



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

12486 YERBA BUENA ROAD 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 12486 YERBA BUENA ROAD

SKY Advertising is excited to present to Coldwell Banker Global Luxury a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 12486 Yerba Buena Road.

Your strategic blueprint is composed of key print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Mailibu, 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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COLDWELL BANKER
REALTY

Digital Offerings



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.

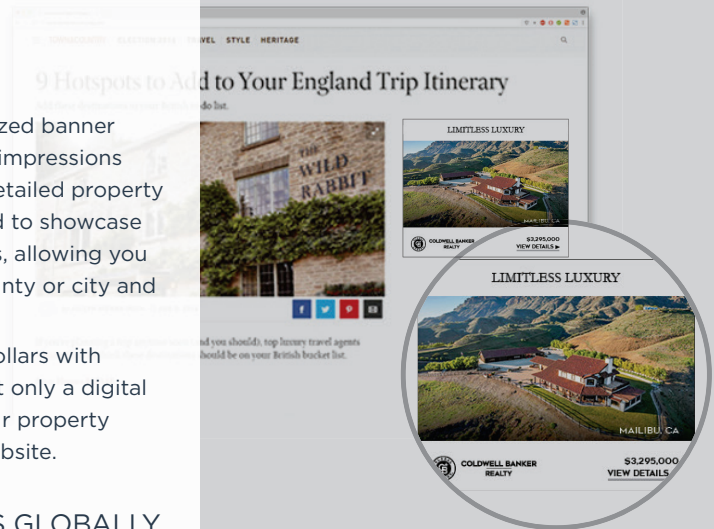
CAMPAIGN OVERVIEW AND BUDGET

Campaign: 12486 Yerba Buena Road
Flight Dates: February 2022 - May 2022
Impressions: 1,500,000
 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.

THE WALL STREET JOURNAL.

Forbes



FOX BUSINESS

BARRON'S

VANITY FAIR *VARIETY* *Hollywood*
REPORTER

Bloomberg
Markets



REUTERS INVESTOR'S BUSINESS DAILY®

Many more websites available for local to global targeting.

» 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.

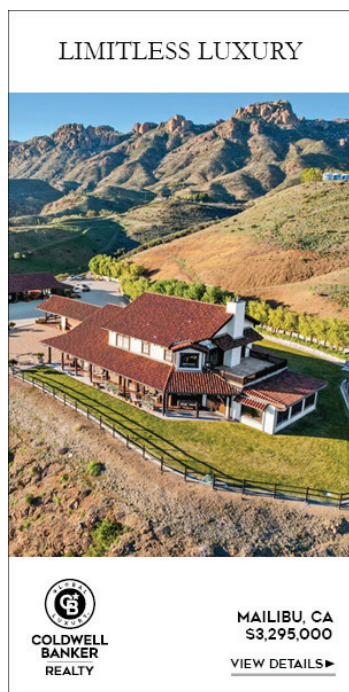
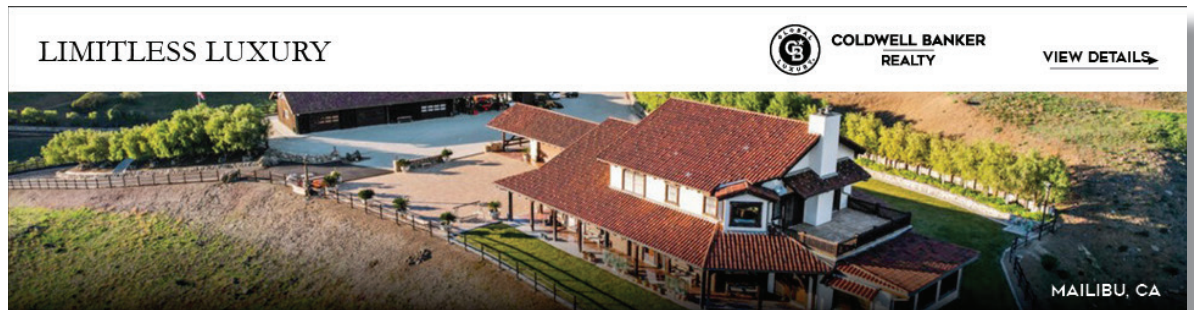


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

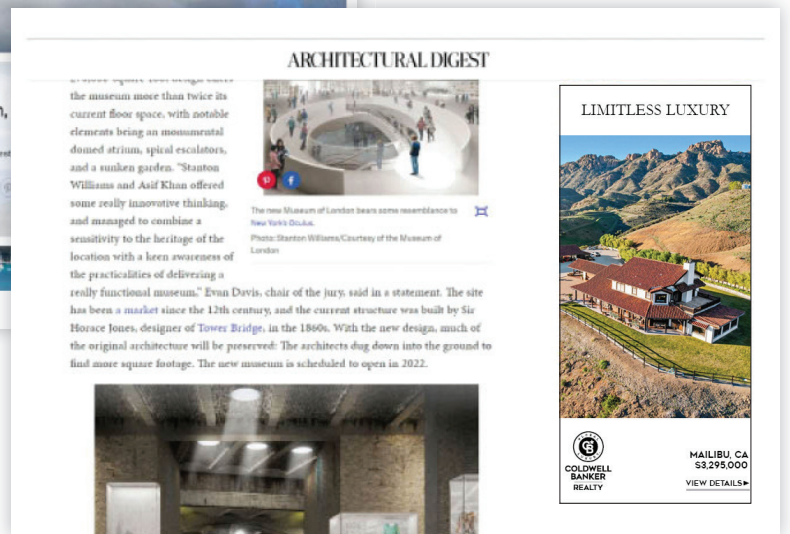
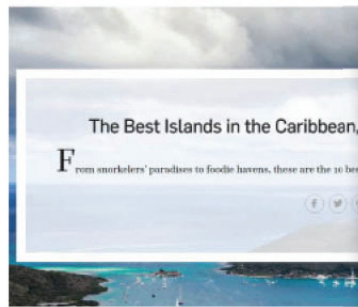
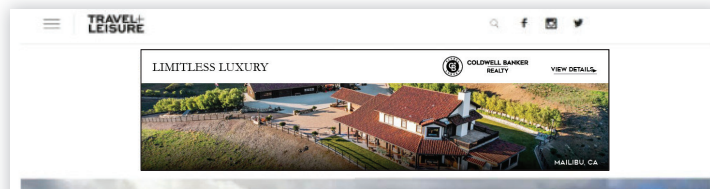
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 920x250, 728x90, 300x600, 300x250, or custom sizes.

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

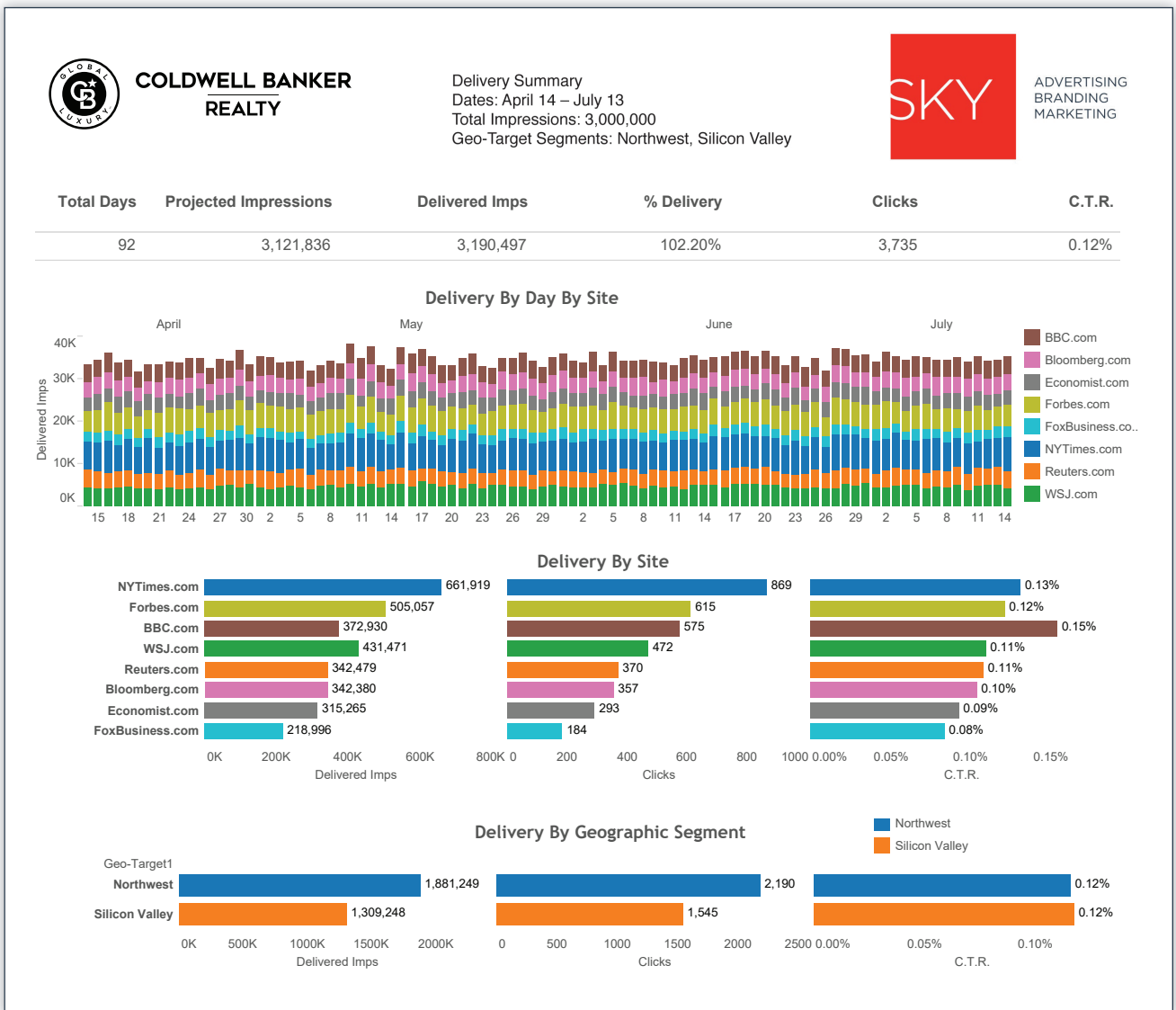


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 in Los Angeles, San Francisco, Austin, Miami, Middle East, UK, Canada, and China.

The program, with a projected start date of February 22nd and will run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth (HHI Top 10%) audience in Los Angeles and San Francisco in a premium editorial environment on top national business/finance sites and entertainment sites.
- A Custom Intent segment, that will target readers (HHI Top 10%) in Austin, Miami, Middle East, UK, Canada, China who are considered who are actively searching for properties in key California markets (San Luis Obispo, Monterey, Santa Barbara, San Mateo, Ventura, Napa, Los Angeles).
- A behavioral segment that will target Outdoor Living Enthusiasts living in the Los Angeles and San Francisco Metros.
- A behavioral segment that will target Avid Investors (HHI Top 10%) living in the Los Angeles and San Francisco Metros.

» BEHAVIORAL TARGETING

We are able to 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 in addition to equestrian and wine 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) 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.

JUWAI.COM

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.

» HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.
Usually \$725
Global



» FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel
 Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICING: \$425 FOR 6 MONTHS.
For properties \$2M+
Global



NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

» E-NEWSLETTER

ON THE MARKET - an exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING



JAMES EDITION.COM

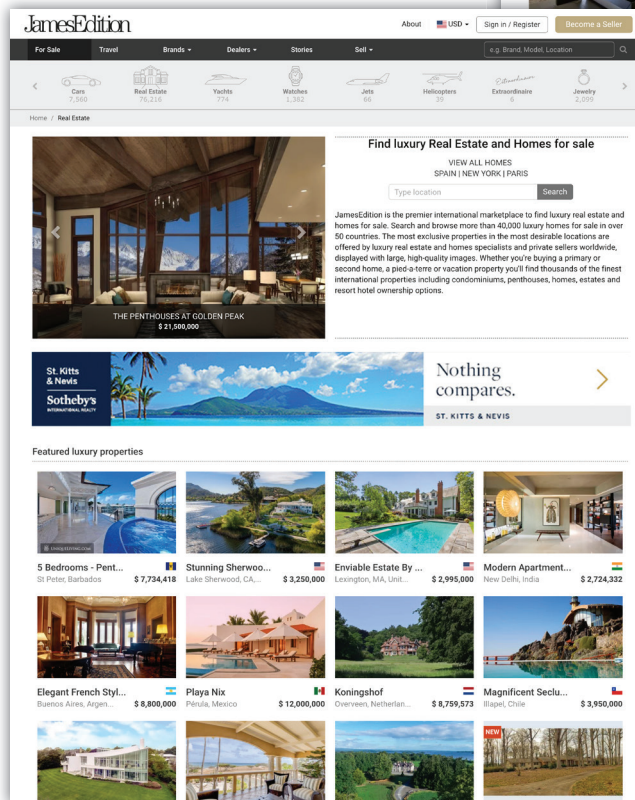
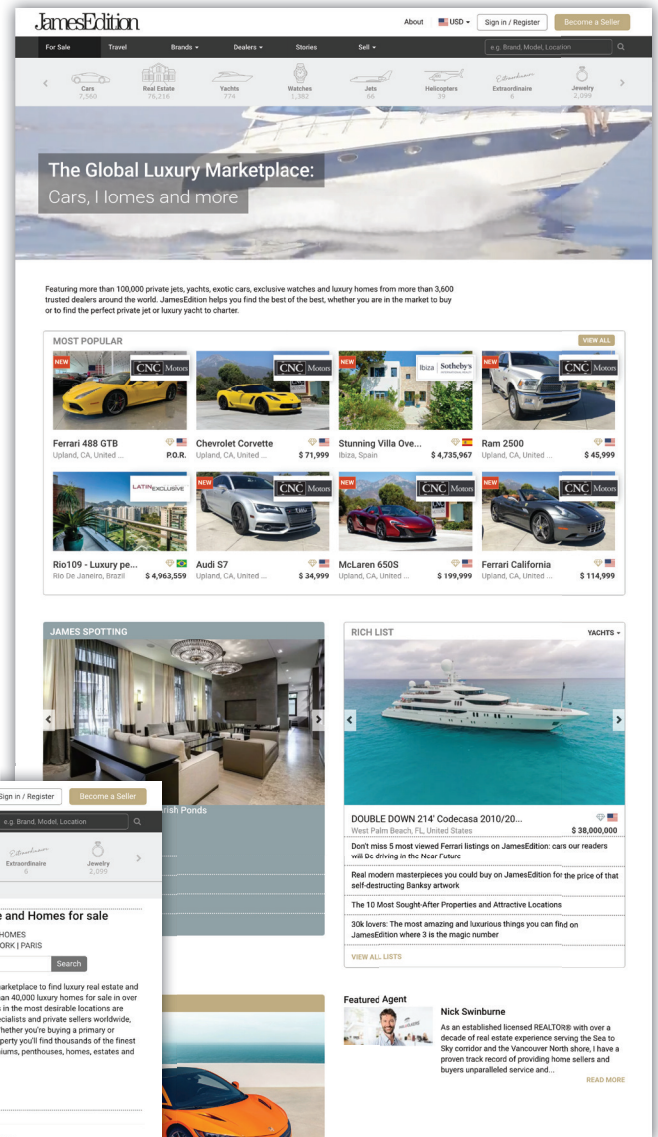
» E-NEWSLETTER

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.

TOP POSITION: \$2,000
MIDDLE POSITION: \$1,200



JAMES EDITION.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.

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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

REAL ESTATE PAGE
\$1,300/MONTH



JAMES EDITION.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**

SOCIAL MEDIA POST
\$650 PER POST



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.

» EMAIL MARKETING

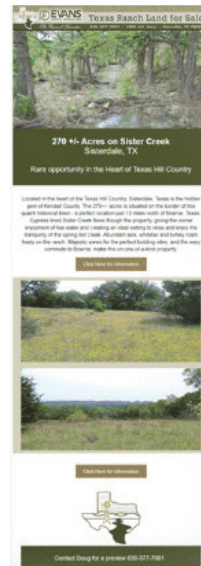
Get in front of land buyers with high-performing newsletters and email campaigns. You'll be able to promote your listings and services to our engaged pool of 750K+ active subscribers directly.

» 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.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.

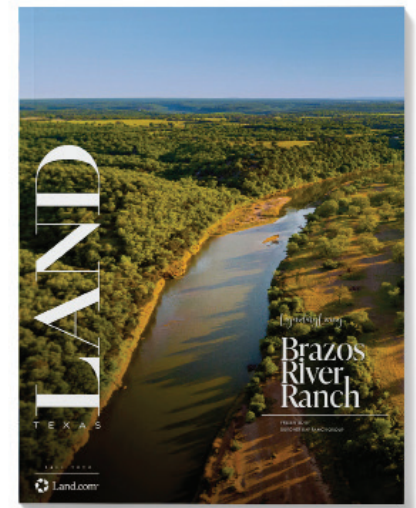
» SIGNATURE LISTINGS

PRICE:

\$125/ONE LISTING

\$330/3 LISTINGS

\$1200/12 LISTINGS



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**

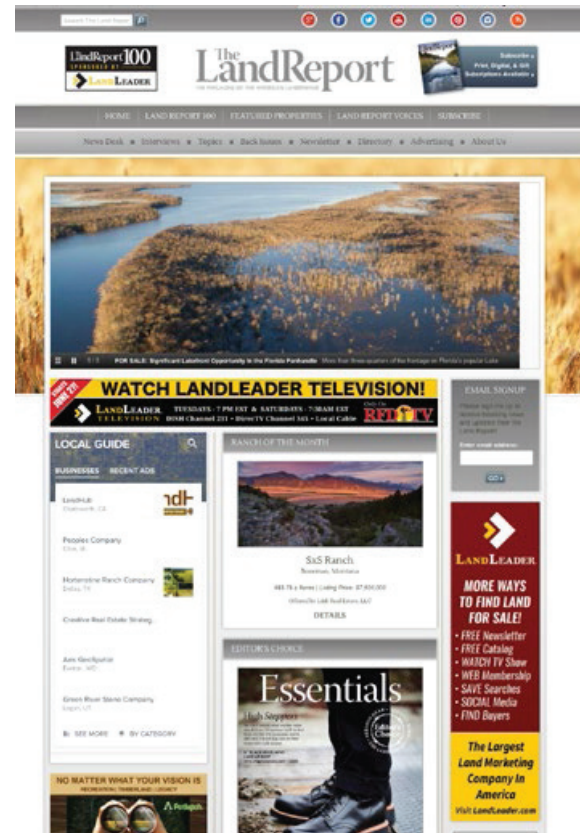
» **Top In-Bound Markets:**

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

» **NEWSLETTER**

PRICE: \$1,800

The LandReport



SIMPLY ABU DHABI

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- **Instagram:** We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

INSTAGRAM POST: \$1,375 PER POST

**DIGITAL MAGAZINE
FULL PAGE: \$1,250
DOUBLE PAGE: \$1,875**



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- 164,000 Unique Visitors
- 1.75% Click-Through Rate
- 2.5% Share of Voice
- Can rotate up to 5 properties



\$2,150/MONTH OR \$2.650/W VIDEO





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
DIGITAL	
Million Impressions*	1,500,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing	2,300,000
Nob Hill Gazette Peninsula and Silicon Valley	6,500
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Social Media Post - Instagram & Facebook	107,100
e-Newsletter	294,000
Land.com	
Dedicated Emails - targeted*	5,000
Signature Listings	
Land Report	
Enewsletter	60,000
Simply Abu Dhabi	
Instagram Post	25,600
Digital Magazine	50,000
WSJ.com	
Mansion Global Homepage	164,000
GRAND TOTAL	7,562,200



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	February	March	April	May	Media Total
DIGITAL						
Million Impressions*	Digital Banner Program Targeting -Los Angeles, San Francisco, Austin, Miami, Middle East, UK, Canada, and China	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$	\$ 4,875.00
Juwai.com						
Hot property upgrade	Hot property upgrade	\$ 425.00			\$	425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425		\$	425.00
Nob Hill Gazette Peninsula and Silicon Valley	OTM Ont the Market eNewsletter	\$	500.00		\$	500.00
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner		\$	1,300.00	\$	1,300.00
Social Media Post - Instagram & Facebook	Post	\$	650.00		\$	650.00
e-Newsletter	e-Newsletter	\$	1,200.00		\$	1,200.00
Land.com						
Dedicated Emails - targeted*					\$ 1,500.00	\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings \$1200/12 l		\$330		\$	330.00
Land Report						
Enewsletter	Monthly eNewsletter	\$	1,800.00		\$	1,800.00
Simply Abu Dhabi						
Instagram Post		\$	1,775.00		\$	1,775.00
Digital Magazine					\$ 1,875.00	\$ 1,875.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$	2,150.00		\$	2,150.00
TOTAL					\$	18,805.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change