



ADVERTISING
BRANDING
MARKETING

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

Joyce Rey Advertising and Marketing Program



COLDWELL BANKER
REALTY

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- 15 2024



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ADVERTISING
BRANDING
MARKETING

National & Global Exposure

SKY Advertising is excited to present to Coldwell Banker a curated, marketing selection of offerings to bring ultra-high net worth buyer awareness to Joyce Rey.

Your strategic blueprint is composed of select digital products that are highly targeted to individuals looking for high-end living in Los Angeles, Beverly Hills, Montecito, and Santa Barbara.

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

LET'S DO
GREAT THINGS TOGETHER

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Digital Offerings



COLDWELL BANKER
REALTY

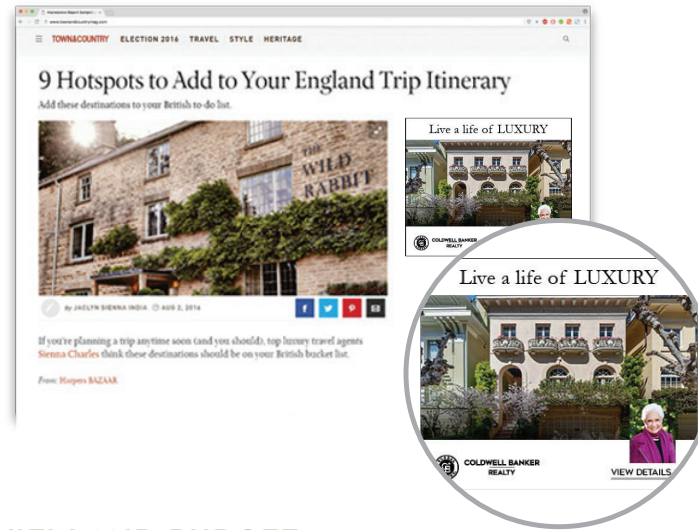
Impressions Campaign

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: **Joyce Rey**
- Flight Dates: **January 2024 - March 2024**
- 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

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.

FORTUNE

BARRON'S

INVESTOR'S BUSINESS DAILY™

THE WALL STREET JOURNAL.

 **REUTERS**

Forbes

FOX BUSINESS



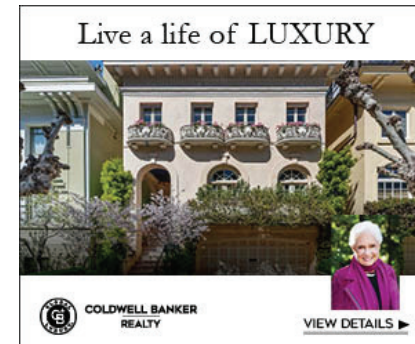
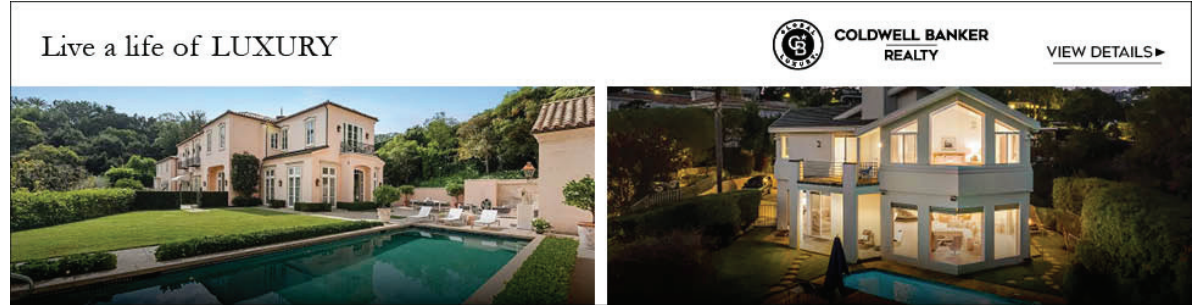
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

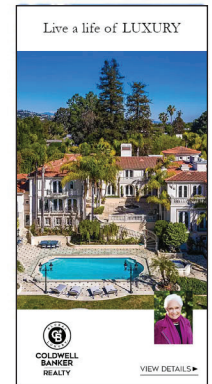
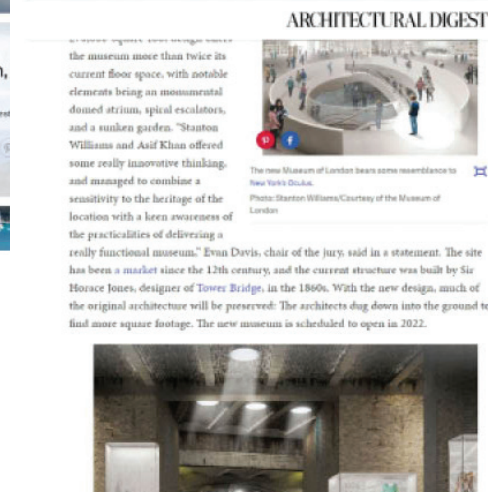
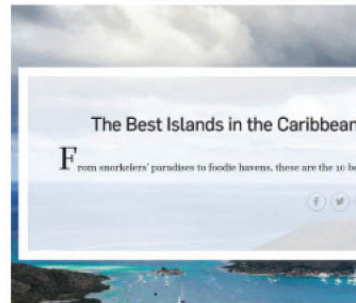
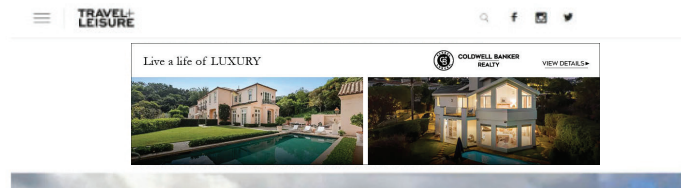
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

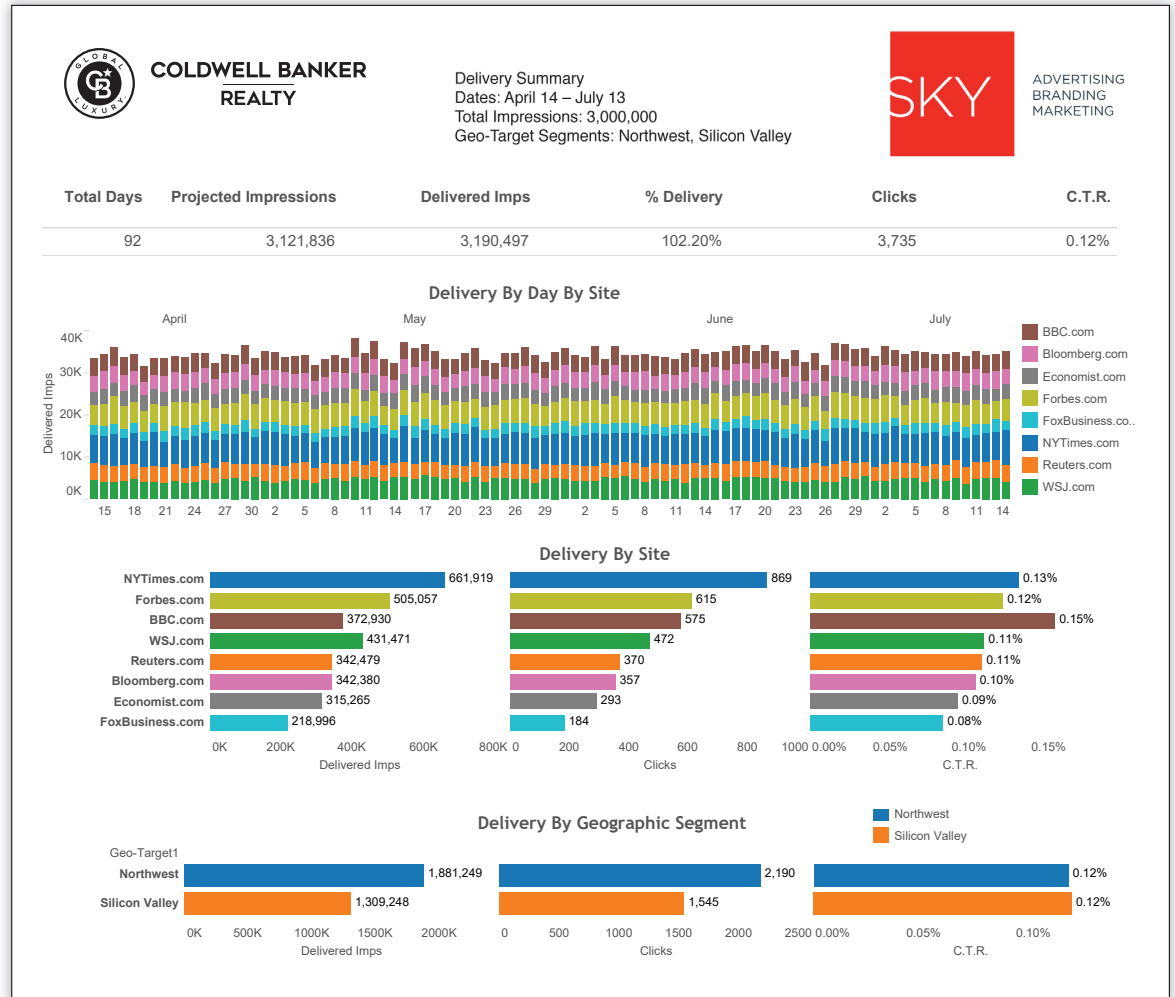


Comprehensive Reporting For Your Customized Campaign

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 250K

After researching, we have put together an integrated program that targets a high-net-worth audience across Los Angeles (90067, 90210, 90272, 90402, 91436, 90077, 90049, 90212, 90024, 90266, 91302, 90265, 91108), Beverly Hills and Montecito/Santa Barbara.

The programs are scheduled to start on January 1st and run for three months and deliver an estimated 750,000 impressions.

This will include:

- A site-specific segment of Global leading business finance websites.
- An In-Market segment, that will allow us to show banners to adults who are actively searching for residential real estate and living in Los Angeles (90067, 90210, 90272, 90402, 91436, 90077, 90049, 90212, 90024, 90266, 91302, 90265, 91108), Beverly Hills and Montecito/Santa Barbara.
- A segment targeting homeowners living in Los Angeles (90067, 90210, 90272, 90402, 91436, 90077, 90049, 90212, 90024, 90266, 91302, 90265, 91108), Beverly Hills and Montecito/Santa Barbara.

SITE SPECIFIC

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

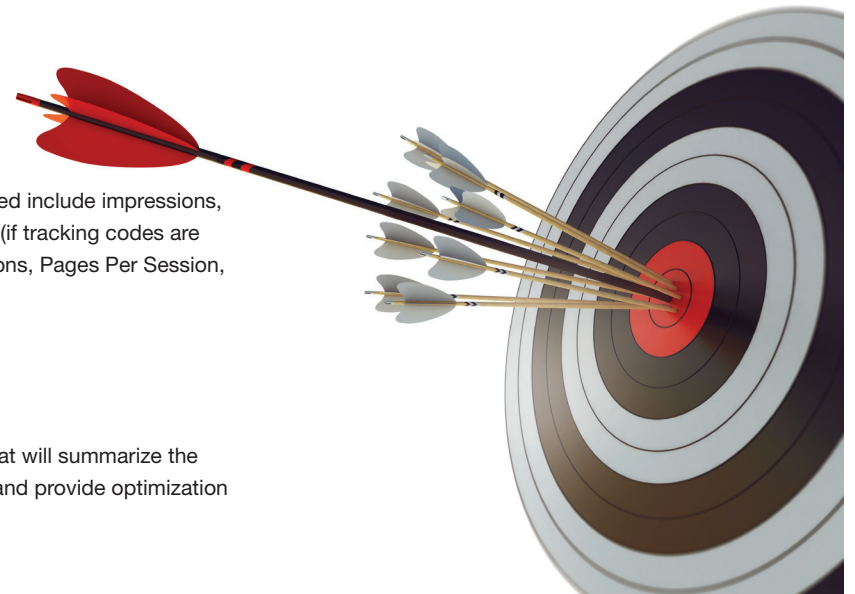
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech 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 250K

CB Joyce Rey

Media	Geo-Target	January					February					March				Impressions
		01	08	15	22	29	05	12	19	26	04	11	18	25	01	
Fortune.com	Los Angeles, Beverly Hills and Montecito/Santa Barbara															475,000
WSJ.com																
Barrons.com																
Investors.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
																-
In Market - Residential Real Estate	Los Angeles, Beverly Hills and Montecito/Santa Barbara															150,000
																-
Homeowners	Los Angeles, Beverly Hills and Montecito/Santa Barbara															125,000
																-
Total Digital																750,000

Impressions Scheduling 500K

After researching, we have put together an integrated program that targets a high-net-worth audience across Los Angeles (90067, 90210, 90272, 90402, 91436, 90077, 90049, 90212, 90024, 90266, 91302, 90265, 91108), Beverly Hills and Montecito/Santa Barbara.

The programs are scheduled to start on January 1st and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading business finance websites.
- An In-Market segment, that will allow us to show banners to adults who are actively searching for residential real estate and living in Los Angeles (90067, 90210, 90272, 90402, 91436, 90077, 90049, 90212, 90024, 90266, 91302, 90265, 91108), Beverly Hills and Montecito/Santa Barbara.
- A segment targeting homeowners living in Los Angeles (90067, 90210, 90272, 90402, 91436, 90077, 90049, 90212, 90024, 90266, 91302, 90265, 91108), Beverly Hills and Montecito/Santa Barbara.

SITE SPECIFIC

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

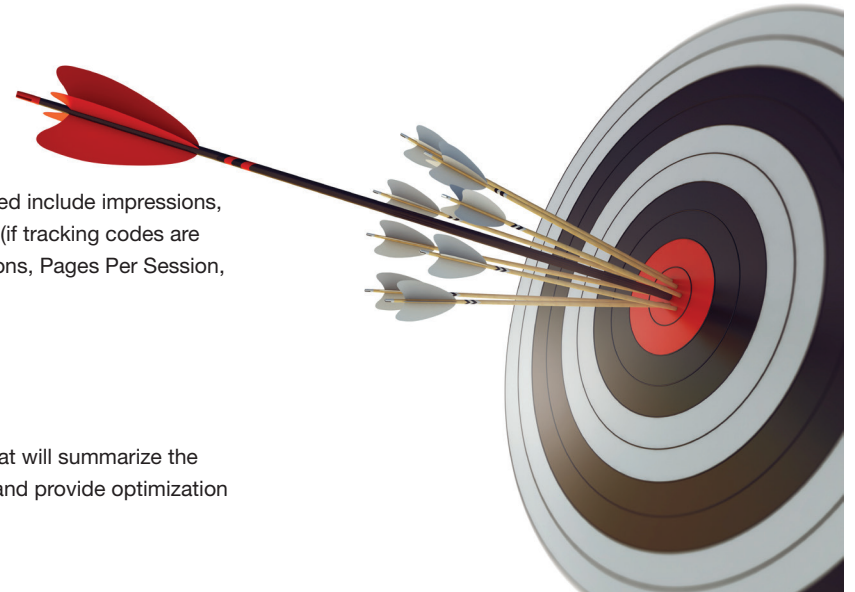
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech 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 500K

CB Joyce Rey

Media	Geo-Target	January					February					March				Impressions
		01	08	15	22	29	05	12	19	26	04	11	18	25	01	
Fortune.com	Los Angeles, Beverly Hills and Montecito/Santa Barbara															1,050,000
WSJ.com																
Barrons.com																
Investors.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
																-
In Market - Residential Real Estate	Los Angeles, Beverly Hills and Montecito/Santa Barbara															275,000
																-
Homeowners	Los Angeles, Beverly Hills and Montecito/Santa Barbara															175,000
																-
Total Digital																1,500,000

Schedule, Pricing & Reach



COLDWELL BANKER
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Proposed Media Schedule & Pricing 2024

Media	Ad Description	January	February	March	Media Total	Reach
Million Impressions*						
250K Impressions	Digital Banner Program	\$1,195	\$1,195	\$1,195	\$ 3,585.00	750,000
250K Impressions	Targeting - LA, Beverly Hills, Montecito/Santa Barbara					
500K Impressions	Digital Banner Program	\$1,625	\$1,625	\$1,625	\$ 4,875.00	1,500,000
500K Impressions	Targeting - LA, Beverly Hills, Montecito/Santa Barbara					
TOTAL					\$ 8,460.00	2,250,000

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