



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 5N113 Burr Rd Advertising and Marketing Program



COLDWELL BANKER  
REALTY

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- 26 2024 - 2025



**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 5N113 Burr Rd

SKY Advertising is excited to present to Coldwell Banker Illinois a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 5N113 Burr Rd.

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 St. Charles, IL.

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

JANINE JONES  
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*Account Executive*  
**212-677-0083**  
jimmy@skyad.com

# Digital Offerings



**COLDWELL BANKER**  
**REALTY**



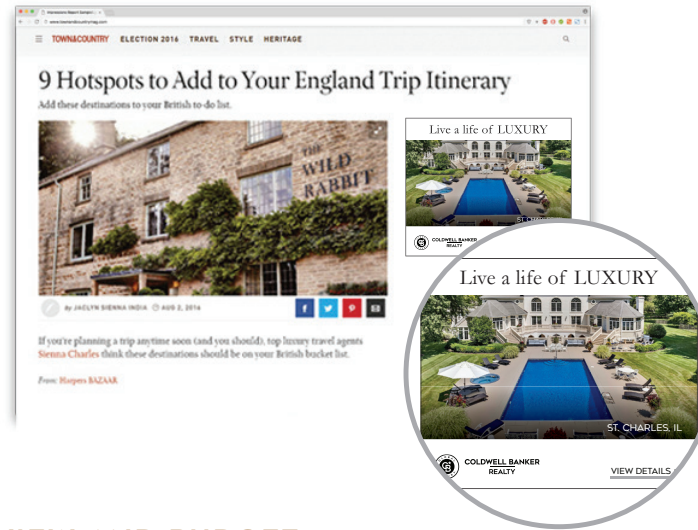
# Impressions Campaign

**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: **5N113 Burr Rd**
- Flight Dates: **October 2024**
- Impressions: **100,000**
- 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

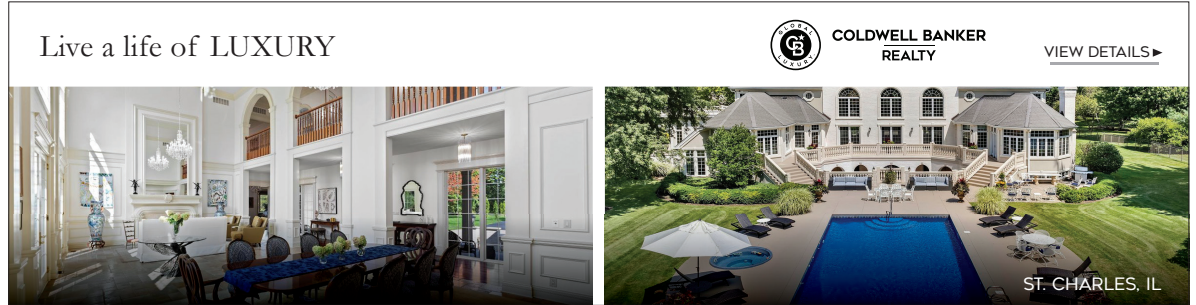
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

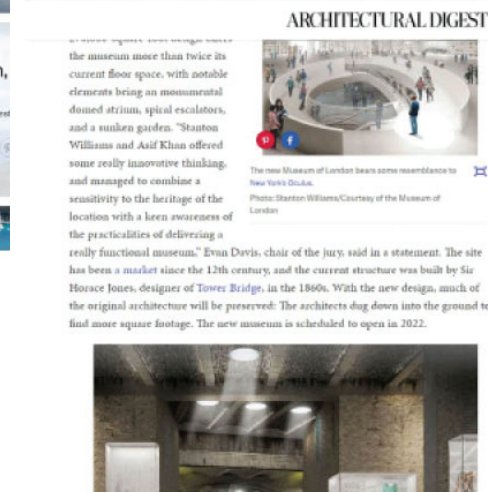
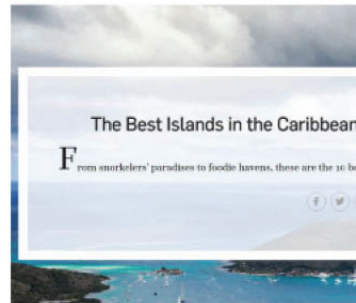
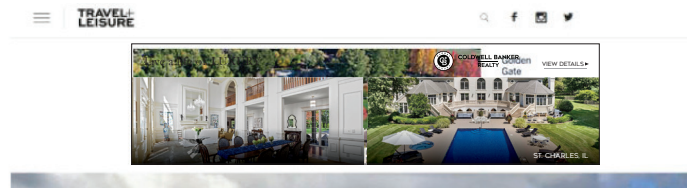
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

**BANNER PRODUCTION: \$350**



# Sample Banners For Impressions Programs As They Appear On Sites

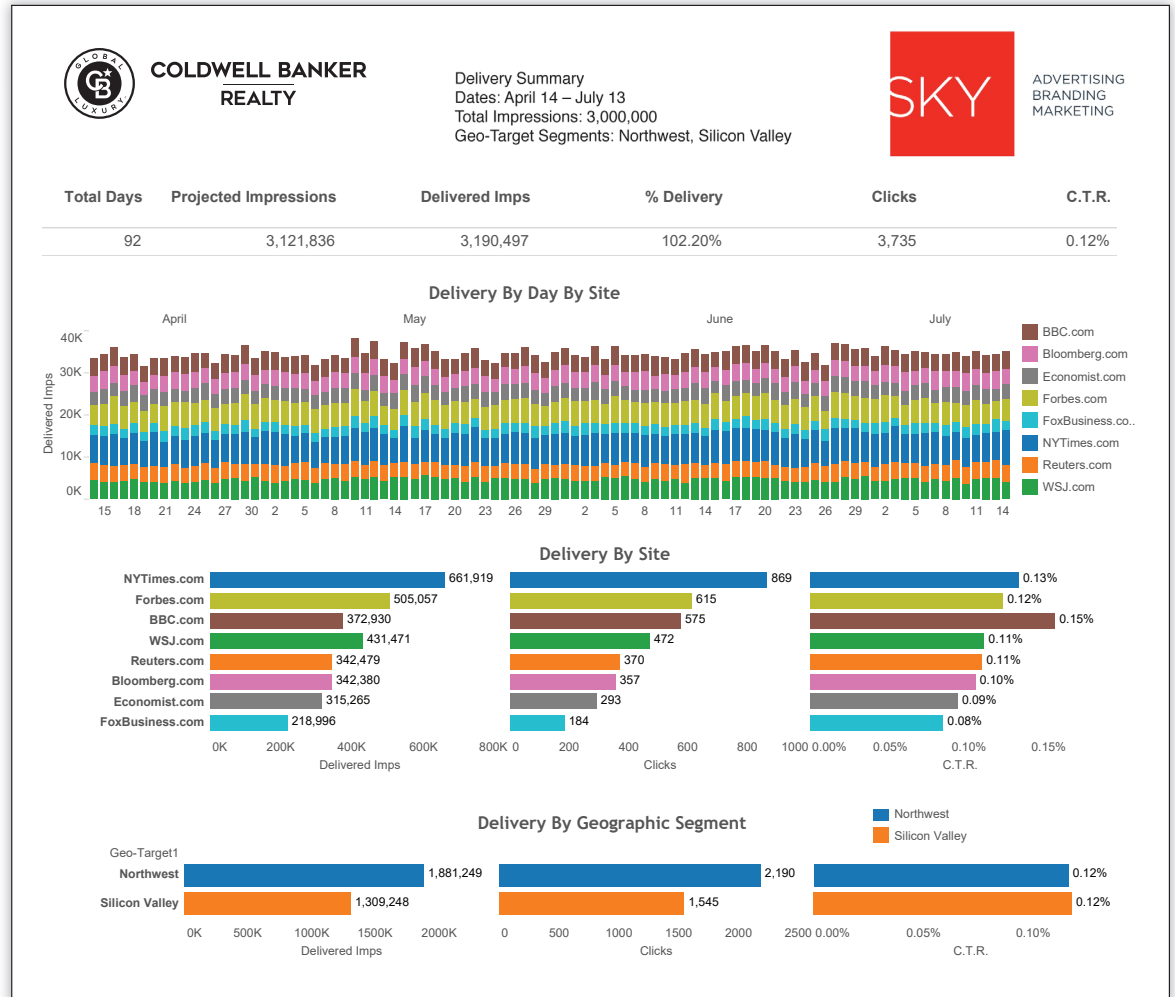


# Comprehensive Reporting For Your Customized Campaign

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

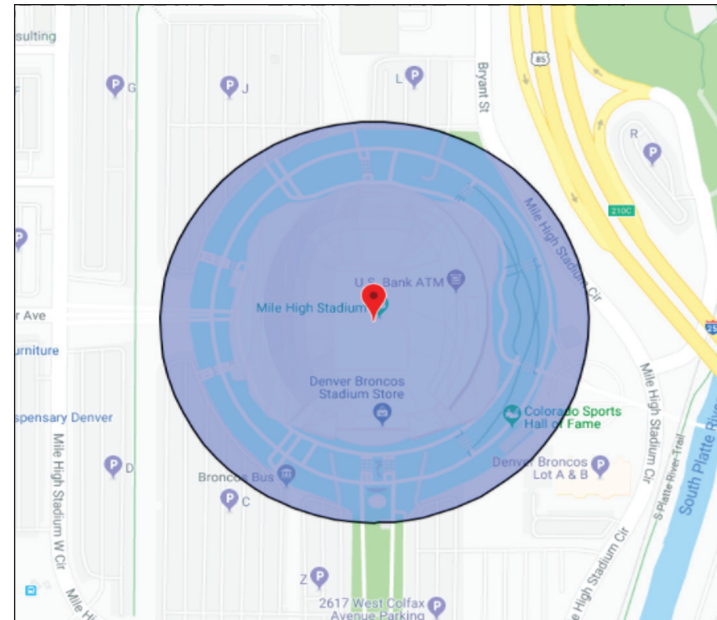




# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TARGET SPECIFIC EVENTS AND LOCATIONS

- Price: From \$1,500/Month
- Up to 3 Geo-fences
- Impressions: **60,000**

# Comprehensive Digital

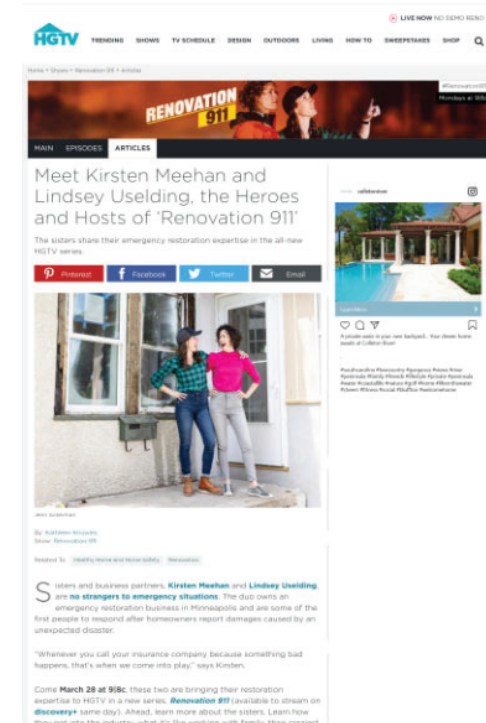
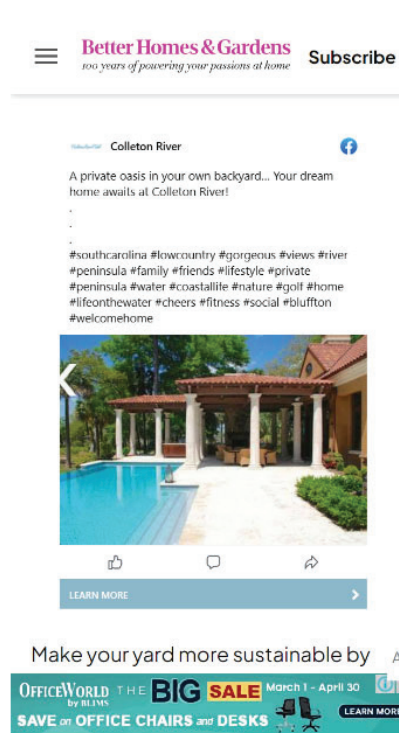
## SOCIAL MIRROR ADS

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

# 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.

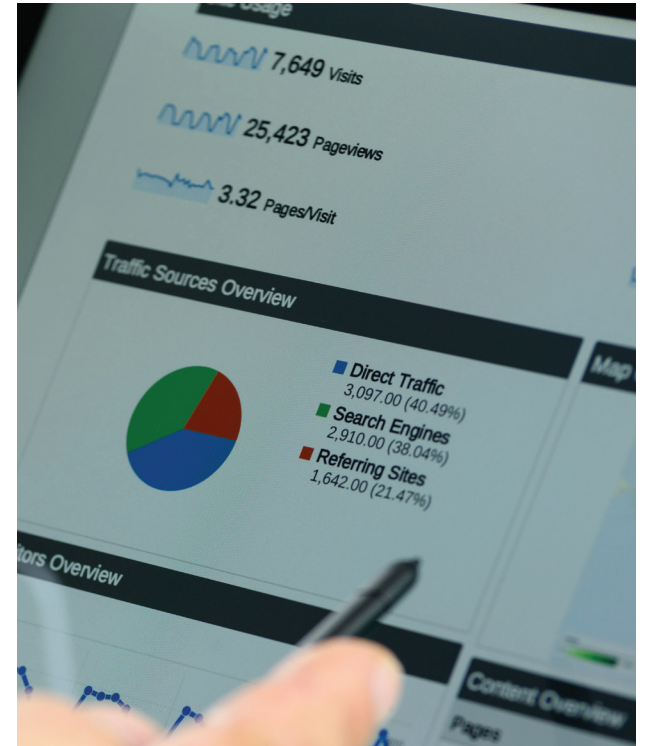


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

**\$750 CAMPAIGN SET UP WAIVED  
STARTING AT \$850/MONTH**



## DIGITAL

# Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

## CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

**50K: \$1,200**

**100K: \$1,950**

**150K: \$2,375**



## PAID SOCIAL 2 SOCIAL PLATFORMS

Paid social campaign creation and management for two social platforms. Includes ad creation (2 ad creatives), optimization, monthly reporting, and a dedicated social campaign analyst.

**PRICE: \$2,025**



# 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.

**LISTING FEATURE: \$1,500**

# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

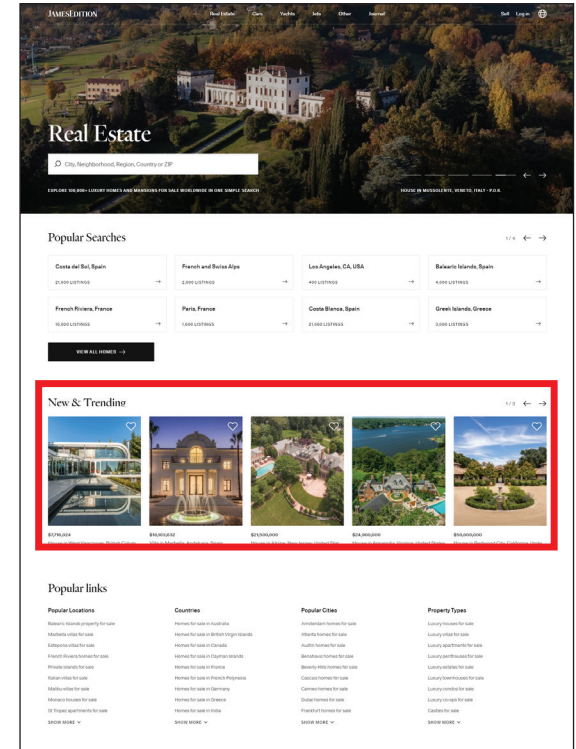
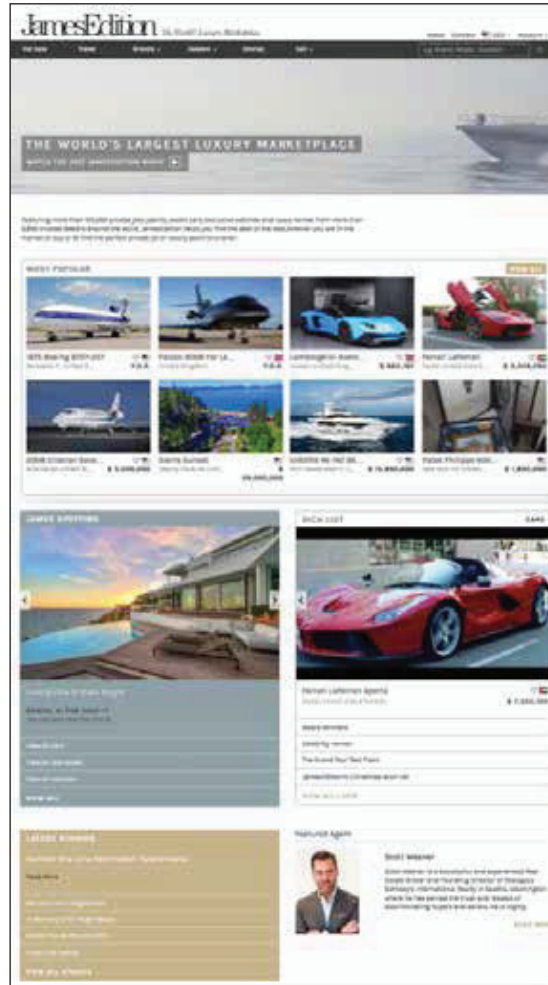
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

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

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

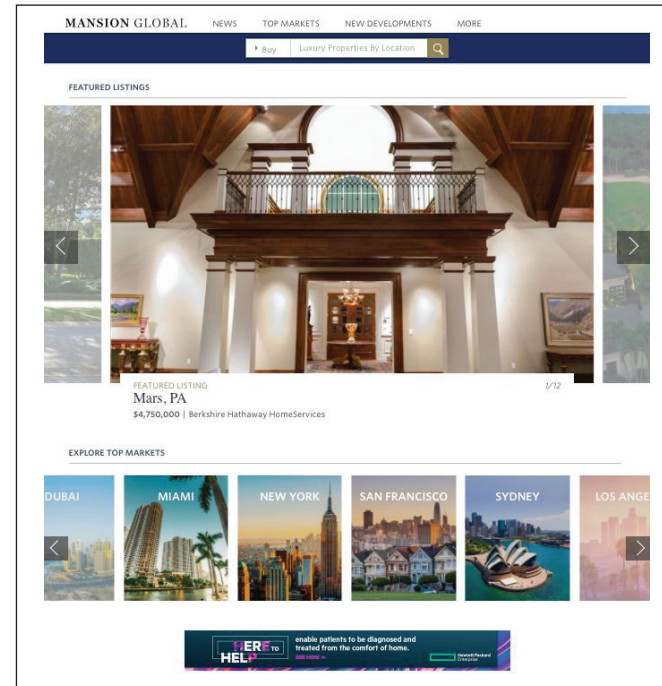


# The Wall Street Journal Online (WSJ.com)

## THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

**PRICE: \$1,275/MONTH**





Print Offerings



COLDWELL BANKER  
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**

**2X7, CHICAGO: \$690**  
**Buy 4 get 1 free**

**THE WALL STREET JOURNAL.**  
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • WSJ.com

**What's News**  
Business & Finance

**Fed Cuts Rates Amid Virus Fears**  
Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

**Shaky Ground**  
More opens theory of how to fix the bond market

**Tennessee Twisters Kill at Least 25**

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**

**World-Wide**  
Biden crushed a string of major Tuesday primary victories and Sanders won delegates in California, as the year broke away from the all-out presidential campaign.



**LUXURY IS MASTERFUL**  
When a Luxury Property Specialist offers local expertise along with extensive knowledge, skill and responsiveness, you receive the exceptional representation you truly deserve.



Washington, DC | \$4,500,000  
7 bedrooms, 4 full and 1 half bath  
Represented by Gary Jankowski  
D. 202.439.6009 O. 205.547.3525  
Search DDC4499050 on coldwellbankerluxury.com



Washington, DC | \$500,000  
Watergate 1 bedroom, 1 full bath  
Represented by Gary Jankowski  
D. 202.439.6009 O. 205.547.3525  
Search DDC4493500 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,850,000  
5 bedrooms, 4 full and 1 half bath  
Represented by Day Weitzman  
D. 410.353.0721 O. 410.263.8686  
Search MDA4431760 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,390,000  
5 bedrooms, 5 full and 1 half bath  
Represented by Day Weitzman  
D. 410.353.0721 O. 410.263.8686  
Search MDA4423534 on coldwellbankerluxury.com

**COLDWELLBANKERLUXURY.COM**

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# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

**PRICE:**

**\$980/FULL PAGE**

**\$1,985/FULL PAGE CUSTOM**



# Architectural Digest

## INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

## FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

## FULL PAGE, COLOR

**CHICAGO METRO: \$3,460**





# Chicago Tribune

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Coldwell Banker and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **200,000**

QUARTER PAGE: \$3,500

EIGHT PAGE: \$1,800





# Chicago Social

## AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

CS is the preeminent luxury lifestyle publication in Chicago, acting as the LOCAL AUTHORITY on topics such as high-end retail, dining hot spots, design trends, and the city's TOP TASTEMAKERS and personalities.

As part of the award-winning Modern Luxury network of regional publications, CS delivers cuttingedge fashion spreads, international travel features and revealing celebrity profiles, actively engaging the cultured reader. Plus, thanks to a renowned team on the ground with its pulse on the market, interactive digital brand extensions and unrivaled events, CS excels in being a valuable partner for companies wishing to reach Chicago's most affluent consumers.

- Circulation **55,000**

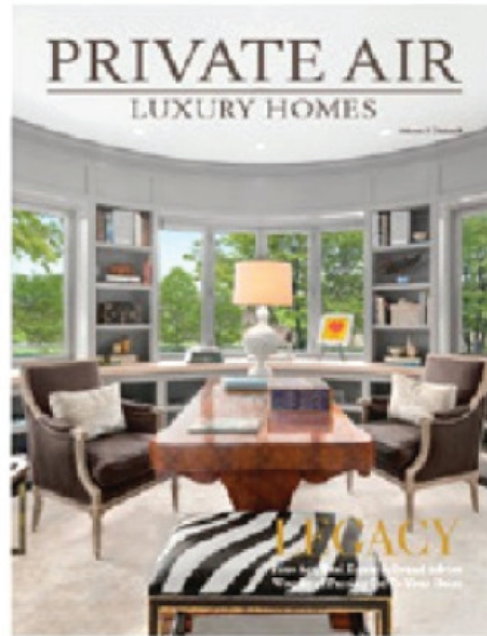
**CHICAGO SOCIAL: \$5,000 FULL PAGE**



# Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



## DISTRIBUTION

**65,000 private jet owners and guests**

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

**FULL PAGE: \$1,925**

**includes social media & E-Newsletter**

**FULL PAGE IN 3 ISSUES: \$1,550**

**includes social media, E-Newsletter  
& Exclusive Estate Showcase Editorials**

**FULL PAGE IN 6 ISSUES: \$1,450**

**includes social media & E-Newsletter  
& Exclusive Estate Showcase Editorials**



# Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

**PROPERTY GALLERY BOX COLOR: \$1,250**

Global



# Robb Report

## LUXURY PROPERTY GUIDE

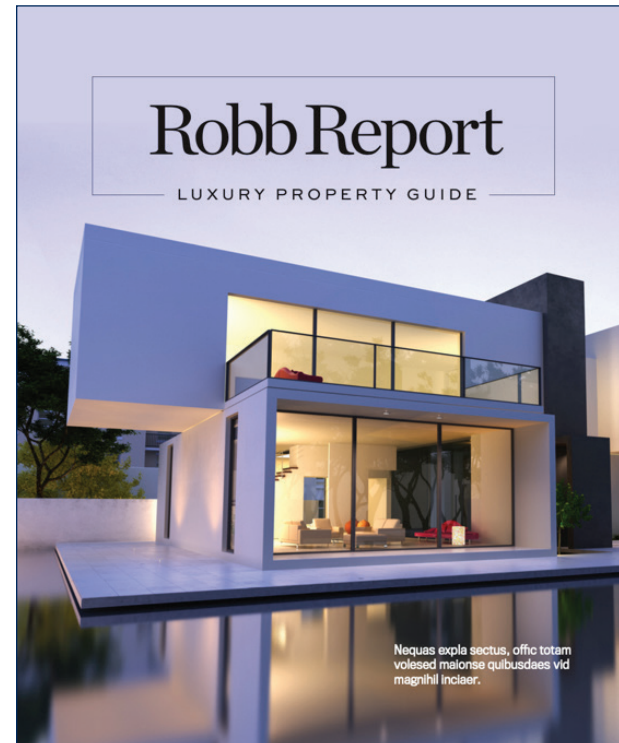
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the “best-of-the-best”. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they’re exploring the newest trends and properties around the world.

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

**PRICE: \$3,500 FULL PAGE**

**Global**





# Schedule, Pricing & Reach



COLDWELL BANKER  
REALTY

# Proposed Schedule, Pricing & Reach 2024 - 2025

Digital					
Million Impressions*					
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00	100,000
<b>Google Adwords</b>					
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00
<b>Comprehensive Digital</b>					
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
<b>Geofencing - Event and Location</b>					
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00		\$ 1,500.00	60,000
<b>Chicago Tribune</b>					
Chicago Tribune	Custom Email 100k	\$ 1,950.00		\$ 1,950.00	100,000
Chicago Tribune	Paid Social 2 Platforms		\$ 2,025.00	\$ 2,025.00	
<b>JamesEdition</b>					
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00	\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00		\$ 1,500.00	192,000
<b>WSJ.com</b>					
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00		\$ 1,275.00	164,000

# Proposed Schedule, Pricing & Reach 2024 - 2025

Print						
<b>Chicago Tribune</b>						
Chicago Tribune	Eighth Page - Real Estate	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 5,400.00	600,000
<b>Conde Nast Magazines Regional Pages</b>						
Architectural Digest - Chicago Metro	Full Page			\$ 3,460.00	\$ 3,460.00	22,000
<b>Financial Times</b>						
Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00	631,371
<b>Modern Luxury</b>						
Chicago Social	Full Page		\$ 5,000.00		\$ 5,000.00	55,000
<b>Private Air Luxury Homes</b>						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
<b>Robb Report</b>						
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00	107,000
<b>The Wall Street Journal</b>						
The Wall Street Journal - Chicago	2 x 7	\$ 1,380.00	\$ 1,380.00	Bonus	\$ 2,760.00	178,730
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 44,725.00	3,425,101
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						