



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

26 PEQUOT LANE ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

TABLE OF CONTENTS

INTRO	3
DIGITAL	
Impressions Campaign.....	5
Impressions Scheduling.....	11
Smart Solutions Eblast.....	12
Facebook Advertising.....	13
Juwai.com	14
JamesEdition.com.....	15
NYTimes.com.....	17
RobbReport.com.....	18
WSJ.com.....	19
PRINT	
The Wall Street Journal	23
The New York Times	24
Architectural Digest	25
Serendipity.....	26
CIRCULATION/DISTRIBUTION/REACH	
2021.....	28
SCHEDULE & PRICING	
Media 2021.....	30

NATIONAL & GLOBAL EXPOSURE 26 PEQUOT LANE

SKY Advertising is excited to present to Coldwell Banker a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 26 Pequot Lane.

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 New Canaan, 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
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com



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.

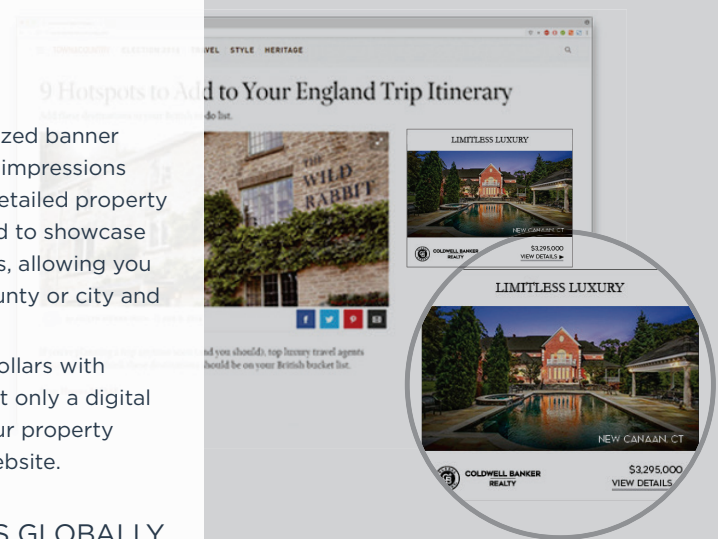
CAMPAIGN OVERVIEW AND BUDGET

Campaign: 26 Pequot Lane
Flight Dates: October 2021 - December 2021
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 WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



REUTERS

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.

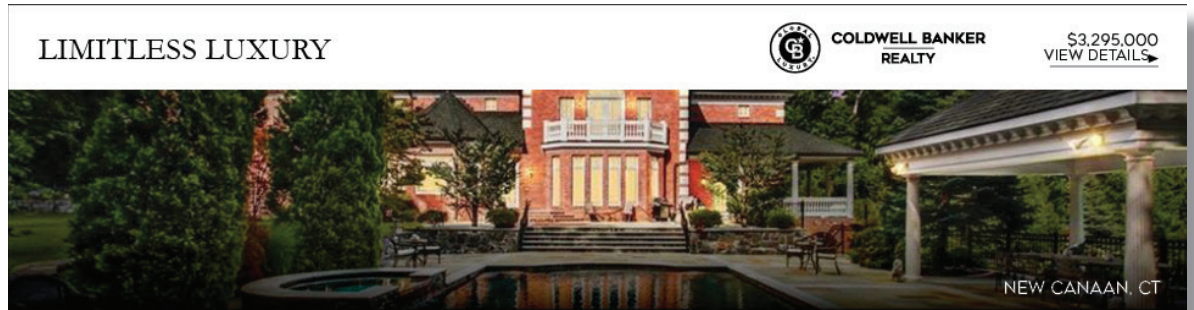


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

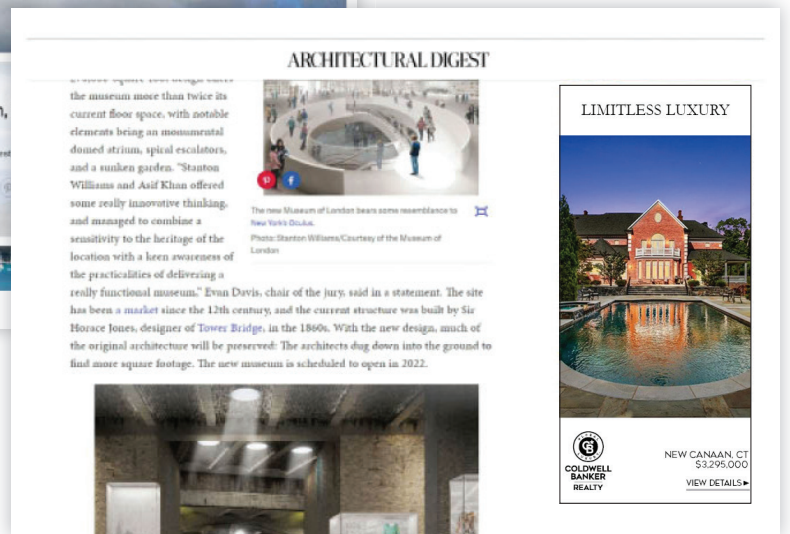
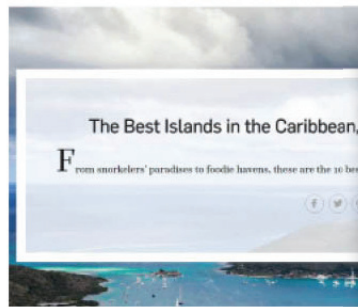
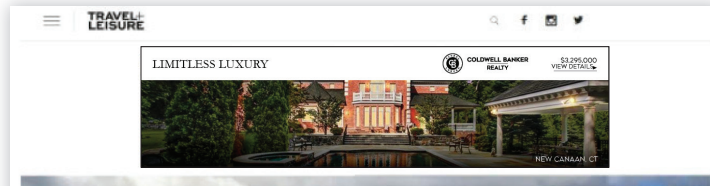
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

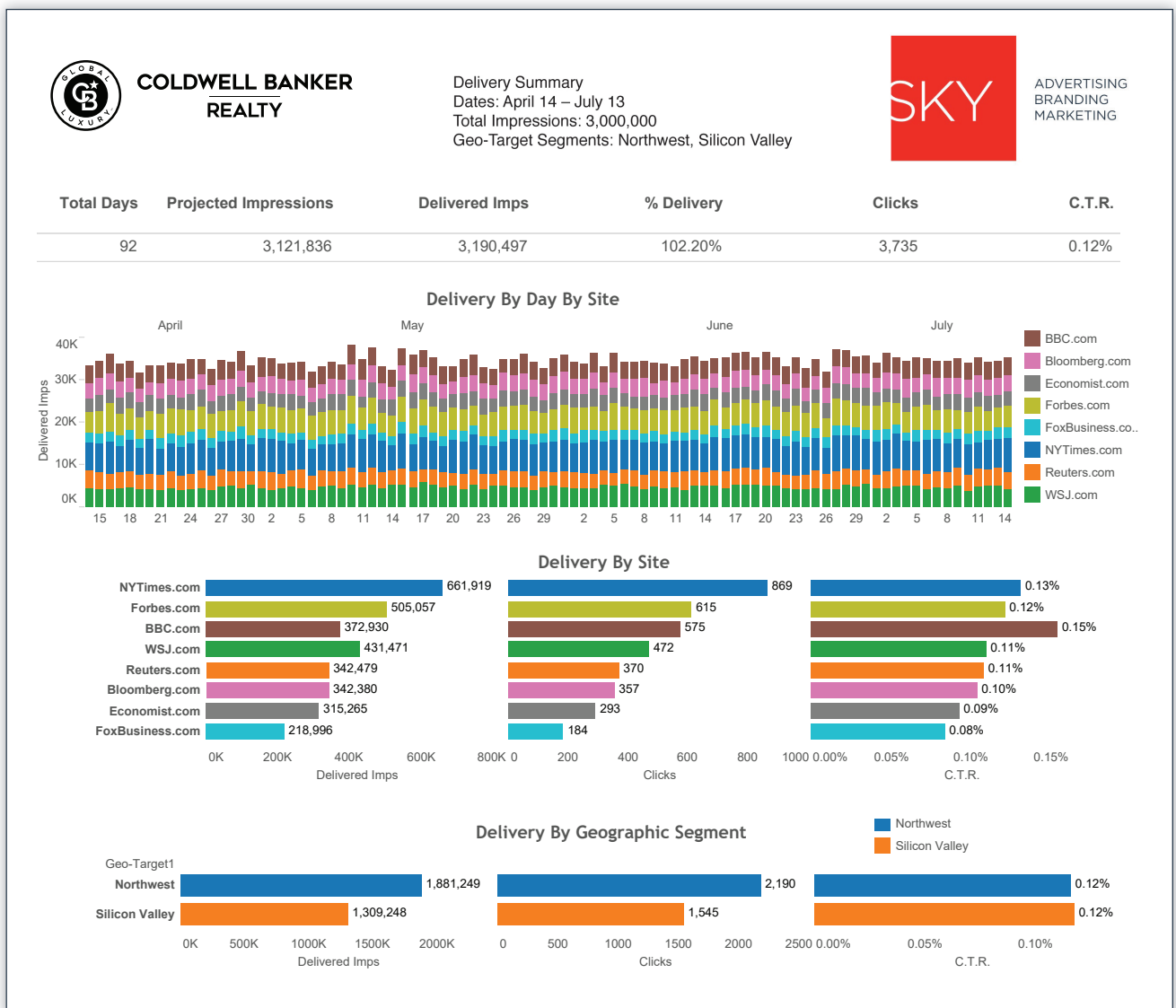


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 & PRICING

After researching, we have put together an integrated program that targets a high-net-worth audience in Manhattan & Fairfield county.

The program, with a projected start date of October 1st and will run for three months and deliver an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Manhattan and Fairfield county in a premium editorial environment on top news and business/finance websites.
- A behavioral targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are actively looking for New, Canaan, Greenwich Real Estate and living in Fairfield county & NYC.
- A behavioral targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are identified as Retiring Soon and actively looking for Residential Real Estate.

» SITE SPECIFIC

This segment consists of premium websites (WSJ.com, Bloomberg.com, Forbes.com, etc) with the same income and geo-targeting layers as the Behavioral Targeting segment to extend the overall reach of the program.

» BEHAVIORAL TARGETING

We are able to target people on behavior first (people actively searching for New Canaan and Greenwich real estate) based on their online behavior (sites visited, content consumed and search activity). In addition we overlay an income layer (top 10%), geo-targeting. 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 (i.e. NewYorker.com, CNN.com, ArchitecturalDigest.com, investors.com, ESPN.com, Slate.com, Barrons.com).

» 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.

IMPRESSIONS SCHEDULE

Coldwell Banker Global Luxury - 26 Pequot Lane

Media	Geo-Target	October							November							December							Impressions							
		01	08	15	22	29	05	12	19	26	03	10	17	24	01	08	15	22	29	05	12	19		26	03	10	17	24		
Bloomberg.com	Manhattan, Fairfield																													295,000
CNBC.com																														
Forbes.com																														
Reuters.com																														
WSJ.com																														
Custom Intent - Greenwich Real Estate	Fairfield county & NYC																													210,000
Retiring Soon & In-Market - Residential Real Estate	Fairfield County, NYC																													245,000
Total Digital																														750,000

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

New York Metro

Household Income > \$500K

29,000+ Total Emails

CUSTOM EBLAST: \$2,975

ARRAS

Test: Searching New Apartments In The Heart Of Beloved

Your Tower, Your Way
We are available for live video, accompanied by music and self-guided tours. Find your new home at Arras and take your tour, your way.

Luxurious Residences Tailored to Suit You

Spectacularly Spacious Floor Plans
Our expansive apartments feature the space you need to express your unique personality and style. Up to 1,400 sq. ft. available.

Charming Modern Amenities
Great gyms, balconies, open floor plans, fitness club—Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

Take a Tour **Explore All Amenities**

COLDWELL BANKER REALTY

FACEBOOK ADVERTISING

3 Day Social Campaign – guaranteed 12 leads

MINI-LEAD CAMPAIGN: \$275/3 DAYS



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



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.

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.

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
\$800-\$1,300/MONTH



JAMES EDITION.COM

» SOCIAL MEDIA POST

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

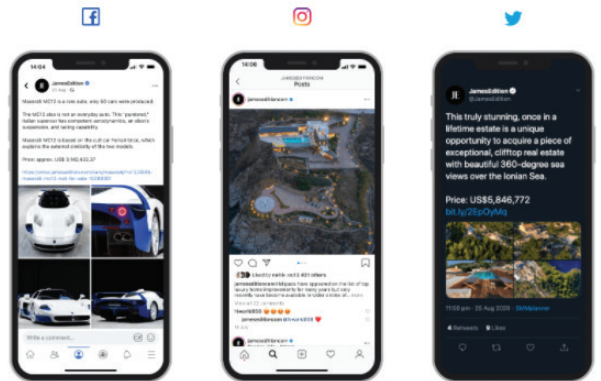
The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

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
\$350 PER POST



NYTIMES.COM

» FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between **0.36-0.55%**

\$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@uneresidences.com

ROBBREPORT.COM

» REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$950 PER 30 DAYS
(\$1,895 OPEN RATE)

The screenshot displays the Robb Report website's Real Estate section. At the top, there are social media icons and the Robb Report logo. A navigation bar includes categories: CARS, AVIATION, MARINE, TRAVEL, WATCH COLLECTOR, STYLE, SHELTER, and FOOD & DRINK. Below this is a 'REAL ESTATE' section with sub-categories: ART & COLLECTIBLES, VACATION HOMES, CELEBRITY HOMES, NEW CONSTRUCTION, SPACES, and HOME DESIGN. A featured image shows a large estate with a brick gate and a house in the background, with the caption 'One Of The Most Beautiful Estates In Atlanta Atlanta, Georgia \$1,900,000'. Below the image is a search filter for 63,637 properties available, with dropdown menus for Country, Bedrooms, Bathrooms, Half Bathrooms, Architectural Style, Property Type, Property Subtype, City, Street Address, ZIP/Postal Code, and Price. A 'MODA OPERANDI' advertisement is also visible on the right side of the page.

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

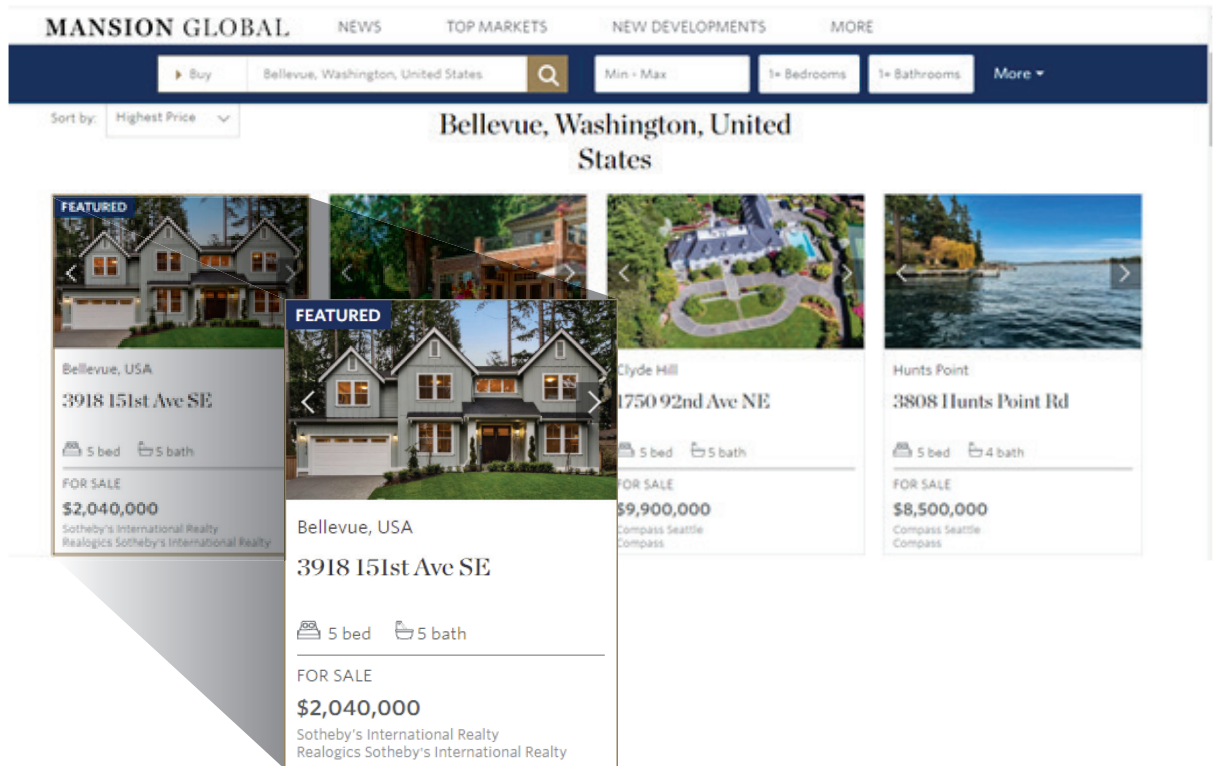
» FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.



10 PROPERTIES: \$1,200



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



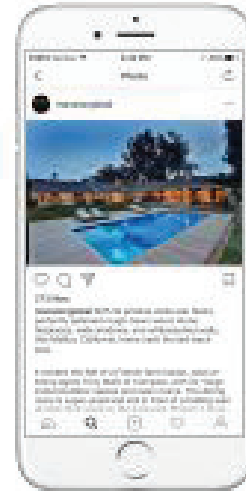
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

\$1,775





COLDWELL BANKER
REALTY

Print Offerings

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:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2X7, NORTHEAST REGION: \$1,510
BUY 4 GET 1 FREE

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52

Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes action since '08 crisis

The Fed's move to lower rates to a range between 0.25% and 0.50% is the first rate change in more than a year. The central bank has cut rates five times since the 2008 financial crisis, but this time the move is more aggressive. The Fed's action is seen as a response to the economic challenges posed by the outbreak of the novel coronavirus.

Shaky Ground

U.S. stocks tumble as investors worry about the impact of the Fed's move. The Dow Jones Industrial Average fell 1,000 points, and the S&P 500 lost 1.5%. The Nasdaq Composite also fell, ending the day down 1.2%.

Tennessee Kill at Least 25

A mass shooting in Nashville, Tennessee, has killed at least 25 people and injured more than 40 others. The shooting took place at a gay nightclub, and the gunman is still on the loose.

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

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests. Bernie Sanders won a landslide victory in California, his home state.

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places hit hard by shrinking industries. A report from the U.S. Census Bureau shows that while some major metropolitan areas continue to grow, many smaller cities are experiencing a sharp decline in population and economic activity.

Salesforce #1 CRM

Salesforce.com has been named the #1 CRM provider for the second year in a row. The company's revenue grew 17% in 2016, and it is expected to continue its strong performance in 2017.

Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots. The state's fishing industry is facing a new challenge as the state's water levels drop significantly, threatening the viability of many fishing spots.

U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places hit hard by shrinking industries. A report from the U.S. Census Bureau shows that while some major metropolitan areas continue to grow, many smaller cities are experiencing a sharp decline in population and economic activity.

Salesforce #1 CRM

Salesforce.com has been named the #1 CRM provider for the second year in a row. The company's revenue grew 17% in 2016, and it is expected to continue its strong performance in 2017.

THE NEW YORK TIMES

» FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

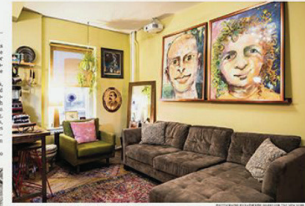
\$1,000/LISTING 3X BUY

WHAT I LOVE
SARAH STILES

Restrained Palettes Are for Other People

The address is like a slightly goofy sitcom neighbor who has an otherworldly home.

By DANIEL BACHYRA
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 into the Strand Annex. She says she was "in love" with the building and the people who lived there.



Home South St. in N.Y.C.

Obscure Actor
She's a comedy writer who makes a living as a stand-up comic. It's not the glamorous life of a showbiz star, but she's having a great time.

She's a comedy writer who makes a living as a stand-up comic. It's not the glamorous life of a showbiz star, but she's having a great time.

She's a comedy writer who makes a living as a stand-up comic. It's not the glamorous life of a showbiz star, but she's having a great time.

She's a comedy writer who makes a living as a stand-up comic. It's not the glamorous life of a showbiz star, but she's having a great time.

She's a comedy writer who makes a living as a stand-up comic. It's not the glamorous life of a showbiz star, but she's having a great time.

She's a comedy writer who makes a living as a stand-up comic. It's not the glamorous life of a showbiz star, but she's having a great time.

She's a comedy writer who makes a living as a stand-up comic. It's not the glamorous life of a showbiz star, but she's having a great time.

 PARK Slope, BROOKLYN \$2,750,000 This 1,200-sq-ft, 2.5-bath home has a classic feel, with a fireplace and a large front porch. The kitchen is modern with stainless steel appliances and a granite countertop. The master bedroom has a walk-in closet and a private bathroom. Call Sarah Stiles at (212) 555-0990 for more information.	 MIDTOWN, MANHATTAN \$2,340,000 This 1,500-sq-ft, 2.5-bath home is located in a prime location in Midtown Manhattan. It features a modern kitchen with a large island, a master bedroom with a walk-in closet, and a private bathroom. Call Sarah Stiles at (212) 555-0990 for more information.	 CHINATOWN, MANHATTAN \$4,000,000 This 2,000-sq-ft, 3-bath home is located in a prime location in Chinatown, Manhattan. It features a modern kitchen with a large island, a master bedroom with a walk-in closet, and a private bathroom. Call Sarah Stiles at (212) 555-0990 for more information.
 LONG ISLAND CITY, QUEENS \$1,100,000 This 1,800-sq-ft, 3-bath home is located in a prime location in Long Island City, Queens. It features a modern kitchen with a large island, a master bedroom with a walk-in closet, and a private bathroom. Call Sarah Stiles at (212) 555-0990 for more information.	 FINANCIAL DISTRICT, MANHATTAN \$3,500,000 This 2,500-sq-ft, 3-bath home is located in a prime location in the Financial District, Manhattan. It features a modern kitchen with a large island, a master bedroom with a walk-in closet, and a private bathroom. Call Sarah Stiles at (212) 555-0990 for more information.	 MIDTOWN, MANHATTAN \$3,100,000 This 2,000-sq-ft, 3-bath home is located in a prime location in Midtown, Manhattan. It features a modern kitchen with a large island, a master bedroom with a walk-in closet, and a private bathroom. Call Sarah Stiles at (212) 555-0990 for more information.

ARCHITECTURAL DIGEST REGIONAL PAGES

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

MANHATTAN: \$2,350

WESTCHESTER/FAIRFIELD: \$2,190

- **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%



SERENDIPITY

Serendipity is a luxury lifestyle magazine celebrating the best of life in the Northeast—specifically Fairfield & Westchester Counties, NYC, the Hamptons, Martha's Vineyard and Nantucket. The ultimate source for finding the very finest trends in food, home, travel, style and much more. Each story is informative, entertaining and inspiring. This rich content is complemented by a commitment to giving back to the community through nonprofit partnerships and our signature events.

- Median Age: **42**
- Median HHI: **\$600K+**
- Estimated Net Worth: **\$1.8MM**
- Circulation: **36,000**

FULL PAGE, COLOR: \$2,800





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
DIGITAL	
Million Impressions*	750,000
Facebook	
Smart Solutions Eblast	29,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing	2,300,000
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
NYTimes.com Property Module	55,603
Robbreport.com	6,000
WSJ.com	
Mansion Global Homepage	164,000
Property upgrades	8,539,860
Mansion Global Instagram	76,200
PRINT	
The Wall Street Journal - Northeast Region	740,000
The New York Times	1,143,804
Architectural Digest - Manhattan	16,000
Architectural Digest - Westchester/Fairfield	9,000
Serendipity	72,000
GRAND TOTAL	17,058,567



COLDWELL BANKER
REALTY

Schedule and Pricing



PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	October	November	December	January	Media Total
DIGITAL						
Million Impressions*	Digital Banner Program Targeting - add targeted areas here	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$	\$ 3,585.00
Facebook	Mini-Lead Campaign	\$ 275.00				\$ 275.00
Smart Solutions Eblast	Custom Email - NY Metro	\$ 2,975.00				\$ 2,975.00
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
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner	\$ 800.00				\$ 800.00
Social Media Post - Instagram	Post	\$ 350.00				\$ 350.00
Social Media Post - Facebook	Post	\$ 350.00				\$ 350.00
NYTimes.com Property Module		\$ 3,000.00				\$ 3,000.00
Robbreport.com	Real Estate media bar		\$ 950.00			\$ 950.00
WSJ.com						
Mansion Global Homepage Property upgrades	Mansion Global Homepage Property upgrades	\$ 2,150.00				\$ 2,150.00
Mansion Global Instagram		\$ 1,200.00	\$ 1,775.00			\$ 1,200.00
PRINT						
The Wall Street Journal - Northeast Region	2 x 7	\$ 3,020.00	\$ 1,510.00	\$ 1,510.00	BONUS	\$ 6,040.00
The New York Times	Featured Property	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00
Architectural Digest - Manhattan	Full Page				\$ 2,350.00	\$ 2,350.00
Architectural Digest - Westchester/Fairfield	Full Page				\$ 2,190.00	\$ 2,190.00
Serendipity	Full Page		\$ 2,800.00		\$ 2,800.00	\$ 5,600.00
TOTAL						\$ 37,440.00

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