



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Snyder Team Advertising and Marketing Program



COLDWELL BANKER
REALTY

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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 791 Latigo Canyon Road

SKY Advertising is excited to present to Coldwell Banker The Snyder Team a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 791 Latigo Canyon Road.

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in Malibu,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 this unique and exciting property.

LET'S DO
GREAT THINGS TOGETHER

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Account Executive
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Digital Offerings



COLDWELL BANKER
REALTY

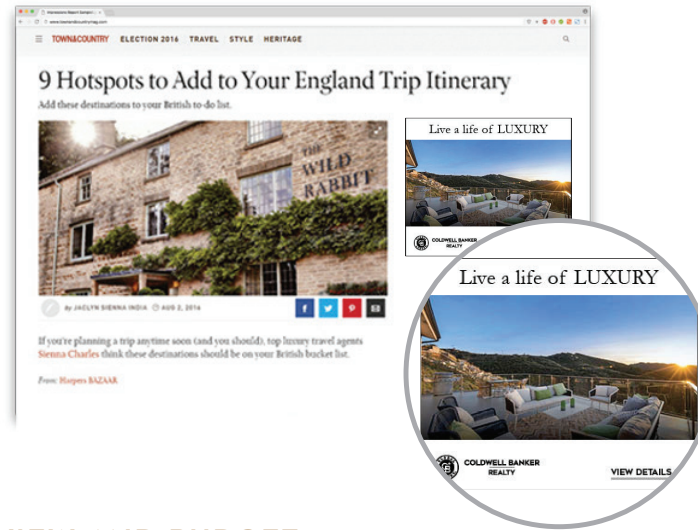
Impressions Campaign

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: **The Snyder Team**
- Flight Dates: **March 1 2024 - May 31 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

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.

INVESTOR'S BUSINESS DAILY®

BARRON'S

Telegraph.co.uk

THE WALL STREET JOURNAL.



Forbes

Bloomberg
Markets



Frankfurter Allgemeine
FAZ.NET

Les Echos

sueddeutsche.de

Capital
WIRTSCHAFT IST GESELLSCHAFT

Le Monde

LE FIGARO
• 1826 • 1827 • 1828 • 1829 • 1830 • 1831 • 1832 • 1833 • 1834 • 1835 • 1836 • 1837 • 1838 • 1839 • 1840 • 1841 • 1842 • 1843 • 1844 • 1845 • 1846 • 1847 • 1848 • 1849 • 1850 • 1851 • 1852 • 1853 • 1854 • 1855 • 1856 • 1857 • 1858 • 1859 • 1860 • 1861 • 1862 • 1863 • 1864 • 1865 • 1866 • 1867 • 1868 • 1869 • 1870 • 1871 • 1872 • 1873 • 1874 • 1875 • 1876 • 1877 • 1878 • 1879 • 1880 • 1881 • 1882 • 1883 • 1884 • 1885 • 1886 • 1887 • 1888 • 1889 • 1890 • 1891 • 1892 • 1893 • 1894 • 1895 • 1896 • 1897 • 1898 • 1899 • 1900 • 1901 • 1902 • 1903 • 1904 • 1905 • 1906 • 1907 • 1908 • 1909 • 1910 • 1911 • 1912 • 1913 • 1914 • 1915 • 1916 • 1917 • 1918 • 1919 • 1920 • 1921 • 1922 • 1923 • 1924 • 1925 • 1926 • 1927 • 1928 • 1929 • 1930 • 1931 • 1932 • 1933 • 1934 • 1935 • 1936 • 1937 • 1938 • 1939 • 1940 • 1941 • 1942 • 1943 • 1944 • 1945 • 1946 • 1947 • 1948 • 1949 • 1950 • 1951 • 1952 • 1953 • 1954 • 1955 • 1956 • 1957 • 1958 • 1959 • 1960 • 1961 • 1962 • 1963 • 1964 • 1965 • 1966 • 1967 • 1968 • 1969 • 1970 • 1971 • 1972 • 1973 • 1974 • 1975 • 1976 • 1977 • 1978 • 1979 • 1980 • 1981 • 1982 • 1983 • 1984 • 1985 • 1986 • 1987 • 1988 • 1989 • 1990 • 1991 • 1992 • 1993 • 1994 • 1995 • 1996 • 1997 • 1998 • 1999 • 2000 • 2001 • 2002 • 2003 • 2004 • 2005 • 2006 • 2007 • 2008 • 2009 • 2010 • 2011 • 2012 • 2013 • 2014 • 2015 • 2016 • 2017 • 2018 • 2019 • 2020 • 2021 • 2022 • 2023 • 2024 • 2025



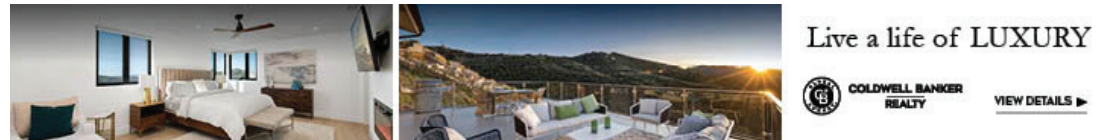
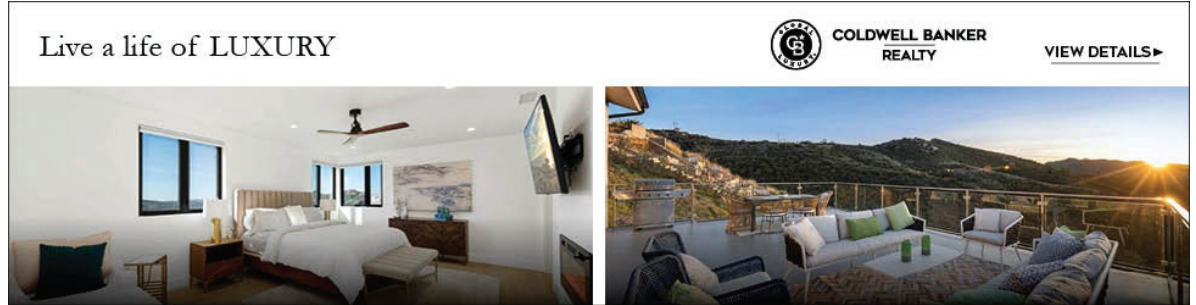
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

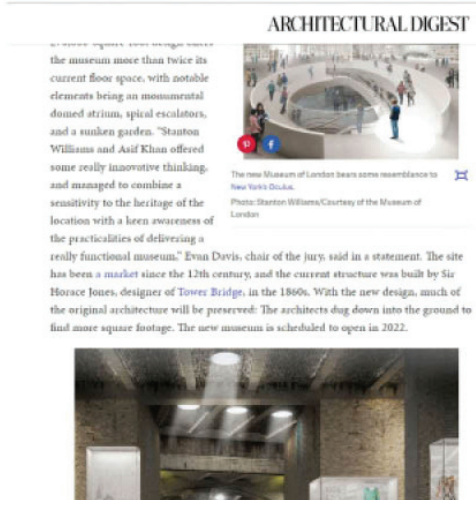
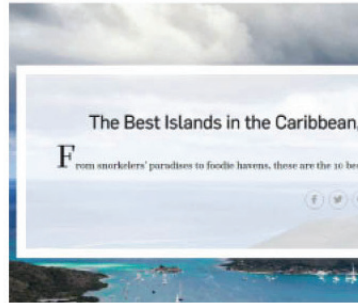
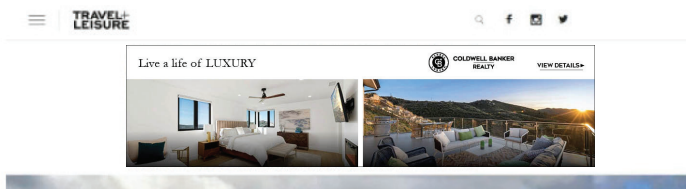
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

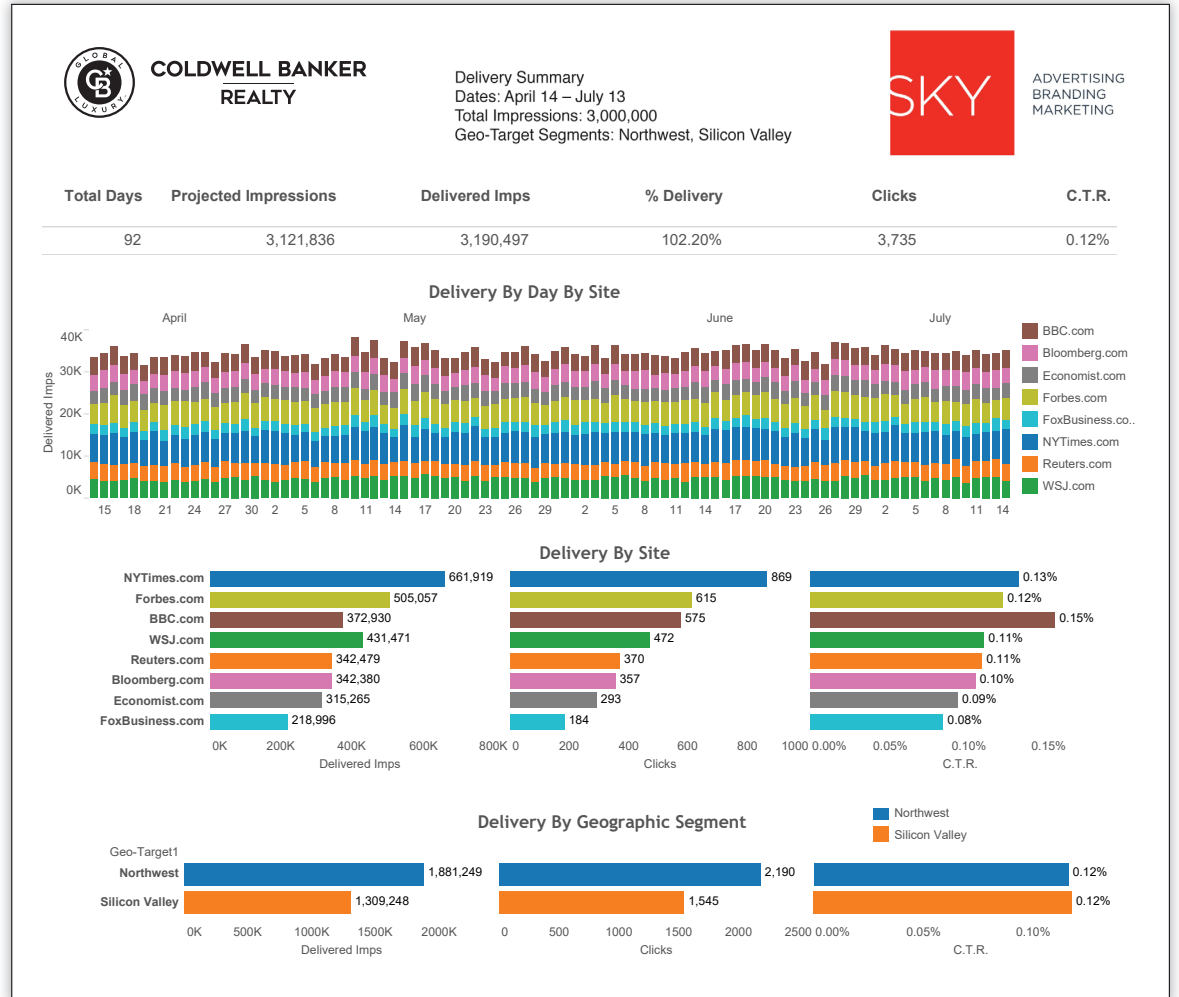


Comprehensive Reporting For Your Customized Campaign

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 France, Germany, and The Netherlands.

The programs are scheduled to start on March 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.
- A site-specific segment of leading quality news websites across France, Germany, and The Netherlands.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Brentwood, Malibu, Pacific Palisades area real estate and living in France, Germany, and The Netherlands.

SITE SPECIFIC

This segment consists of premium global business, finance architecture and design websites such as WSJ.com, NYTimes.com, Forbes.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.

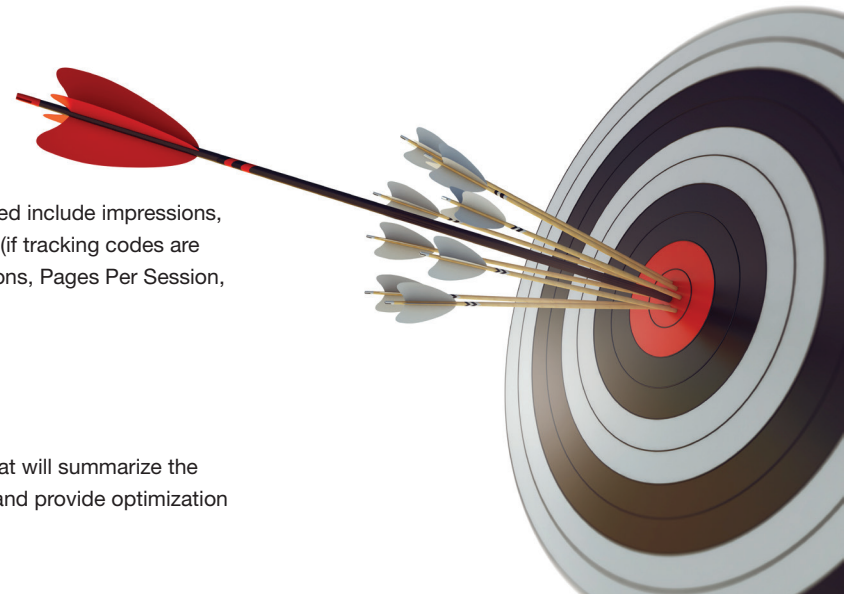
Since this segment targets behavior first, the banners could end up showing on any site across the web. To ensure that the banners are seen in a premium environment, we have created a “white list” of sites. Ads will only show to people who have met our targeting criteria (In-Market, income and geo-target) on one of these sites.

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

CB Snyder Team 791 Latigo Canyon Rd

Media	Geo-Target	March					April				May				Impressions
		01	08	15	22	29	05	12	19	26	03	10	17	24	
Forbes.com	France, Germany, Netherlands														200,000
Bloomberg.com															
Investors.com															
Barrons.com															
Reuters.com															
CNBC.com															
WSJ.com															
sueddeutsche.de	France, Germany, Netherlands														375,000
faz.net															
capital.de															
LesEchos.fr															
LeMonde.fr															
LeFigaro.fr															
Telegraaf.nl															
Custom Intent - Brentwood, Malibu, Pacific Palisades Real Estate	France, Germany, Netherlandsn														175,000
Total Digital															750,000

Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: FROM \$1,500/MONTH
150,000 IMPRESSIONS

Comprehensive Digital

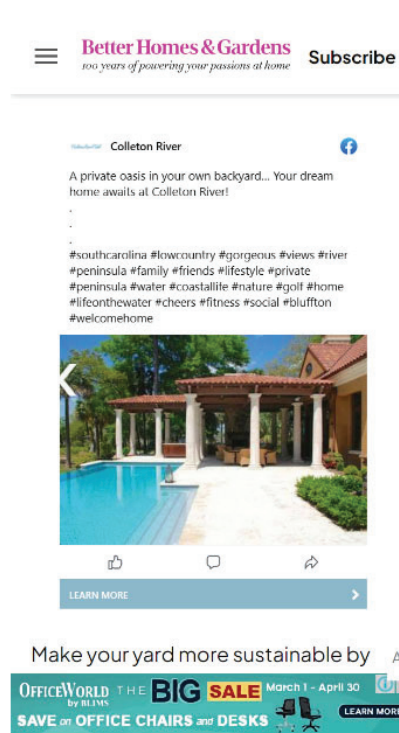
SOCIAL MIRROR ADS

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.

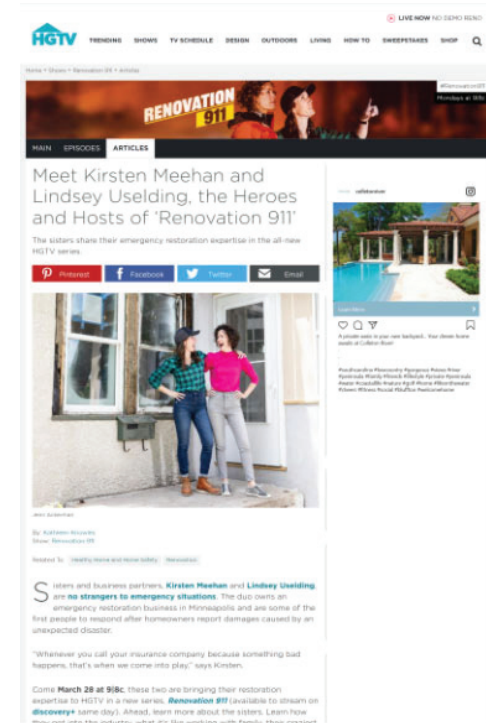
Ads can be display, video, OTT across connected TVs or carousel.



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



Comprehensive Digital

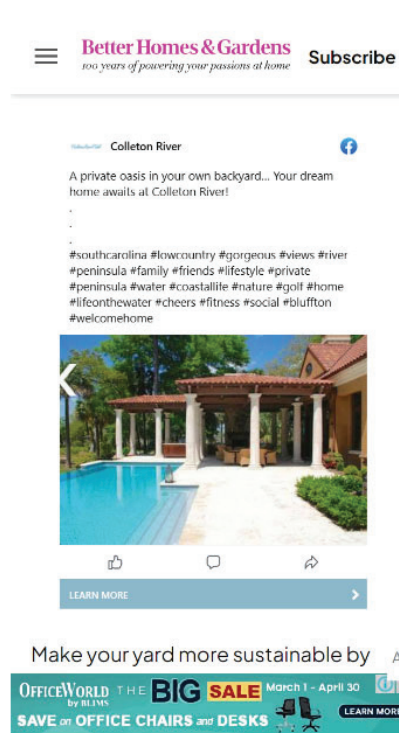
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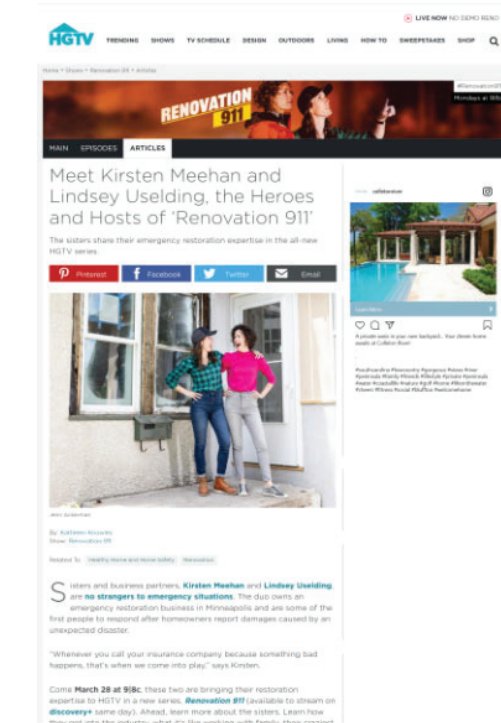
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PRICE: FROM \$1,500/MONTH
100,000 IMPRESSIONS

Comprehensive Digital

Client: CB Snyder Team

Digital Campaign Planner



Date Created: 2/7/2024

GEOGRAPHIC TARGET:

France, Germany, Netherlands

Campaign Duration: 02/15/2024-05/15/2024	Feb-24	Mar-24	Apr-24	Total
NATIVE DISPLAY ADS				
Behavioral Targeting: High Net Worth Individual AND Real Estate - Intent				
Keyword Targeting				
Total Potential Impressions	150,000	150,000	150,000	450,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Behavioral Targeting: High Net Worth Individual AND Real Estate - Intent				
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:	250,000	250,000	250,000	750,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Native Available Monthly Impressions Estimate:	447,480
Percentage of Targeted Native inventory purchased with this campaign:	33.52%
Social Mirror Ads Available Monthly Impressions Estimate:	1,802,022
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	5.55%

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.

Dezeen

Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

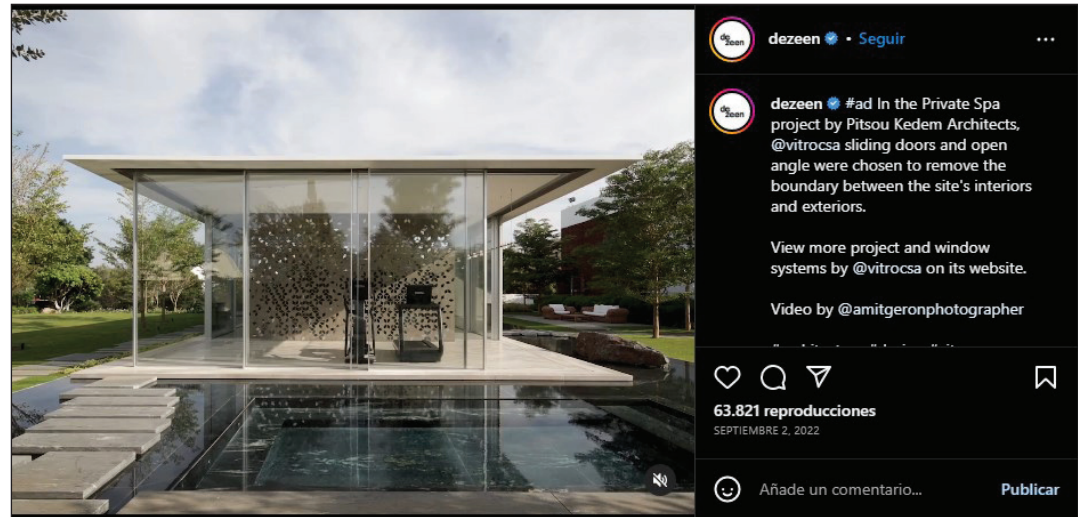
Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$5,650

INSTAGRAM TARGETED POST: \$2,950



jamesedition.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.

FEATURED LISTING: \$1,500

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Car 7,350 Real Estate 76,218 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Extravagance 6 Jewelry 2,099

The Global Luxury Marketplace:
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

MOST POPULAR

- Ferrari 488 GTB - \$71,999
- Chevrolet Corvette - \$4,785,907
- Shannon Villa Over... - \$4,999
- Ram 2500 - \$45,999
- Rio 109 - Luxury pe... - \$4,563,559
- Audi S7 - \$34,999
- McLaren 550G - \$199,999
- Ferrari California - \$114,999

JAMES SPOTTING

Two Level Duplex On Prismatic Ponds

RICH LIST

DOUBLE DOWN 214 Codecasa 2010/20... - \$38,000,000

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z CEOs

Most exclusive neighborhoods of Hong Kong

The Bahamas: Inside the most exclusive gated communities

Perfectly turned Lamborghini Murcielago: "I wanted to transform it into more aggressive and forceful version"

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Home Real Estate

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES

SPAIN | NEW YORK | PARIS

Type location Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

Nothing compares.

ST. KITTS & NEVIS

Featured luxury properties

- 5 Bedrooms - Pent... - \$2,734,418
- Stunning Sherwoo... - \$3,250,000
- Enviable Estate By... - \$2,995,900
- Modern Apartment... - \$2,274,332
- Elegant French Styl... - \$8,800,000
- Playa Nix - \$12,000,000
- Koninghof - \$8,759,573
- Magnificent Seclu... - \$3,950,000
- Extraordinary Ocea... - \$5,990,000
- Maimok Paradise ... - \$2,750,000
- Kiltreagh House - \$2,953,291
- 7+/- Acres for pote... - \$995,000

News about luxury real estate

- Most exclusive neighborhoods of Hong Kong
- The Bahamas: Inside the most exclusive gated communities
- Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal
- Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring

Site Links

Home Cars

Tools

Stores Rich List

About JamesEdition

JamesEdition is a global Success stories

Top Brands

Ferrari Aston Martin Audemars Piguet

jamesedition.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.

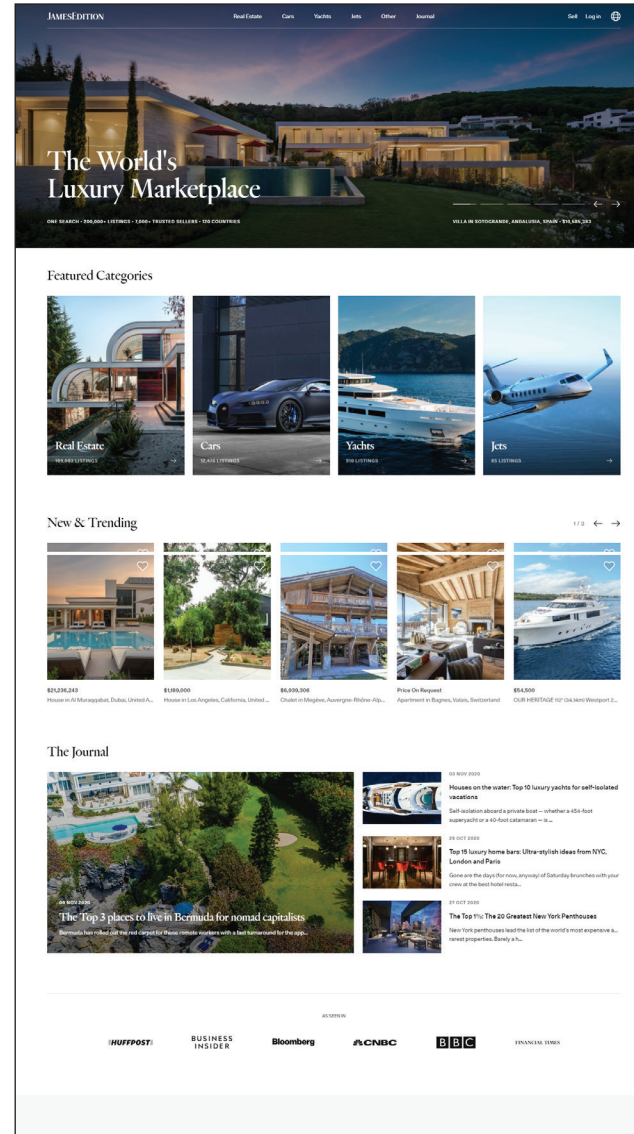
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE:

FEATURED BANNER: \$2,000/MONTH

REAL ESTATE:

FEATURED BANNER: \$1,600/MONTH



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

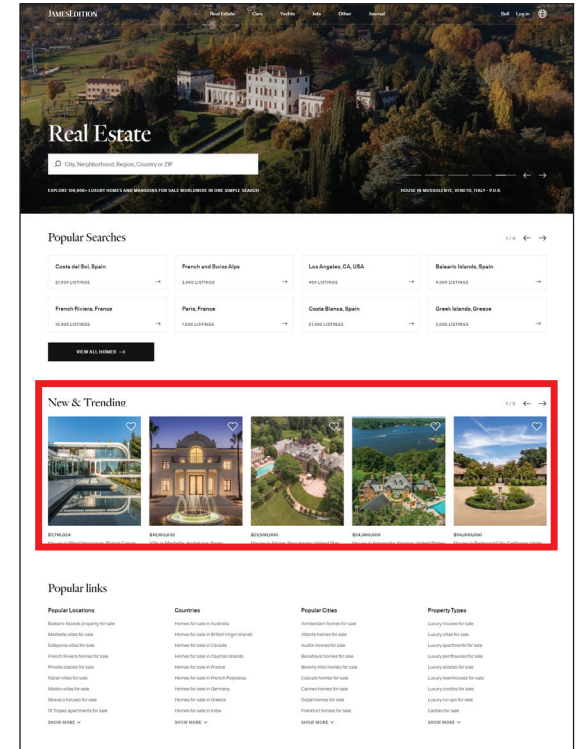
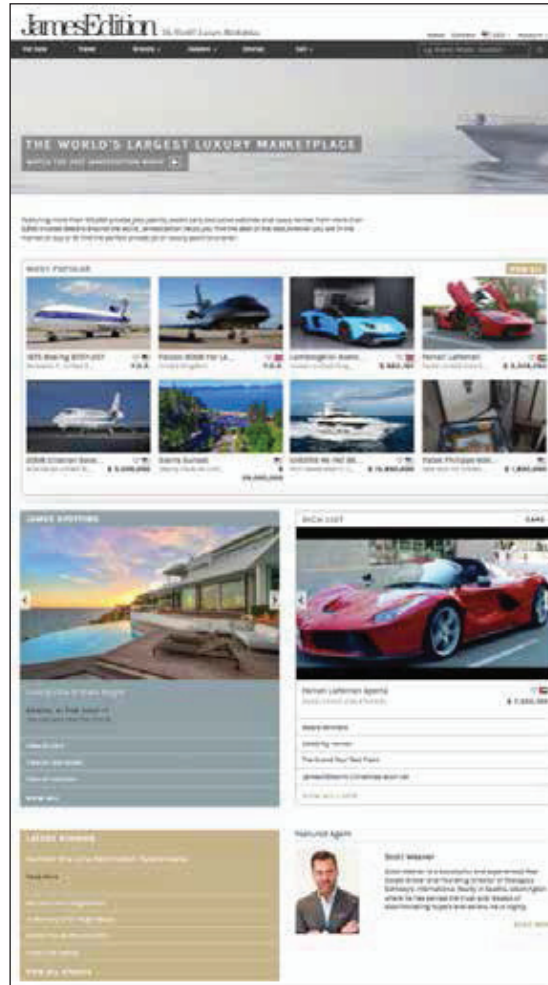
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION:
FEATURED SPOT: \$1,200

REAL ESTATE POSITION:
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

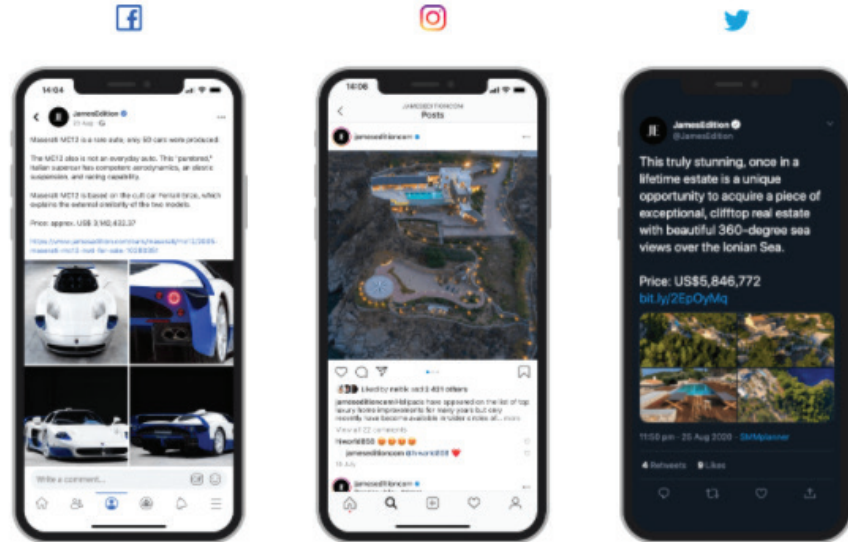
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- Instagram **74.8K**
- Facebook **31.3K**



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- 2.1 million sessions per month
- International audience: 22%
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- 180,000 sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

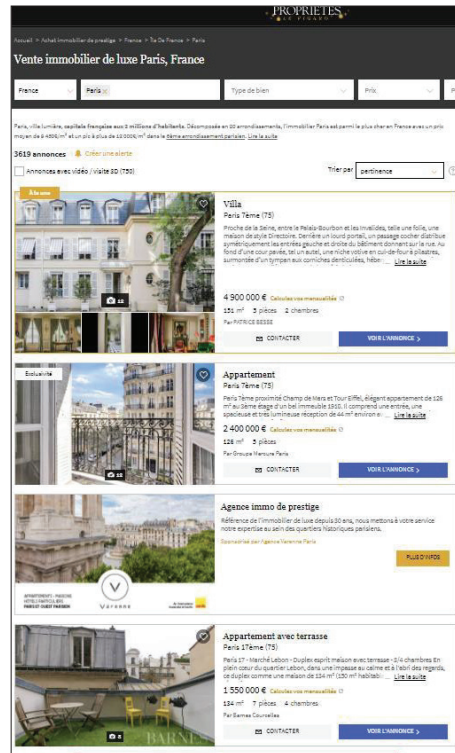
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



RETARGETING ON SOCIAL NETWORKS

600 Clicks Guaranteed

PRICE: \$895



Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- 1,900,000 visitors per month
- 18,000,000 page views per month
- 3,000,000 euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2024

Media	Ad Description	March	April	May	Media Total	# Insertio	Reach	Reach
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	3	250,000	750,000
Million Impressions	Targeting - France, Germany, Netherlands							
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	3	100,000	300,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	3	150,000	450,000
Dezeen								
Instagram Grid Post		\$ 5,650.00			\$ 5,650.00	1	3,300,000	3,300,000
Instagram Targeted Post				\$ 2,950.00	\$ 2,950.00	1	3,300,000	3,300,000
JamesEdition								
Main Home Page Rotating Gallery	Featured Banner	\$ 2,000.00			\$ 2,000.00	1	750,000	750,000
Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00		\$ 1,600.00	1	750,000	750,000
New & Trending Home Page Position	Featured Spot			\$ 1,200.00	\$ 1,200.00	1	750,000	750,000
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00			\$ 1,000.00	1	750,000	750,000
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article		\$ 3,300.00		\$ 3,300.00	1	292,000	292,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00	\$ 1,500.00	1	192,000	192,000
Social Media	Listing Feature	\$ 800.00			\$ 800.00	1	148,000	148,000
Le Figaro								
Headline Search	Featured City	\$ 795.00		\$ 795.00	\$ 1,590.00	2		
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	1		
Retargeting on Social Networks	600 Clicks Guaranteed	\$ 895.00			\$ 895.00	1		
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month				\$ -	0		
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months	\$ 3,250.00			\$ 3,250.00	1		
TOTAL					\$ 38,820.00	0		11,732,000
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change								