



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

RANCH PROPERTIES 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 RANCH 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 Ranch Properties.

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 Ranch 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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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.

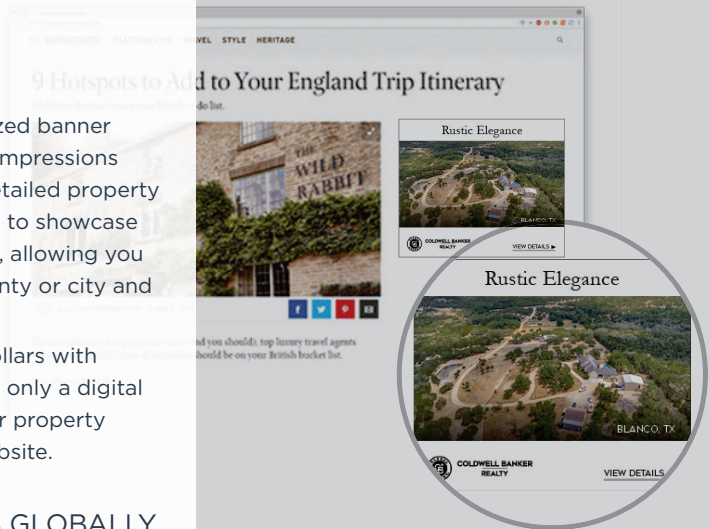
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Ranch Properties
Flight Dates: Jan 2023 - March 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**TM

DREAMHORSE.COM


equine.com


DRESSAGE
TODAY


HORSE&HOUND

BLOODHORSE
FOR MORE THAN 100 YEARS


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

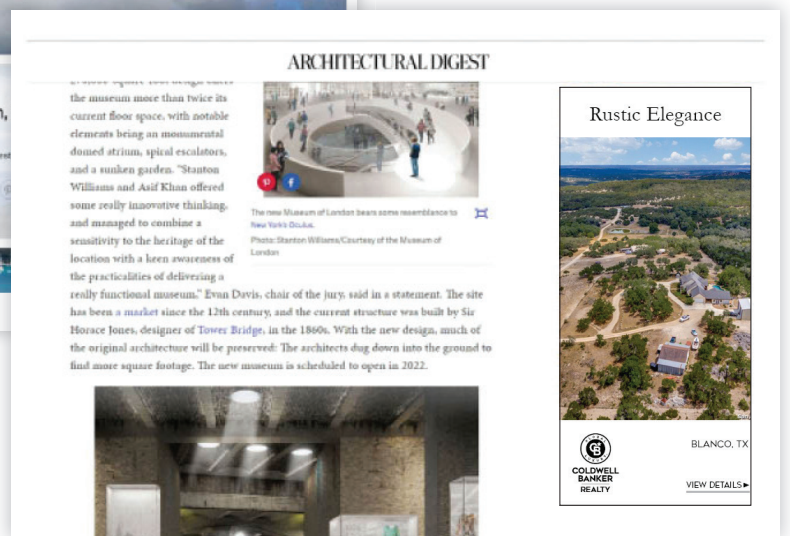
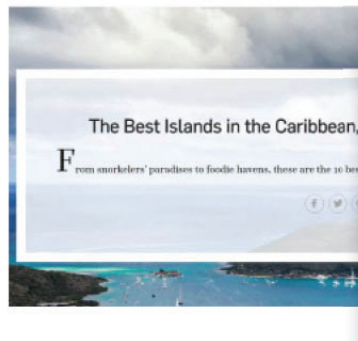
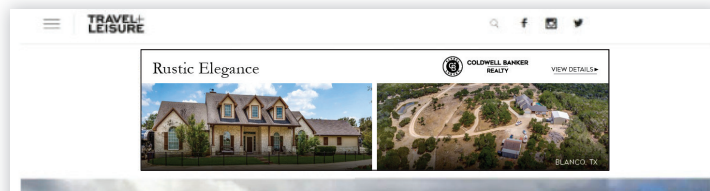
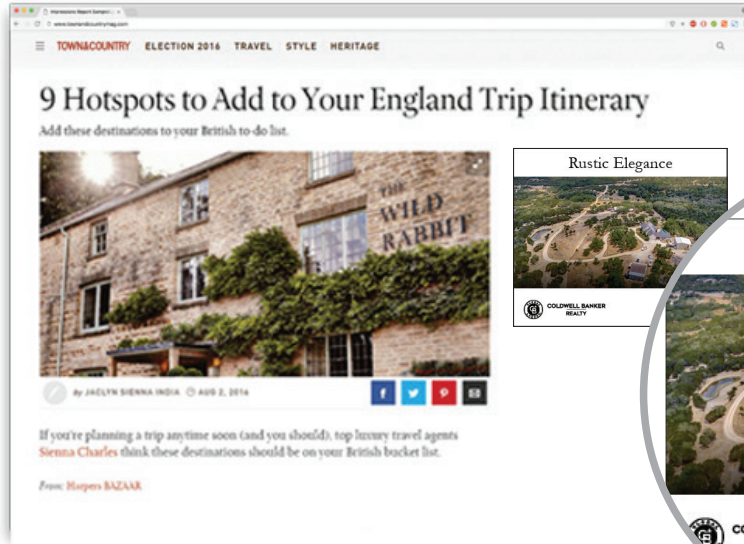
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

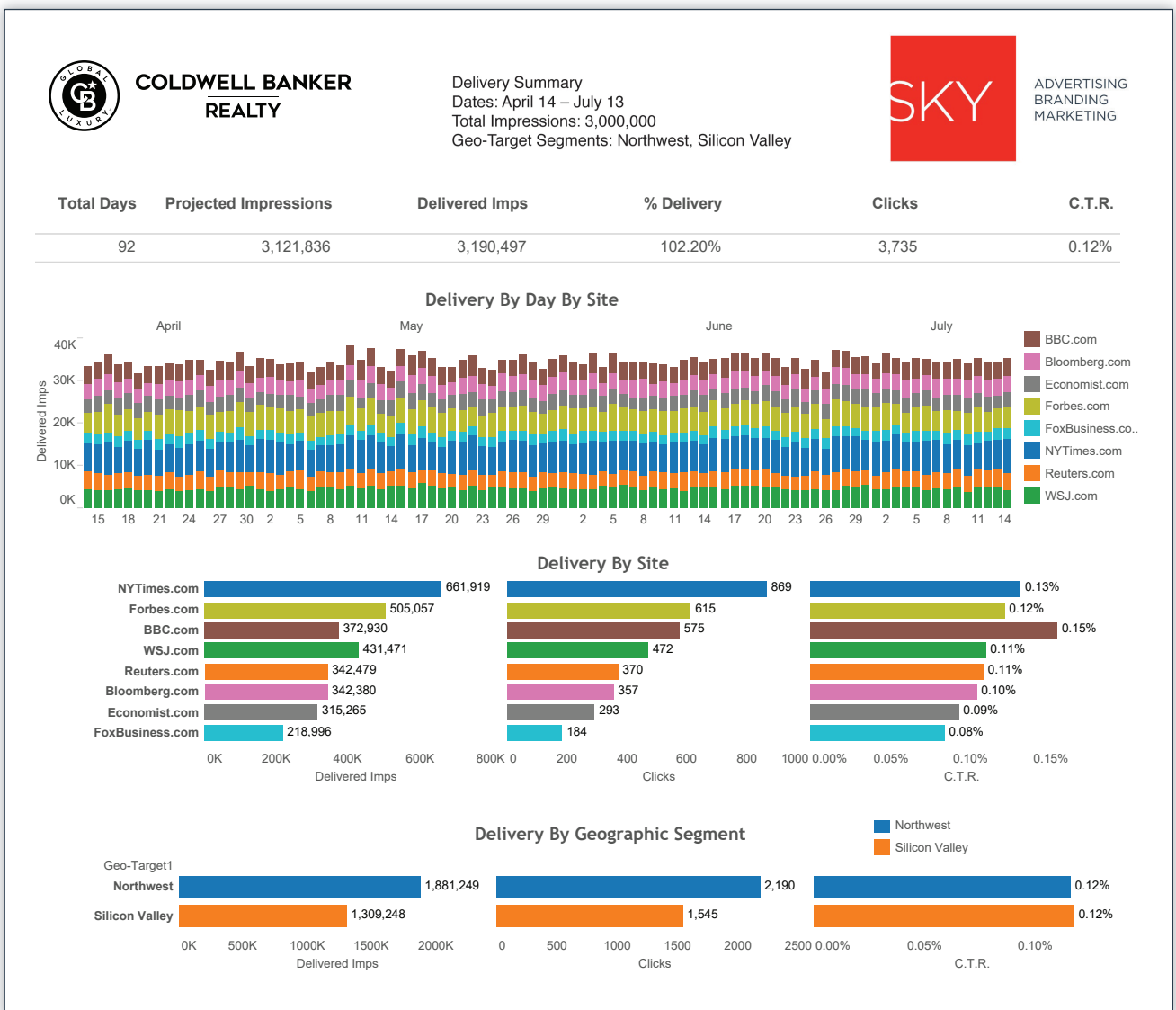


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 programs are scheduled to start on January 1st and run for three months and deliver 1,500,000 impressions.

The plan includes:

- A site-specific segment of premium land and property focused e.g., Landflip.com, Landsearch.com, etc
- A site-specific segment of premium Equestrian focused e.g., DressageToday.com, HorseandHound.co.uk, Bloodhorse.com, etc
- A custom intent segment, that will allow us to show banners to adults who are actively searching for Equestrian properties for sale and living within the United States.
- A custom intent segment, that will allow us to show banners to adults who are Equestrian Enthusiasts 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

Ranch Package													Impressions	
Media	Geo-Target	January			February			March						
		01	08	15	22	29	05	12	19	26	05	12	19	26
Landflip.com	United States													
Landandfarm.com														
Landsearch.com														
farmbuy.com														
dreamhorse.com	United States													
equine.com														
DressageToday.com														
horseandhound.co.uk														
bloodhorse.com														
Custom Intent - Equestrian Properties For Sale	United States													
Custom Intent - Equestrian Enthusiasts	United States													
Total Digital														1,500,000

COWBOYS & INDIAN

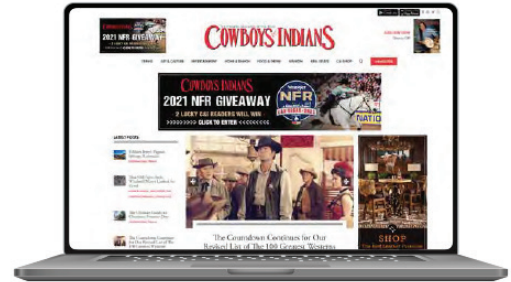
Cowboys & Indians is the voice and vision of the American west, old and new, connecting readers with Western and Native American culture through award-winning articles and stunning photography. Readers pore over the content, spending an amount of time far greater than the industry average. No other magazine or media product in the Western lifestyle market has the same authority or reach.

- 3.1 Million Annual Pageviews
- 178K+ Monthly Unique Visitors

» DISPLAY BANNERS

Billboard positioning on CowboysIndians.com

**BONUS 100K IMPRESSIONS
ONLY APPLICABLE WITH PRINT BUY**



SPONSORED E-BLASTS



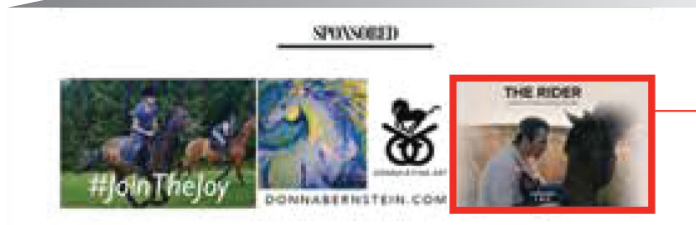
» EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

Reach highly qualified Equestrians and Equestrian enthusiasts. Enables advertiser to tell their story, exclusively and can include videos, and slideshows. Advertiser provides the content.

- Reach: 33,000

PRICE: \$1,500 OR \$1,175 WITH PRINT PURCHASE

EQ LIVING®



FEATURED PROPERTY



» EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- Highlighted in the real estate. section of the homepage
- Highlighted in the real estate. landing-page
- Listing appears in the slide at the top of the real estate page
- Listing appears as a picture block on real estate page which links to Full page of advertorial including a video or slideshow tour of the property with contact information and a direct link to the realtor
- One Facebook posting - for duration of listing - Facebook, Twitter, Instagram

PRICE: \$975
RUNS FOR 3 MONTHS)

EQ LIVING®



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.

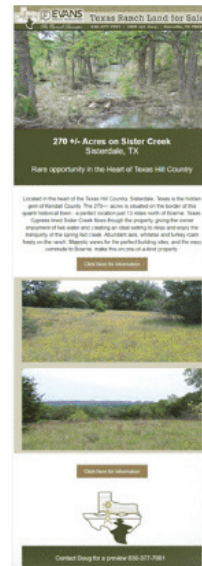
PRICE: \$1,500 FOR 5,000 RECIPIENTS

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

» **FEATURED LISTING**

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

PRICE: \$3,000

» **SOCIAL MEDIA POST**

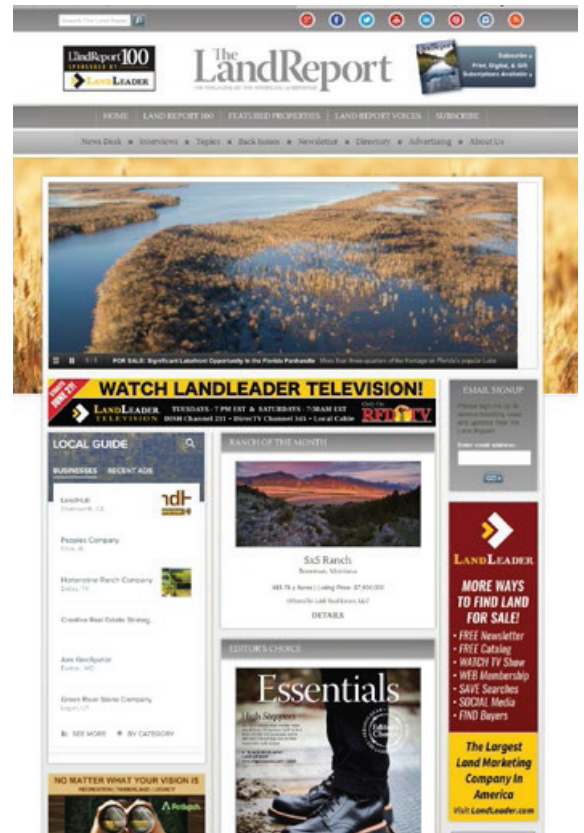
POSTS: \$1,125

» **NEWSLETTER**

PRICE: \$2,500 MONTHLY

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

The LandReport





COLDWELL BANKER
REALTY

Print Offerings

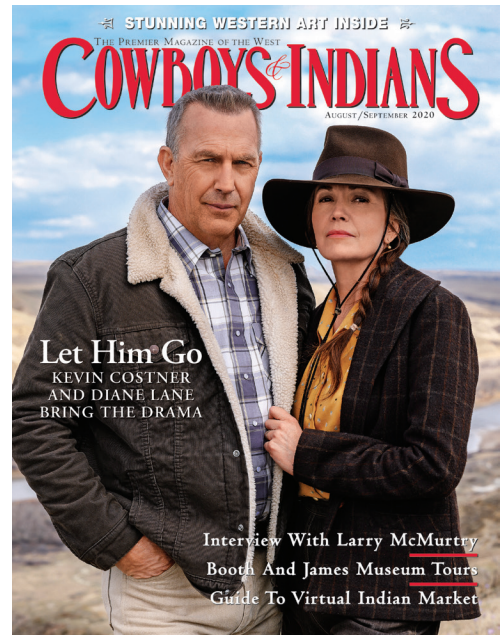
COWBOYS & INDIANS

The Voice and Vision of The American West, old and new. Cowboys & Indians connect our readers with Western and Native American culture through award-winning articles and stunning photography. Readers pore over print issues and online content, spending an amount of time far greater than the industry average. Cowboys & Indians offer a powerful mix of print and digital platforms that gives advertising partners effective ways to showcase their products and services to a robust and ever-growing audience. Advertisers will extend their reach beyond current geographic limitations and connect with their target audience — the C&I audience.

- Circulation: **160,000**
- Readership: **471,000**
- Male/Female Readership: **48% / 52%**
- Average Age: **51**
- Average: **\$127,000**

PRICE: \$6,200 1/3 PAGE PLUS DIGITAL IMPRESSIONS

THE PREMIER MAGAZINE OF THE WEST COWBOYS & INDIANS

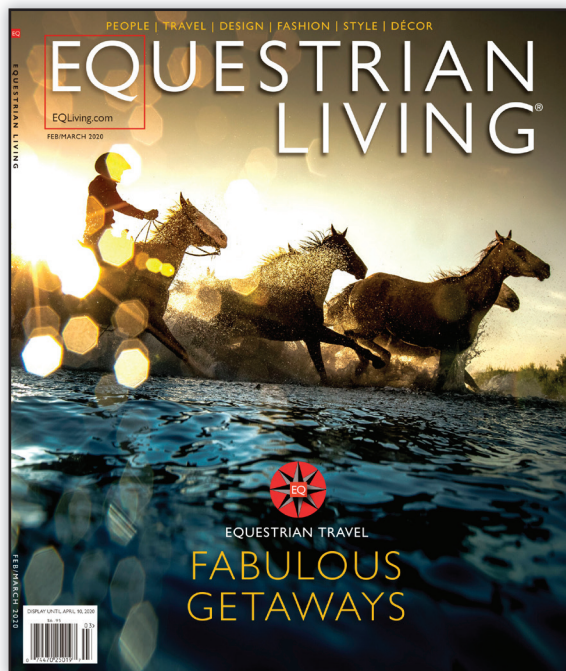


EQUESTRIAN LIVING

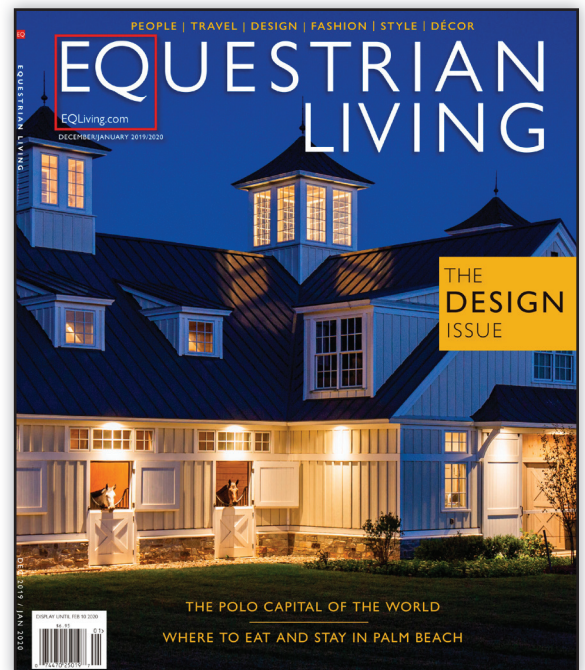
Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these timeless traditions. Our readers are an affluent group of very diverse people who have one thing in common — their love of the majestic horse. EQ Living delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.

- circulation: **35,000**
- **98%** look to EQ for Ranch/Farm/Home architectural design
- **95%** look to EQ for Real Estate
- Average net worth of over **\$6 million**
- Average HHI : **\$335K**

FULL PAGE, COLOR: \$1,950



EQ LIVING®



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





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach



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

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - United States	
Cowboys and Indians	
Cowbys & Indians Digital	115,000
EQ Living	
Exclusive Sponsored E-Blasts	33,000
Featured Property	
Land.com	
Platinum Listing	
Dedicated Emails - targeted*	5,000
Signature Listings	
Land Report	
Featured Listing	
Social	90,000
Monthly eNewsletter	100,000
Print	
Cowboys & Indians	
1/3rd Page	150,000
EQ Living	
Full page	35,000
Land Magazine	
Full page	75,000
Land Report	
Full page	40,000
GRAND TOTAL	2,143,000



Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

CBGL Ranch Package		January	February	March	Media Total
Media	Ad Description				
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				
Cowboys and Indians					
Cowboys & Indians Digital	Banner Ads		Bonus		-
EQ Living					
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts	\$ 1,175.00			1,175.00
EQ Living Real Estate Online	Featured Property		\$975		975.00
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					
Cowboys & Indians					
Cowboys & Indians	1/3rd Page		\$6,200		6,200.00
EQ Living					
EQ Living	Full page		\$ 1,950.00		1,950.00
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					\$ 29,980.00

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

Pricing Subject to Change