



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 19 WINFIELD AVE 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  
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## NATIONAL & GLOBAL EXPOSURE 19 WINFIELD AVE

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SKY Advertising is excited to present to Coldwell Banke Global Luxury a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 19 Winfield Ave.

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 Harrison, NY.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to your properties.

## LET'S DO GREAT THINGS TOGETHER

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# Digital Offerings

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# 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.

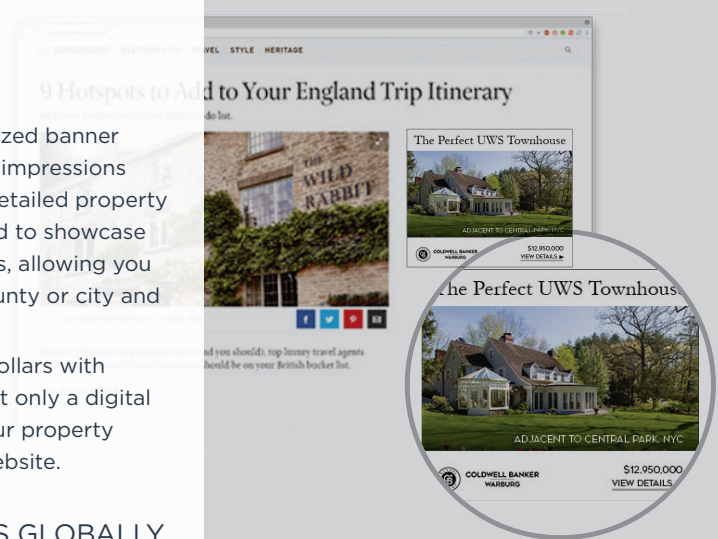
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** 19 Winfield Ave  
**Flight Dates:** July 15, 2022 - October 15, 2022  
**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.

**The New York Times**

**Telegraph.co.uk**

**THE WALL STREET JOURNAL.**

**THE ECONOMIC TIMES**



**South China Morning Post**

**Forbes**

**Bloomberg Markets**



**REUTERS**

**The Economist**

**GULF NEWS**



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

Banner Production: \$350

The Perfect UWS Townhouse

COLDWELL BANKER  
WARBURG

\$12,950,000  
VIEW DETAILS ▶

ADJACENT TO CENTRAL PARK, NYC

ADJACENT TO CENTRAL PARK, NYC

The Perfect UWS  
Townhouse

COLDWELL BANKER  
WARBURG

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COLDWELL BANKER  
WARBURG

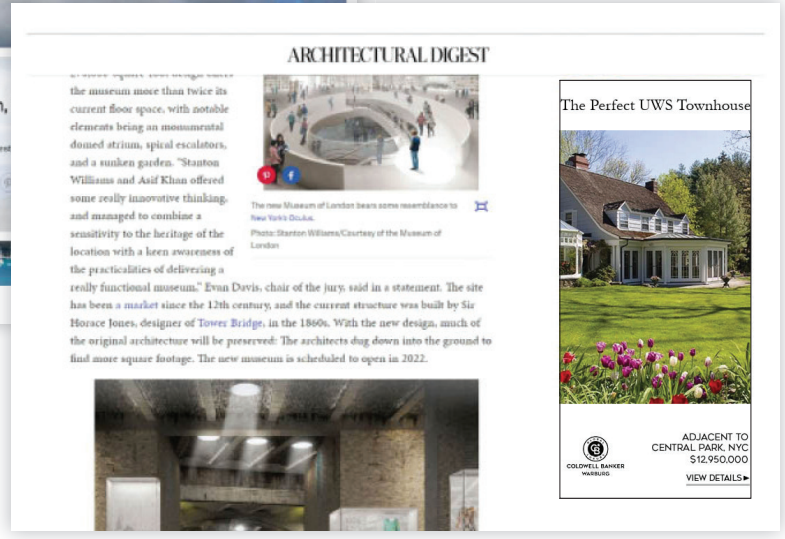
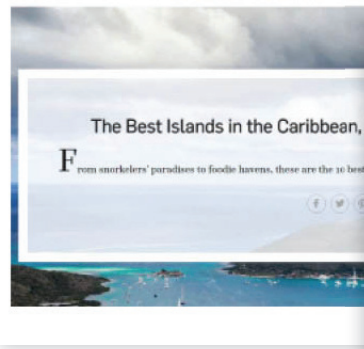
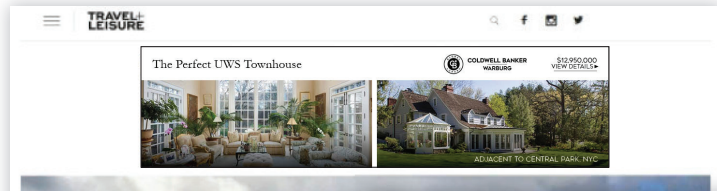
The Perfect UWS Townhouse

ADJACENT TO CENTRAL PARK, NYC

COLDWELL BANKER  
WARBURG

\$12,950,000  
VIEW DETAILS ▶

# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



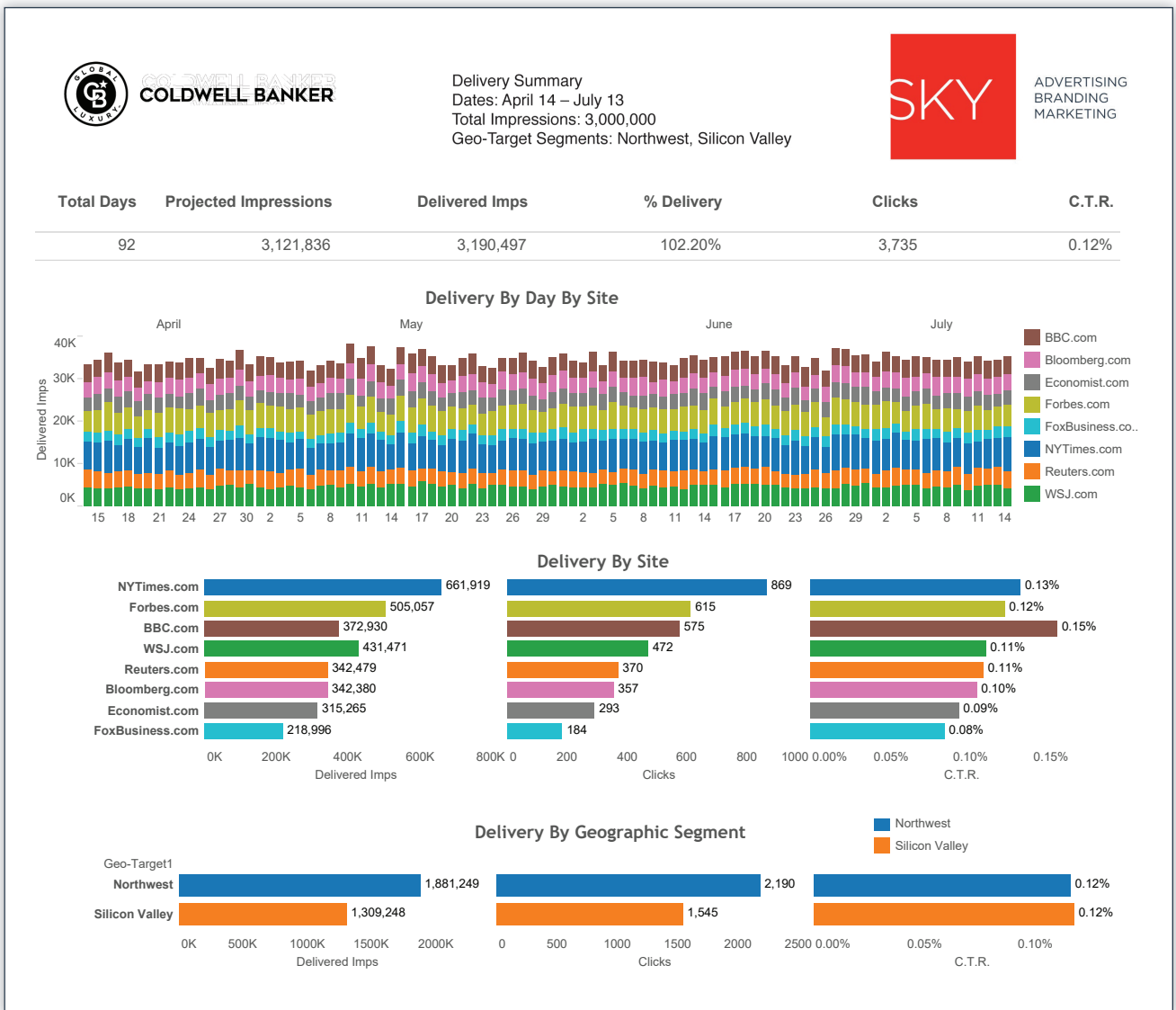


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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



# SMART SOLUTIONS EBLAST

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.

### Audience

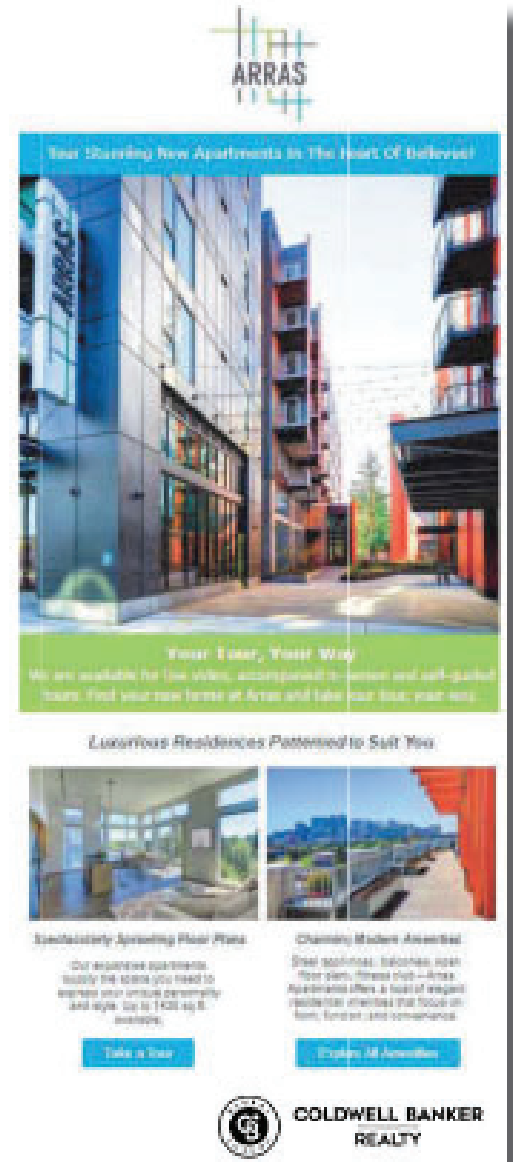
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

**CUSTOM EBLAST: \$2,275 WITH FOLLOW UP**



# FACEBOOK ADVERTISING

## » MINI-LEAD CAMPAIGN

### Real Estate Leads Made Simple

Not just a promoted post! These campaigns use Likely Mover Profile to display your ads to qualified people in the area.

### Leads You Own in Real Time

Using new 'Lead Capture' technology, these ads simplify the process for a user to become a lead and you get immediate notifications.

**7 DAY SOCIAL CAMPAIGN , GUARANTEED 8-12 LEADS: \$425/LISTING**



# 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**



# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

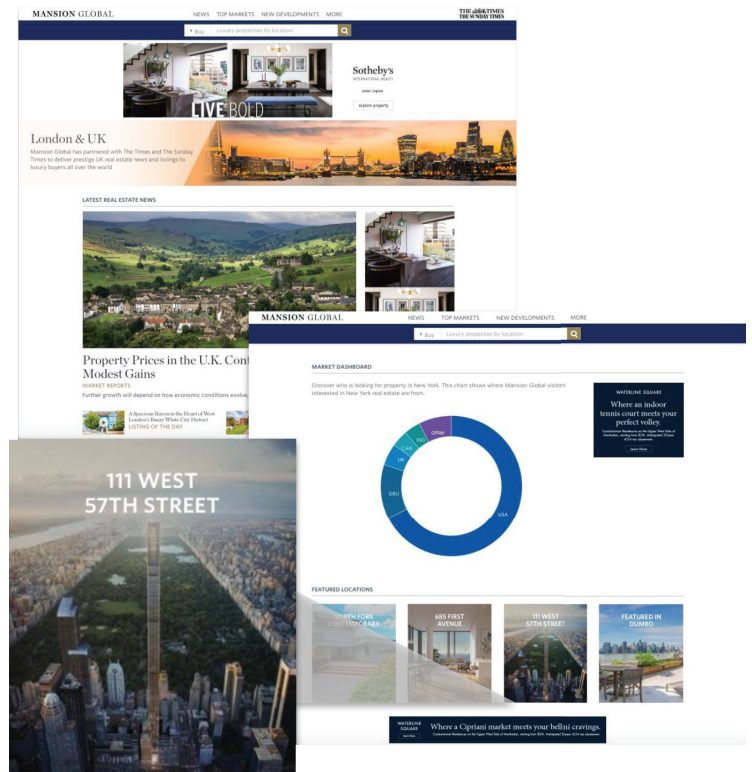
## » MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

**AVAILABLE MARKETS:**

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

\$575/MONTH

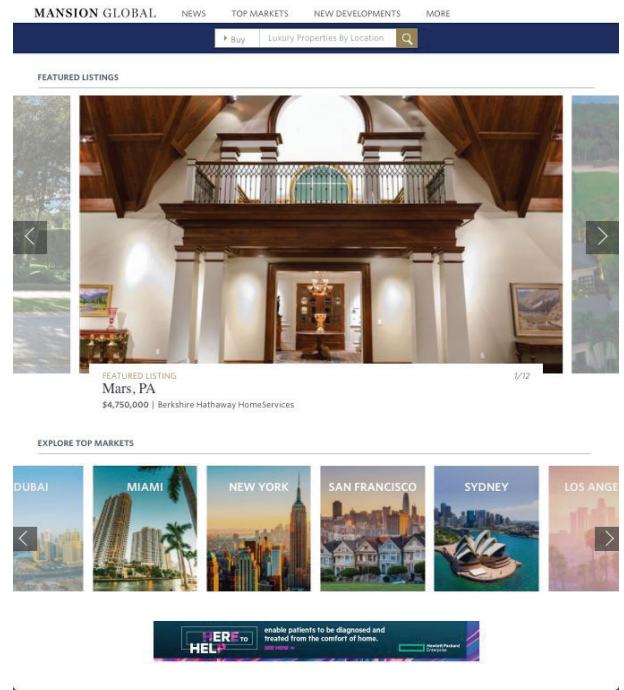


# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » THE HOMEPAGE FEATURED LISTING

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

\$1,275/MONTH





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# Print Offerings

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# 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 goopy sitcom neighbor who has an otherworldly home.

By **BRANDE BAUGHN**  
Sarah Stiles's first address in New York was the Strand Annex, an Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. About 10 years ago, she moved to her current home in the Upper East Side. "I was looking for a place that was a little bit off the wall and a little bit off the wall," she says. "I was looking for a place that was a little bit off the wall and a little bit off the wall."









**Home** South St. 10, 4E

**Owner** Actor

**Home** comments: This is the kind of person who makes a house a home. It's not just about the house, it's about the person who lives there. It's about the person who makes a house a home.

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 <p><b>PARK SLOPE, BROOKLYN</b> \$2,750,000 This is a rare opportunity to own one of Park Slope's most renowned and best-kept secrets. This is a classic Colonial mansion, complete with an elevator, office and dog park. Located in the most central block of neighborhood greenery.</p> <p><a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>	 <p><b>MIDTOWN, MANHATTAN</b> \$2,345,000 This is a 2,500 sq ft 2-bedroom, 2-bathroom corner unit with a great view of the city. It is a great location for a great view of the city. It is a great location for a great view of the city.</p> <p><a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>	 <p><b>CHINATOWN, MANHATTAN</b> \$845,000 This corner unit has a full view of the city and is a great location for a great view of the city. It is a great location for a great view of the city.</p> <p><a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>
 <p><b>LOWER MIDTOWN CITY CENTER</b> \$1,100,000 This is a rare opportunity to own one of the city's most iconic buildings. This is a rare opportunity to own one of the city's most iconic buildings.</p> <p><a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>	 <p><b>FINANCIAL DISTRICT, MANHATTAN</b> \$1,100,000 This is a rare opportunity to own one of the city's most iconic buildings. This is a rare opportunity to own one of the city's most iconic buildings.</p> <p><a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>	 <p><b>MIDTOWN, MANHATTAN</b> \$1,100,000 This is a rare opportunity to own one of the city's most iconic buildings. This is a rare opportunity to own one of the city's most iconic buildings.</p> <p><a href="mailto:jane@jane.com">jane@jane.com</a>   212.555.0990</p>



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# Circulation/Distribution/Reach

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## CIRCULATION/DISTRIBUTION/REACH 2022

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<b>Media</b>	<b>Circulation</b>
<b>DIGITAL</b>	
Million Impressions*	750,000
Facebook Mini-Lead Campaign	
Smart Solutions Eblast	20,000
WSJ.com	
Mansion Global Top Markets page tile	164,000
Mansion Global Homepage	164,000
Mansion Global Homepage Featured Listing Mod	164,000
<b>PRINT</b>	
The Wall Street Journal - New York Region	192,000
The New York Times	702,536
<b>GRAND TOTAL</b>	<b>2,156,536</b>



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# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	July	August	September	Media Total
<b>DIGITAL</b>					
Million Impressions*	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00
Facebook Mini-Lead Campaign	7 Day Social Campaign - guaranteed 8-12 l	\$ 425.00			\$ 425.00
Smart Solutions Eblast	Custom Email	\$ 2,275.00	Follow Up		\$ 2,275.00
<b>WSJ.com</b>					
Mansion Global Top Markets page tile	Top Markets page tiles -New York	\$ 575.00			\$ 575.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00
Mansion Global Homepage Featured Listing Module		\$ 1,275.00			\$ 1,275.00
<b>PRINT</b>					
The Wall Street Journal - New York Region	2 x 7	\$ 1,090.00	\$ 1,090.00		\$ 2,180.00
The New York Times	Featured Listing - Sunday	\$ 1,180.00	\$ 1,180.00		\$ 2,360.00
<b>TOTAL</b>					\$ 14,825.00

\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change