



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Garrett Weston Advertising and Marketing Program



COLDWELL BANKER
REALTY

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- 29 2024



NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Garrett Weston

SKY Advertising is excited to present to Coldwell Banker a curated, multi-media marketing selection of offerings to bring ultra-high net worth market awareness to Garrett Weston.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Orange County, CA.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to you unique and exciting brand.

LET'S DO
GREAT THINGS TOGETHER

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Digital Offerings



COLDWELL BANKER
REALTY

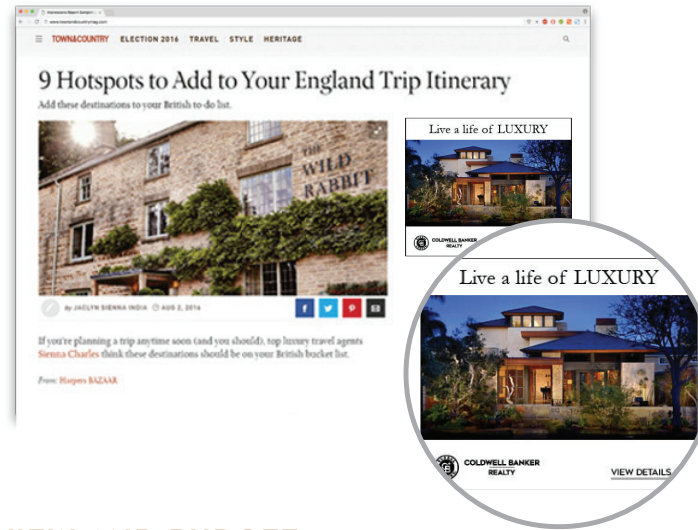
Impressions Campaign

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: **Garrett Weston**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **525,000**
- 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

DIGITAL

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 ORANGE COUNTY
REGISTER

Los Angeles Times

BARRON'S

THE WALL STREET JOURNAL.

INVESTOR'S BUSINESS DAILY

Forbes

**Bloomberg
Markets**

 **REUTERS**



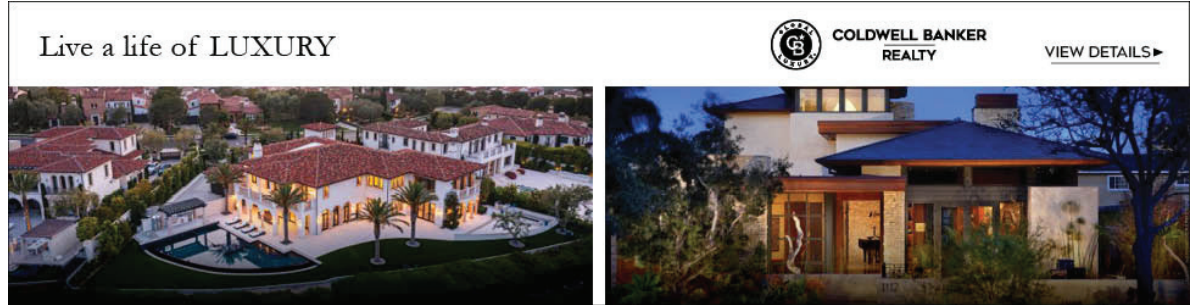
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

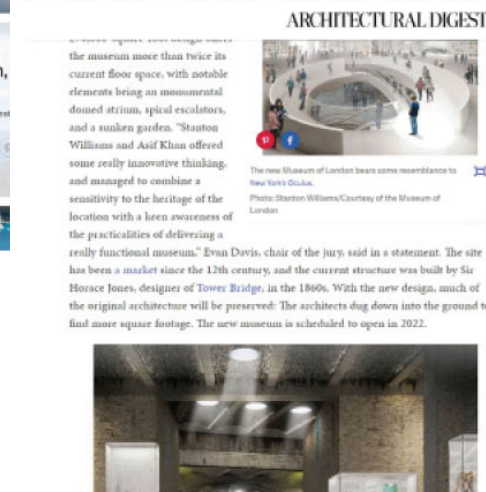
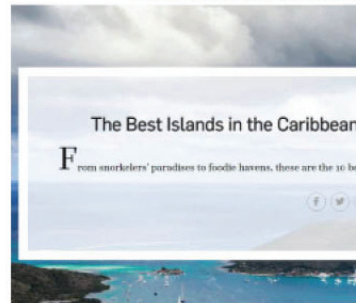
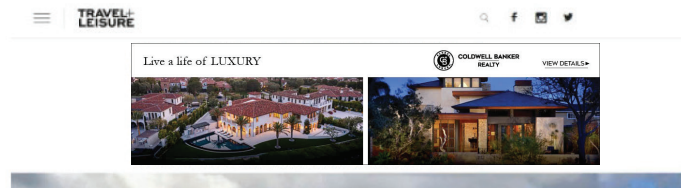
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

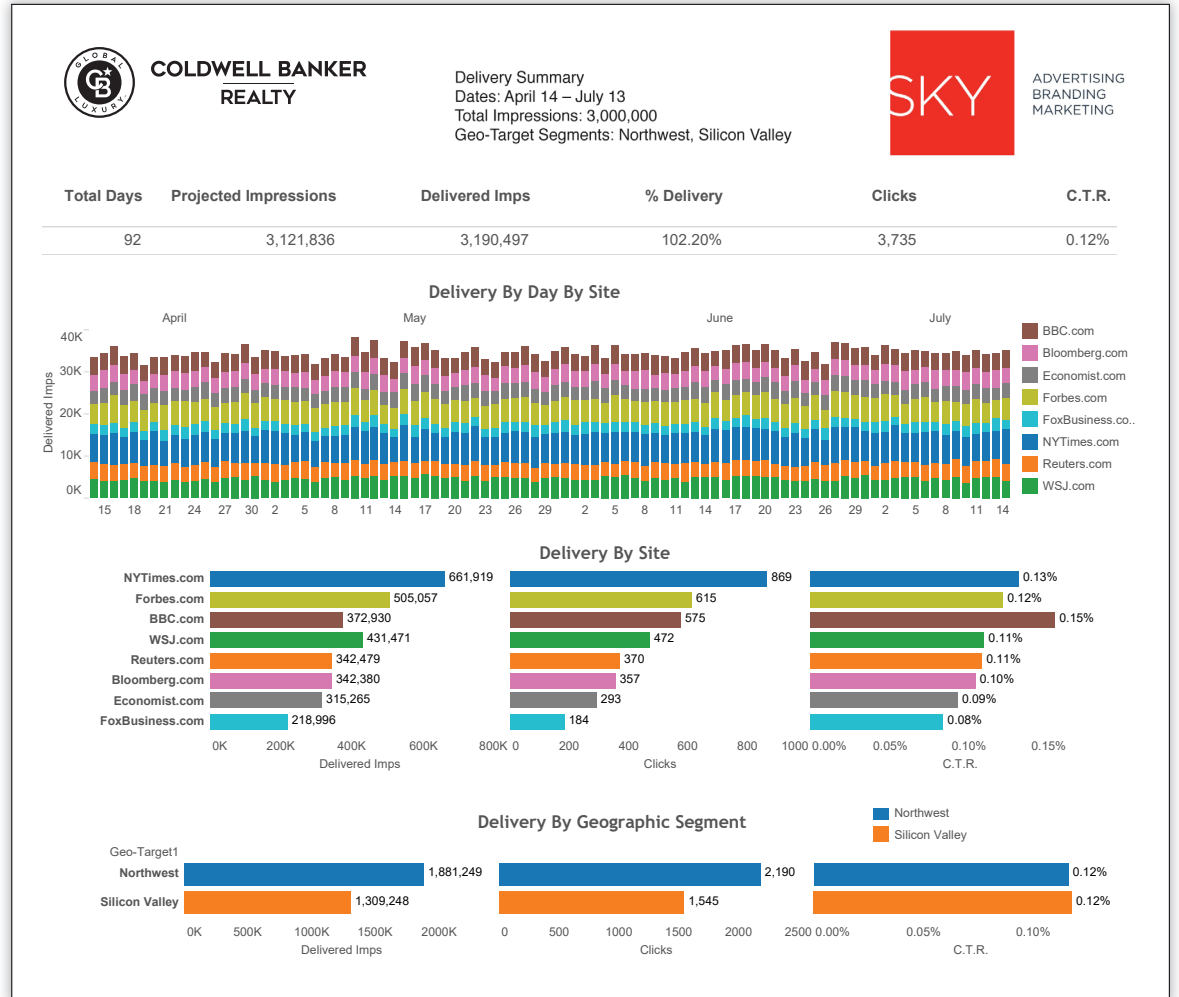


Comprehensive Reporting For Your Customized Campaign

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 Newport Beach, Newport Coast, Corona del Mar, Huntington Beach.

The program, with a projected start date of January 1st will run for three months and deliver an estimated 525,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Newport Beach, Newport Coast, Corona del Mar, and Huntington Beach in a premium editorial environment on top news and business/finance and lifestyle websites.
- A behavioral targeted banner segment, that will allow us to show banners to adults in the top 10% HHI living in Newport Beach, Newport Coast, Corona del Mar, and Huntington Beach and actively In-Market for residential real estate.
- A behavioral targeted banner segment, that will allow us to show banners to homeowners living in Newport Beach, Newport Coast, Corona del Mar, and Huntington Beach.

SITE SPECIFIC

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

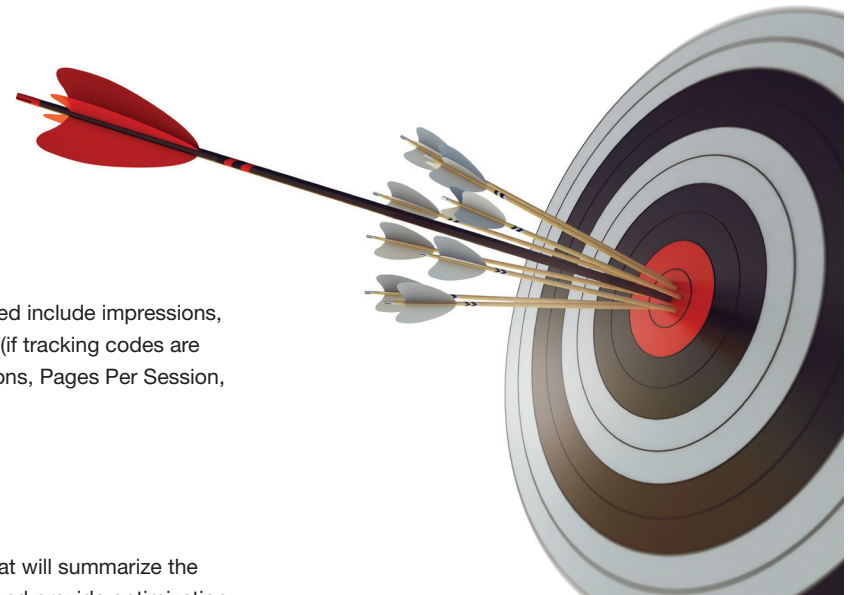
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

CBGL Garrett Weston

Media	Geo-Target	January				February				March				Impressions
		01	08	15	22	29	05	12	19	26	04	11	18	
OCRegister.com	Newport Beach, Newport Coast, Corona del Mar, Huntington Beach													50,000
LATimes.com														
Barrons.com	Newport Beach, Newport Coast, Corona del Mar, Huntington Beach													225,000
Investors.com														
Forbes.com														
Bloomberg.com														
Reuters.com														
CNBC.com														
WSJ.com														
In-Market Real Estate	Newport Beach, Newport Coast, Corona del Mar, Huntington Beach													175,000
Behavioral - Homeowners	Newport Beach, Newport Coast, Corona del Mar, Huntington Beach													75,000
Total Digital													525,000	

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

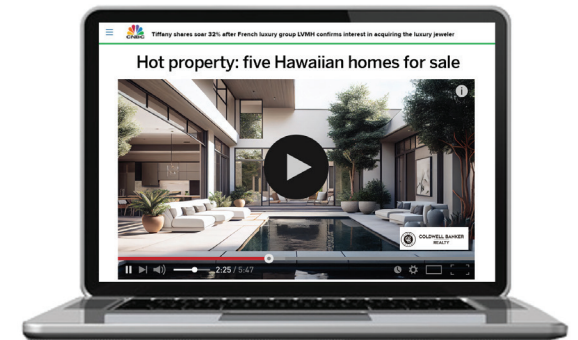


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH

Comprehensive Digital

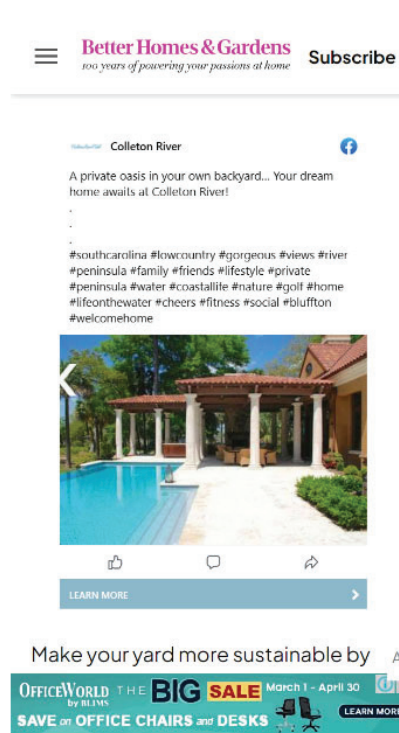
SOCIAL MIRROR ADS

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.

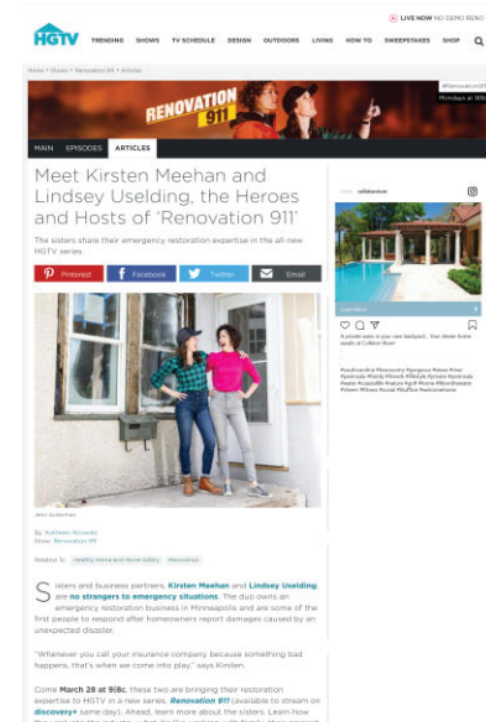
Ads can be display, video, OTT across connected TVs or carousel.



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.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH



Comprehensive Digital

ONLINE AUDIO ADS

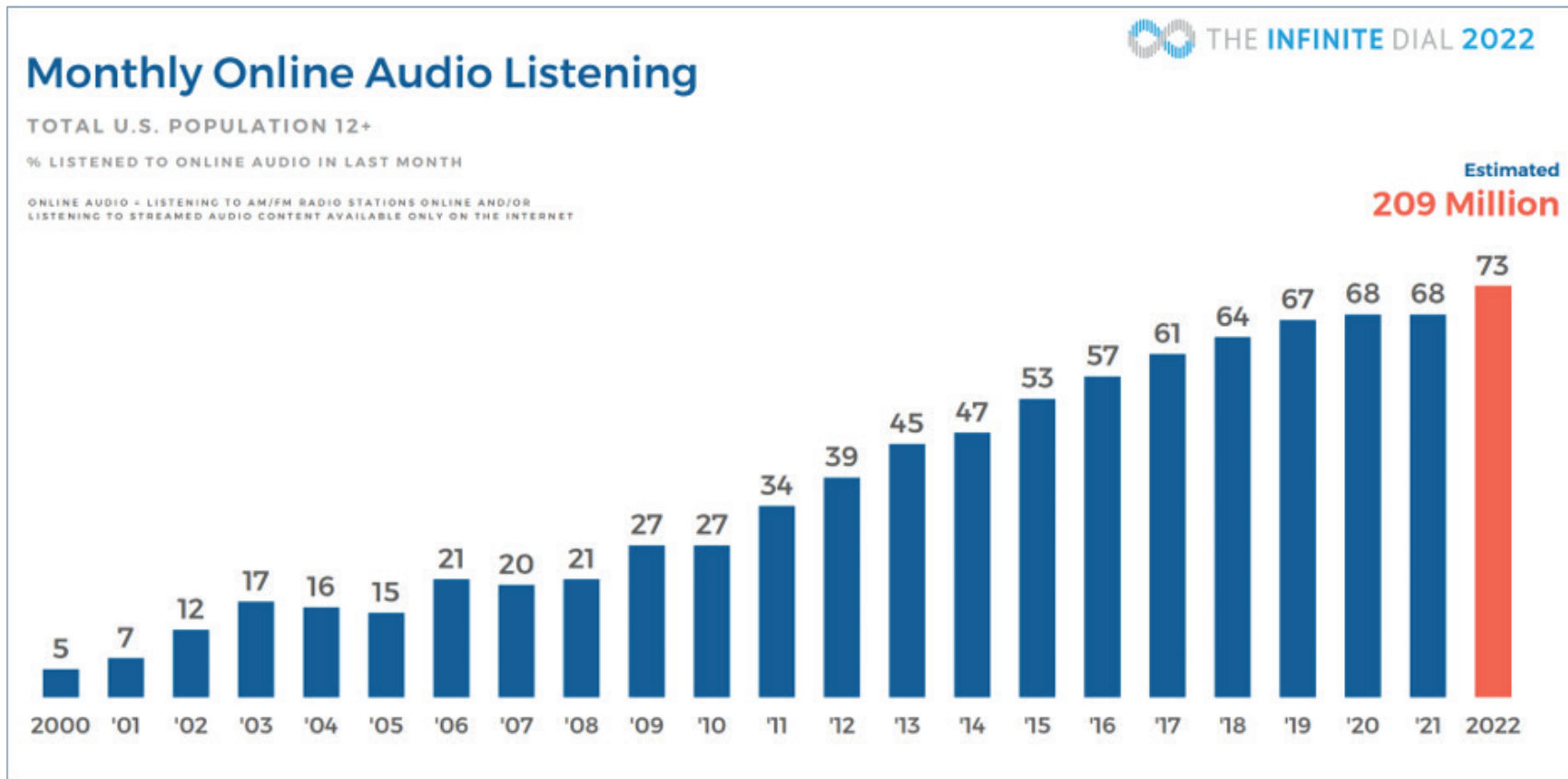
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

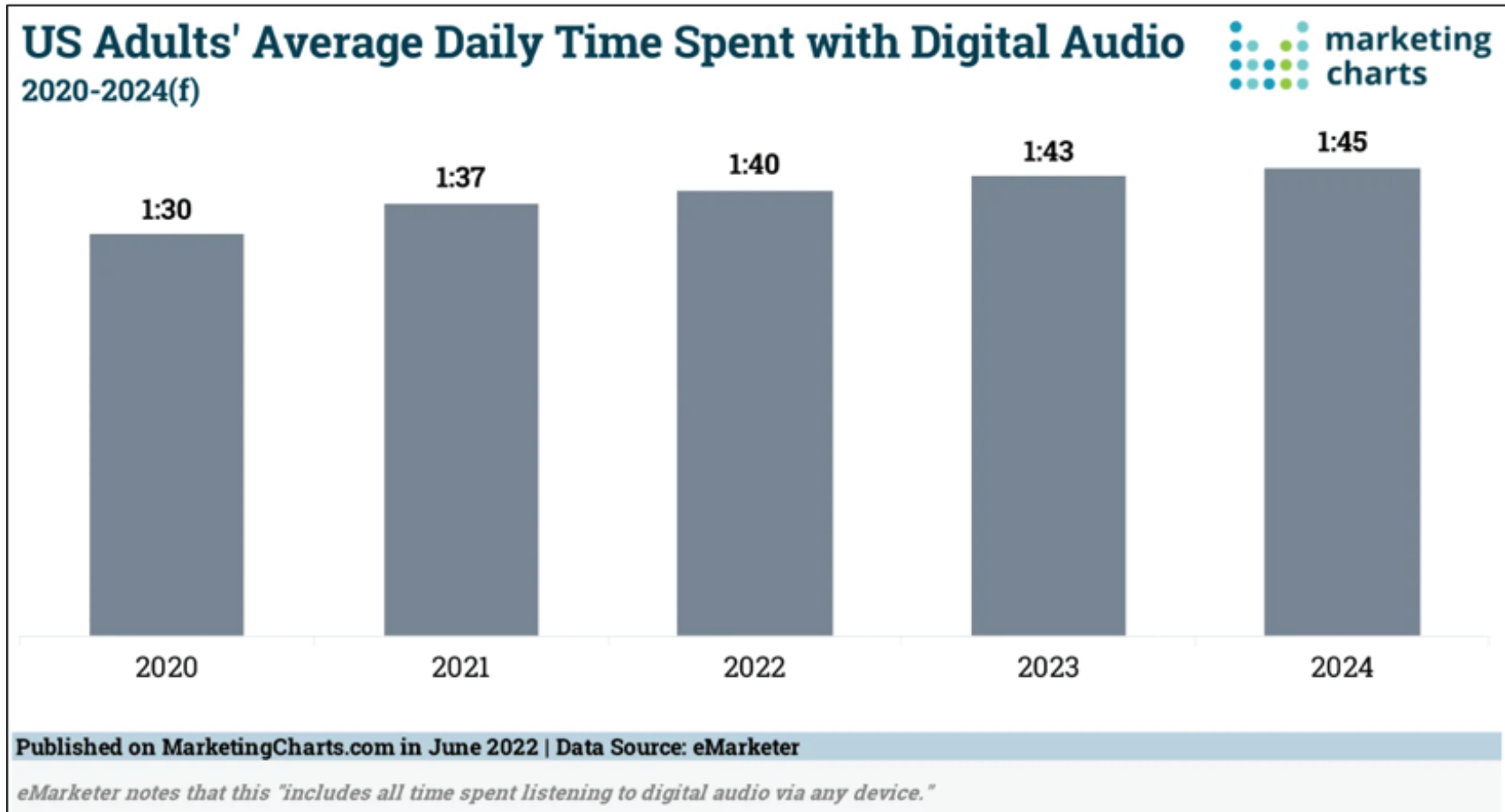
PRICE: FROM \$1,500/MONTH



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

Comprehensive Digital

Digital Campaign Planner

Date Created: 12/4/2023

Client: Coldwell Banker - Garrett Weston



GEOGRAPHIC TARGET:

92648, 92660, 92661, 92662,
92663, 92625, 92657

Campaign Duration: 01/01/2024-04/01/2024	Jan-24	Feb-24	Mar-24	Total
OTT + VIDEO PRE-ROLL TARGETING				
Video Pre-roll Retargeting				
OTT/Video Pre-roll Behavioral Targeting: Luxury Home Good Buyer Behavior; High Net Worth; 35+ Years Old; HHI 250k+; Real Estate Behavior - Lap of Luxury; Real Estate - Luxury and Family; Luxury Home Owners; High End HomeOwner				
OTT/Video Pre-roll AI Targeting				
Total Potential Impressions	50,000	50,000	50,000	150,000
Cost Per Thousand	\$30.00	\$30.00	\$30.00	\$30.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
ONLINE AUDIO				
Behavioral Targeting: Luxury Home Good Buyer Behavior; High Net Worth; 35+ Years Old; HHI 250k+; Real Estate Behavior - Lap of Luxury; Real Estate - Luxury and Family; Luxury Home Owners; High End HomeOwner				
AI Targeting				
Total Potential Impressions	30,000	30,000	30,000	90,000
Cost Per Thousand	\$50.00	\$50.00	\$50.00	\$50.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: Luxury Home Good Buyer Behavior; High Net Worth; 35+ Years Old; HHI 250k+; Real Estate Behavior - Lap of Luxury; Real Estate - Luxury and Family; Luxury Home Owners; High End HomeOwner				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	180,000	180,000	180,000	540,000
TOTAL CAMPAIGN INVESTMENT:	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00

OTT + Pre-roll Available Monthly Impressions Estimate:	885,076
Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	5.65%
Online Audio Available Monthly Impressions Estimate:	111,672
Percentage of Targeted Online Audio inventory purchased with this campaign:	26.86%
Social Mirror Ads Available Monthly Impressions Estimate:	211,781
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	47.22%

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.



CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

PROGRAM COST:

\$750 ONE-TIME SET UP

\$850/MONTH



Google AdWords

GEOTARGETING

- Huntington Beach
- Corona del Mar
- Newport Beach
- Newport Coast

AUDIENCES & DEMOGRAPHICS

Which can include:

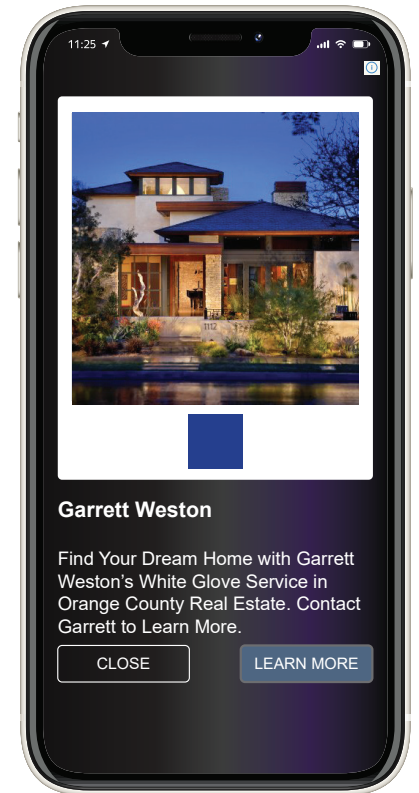
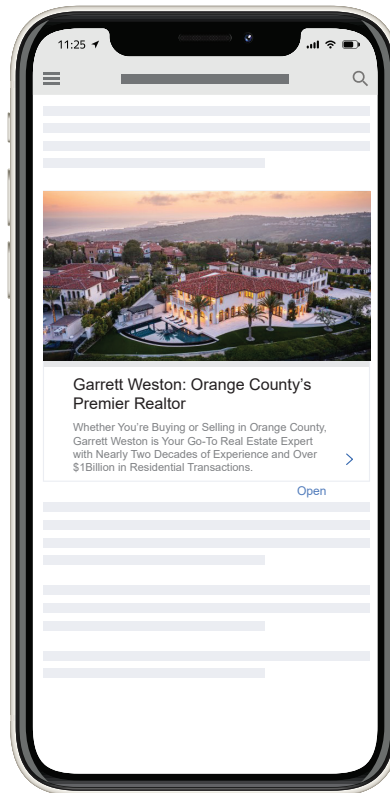
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Whether You're Buying or Selling in Orange County, Garrett Weston is Your Go-To Real Estate Expert with Nearly Two Decades of Experience and Over \$1Billion in Residential Transactions.
- Garrett Weston is Your Key to Unlocking Orange County's Luxury Real Estate Market. Benefit From His Local Market Knowledge and Expert Negotiation Skills.
- Find Your Dream Home with Garrett Weston's White Glove Service in Orange County Real Estate. Contact Garrett to Learn More.

SHORT HEADLINES

- Garrett Weston: Orange County's Premier Realtor
- Coldwell Banker Realty
- Contact Garrett Today



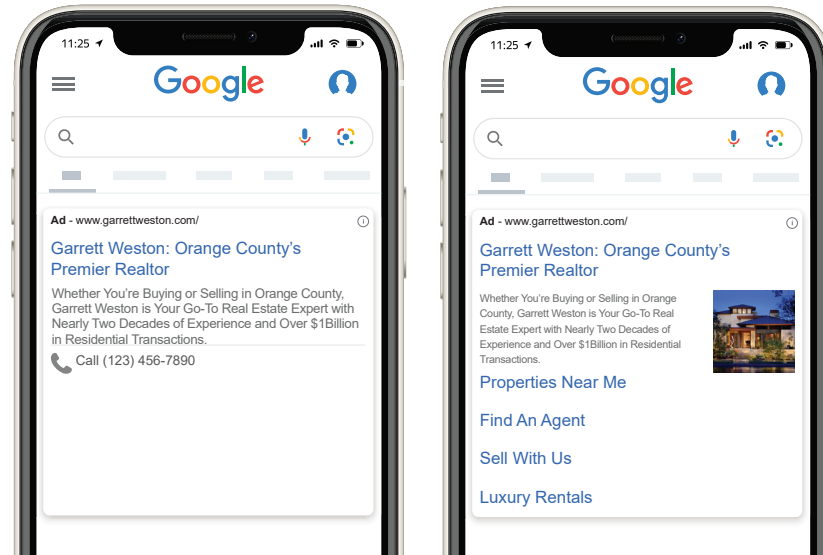
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 10,050

KEYWORD SAMPLE:

- “top rated realtor orange county”
- “luxury home for sale huntington beach”
- “Coldwell banker realty orange county”
- “orange county luxury real estate”
- “best realtor newport coast”



Garrett Weston: Orange County's Premier Realtor

Ad Find Your Dream Home with Garrett Weston's White Glove Service in Orange County Real Estate. Contact Garrett to Learn More. <https://www.garrettweston.com/>

[Learn more](#)

Ad - www.garrettweston.com/ (123) 456-7890

Garrett Weston: Orange County's Premier Realtor

Find Your Dream Home with Garrett Weston's White Glove Service in Orange County Real Estate. Contact Garrett to Learn More

Properties Near Me
Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us
List Your Home
Be Where the World is Looking

Find An Agent
Worldwide Agents
Local Experts

Luxury Rentals
Homes for Rent in Your Area
Exclusive Listings



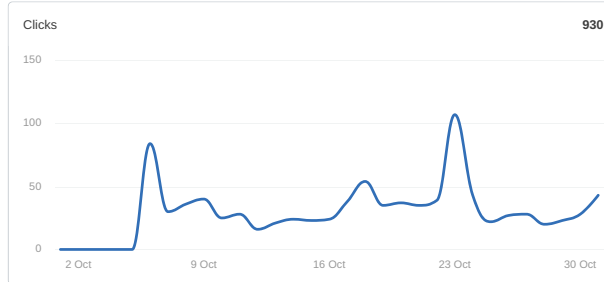
Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

Garrett Weston

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

MONTHLY REPORTING

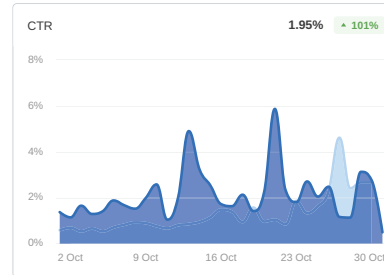
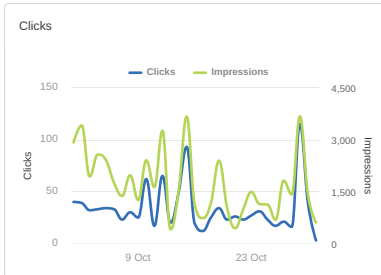
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



Garrett Weston
October 2023

Garrett Weston

October KPI's



Total Impressions ▼ 46%	Total Clicks ▲ 9%	Phone Calls ▲ 71%	Interaction Rate ▲ 218%	CTR ▲ 101%	Average CPC ▲ 7%
53,704	1,049	12	4.17%	1.95%	\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
michael rankin dc	40	114	40
va real estate agent	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: 30K

PRICE: \$1,350/DEPLOYMENT

Los Angeles Times



LIMITED TIME OFFER
5% DOWN PAYMENT*

*TERMS AND CONDITIONS APPLY. PLEASE REFER TO BROCHURE



RESIDENCE E, FLOORS T-3B

One bedroom, one and a half bathroom residence with view of the garden and city. Master bedroom with two closets and ensuite master bath. Coated living and dining room.

SALES GALLERY NOW OPEN

Monday - Friday 10am - 6pm
Saturday & Sunday by appointment

Appointments: 822.627.8200

Sales Gallery: 777 & Figueroa Street, 4th Floor, Los Angeles, CA 90017

NOW SELLING STUDIOS, ONE AND TWO BEDROOM
FROM THE \$600,000 TO OVER \$2,000,000



*The information is not an offer, it is a solicitation to offer in the residential market. The developer will accept all offers and will not be bound by the terms of this advertisement. The developer will accept all offers and will not be bound by the terms of this advertisement. The developer will accept all offers and will not be bound by the terms of this advertisement. The developer will accept all offers and will not be bound by the terms of this advertisement.

You are receiving this email because you have signed up to receive third party offers from Metropolis Homes. If you wish to unsubscribe from Metropolis Homes, please click here. If you wish to unsubscribe from Metropolis Homes, please click here. If you wish to unsubscribe from Metropolis Homes, please click here.

THE ESTATES AND THE EXECUTIVE COLLECTIONS

GREAT DEALS* ON FEATURED HOMES

FIND YOUR NEW HOME

Moopark's newest upscale communities, The Estates and The Executive Collections at Meridian Hills have some amazing deals* that won't last long.

- The Estates Collection's featured plan is the Biltmore, approximately 4,399 sq. ft., 5 bedrooms, 5.5 baths, master bedroom retreat, loft, off from \$861,990**
- The Executive Collection's featured plan is the Pearl, approximately 3,800 sq. ft., 4 bedrooms, 3.5 baths, with much desired first floor master priced from \$799,930**
- Both featured plans offer a special incentive of up to \$25,000**

VISIT TODAY BEFORE THESE DEALS ARE GONE

khov.com/meridian-hills-executive

khov.com/meridian-hills-estates

THE EXECUTIVE COLLECTION
AT MERIDIAN HILLS
6650 Ridgemark Drive
Moopark, CA

THE ESTATES COLLECTION
AT MERIDIAN HILLS
6628 Shadow Wood Dr
Moopark, CA

CONTACT | VIEW ONLINE

Your Ultimate Wine Country Experience is Waiting!

It's common knowledge that California's wine country includes some of the most renowned vineyards in America and it's no mystery why people flock from all over the world for a taste of the wine country lifestyle. Tucked away in this stunning region is one of the lesser-known jewels in all of California: the private Mayacama Golf Club.

Just a short drive north of San Francisco's Golden Gate Bridge and sprawled out over 673 pristine acres, Mayacama is more than just a private golf and residence club. We've embraced the finest amenities of a luxurious club, while remaining true to the history and beauty of our wine country roots. Mayacama offers the perfect blend of elegance with



Orange County Business Journal

The Orange County Business Journal is the publication that connects the business owners/leaders that fuel the OC economy at the 9th largest economy in the US, with a GDP of over \$238 billion.

OCBJ is one of the most respected, and widely-read, local business publications in the country and the ONLY business to business publication in Orange County.

The publication, now in its 46th year, serves a readership that includes the area's biggest and best-known business owners, senior executives, and the most influential leaders in our community.

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Filled with engaging content and in-depth analysis, the Business Journal is written to enlighten, educate, and inspire our readers. Throughout our print edition, each column and section are visually appealing, presented fairly, and accurately from a dependable source you can trust.

- 76% of readers are in executive management positions
- 65% Owner, Partner, Principal, CEO, President
- 11% Other Senior-Level Management

KEY INFLUENCERS

- 52% of readers influence decisions in their company regarding BANKING
- 66% of readers influence decisions in their company regarding MERGERS & ACQUISITIONS
- and RAISING CAPITAL
- 83% of readers influence decisions in their company regarding REAL ESTATE
- 48% of readers influence decisions in their company regarding COMPUTING CAPABILITIES

ORANGE COUNTY BUSINESS JOURNAL

THE COMMUNITY OF BUSINESS™

TORREY PINES BANK Trusted Relationships + National Strength [Connect with us](#)

POWERED BY WESTERN ALLIANCE BANK

OC August Unemployment Jumps to Highest in 20 Months

Orange County's unemployment rate rose to 3.9% in August — the highest in 20 months — from a revised 3.6% in July and above the 3.2% rate seen in August last year, according to the state's Employment Development Department. It's the highest level since 4.2% in January 2022. The state's unemployment rate was 5.1% in [...]



New Fogo de Chão to Open at Bella Terra

Bella Terra will be home to the second Fogo de Chão restaurant in Orange County, opening on September 25. The new Brazilian steakhouse aims to provide over 100 local jobs in Huntington Beach led by General Manager Cristiano Machado.



BE PART OF A WINNING TEAM
Your skills are in demand! Together you can solve the most complex business challenges.

MARQUEE MANUFACTURING

949-222-8438 [Search Jobs Now](#)

UCI Health
You're more than a patient. We see beyond your healthcare needs — we see you.

[Learn more](#)

Midday Stock Roundup: Tarsus Up 6% on Conference Presentations

Tarsus executives yesterday presented at the Morgan Stanley 21st annual global healthcare conference

- 51% of readers influence decisions in their company regarding ACCOUNTING
- 64% of readers influence decisions in their company regarding INSURANCE and LEGAL matters

DAILY E-NEWS UPDATES

Keeping the oc business community updated on all breaking news in the region

ONE E-NEWS UPDATE PER DAY

- 55,000 daily opt-in subscribers
- 2 banner and 4 island ad opportunities
- Delivered Monday-Friday at 11:00 a.m.

PRICE: \$780/UNIT

ORANGE COUNTY BUSINESS JOURNAL

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CalSavers' deadline is June 30, 2022. Are you prepared?

Schedule a consultation with our retirement plan specialist.



THIS WEEK'S ISSUES

LEADER BOARD
Orange County Leader Board

RAYMOND MARRAS | LINDA HARRINGTON | JUNE 13, 2022

RETIRED
Local Development Co. Acquires New Office

JUST LISTED
Commercial Property Seeking Bank Fin.

DEVELOPMENT
Over 100 Jobs, Manufacturing, Plus Community, Culture

REAR & FORTH
New Factory Development in Irvine, After 25 Years

LATEST NEWS

TECH
Taco Bell Operates First Four-Lane Drive Thru

BYRON ADAMS | 7:00PM ET

How many drive-thrus are there in the world? Taco Bell's new four-lane drive-thru is a first for the fast-food chain.

FINANCE
Tarsus Up 6% on Conference Presentations

BYRON ADAMS | 7:00PM ET

Tarsus executives yesterday presented at the Morgan Stanley 21st annual global healthcare conference.

RETAIL
Midday Stock Roundup

BYRON ADAMS | 7:00PM ET

Market closed. Companies: Key Bank, Sun Country, B. Schwartz.

MARKETING
Sales Growth for July in Q1 and 2nd Half of 2022

BYRON ADAMS | 7:00PM ET

July sales growth for July in Q1 and 2nd Half of 2022.

For all things HR, depend on us.

CUSTOM CONTENT

A completely custom-built page within the orange county business journal's website

CUSTOM CONTENT POSITIONS INCLUDE:

- Client headline and article will be posted on the OCBJ homepage
- 2. Art and headline noted on homepage clicks through to your article on website
- 3. Campaign will be live for 30 days
- 4. Up to 2 articles in a 30-day period • 2 photos

PRICE: \$7,800/MONTH

Print Offerings



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REALTY

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: \$2,500

Includes Bonus 30 Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 22 • \$4.00
 DOW JONES 29,848.14 NASDAQ 10,109.10 S&P 500 3,012.10 10-YR TREAS 1.62% OIL 47.18 GOLD 1,442.30 EURO 1.1212 YEN 107.12

What's News
Business Finance
 Fed officials moved to provide a lifeline to credit availability to businesses and households that could easily be strangled by a sharp decline in U.S. growth, especially if a deep recession looms. The Fed's rate-cutting and balance-sheet expansion are seen as a lifeline to credit availability to businesses and households that could easily be strangled by a sharp decline in U.S. growth, especially if a deep recession looms.

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis
 By Mark Thompson
 WASHINGTON—The Federal Reserve executed an emergency half-percentage-point rate cut and markets sold, reflecting fears of a deep recession. The Fed's rate cut was the first since 2008, when the U.S. economy was in a deep recession.

Shaky Ground
 Fed officials moved to provide a lifeline to credit availability to businesses and households that could easily be strangled by a sharp decline in U.S. growth, especially if a deep recession looms.

Tennessee Twisters Kill at Least 25
 In Jackson County, Tenn., a twister struck a crowd of people at a twister festival on Monday, killing at least 25 people and injuring more than 100 others, according to local officials.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Former Vice President Joe Biden took the stage in Los Angeles after a string of Super Tuesday primary contests. Sanders won a big victory in California.

World Wide
 Biden avoided a string of Super Tuesday primary contests and headed into California as the top Democrat. Sanders won a big victory in California.

Orange County Business Journal

Type text hereThe Orange County Business Journal is the publication that connects the business owners/leaders that fuel the OC economy at the 9th largest economy in the US, with a GDP of over \$238 billion. OCBJ is one of the most respected, and widely-read, local business publications in the country and the ONLY business to business publication in Orange County.

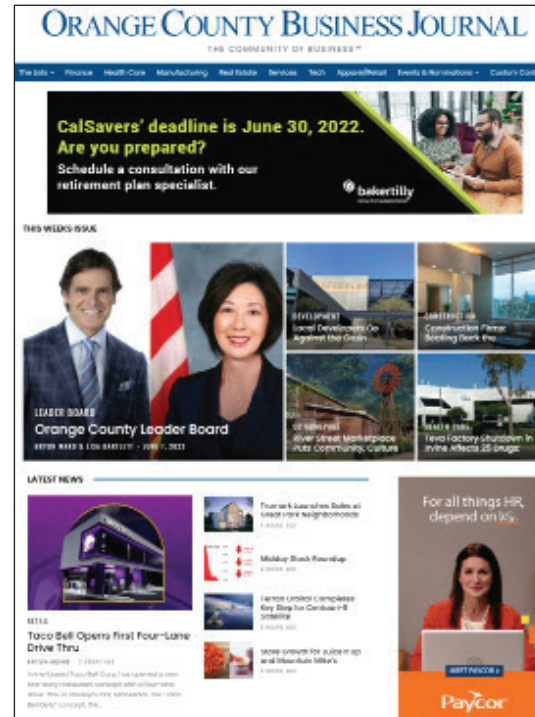
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-
- 81% Of our readers are millionaires annual gross revenues
 - \$748,000 Average Household Income
 - \$7,900,000 Average Net Worth
 - 84% Have Money under Professional

Management

84% Own their primary residence with a median value of \$2 million

FULL PAGE: \$1,800



Schedule, Pricing & Reach



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REALTY

Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	January	February	March	Media Total	Reach
Digital						
Million Impressions*						
250K Impressions	Digital Banner Program	\$1,195.00	\$1,195.00	\$1,195.00	\$ 3,585.00	750,000
250K Impressions	Targeting - 92648, 92660, 92661, 92662, 92663, 92625, 92657 (Newport Beach, Corona del Mar, Newport Coast)					
Google Adwords						
Google Adwords	Digital PPC program	\$1,600.00	\$850.00	\$850.00	\$ 3,300.00	30,000
Comprehensive Digital						
Comprehensive Digital	Audio	\$1,500.00	\$1,500.00	\$1,500.00	\$ 4,500.00	90,000
Comprehensive Digital	OTT/Video Pre-roll	\$1,500.00	\$1,500.00	\$1,500.00	\$ 4,500.00	150,000
Comprehensive Digital	Social Mirror	\$1,500.00	\$1,500.00	\$1,500.00	\$ 4,500.00	300,000
LA Times						
Custom Email	Custom Email	\$1,350.00	\$1,350.00	\$1,350.00	\$ 4,050.00	90,000
Orange County Business Journal						
E-Newsletter	E-Newsletter	\$ 780.00	\$ 780.00	\$ 780.00	\$ 2,340.00	165,000
OCBJ.com	Custom Content Built Page	\$ 7,800.00			\$ 7,800.00	55,000
Print						
The Wall Street Journal						
The Wall Street Journal - So. California	Quarter Page	\$2,500.00	\$2,500.00	\$2,500.00	\$ 7,500.00	438,561
Orange County Business Journal						
Orange County Business Journal	Full Page	\$1,800.00	\$1,800.00	\$1,800.00	\$ 5,400.00	
TOTAL					\$ 47,475.00	2,068,561

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