



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Greenwich CT Office Advertising and Marketing Program



COLDWELL BANKER
REALTY

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ADVERTISING
BRANDING
MARKETING

National & Global Exposure Greenwich CT Office

SKY Advertising is excited to present to Coldwell Banker a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Greenwich, CT Office.

Your strategic blueprint is composed of select digital products that are highly targeted to individuals looking for high-end living in Greenwich, CT.

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 brand.

LET'S DO
GREAT THINGS TOGETHER

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Digital Offerings



COLDWELL BANKER
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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: **Greenwich, CT Office**
- Flight Dates: **February 2024 - April 2024**
- Impressions: **3,000,000**
- 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 New York Times

FOX BUSINESS



THE WALL STREET JOURNAL.

BARRON'S

Forbes

Bloomberg
Markets



INVESTOR'S BUSINESS DAILY



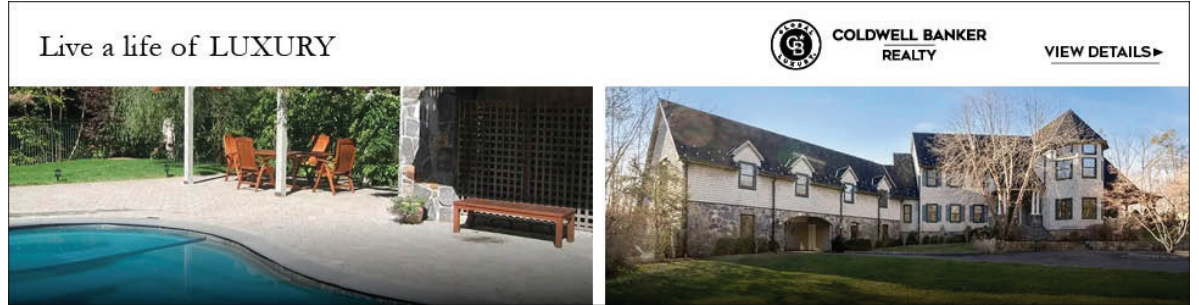
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

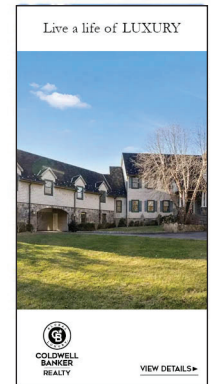
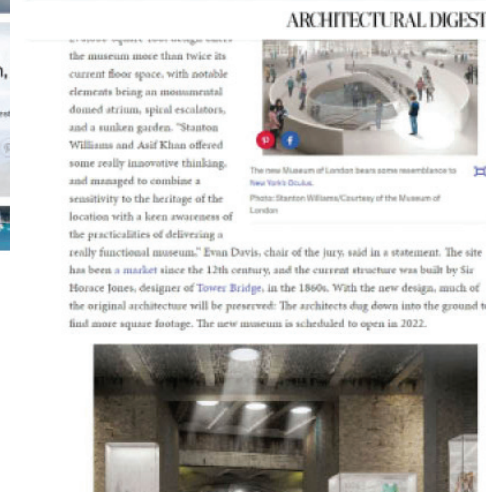
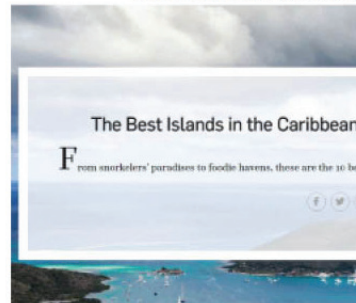
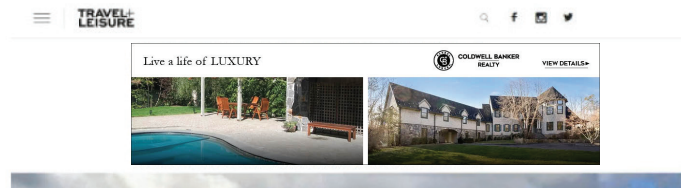
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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 doing some research, we have put together an integrated program that targets a high-net-worth audience living in New York City, Fairfield County, and Westchester.

The program, with a projected start date of February 1st, will run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A site-specific segment of premium news and business/finance focused websites (e.g. WSJ.com, NYTimes.com, Reuters.com etc.)
- A Custom Intent segment that will allow us to show banners to adults actively searching for Fairfield County area real estate and living in New York City and Westchester.
- An In-Market Intent segment that will allow us to show banners to adults actively searching for residential real estate and living in Fairfield County.

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

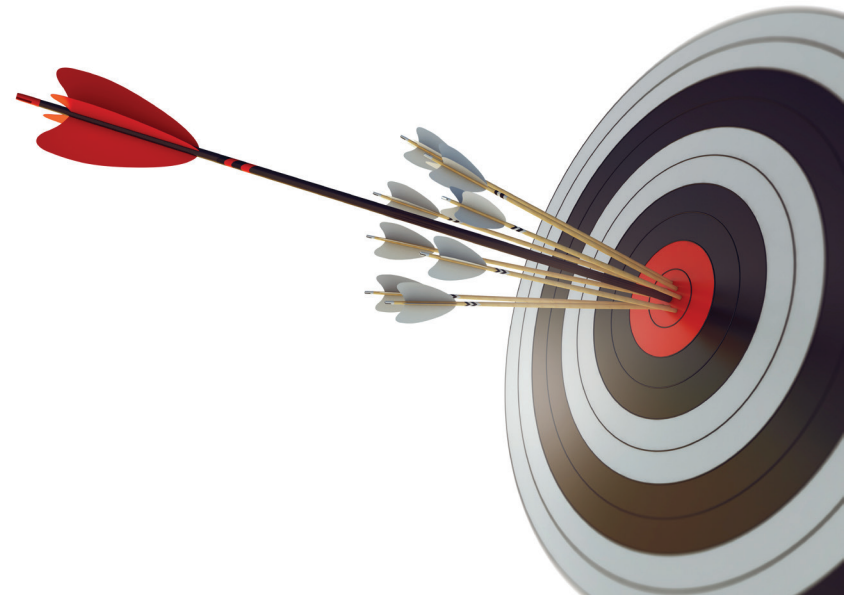
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

Greenwich CT Coldwell Banker

Media	Geo-Target	February				March				April				Impressions
		1	8	15	22	29	7	14	21	28	4	11	18	
NYTimes.com	New York City, Fairfield County, and Westchester													1,575,000
WSJ.com														
FoxBusiness.com														
Forbes.com														
Bloomberg.com														
CNBC.com														
Barrons.com														
Investors.com														
Reuters.com														
Custom Intent - Fairfield County Area Real Estate	Westchester, and NYC													550,000
In-Market - Residential Real Estate	Fairfield County													875,000
Total Impressions													3,000,000	

Comprehensive Digital

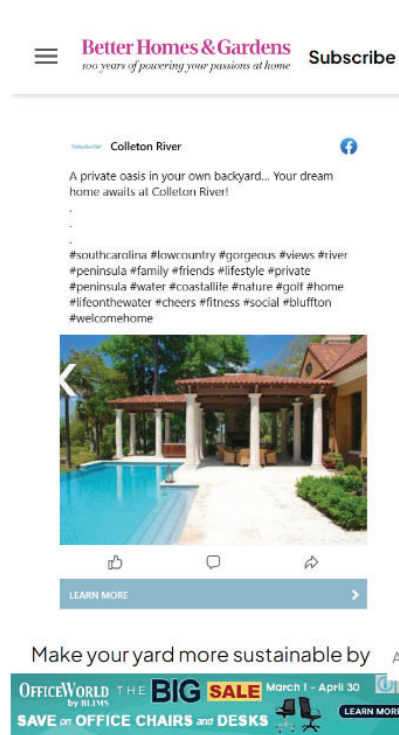
SOCIAL MIRROR ADS

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.

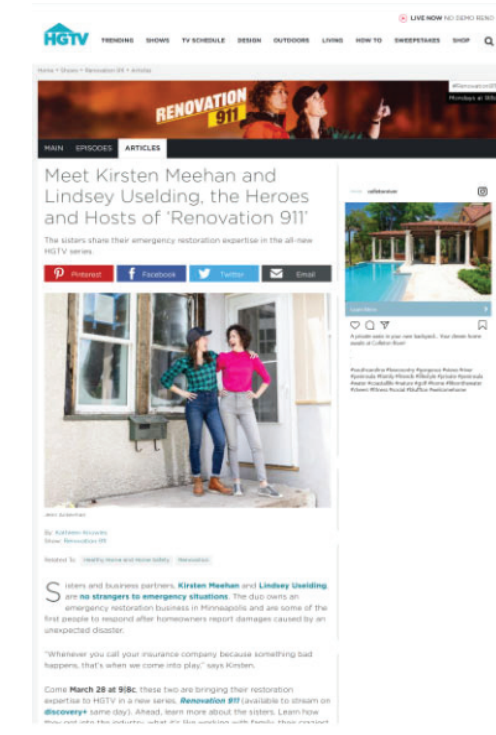
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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
100,000 IMPRESSIONS/MONTH

Comprehensive Digital

Client: Coldwell Banker Greenwich CT

Digital Campaign Planner



Date Created: 1/23/2024

GEOGRAPHIC TARGET:

Greenwich, CT; New York, NY;
Westchester NY County Zips; Fairfield
CT County Zips

Campaign Duration: 02/01/2024-05/01/2024	Feb-24	Mar-24	Apr-24	Total
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth Individual; Luxury Home Owners; Plans to Sell Home; Luxury Homes				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	166,667	166,667	166,667	500,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$2,500.00	\$2,500.00	\$2,500.00	\$7,500.00
TOTAL CAMPAIGN IMPRESSIONS:	166,667	166,667	166,667	500,000
TOTAL CAMPAIGN INVESTMENT:	\$2,500.00	\$2,500.00	\$2,500.00	\$7,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	370,598
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	44.97%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

Print Offerings



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Greenwich Time

Greenwich Time provides news and information to dozens of communities across Connecticut, delivering unmatched reach and representing the #1 print and online portfolio in the state. They take pride in the sophistication of their readers that invite their content into their homes each week. Their high caliber readership is successful, affluent, and passionate about all aspects of real estate.

- \$106K Average Household Income
- 12% Higher Net Worth vs. Market Average

\$1,400/FULL PAGE

\$745/HALF PAGE

Real Estate

ADVERTISING FEATURE • FRIDAY, JANUARY 26, 2024 • SECTION 8

HOT PROPERTY

Custom-built and turnkey in Old Greenwich/R10

SMART home has four levels of living space, at-home amenities and steps-away access to private association beach



Contributed by Catherine Garrett Smith

The property enjoys water views of Ford's Beach and the calm cove. It's part of the waterfront Sylvan Lane Association.



WHAT YOU CAN BUY GREENWICH

Lyon Farm
East condo, with flexible floor plan/
\$1.495 million

Page 8B



WHAT YOU CAN BUY GREENWICH

5-bedroom
contemporary, with pool and outdoor kitchen/\$1.65 million

Page 8B



“Trish is a highly qualified and personable realtor you can trust to present a thorough marketing analysis and effective plan for the sale or purchase of your home. When meeting her for the first time, you get the feeling you've known her for years! Trish's expertise, sharp negotiation skill and professionalism rate her one of the best in the real estate field.”
-BW

Trish Clark
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Greenwich Magazine

For over 75 years, Greenwich Magazine has been the foremost authority on living your best life in Fairfield County. Through print, digital and experiential platforms, they deliver daily inspiration and information to a loyal, sophisticated and discerning audience that craves only the best ideas, services, products and experiences that reflect their high standard of living. They are deeply rooted in our community, passionate about giving back, and champion and support the businesses, organizations and families that call the Gold Coast and surrounding area their home.

DEMOGRAPHICS

- Female **76%**
- Male **21%**
- Age Range: **25-64 73%**
- Average Age **56.6**

AFFLUENCE

- Average Household Income **\$813,100**
- Average Net Worth **\$4,295,000**

HOME OWNERSHIP

- Own A Home **83%**
- Own A Second Home **21%**
- Average Primary Home Value **\$1,703,900**



INVESTMENTS

- Average Investment Portfolio **\$3,409,000**
- Own Investment Property **32%**

\$4,500/FULL PAGE

Homes & Estates

INTERNATIONAL EDITION

For decades, Coldwell Banker Global Luxury® has been committed to elevating luxury real estate marketing and reaching affluent homeowners. Its proprietary publication, Homes & Estates is a singular guide to extraordinary real estate and luxury lifestyle trends. As part of a union with The Wall Street Journal and Unique Homes, Homes & Estates offers a look into exquisite properties worldwide, outstanding artistry and cultural explorations while remaining at the forefront of international luxury.

A stunning new look to draw the interest of luxury clientele

Homes & Estates' distinguishing redesign highlights the best of the best of Global Luxury.

Partnering with industry giants for expanded reach

Homes & Estates is distributed via Unique Homes and The Wall Street Journal, boosting national reach to the truly affluent in top high-net-worth ZIP codes and on an international scale to more than 50 countries.



An impact that goes well beyond the promotion of luxury property

Marketing in Homes & Estates establishes superior branding benefits for the Luxury Property Specialists who represent these exceptional properties.

- FULL PAGE: \$2,295
- HALF-PAGE: \$1,250
- QUARTER-PAGE: \$750
- TWO-PAGE PROPERTY FEATURE: \$3,995

COVER PACKAGE

- Your listing on the H&E cover
- A 2-page editorial on the home far forward in the magazine
- Mention in the Table of Contents
- 200 customized copies mailed to your list
- 25 copies sent directly to you
- A feature story on the home on the Coldwell Banker Global Luxury® Blog
- Property promotion via Coldwell Banker®'s extensive social media channels
- Press release to the media

PRICE: \$5,500

Schedule, Pricing & Reach



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Proposed Media Schedule & Pricing 2024

Media	Ad Description	March	April	May	June	July	August	September	October	November	Media Total	Reach
Digital												
Million Impressions*												
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00				\$ 2,450.00	\$ 2,450.00		\$ 12,250.00	5,000,000
Million Impressions	Targeting - Greenwich CT, Fairfield County Area, Westchester, NYC											
Comprehensive Digital												
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00				\$ 1,500.00	\$ 1,500.00		\$ 7,500.00	500,000
Print												
Greenwich Time												
Greenwich Time	Real Estate Section + Spring Showcase + Fall Showcase	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 745.00	\$ 745.00	\$ 1,400.00	\$ 1,400.00	\$ 745.00	\$ 10,635.00	720,000
Greenwich Magazine												
Greenwich Magazine	April Real Estate Issue + June Interior Design; Full Page + Bonus Social Post		\$ 4,500.00		\$ 4,500.00						\$ 9,000.00	95,000
Homes & Estates												
Homes & Estates	Summer and Fall Issues					\$ 2,395.00		\$ 2,395.00			\$ 4,790.00	
TOTAL											\$ 44,175.00	6,315,000
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change												