



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 7 Egret Road Advertising and Marketing Program



COLDWELL BANKER  
REALTY

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- 21 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 7 Egret Road

SKY Advertising is excited to present to Coldwell Banker East Lyme-Mystic a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 7 Egret Road.

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 Stonington, 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 property.

LET'S DO  
GREAT THINGS TOGETHER

JANINE JONES  
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**212-677-2714**  
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JIMMY CINTRÓN  
*Account Executive*  
**212-677-0083**  
[jimmy@skyad.com](mailto:jimmy@skyad.com)

# Digital Offerings



**COLDWELL BANKER**  
**REALTY**

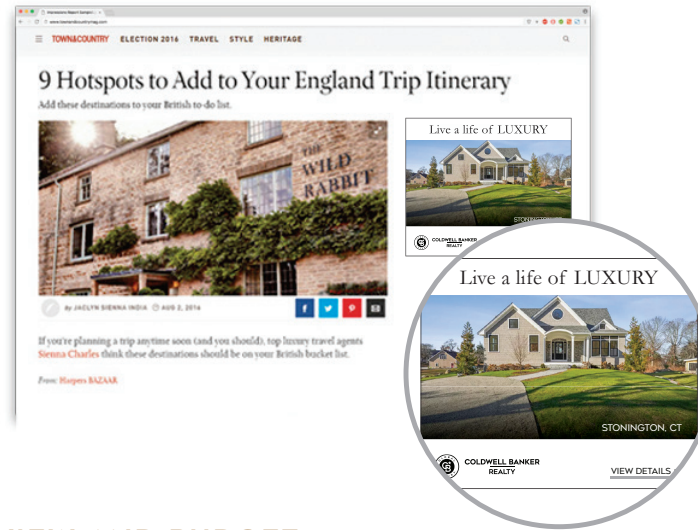
# Impressions Campaign

**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: **7 Egret Road**
- Flight Dates: **Two Weeks**
- 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	



## DIGITAL

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# 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

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**



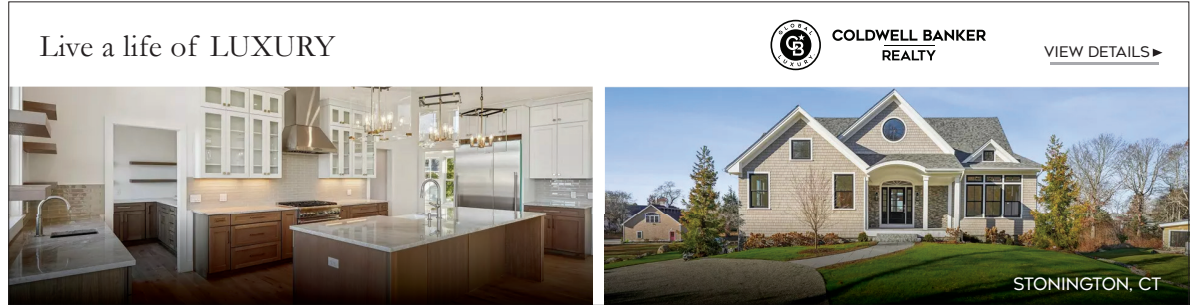
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

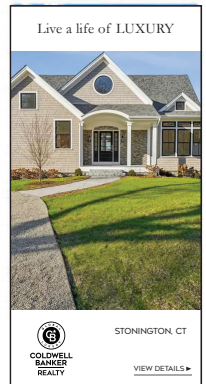
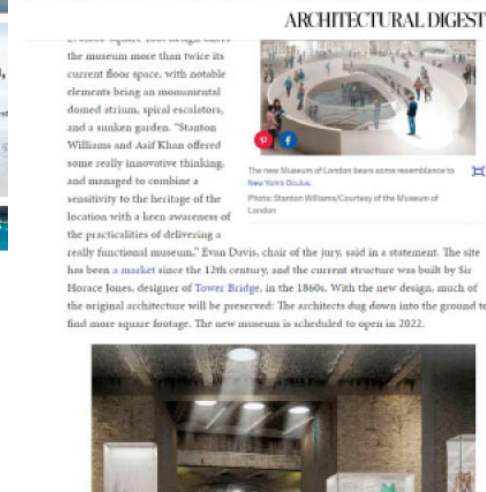
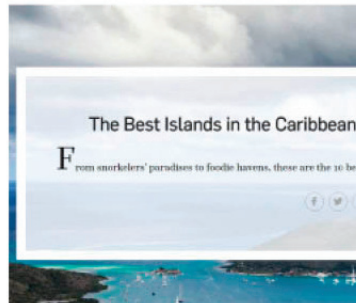
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

**BANNER PRODUCTION: \$350**



# Sample Banners For Impressions Programs As They Appear On Sites



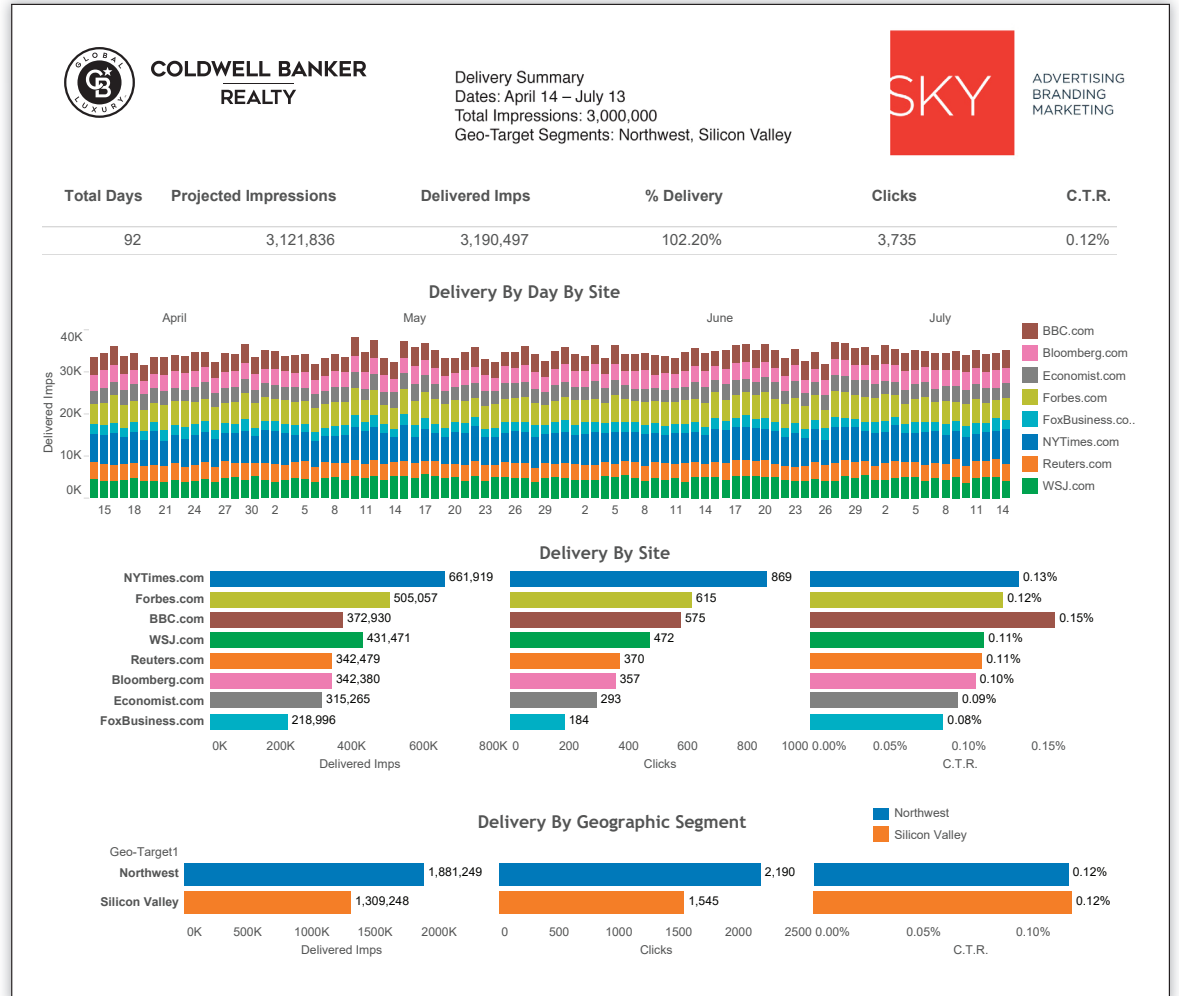


# Comprehensive Reporting For Your Customized Campaign

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.

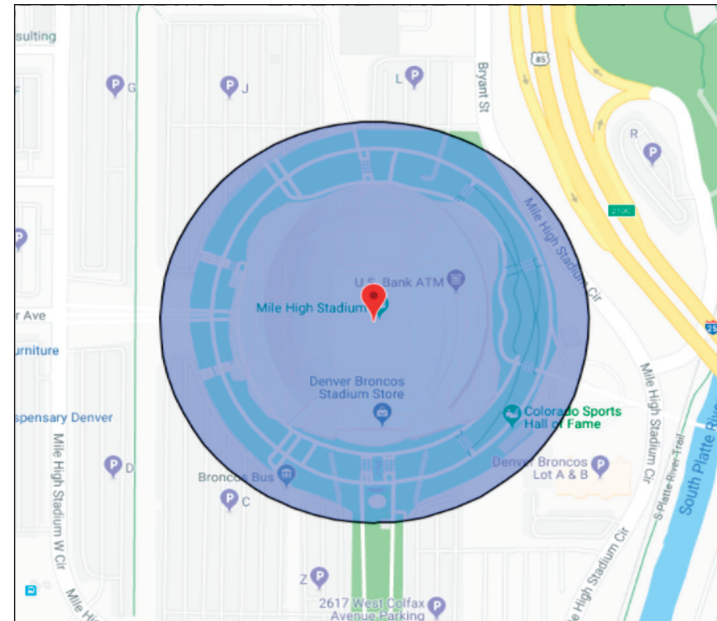
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

### MOBILE CONQUESTING

- From: \$1,500 /month
- 100,000 impressions

# Comprehensive Digital

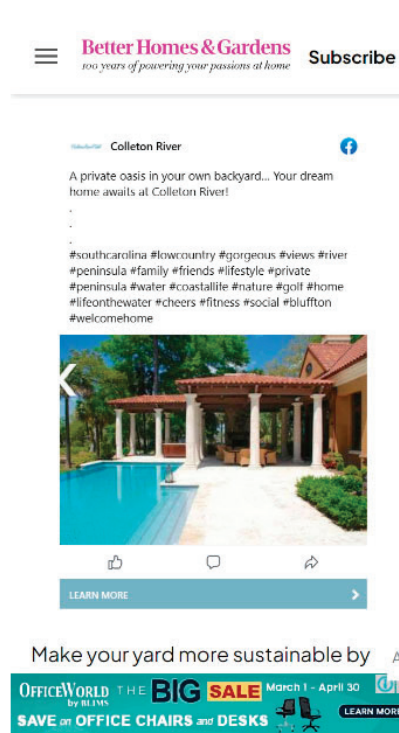
## SOCIAL MIRROR ADS

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.

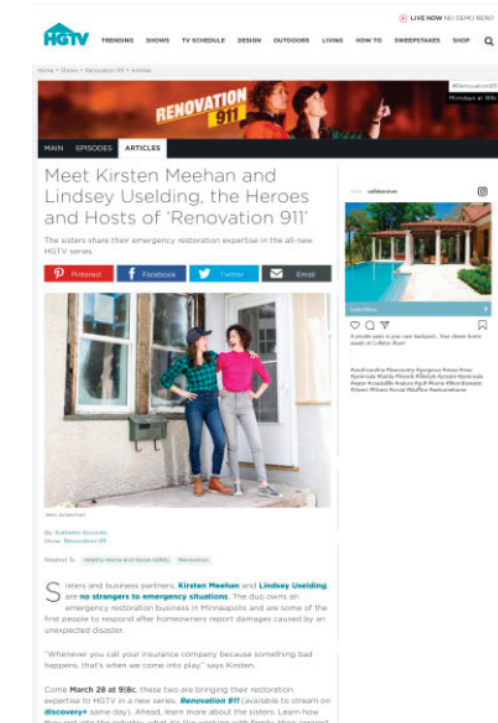
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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**

# 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.

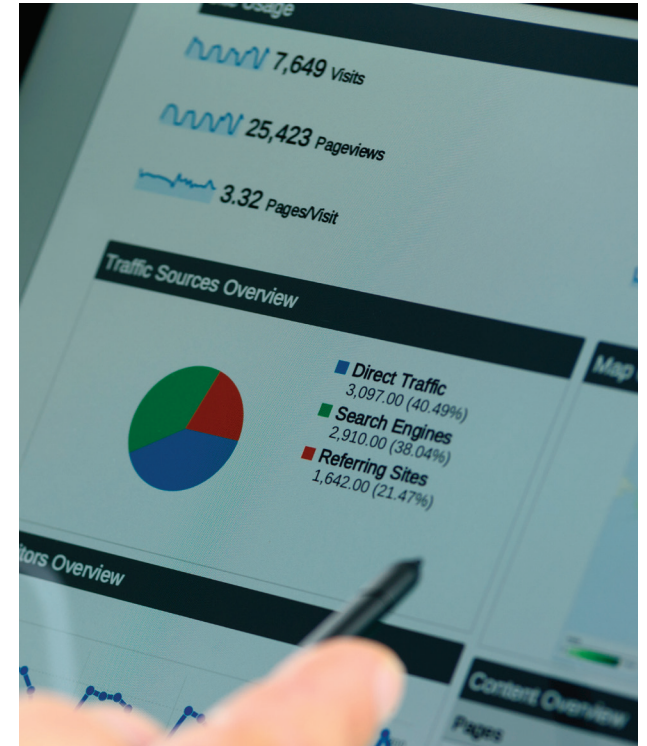


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

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



# Google AdWords

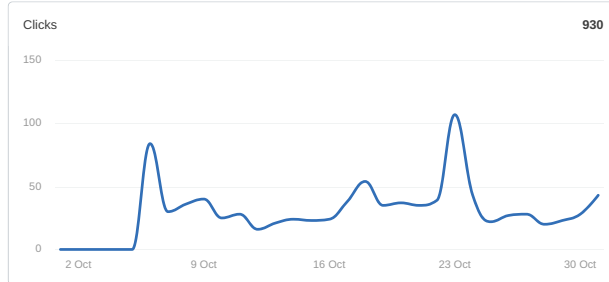
## CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



### East Lyme-Mystic CB

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
<b>85,229</b>	<b>930</b>	<b>1.09%</b>	<b>9</b>	<b>\$1.52</b>	<b>1.14%</b>



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - PMAX</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

# Google AdWords

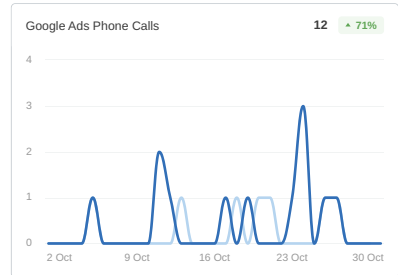
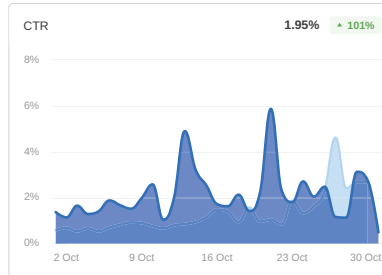
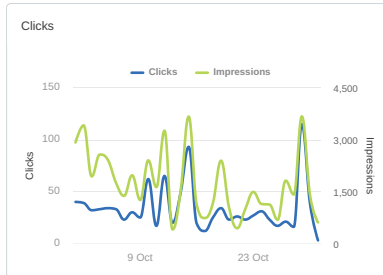
## MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



## East Lyme-Mystic CB

### October KPI's



Total Impressions <span style="color: red;">▼ 46%</span>	Total Clicks <span style="color: green;">▲ 9%</span>	Phone Calls <span style="color: green;">▲ 71%</span>	Interaction Rate <span style="color: green;">▲ 218%</span>	CTR <span style="color: green;">▲ 101%</span>	Average CPC <span style="color: green;">▲ 7%</span>
<b>53,704</b>	<b>1,049</b>	<b>12</b>	<b>4.17%</b>	<b>1.95%</b>	<b>\$0.94</b>

### Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

### Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

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**
- National: **525,734**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **57% / 43%**
- Average HHI: **\$361K**
- Average age: **45**

**2X7, NORTHEAST REGION: \$1,335**



**\$36 Million**  
Brazilian soccer star Neymar has bought land in Miami. **M3**

## MANSION

THE WALL STREET JOURNAL

Looking Up  
In North Carolina, a single-story house that's 31 feet tall. **M7**

HOUSES • MARKETS • PEOPLE • REDOS • SALES
Friday, November 1, 2024 | **M1**

### Going Once, Going Twice

More wealthy homeowners are turning to the auction market, but the results don't always live up to their lofty expectations

**By Kenneth Claus and E.R. Scowcroft**

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator.

At auction, the roughly 3,300-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it ten decades ago. "It was obviously a rapid mistake," Randy said of deciding to auction the home.

More closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services since 2020. And as a backdrop to luxury home sales, auction companies are pitching themselves on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

Amplified by its ready-made press, from the tabloids, or crack on a major sale that happened prominently, their advertisements or ads, others who aggressively priced their luxury homes often have been forced to repeatedly cut their asking price.

*Please turn to page M5*



Randy and Robin Landman didn't set a minimum, known as a reserve price, when they auctioned their Tribeca triple penthouse with Concierge.



**TRIBECA PENTHOUSE**  
New York City

FIRST LISTED FOR **\$12.2 MILLION**    HIGHEST BID AT AUCTION **\$5 MILLION**

#### Room for Prayer, Without Leaving Home

Hindu owners drive demand for upscale pooja rooms with gold trim, oil lamps and custom art

**By Sakshi Puri**

**IN THE DALLAS SUBURBS**, Sanjeev Kishore lights an oil lamp in front of a wooden structure housing idols in his kitchen. The newly renovated area is dedicated to prayer and is backed by gold and white tiles matching the gilded trim and the white quartz countertop, the 41-year-old said.

Proponents of Hinduism, particularly in India, have long recognized pooja rooms or areas in their homes; the word pooja, sometimes spelled puja, refers to the Sanskrit word for worship. A pooja room usually has an altar, mandala or table supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festivals such as Navratri, said Pankaj Chhabra, a consultant in Vastu Shastra, a set of architectural-design principles based on Indian traditions.

As the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for pooja rooms.

Do-it-yourself pooja room decoration tutorials are popular on social media. A feature on Mindy Kaling's hit Netflix comedy "The Mindy Project" about a first-generation Indian-American teenage girl was seen as a primer in front of the Indian-American family's pooja area—an armoire filled with pictures.

*Please turn to page M6*



More U.S. builders and developers are accommodating demand for pooja rooms. Benita Searles says she's getting more interior-design inquiries after posting her pooja-room renovation projects on Instagram.



Luxurious "off the grid" Retreat on 110 acres in Scenic West Virginia  
5 bedrooms, 7 full and 3 half baths  
**\$19,500,000**

Represented by Marin Hagen and Sylvia Bergstrom  
D. 202.257.2339 O. 202.387.6180



### 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 DDC4499050 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,850,000  
5 bedrooms, 4 full and 1 half bath

Represented by Day Weltzman  
D. 410.353.0721 O. 410.263.8686  
Search MDAA431760 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,390,000  
5 bedrooms, 5 full and 1 half bath

Represented by Day Weltzman  
D. 410.353.0721 O. 410.263.8686  
Search MDAA4423534 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.**

**FULL PAGE:**  
**\$980/TEMPLATE**  
**\$1,985/CUSTOM**



# The New York Times

## FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.  
 A featured listing section to promote individual properties.

- 1X: \$1,475
- 2X: \$1,180
- 3X+: \$1,000

WHAT I LOVE  
 SARAH STILES

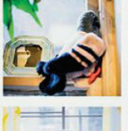
### Restrained Palettes Are for Other People

The actress is like a slightly gothic sitcom neighbor who has an otherworldly home.

By SHANNE KAUFMAN

Sarah Stiles's first address in New York was the Trowlett Arms, an Upper West Side building that serves as campus housing for students at the American Museum of Natural History. Academy Award-nominee Franny was her roommate.

The first time 29-year-old Stiles, a former model, moved into her own apartment, she bought a green sofa. It was the first of many items that she has collected over the years. "I'm a collector," she says. "I'm a hoarder." She has a collection of vintage records, a collection of vintage records, a collection of vintage records...



**Room:** Sarah Stiles, 41

**Occupation:** Actor

**Home contents:** "I'm the kind of person who mixes a home out of anything you can find." She has a collection of vintage records, a collection of vintage records, a collection of vintage records...

...and the first, some of the building's residents, including the actress, lived for several years in the building.

"There was a guy who would come to me at all my parties," she says. "I would be his only friend in the city."

...and she had a collection of vintage records.

...and she had a collection of vintage records.

...and she had a collection of vintage records.

...and she had a collection of vintage records.

...and she had a collection of vintage records.

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...and she had a collection of vintage records.

...and she had a collection of vintage records.

<p><b>PARK SloPE, BROOKLYN</b>            \$3,750,000            Fully finished apartment with hardwood floors, granite countertops, and stainless steel appliances. Perfect for a professional or investor.</p>	<p><b>NOMad, MANHATTAN</b>            \$2,345,000            This 1,000 sq ft apartment features a walk-in closet and a full bathroom. Close to shopping and dining.</p>	<p><b>CHINATOWN, MANHATTAN</b>            \$1,844,000            This corner apt. has a full bathroom and a kitchen with granite countertops. Great view of the city.</p>
<p><b>LONG ISLAND CITY, QUEENS</b>            \$929,000            Has done one year of this work! Don't miss this morning, a warm home in a beautiful area.</p>	<p><b>FINANCIAL DISTRICT, MANHATTAN</b>            \$1,925,999            Developed by Lightstone, 120 William is designed by the award-winning interior architect David Fisher.</p>	<p><b>HUDSON VALLEY, MANHATTAN</b>            \$1,999,999            Welcome home to this beautiful 4,000 sq ft. Easily convertible to a 4-bedroom. Close to one of the best private outdoor swimming pools.</p>

# 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: \$1,250**



# Schedule, Pricing & Reach



COLDWELL BANKER  
REALTY

# Proposed Schedule, Pricing & Reach 2025

Media	Ad Description	March	April	May	Media Total	Reach
<b>Digital</b>						
<b>Million Impressions*</b>						
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		\$ 3,000.00	200,000
<b>Geofencing - Event and Location</b>						
Mobile Conquesting	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	100,000
<b>Print</b>						
<b>Financial Times</b>						
Financial Times	Property Gallery Box	\$ 1,250.00			\$ 1,250.00	210,457
<b>The New York Times</b>						
The New York Times	Featured Listing	\$ 1,475.00			\$ 1,475.00	381,268
<b>The Wall Street Journal</b>						
The Wall Street Journal - Northeast Region	2 x 7	\$ 1,335.00			\$ 1,335.00	148,000
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000
<b>TOTAL</b>					\$ 13,740.00	1,239,725
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						