



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 115 Cow Hill Rd Advertising and Marketing Program



COLDWELL BANKER  
REALTY

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ADVERTISING  
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# National & Global Exposure 115 Cow Hill Rd

SKY Advertising is excited to present to Coldwell Banker Northeast a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 7115 Cow Hill Rd.

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in Clinton, 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

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# Digital Offerings

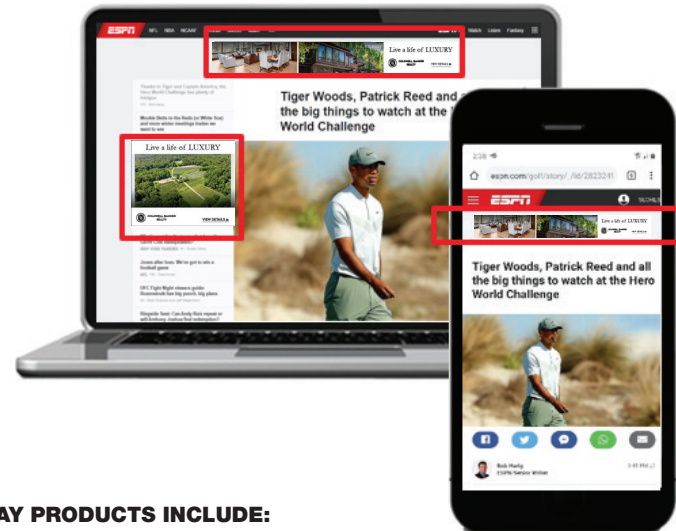


**COLDWELL BANKER**  
**REALTY**

# Comprehensive Digital

## DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



### TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. Full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert. Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning

to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting. Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

**PRICE: FROM \$1,500/MONTH**  
**150,000 IMPRESSIONS**

# Comprehensive Digital

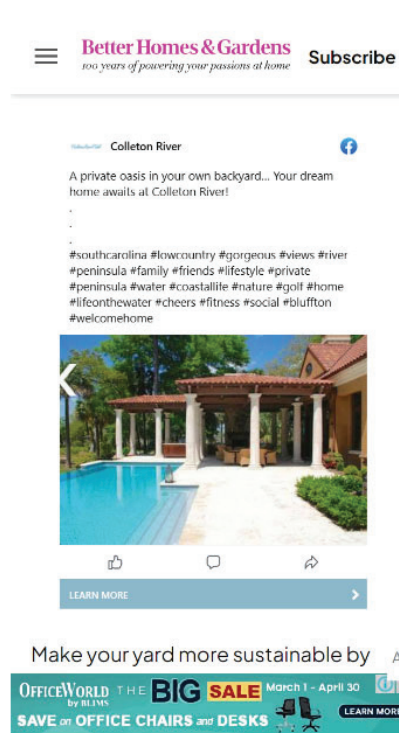
## SOCIAL MIRROR ADS

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.

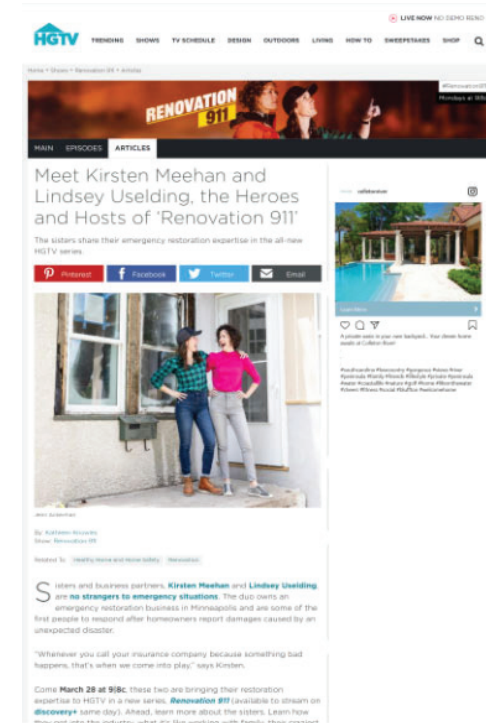
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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**

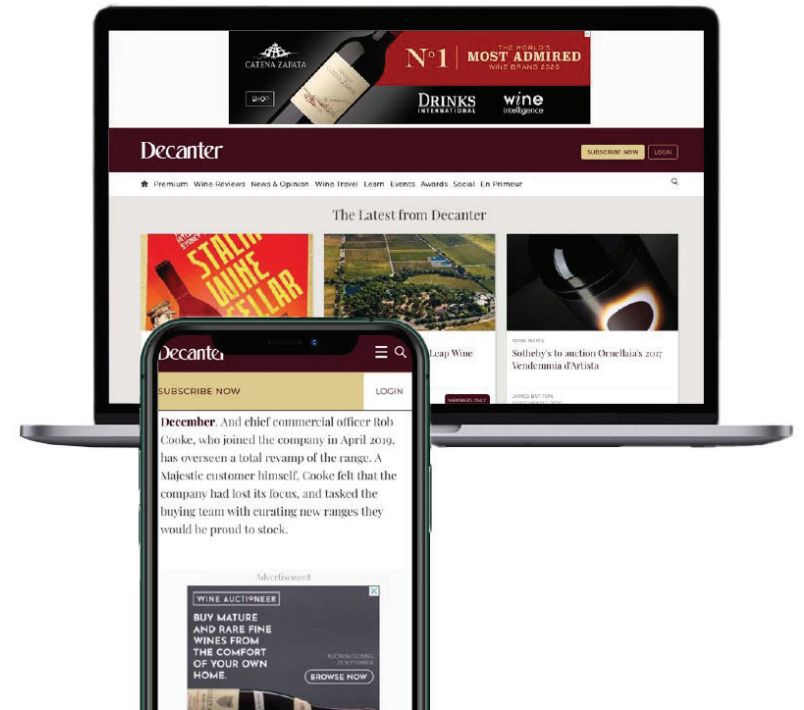
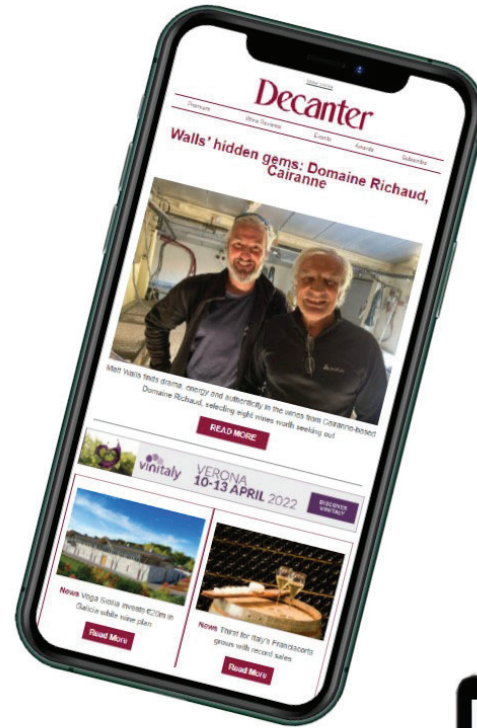
# Decanter e-Newsletter

Decanter.com is the world's leading online source for up-to-date information on fine wine with a passionate and active following of international wine enthusiasts numbering 540,000 users per month and 1.2 million page views.

- 21,000 daily subscribers
- 28,000 weekly subscribers

E-NEWSLETTER: \$750/WEEK  
FACEBOOK: \$2,350 PER POST

# Decanter



# Schedule, Pricing & Reach



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# Proposed Media Schedule & Pricing 2024

Media	Ad Description	February	March	April	Media Total	Reach
<b>Digital</b>						
<b>Comprehensive Digital</b>						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
<b>Decanter</b>						
Decanter E-Newsletter	Wine E-Newsletter	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	147,000
Decanter Facebook	Facebook Campaign		\$ 2,350.00		\$ 2,350.00	40,000
					\$ -	
<b>TOTAL</b>					\$ 13,600.00	937,000

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