



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

LAND PROPERTY ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

TABLE OF CONTENTS

INTRO	3
DIGITAL	
Impressions Campaign.....	5
Impressions Scheduling.....	11
Land.com.....	12
Land Report	13
PRINT	
Land Magazine	15
Land Report	16
CIRCULATION/DISTRIBUTION/REACH	
2022.....	18
SCHEDULE & PRICING	
Media 2022	20



NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
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ADVERTISING
BRANDING
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NATIONAL & GLOBAL EXPOSURE LAND PROPERTY

SKY Advertising is excited to present to Coldwell Banker Global Luxury® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Land Property.

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 land property.

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 property type.

LET'S DO GREAT THINGS TOGETHER

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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.

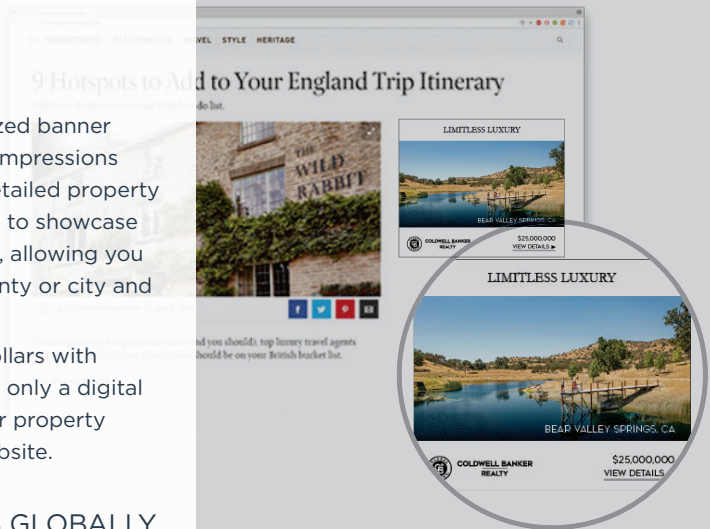
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Land Property
Flight Dates: November 2022 - January 2023
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.

LANDFLIP  landsearch

Land And Farm

farmbuy.com™

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.

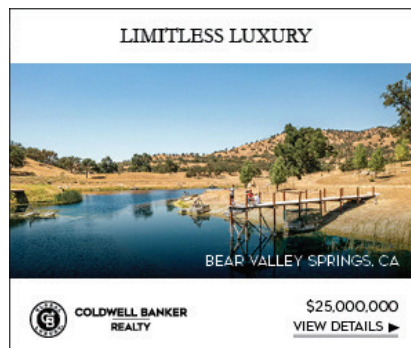


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

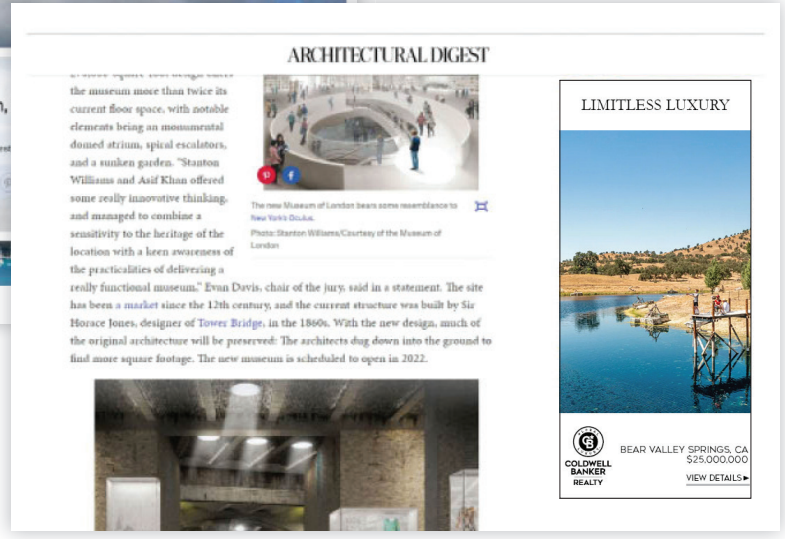
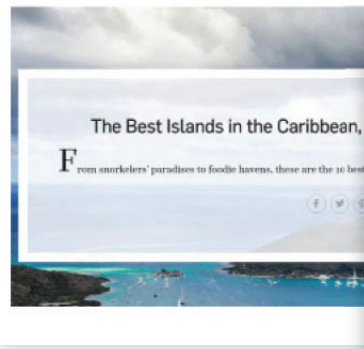
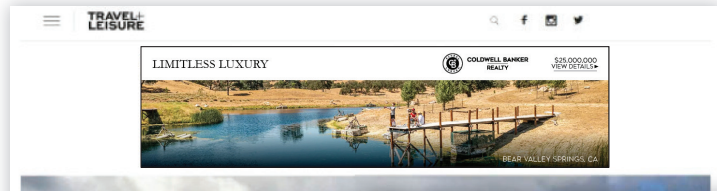
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

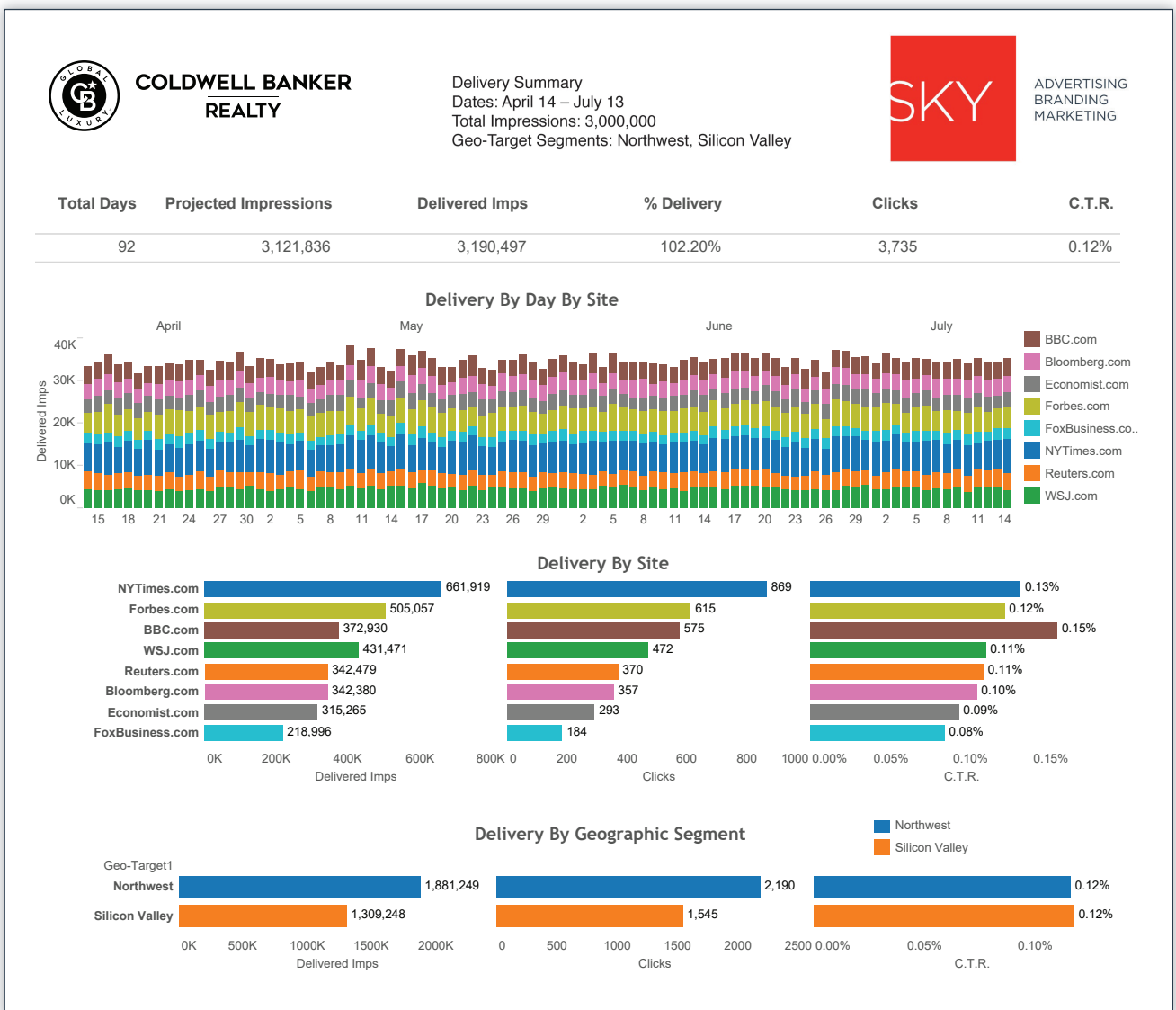


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 across the United States.

The program is scheduled to start on November 1st, run for three months and deliver 1,500,000 impressions.

The plan includes:

- A site-specific segment of premium land and property focused websites (e.g. Landflip.com, Landsearch.com, etc)
- A topic targeting segment that will place ads adjacent to content focused on lots and land within premium news, business and property focused websites. (e.g. wsj.com, latimes.com, landsearch.com, zillow.com etc)
- A custom intent segment, that will allow us to show banners to adults who are actively searching for land and property for sale and living within the United States.

» BEHAVIORAL TARGETING

Since these segments target 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 (In-Market, income and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, real estate, tech sites, etc.

» 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

		Land For Sale																
Media	Geo-Target	November				December				January				Impressions				
		01	08	15	22	29	06	13	20	27	03	10	17		24			
Landflip.com	United States																	
Landandfarm.com																		
Landsearch.com																		
farmbuy.com																		400,000
Topic Targeting - Lots and Land	United States																	475,000
Custom Intent - Land For Sale	Sale																	625,000
Total Digital														1,500,000				

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.

» PLATINUM LISTING

Featured on all 3 Land.com sites

PRICE: \$625

» DEDICATED EMAILS

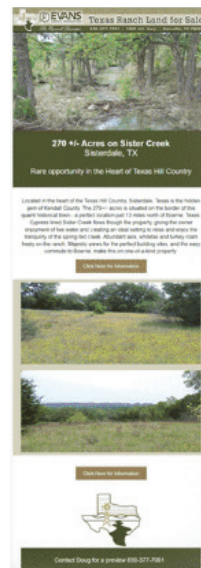
Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500 FOR 5,000 RECIPIENTS

» SIGNATURE LISTINGS

ONE LISTING: \$125
3 LISTINGS: \$330
12 LISTINGS: \$1,200



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

» FEATURED LISTING

Maximize visibility for your top listings through the Featured Listing panel.

PRICE: \$3,000

» SOCIAL MEDIA POST

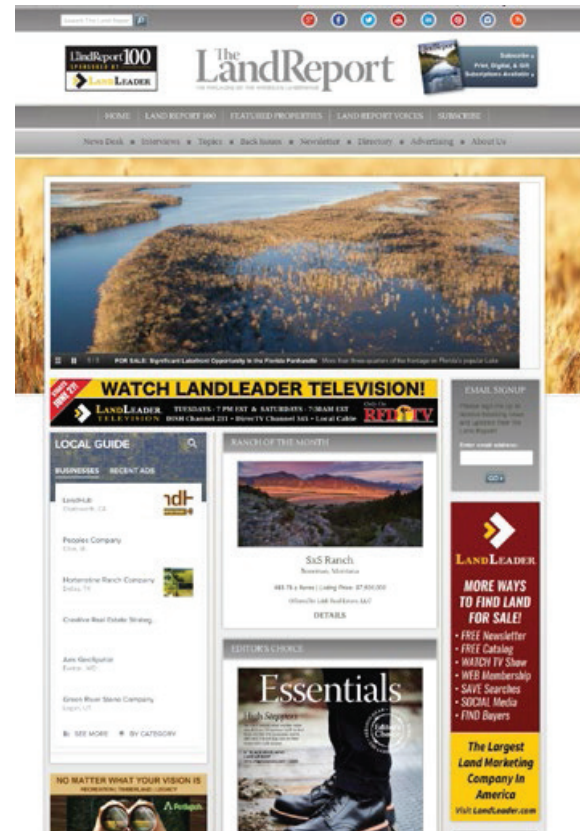
POSTS: \$1,125

» ENEWSLETTER

PRICE: \$2,500 MONTHLY

SPECIAL PACKAGE PRICE
FEATURED LISTING, SOCIAL MEDIA POST AND
ENEWSLETTER: \$5,000

The LandReport





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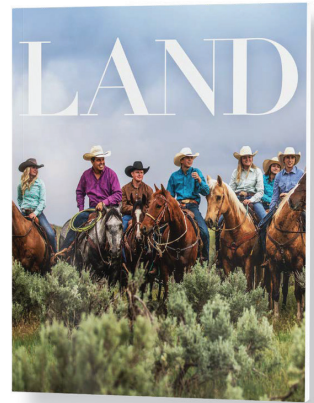
Print Offerings

LAND MAGAZINE

LAND Magazines, the flagship magazines of Land.com, put legendary living within the reach of their land-loving readers each quarter. Industry pioneer Land.com has staked a claim on the digital landscape with Lands of America, Land Watch and Land and Farm. Together, these three premier websites make up the nation's largest rural property network and reach 12+ million land buyers monthly.

FULLPAGE, COST: \$ 2,450

LAND



THE LAND REPORT

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: 40,000+ Print & Digital
- Average HHI: \$9.2M
- Average NW: \$89.3M
- Gender Skew: 82% Male, 18% Female

FULL PAGE: \$4,900
SPREAD: \$8,900





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Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - United States	
Land.com	
Platinum Listing	
Dedicated Emails - targeted*	5,000
Signature Listings	
Land Report	
Featured Listing	
Social	90,000
Monthly eNewsletter	100,000
Print	
Land Magazine	
Full page	75,000
Land Report	
Full page	40,000
GRAND TOTAL	1,810,000



Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

CBGL Land Package Media	Ad Description	November	December	January	Media Total
Digital					
Million Impressions*					
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00
Million Impressions	Targeting - United States				
Land.com					
Platinum Listing	Featured on all 3 Land.com sites	\$ 625.00			\$ 625.00
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00			\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings \$1200/12 listings		\$330		\$ 330.00
Land Report					
Portfolio Listing	Featured Listing				
Social Media Post	Social	\$ 5,000.00			\$ 5,000.00
Enewsletter	Monthly eNewsletter				
Print					
Land Magazine					
Land Magazine	Full page		\$ 2,450.00		\$ 2,450.00
Land Report					
Land Report	Full page		\$ 4,900.00		\$ 4,900.00
TOTAL					\$ 19,680.00

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

Pricing Subject to Change