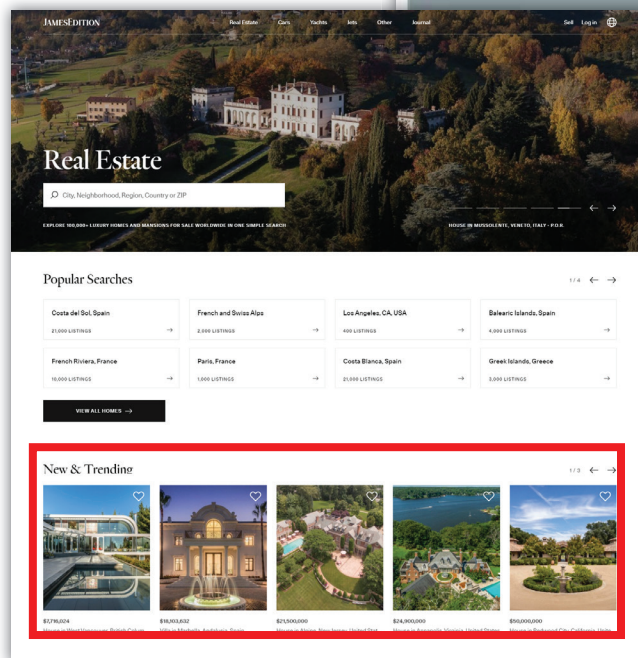
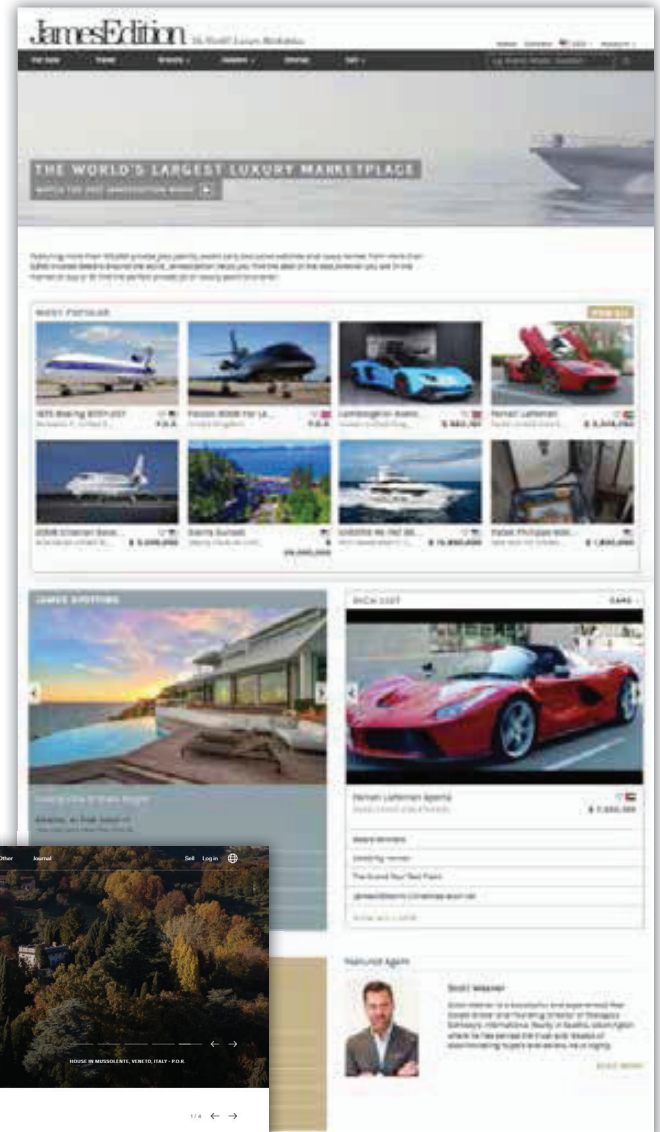
Featured Luxury Position

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.

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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION: \$1,500
REAL ESTATE PAGE POSITION: \$1,300



NYTIMES.COM

» FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between **0.36-0.55%**

\$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@uneresidences.com

ROBBREPORT.COM

Placement on the CENTURY 21 Fine Homes & Estates Carousel provides outstanding visibility and click-through for high impact awareness. Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

Each month CENTURY 21 Fine Homes & Estates will feature six (6) eligible properties within a branded unit on the Shelter real estate channel on robbreport.com. This channel showcases engaging real estate content along with searchable results for luxury real estate around the world.

BANNER PLACEMENT: BONUS

The banner features the Robb Report logo at the top. Below it, the text "CENTURY 21 FINE HOMES & ESTATES." is displayed in a gold, serif font. The main image shows a large, multi-story luxury home with a stone and brick facade, surrounded by a lush green lawn and tall pine trees. A curved driveway leads to the property, flanked by stone pillars. Navigation arrows are visible on the left and right sides of the image. The location "Leesburg, VA" is noted in the bottom left corner of the image area.

CENTURY 21 FINE HOMES & ESTATES

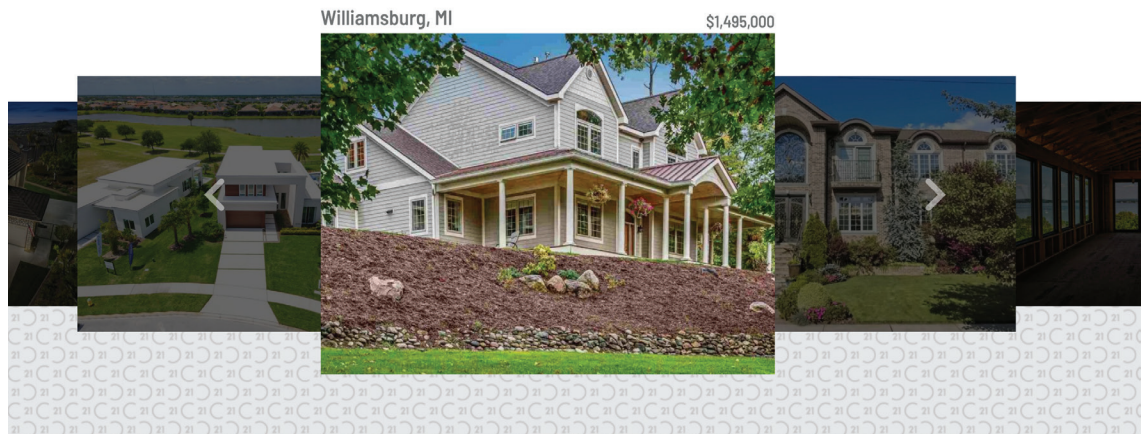
» COMPLEMENTARY HOMEPAGE BANNER PLACEMENT

Each month, 14 CENTURY 21 listed properties will be featured on the fhe.com homepage.

HOME PAGE BANNER: BONUS

CENTURY 21 FINE HOMES & ESTATES®

EXPLORE FEATURED LUXURY HOMES & ESTATES



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

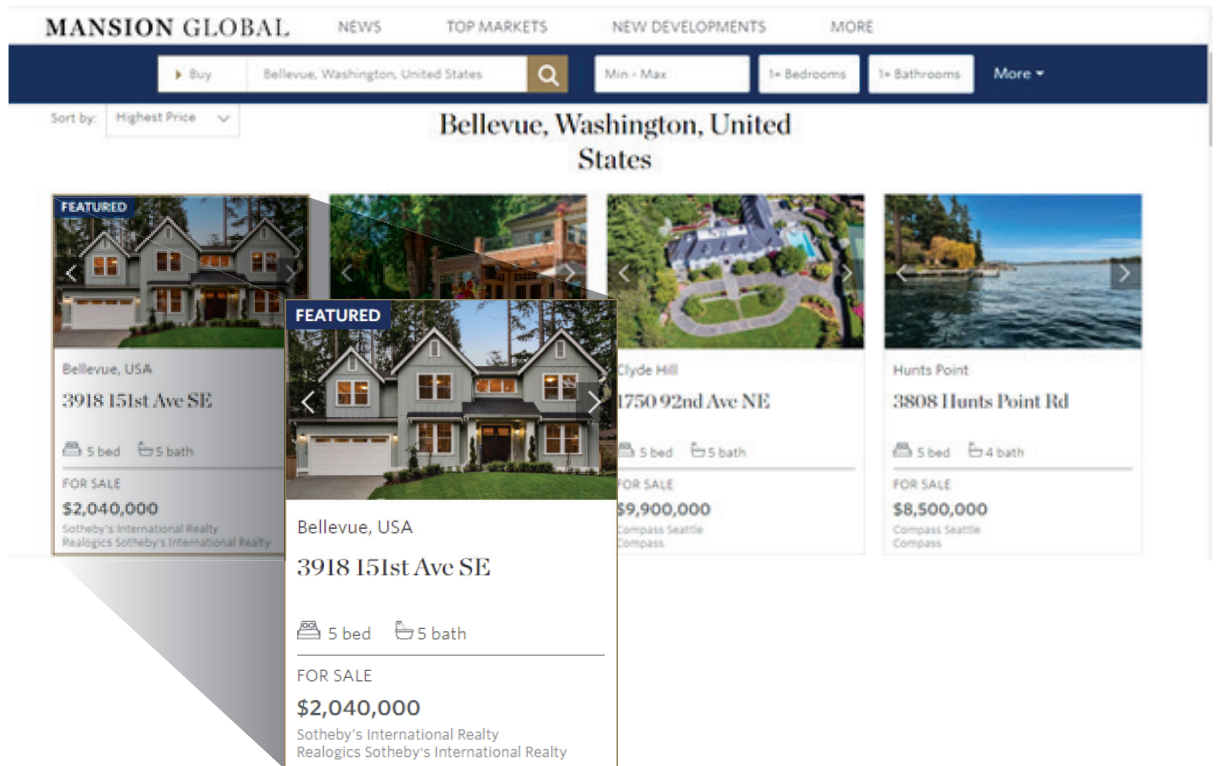
» FEATURED PROPERTY UPGRADES

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
- BONUS WITH CENTURY 21 FHE PROGRAM



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



CENTURY 21

Print Offerings

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:** 786,294
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2 X 7, NORTHEAST REGION, COLOR: \$1,510
BUY 4 GET 1 FREE

2 X 7, FLORIDA, COLOR: \$820
BUY 4 GET 1 FREE

PROPERTY GALLERY, NATIONAL, COLOR: \$2,355

THE WALL STREET JOURNAL
WEDNESDAY, MARCH 1, 2020 • VOL. CXXIX, NO. 52 • \$4.00

Fed Cuts Rates Amid Virus Fears
The Fed cut the overnight interest rate to 0% and bought \$200 billion of Treasury bills to help stabilize the economy.

What's News
• **Stocks, bond yields fall after central bank takes action since '08 crisis**
• **Shaky Ground**
• **What's New**

Tennessee Kill at Least 25
A deadly explosion at a Nashville nightclub killed at least 25 people and injured more than 100 others.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
Joe Biden won the New York primary, while Bernie Sanders won a landslide victory in California.

Many U.S. Cities See Downturn at Hand
Booming regions mask fiscal weakness in places tethered to thriving industries.

Salesforce #1 CRM
Salesforce is the #1 CRM for the second year in a row.

THE NEW YORK TIMES

» FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

NATIONAL: \$1,500
NEW YORK METRO: \$1,500

WHAT I LOVE SARAH STILES

Restrained Palettes Are for Other People

The address is like a slightly goopy sitcom neighbor who has an otherworldly home.

By NIKKIE BAUMANN
Sarah Stiles's first address in New York was the Stranahan Annex, an Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. About 15 years ago, she moved there. It was a bad idea of hers. "I was a young, single, young woman, and I just never packed," she says. "I was a graduate student at the time, and I was in a graduate program at the American Museum of Natural History."

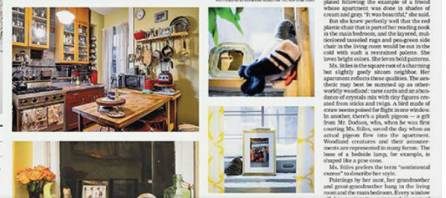
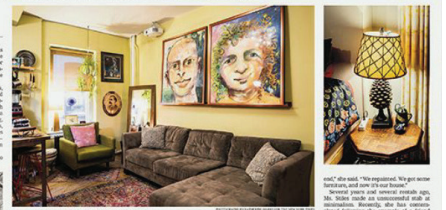


Ms. Stiles, 41.







Occasional Actor
Ms. Stiles is the first person who makes a living out of acting in New York. She has a recurring role on the TV show "The Mindy Project."

Ms. Stiles is a graduate student at the American Museum of Natural History. She is a graduate student at the American Museum of Natural History. She is a graduate student at the American Museum of Natural History. She is a graduate student at the American Museum of Natural History.

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 <p>PARK PLACE, BROOKLYN \$2,750,000 This is the opportunity to own one of Park Place's most renowned and most prestigious residences. This is a truly classical residence, complete with an elevator, office space and dog park. For more information on this exceptional property, please contact Jane Johnson at (212) 555-0990.</p>	 <p>MIRAGE, MANHATTAN \$2,340,000 This is a 2,500 sq ft 2-bedroom, 2-bathroom corner unit with a full view of the city. The unit is bright and airy, with a full view of the city. For more information on this exceptional property, please contact Jane Johnson at (212) 555-0990.</p>	 <p>CHINATOWN, MANHATTAN \$840,000 This is a 1,000 sq ft 1-bedroom, 1-bathroom unit with a full view of the city. The unit is bright and airy, with a full view of the city. For more information on this exceptional property, please contact Jane Johnson at (212) 555-0990.</p>
 <p>LONG ISLAND CITY, QUEENS \$1,100,000 This is a 2,500 sq ft 2-bedroom, 2-bathroom unit with a full view of the city. The unit is bright and airy, with a full view of the city. For more information on this exceptional property, please contact Jane Johnson at (212) 555-0990.</p>	 <p>FINANCIAL DISTRICT, MANHATTAN \$2,100,000 This is a 2,500 sq ft 2-bedroom, 2-bathroom unit with a full view of the city. The unit is bright and airy, with a full view of the city. For more information on this exceptional property, please contact Jane Johnson at (212) 555-0990.</p>	 <p>MADISON SQUARE, MANHATTAN \$1,100,000 This is a 1,000 sq ft 1-bedroom, 1-bathroom unit with a full view of the city. The unit is bright and airy, with a full view of the city. For more information on this exceptional property, please contact Jane Johnson at (212) 555-0990.</p>

CONDE NAST TRAVELER

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 Conde Nast Traveler

FULL PAGE, COLOR
SOUTH FLORIDA: \$3,560



FINANCIAL TIMES

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone “House & Home” section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world’s only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- **Circulation:** 214,131
- **Geographic distribution:** Global
- **Readership:** 1,993,418
- **Male / Female ratio:** 86% Male / 14% Female
- **Average household income:** \$338,000
- **Median age:** 51

FEATURED LISTING: \$1,200
Global



CENTURY 21

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
DIGITAL	
Million Impressions*	75,000
Facebook Mini-Lead Campaign	
Smart Solutions Eblast	40,000
JamesEdition	
Rotating Gallery Real Estate Page	750,000
e-Newsletter	294,000
New & Trending Home Page	38,300
NYTimes.com Property Module	55,603
Robbreport.com	
Century 21 FHEM	
WSJ.com	
Mansion Global Homepage	164,000
Property upgrades	
PRINT	
The Wall Street Journal - Northeast Region	296,000
The Wall Street Journal - Florida	90,000
The Wall Street Journal - National	786,294
The New York Times	423,111
The New York Times	351,268
Conde Nast Traveler - South Florida	18,000
Financial Times	193,337
GRAND TOTAL	3,574,913

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	July	August	September	October	Media Total
DIGITAL						
Million Impressions*	Digital Banner Program Targeting - Northeast, Florida, Georgia	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$	\$ 3,585.00
Facebook Mini-Lead Campaign	7 Day Social Campaign - guaranteed 8-12 lk	\$ 425.00			\$	\$ 425.00
Smart Solutions Eblast	Custom Email	\$ 2,275.00			\$	\$ 2,275.00
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,300.00			\$	\$ 1,300.00
e-Newsletter	e-Newsletter		\$ 1,200.00		\$	\$ 1,200.00
New & Trending Home Page	Featured Spot			\$ 1,300.00	\$	\$ 1,300.00
NYTimes.com Property Module		\$ 3,000.00			\$	\$ 3,000.00
Robbreport.com	Century 21 Banner		Bonus		\$	\$ -
Century 21 FHEM	Rotating banner		Bonus		\$	\$ -
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$	\$ 2,150.00
Property upgrades	Property upgrades		Bonus		\$	\$ -
PRINT						
The Wall Street Journal - Northeast Region	2 x 7	\$ 1,510.00	\$ 1,510.00		\$	\$ 3,020.00
The Wall Street Journal - Florida	2 x 7 "	\$ 820.00	\$ 820.00		\$	\$ 1,640.00
The Wall Street Journal - National	Property Gallery - National	\$ 2,355.00			\$	\$ 2,355.00
The New York Times	Featured Listing - National	\$ 1,500.00			\$	\$ 1,500.00
The New York Times	Featured Listing - Sunday Real Estate	\$ 1,500.00			\$	\$ 1,500.00
Conde Nast Traveler - South Florida	Full Page			\$ 3,560.00	\$	\$ 3,560.00
Financial Times	Featured Listing	\$ 1,200.00			\$	\$ 1,200.00
TOTAL					\$	\$ 30,010.00

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