



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Land and Ranch Properties Advertising and Marketing Program



COLDWELL BANKER
REALTY

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ADVERTISING
BRANDING
MARKETING

National & Global Exposure Land and Ranch Property

SKY Advertising is excited to present to Coldwell Banker Global Luxury a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Land and Ranch Properties.

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 Land and Ranch Property.

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 property type.

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: **Land and Ranch Properties**
- Flight Dates: **Three Months**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
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.

LANDFLIP

Land And Farm

equine.com

HORSE&HOUND

BLOODHORSE
FOR MORE THAN 100 YEARS

DREAMHORSE.COM

landsearch

farmbuy.com™

DRESSAGE
TODAY



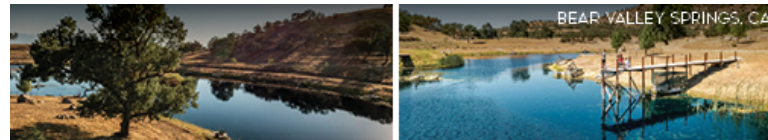
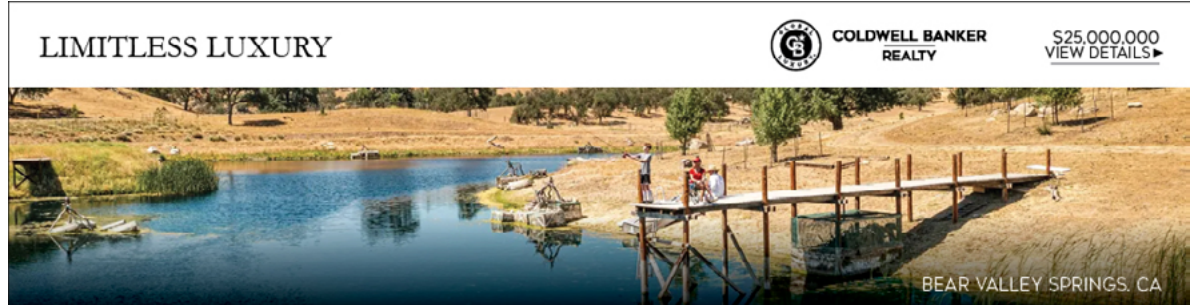
Creative

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.

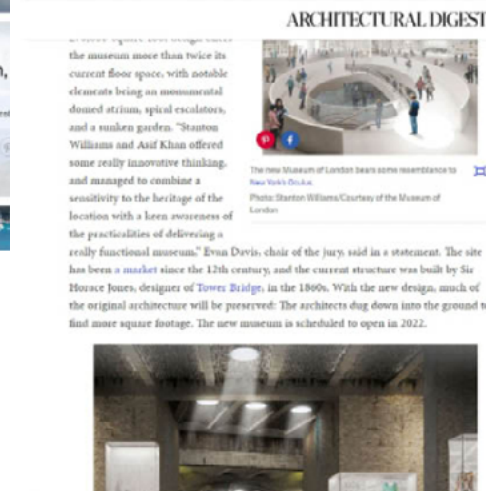
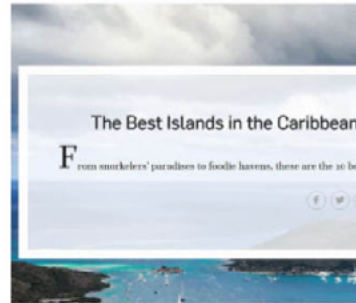
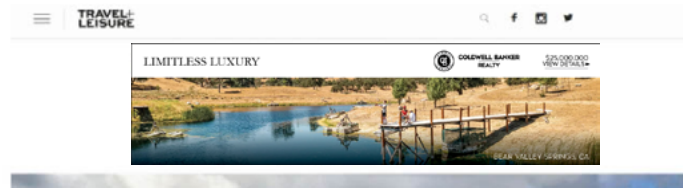
BANNER PRODUCTION: \$350



LIMITLESS LUXURY
COLDWELL BANKER REALTY
\$25,000,000
VIEW DETAILS ▶



Sample Banners For Impressions Programs As They Appear On Sites

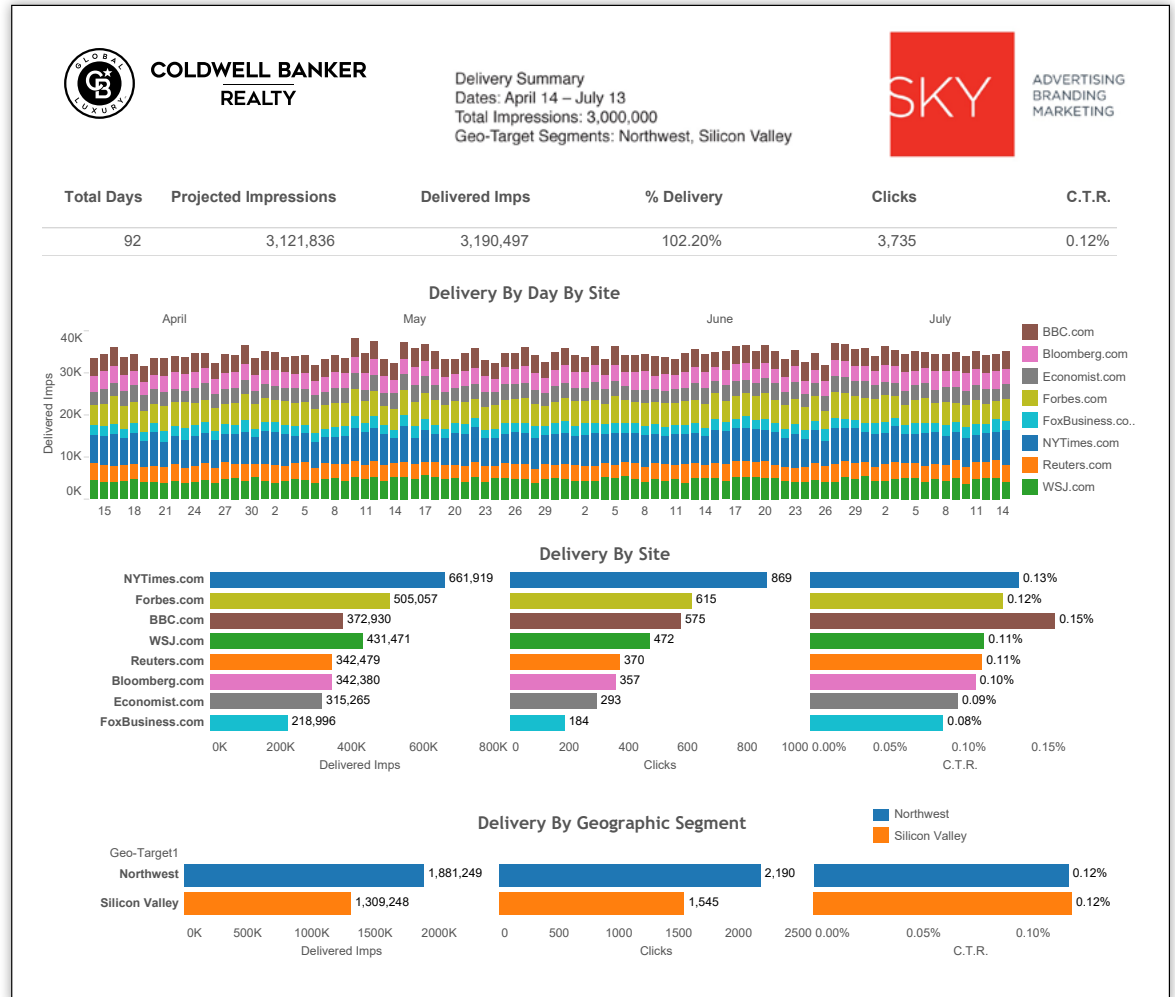


Comprehensive Reporting For Your Customized Campaign

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 the United States.

The program is scheduled to run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of premium land and property focused websites (e.g. Landflip.com, Landsearch.com, etc.)
- A site-specific segment of premium Equestrian focused websites (e.g. DressageToday.com, HorseandHound.co.uk, Bloodhorse.com, etc.)
- A topic targeting segment that will place ads adjacent to content focused on lots and land within premium news, business and property focused websites. (e.g. wsj.com, latimes.com, landsearch.com, zillow.com etc.)
- A custom intent segment, that will allow us to show banners to adults who are actively searching for land and property for sale and living within the United States.
- A custom intent segment, that will allow us to show banners to adults who are actively searching for Equestrian properties for sale and living within the United States.
- A custom intent segment, that will allow us to show banners to adults who are Equestrian Enthusiasts and living within the United States.

SITE SPECIFIC

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

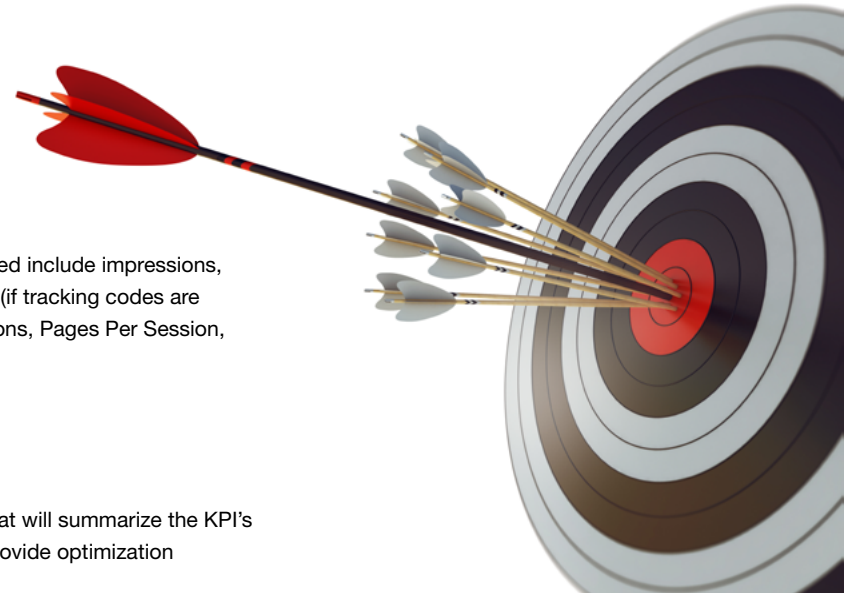
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics and tech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



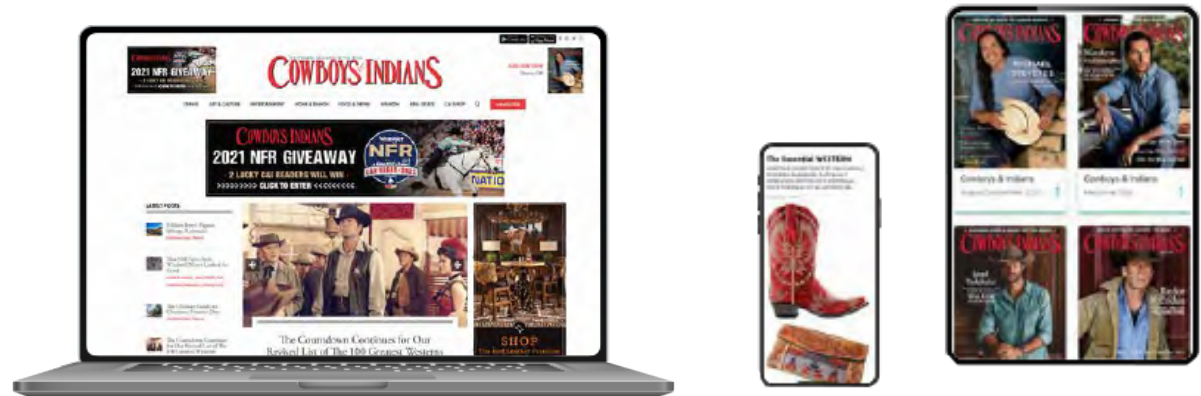
Impressions Scheduling

Ranch and Land For Sale														
Media	Geo-Target	Month 1				Month 2				Month 3				Impressions
		01	08	15	22	29	05	12	19	26	05	12	19	
Landflip.com	United States													175,000
Landandfarm.com														
Landsearch.com														
farmbuy.com														
dreamhorse.com	United States													275,000
equine.com														
DressageToday.com														
horseandhound.co.uk														
bloodhorse.com														
Custom Intent - Equestrian Properties For Sale	United States													275,000
Custom Intent - Equestrian Enthusiasts	United States													250,000
Topic Targeting - Lots and Land	United States													275,000
Custom Intent - Land For Sale	United States													250,000
Total Digital												1,500,000		

Cowboys & Indians

Cowboys & Indians is the voice and vision of the American west, old and new, connecting readers with Western and Native American culture through award-winning articles and stunning photography. Readers pore over the content, spending an amount of time far greater than the industry average. No other magazine or media product in the Western lifestyle market has the same authority or reach.

- 3.1 Million Annual Pageviews
- 178K+ Monthly Unique Visitors



DISPLAY BANNERS

- Billboard positioning on CowboysIndians.com

**BONUS 100K IMPRESSIONS
ONLY APPLICABLE WITH PRINT BUY**

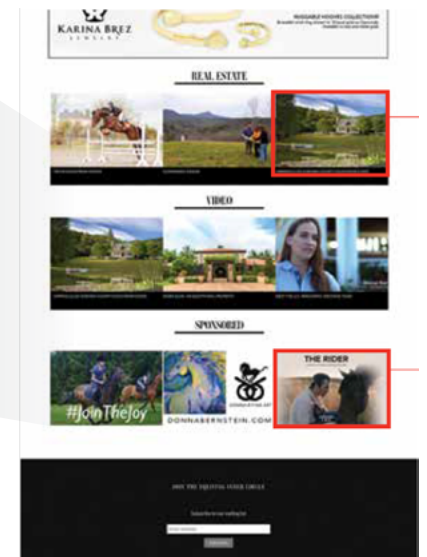
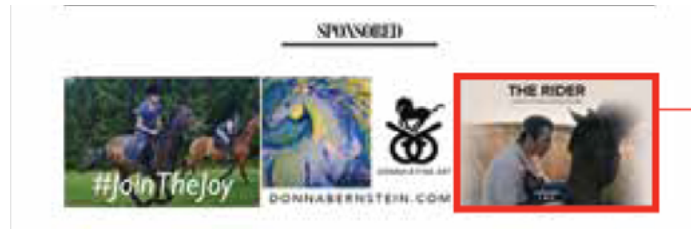
Sponsored e-Blasts

EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

Reach highly qualified Equestrians and Equestrian enthusiasts. Enables advertiser to tell their story, exclusively and can include videos, and slideshows. Advertiser provides the content.

- Reach: 33,000

\$1,500 OR \$1,175 WITH PRINT PURCHASE



Featured Property

EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- Highlighted in the real estate. section of the homepage
- Highlighted in the real estate. landing-page
- Listing appears in the slide at the top of the real estate page
- Listing appears as a picture block on real estate page which links to Full page of advertorial including a video or slideshow tour of the property with contact information and a direct link to the realtor
- One Facebook posting - for duration of listing - Facebook, Twitter, Instagram

PRICE: \$1,275

(Runs for 3 months)



Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

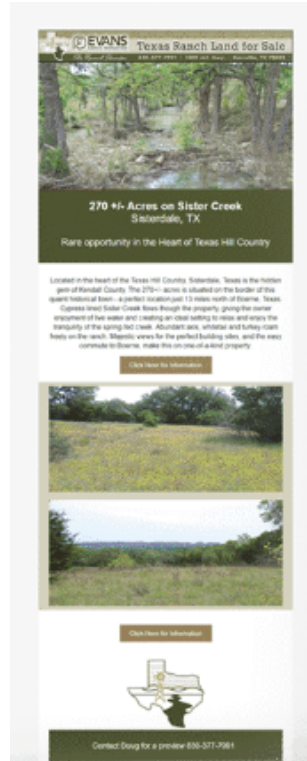
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



SIGNATURE LISTINGS

10Xs more Exposure

- \$125/ONE LISTING
- \$330/3 LISTINGS
- \$1,200/12 LISTINGS

PLATINUM FEATURED PROPERTY

PRICE: \$750
Featured on all 3 Land.com sites

DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500 FOR 5,000 RECIPIENTS

Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **89.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

PORTFOLIO LISTING

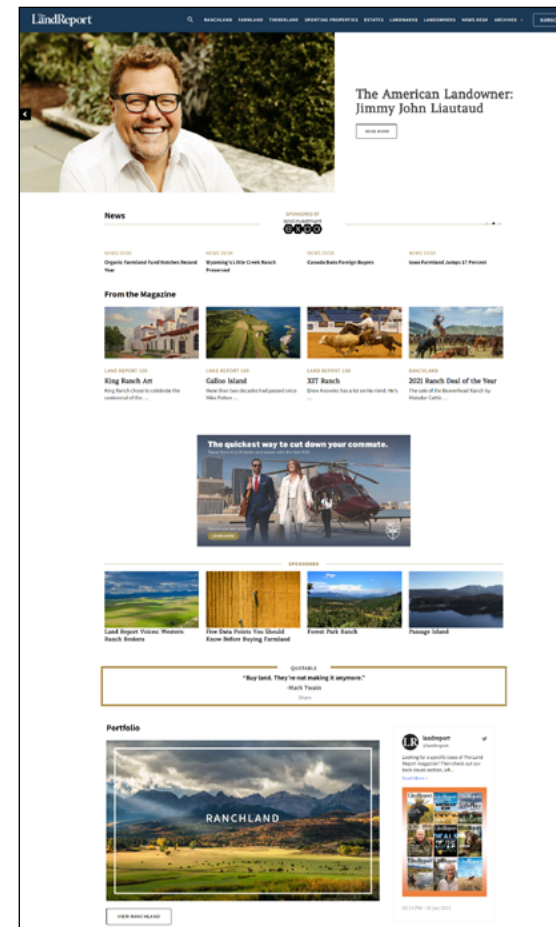
PRICE: \$1,300 SET UP FEE + \$1,250 PER MONTH

SOCIAL MEDIA POST

PRICE: \$1,450

CUSTOM CONTENT

PRICE: \$1,300 SET UP FEE + \$1,250 PER MONTH



MONTHLY E-NEWSLETTER

Distributed to over 27,000 opt-in subscribers and is shared with over 61,000 followers on social media.

On the Market

This featured property section wraps around content at the beginning of the e-newsletter for greater visibility.

PRICE: \$1,950 PER SPOT.

Print Offerings



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REALTY

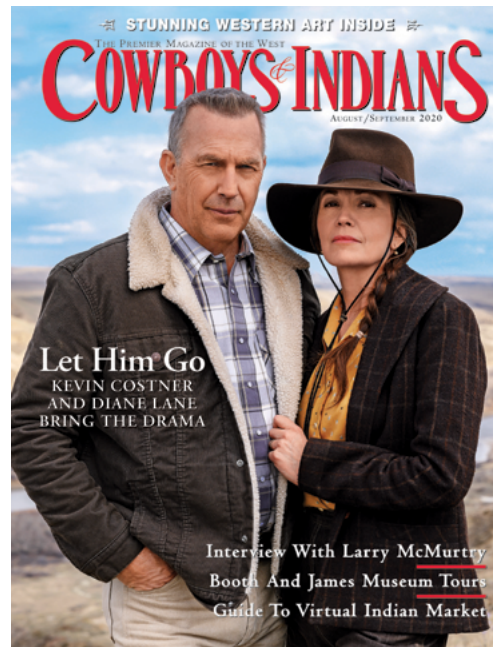
Cowboys & Indians

The Voice and Vision of The American West, old and new. Cowboys & Indians connect our readers with Western and Native American culture through award-winning articles and stunning photography. Readers pore over print issues and online content, spending an amount of time far greater than the industry average.

Cowboys & Indians offer a powerful mix of print and digital platforms that gives advertising partners effective ways to showcase their products and services to a robust and ever-growing audience. Advertisers will extend their reach beyond current geographic limitations and connect with their target audience — the C&I audience.

- Circulation: **160,000**
- Readership: **471,000**
- Male/Female Readership: **48% / 52%**
- Average Age: **51**
- Average: **\$127,000**

PRICE: \$6,750/3 PAGE PLUS DIGITAL IMPRESSIONS

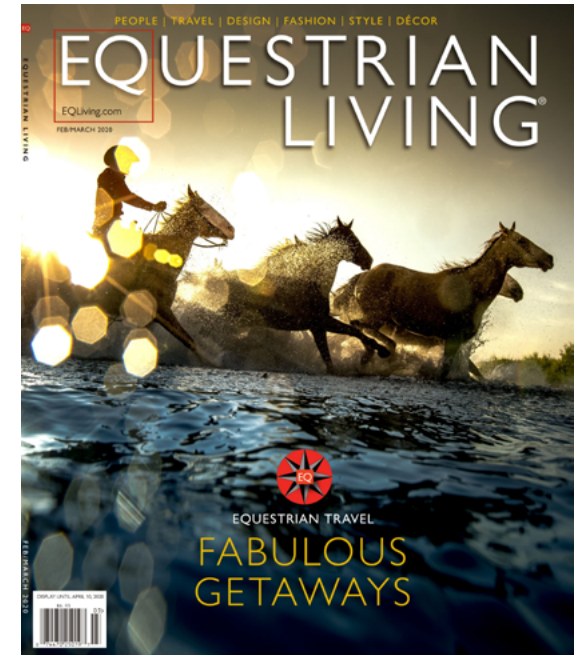
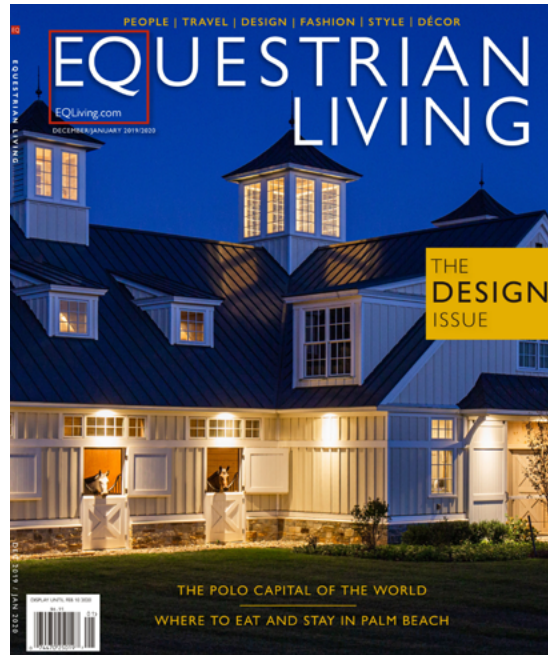


Equestrian Living

Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these timeless traditions. Our readers are an affluent group of very diverse people who have one thing in common — their love of the majestic horse. EQ Living delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.

- Circulation: **35,000**
- **98%** look to EQ for Ranch/Farm/Home architectural design
- **95%** look to EQ for Real Estate
- Average net worth of over **\$6 million**
- Average HHI: **\$335K**

FULL PAGE, COLOR: \$2,050



Land Magazine

LAND Magazines, the flagship magazines of Land.com, put legendary living within the reach of their land-loving readers each quarter. Industry pioneer Land.com has staked a claim on the digital landscape with Lands of America, Land Watch and Land and Farm. Together, these three premier websites make up the nation's largest rural property network and reach 12+ million land buyers monthly.

FULLPAGE, COST: \$ 2,750

LAND



The Land Report

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: **40,000+ Print & Digital**
- Average HHI: **\$9.2M**
- Average NW: **\$89.3M**
- Gender Skew: **82% Male, 18% Female**

FULL PAGE: \$4,900

SPREAD: \$8,900



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
CBGL Ranch Package						
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Million Impressions	Targeting - United States					
Cowboys and Indians						
Cowboys & Indians Digital	Banner Ads		Bonus		\$ -	115,000
EQ Living						
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts	\$ 1,175.00			\$ 1,175.00	33,000
EQ Living Real Estate Online	Featured Property		\$1,275		\$ 1,275.00	
Land.com						
Platinum Listing	Featured on all 3 Land.com sites	\$ 750.00			\$ 750.00	
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00			\$ 1,500.00	5,000
Signature Listings	\$125/one listing \$330/3 listings \$1200/12 listings		\$330		\$ 330.00	
Land Report						
Portfolio Listing	Featured Listing					
Social Media Post	Social	\$ 5,000.00			\$ 5,000.00	90,000
Enewsletter	Monthly eNewsletter					100,000
Print						
Cowboys & Indians						
Cowboys & Indians	1/3rd Page		\$3,750		\$ 3,750.00	150,000
EQ Living						
EQ Living	Full page			\$ 2,050.00	\$ 2,050.00	35,000
Land Magazine						
Land Magazine	Full page		\$ 2,750.00		\$ 2,750.00	75,000
Land Report						
Land Report	Full page			\$ 4,900.00	\$ 4,900.00	40,000
TOTAL					\$ 28,355.00	2,143,000
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						