



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# THE MILL ADVERTISING AND MARKETING PROGRAM



**COLDWELL BANKER**  
**REALTY**

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ADVERTISING  
BRANDING  
MARKETING

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## NATIONAL & GLOBAL EXPOSURE THE MILL

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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 The Mill.

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 Westport.

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 property.

## 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.

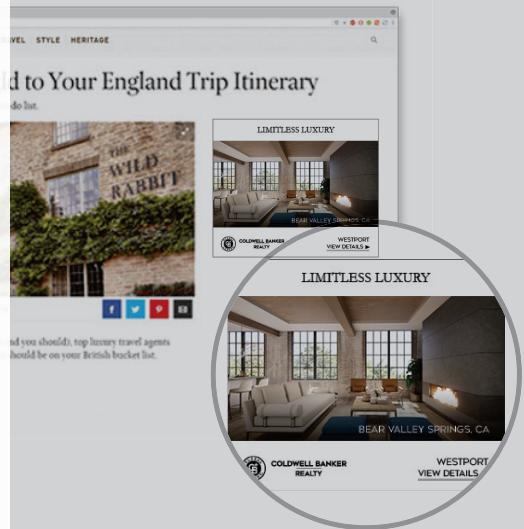
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** The Mill  
**Flight Dates:** May 2023 - October 2023  
**Impressions:** 6,000,000  
Clicks through to the website of your choice.

- 250K Impressions per month
- 500K Impressions per month
- 1 Million Impressions per month
- 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.**

**INVESTOR'S BUSINESS DAILY®**

**FOX BUSINESS** AD

**ELLE DECOR** dwell



**REUTERS**



**VANITY FAIR**

**Telegraph.co.uk**

**BARRON'S**

**Bloomberg  
Markets**

**Forbes**

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.

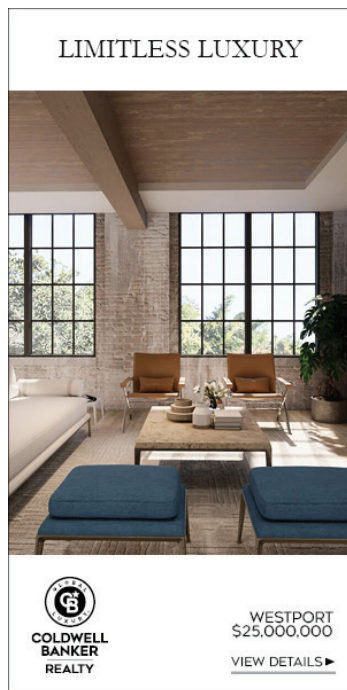
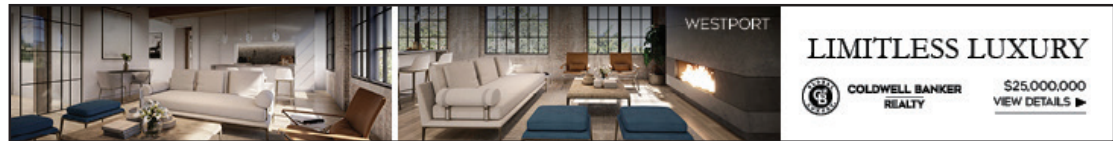
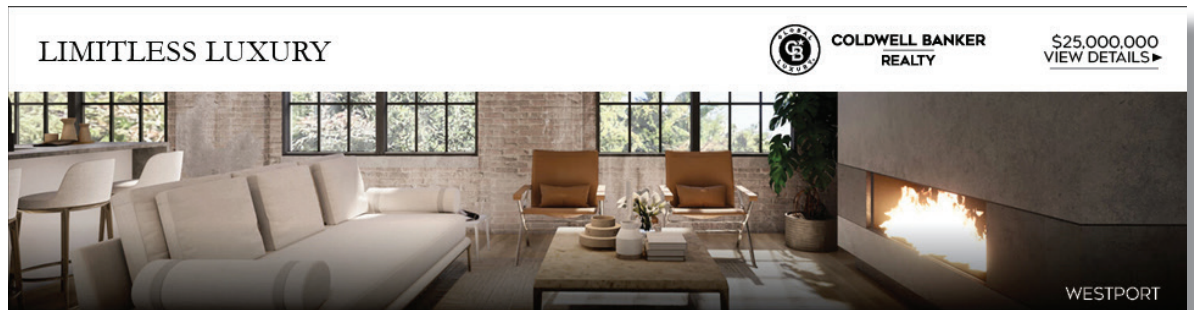


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

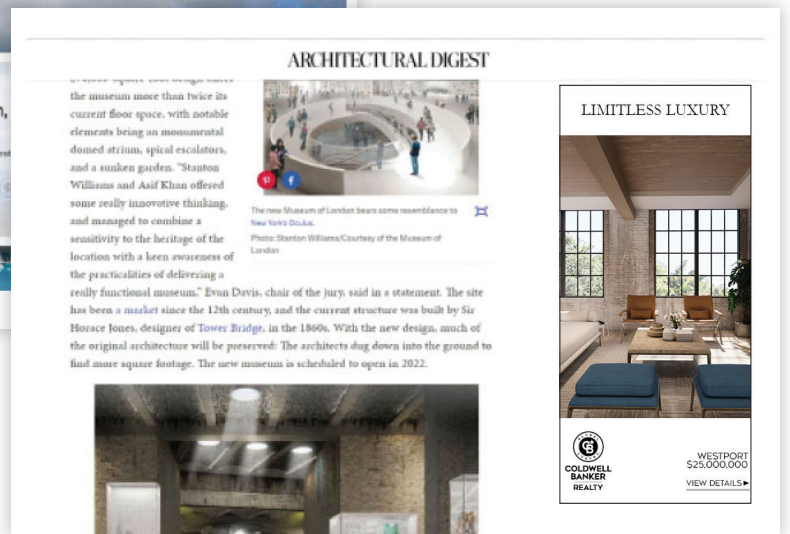
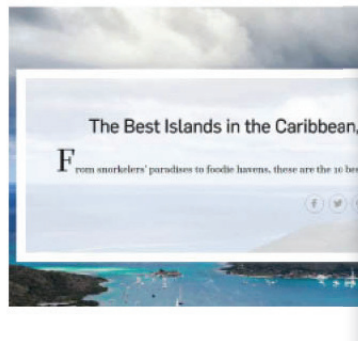
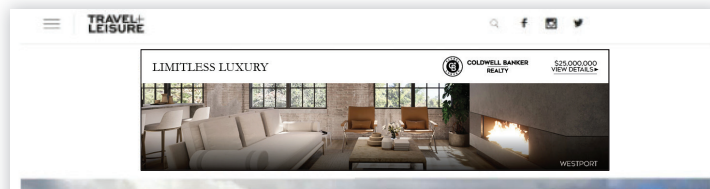
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



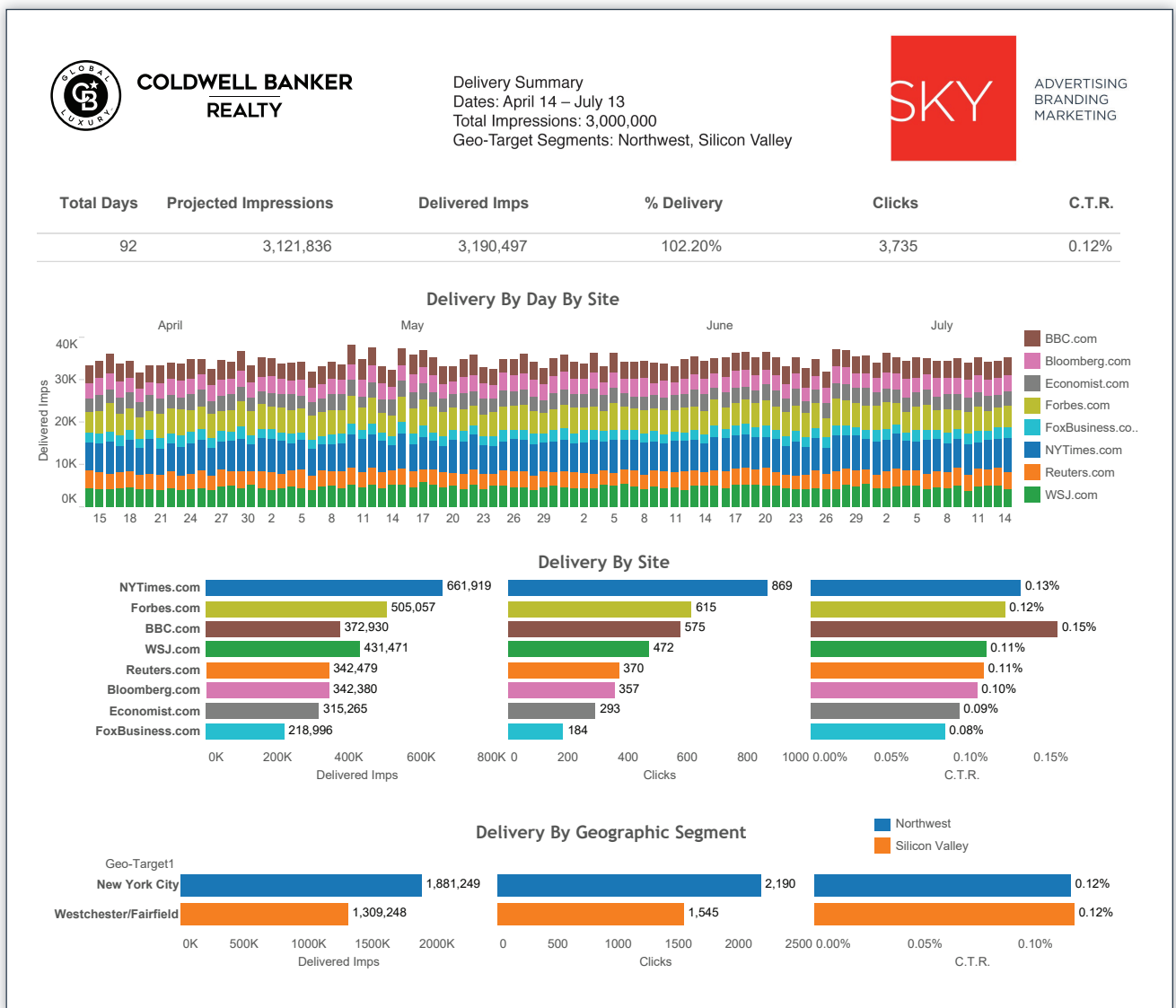


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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After researching, we have put together an integrated program that targets a high-net-worth audience across Fairfield County, New York Metro, California, Florida, The Hamptons, and Nantucket. The program is scheduled to start on May 1st, run for six months and deliver an estimated 6,000,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance, design, and architecture websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Fairfield County area luxury real estate and living in the New York Metro, California, Florida, The Hamptons, and Nantucket.
- A behavioral segment, that will allow us to show banners to adults who are actively in-market for new construction real estate and living in Fairfield County.

### » SITE SPECIFIC

This segment consists of premium global business, finance architecture and design websites such as WSJ.com, inquirer.com, Forbes.com and more to extend the overall reach of the program.

### » BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). 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.

### » 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 page) 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

**CBGL West CT - The Mill Condo Project**

Media	May			June			July			August			September			Impressions													
	01	08	15	22	29	05	12	19	26	03	10	17	24	31	07		14	21	28	04	11	18	25	02	09	16	23	30	
Geo Target																													
Forbes.com																													
Bloomberg.com																													
Investor.com																													
ForBusiness.com																													
Barons.com																													
Reuters.com																													
CNBC.com																													
WSJ.com																													
ArchitecturalDigest.com																													
Dwell.com																													
ELEDecor.com																													
VanityFair.com																													
Custom Intent - Fairfield County Real Estate																													
In Market - New Construction Real Estate																													
<b>Total Digital</b>																													

**6,000,000**

\* - The Hampton and Nantucket to be targeted Memorial Day - Labor Day only

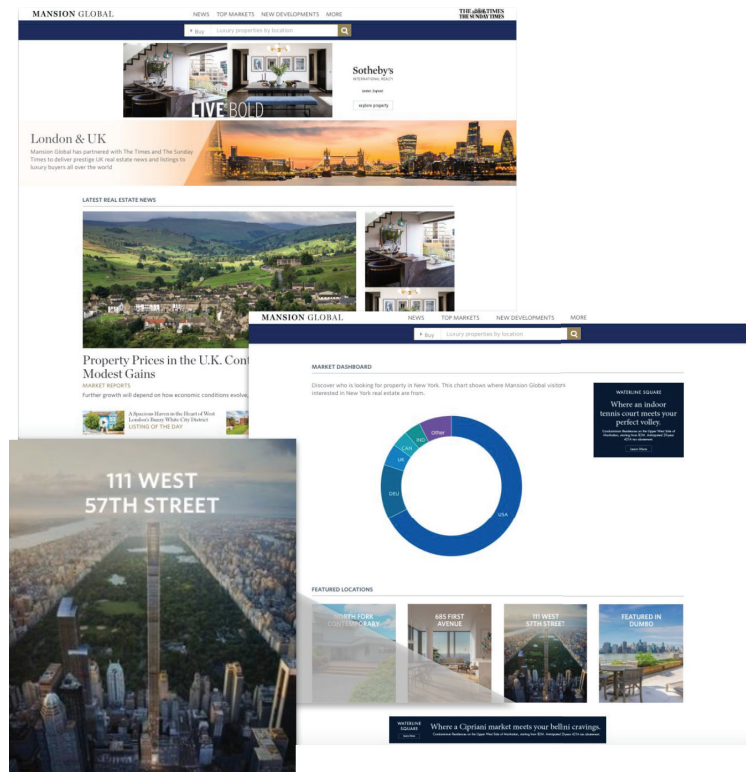
# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » 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



# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

Includes

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

The screenshot shows a real estate profile page for '706 Mission' in San Francisco. At the top, there is a search bar with the text 'Buy' and 'Luxury properties by location'. Below the search bar is a large hero image of the building at night. The text '706 Mission' and 'FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE' is overlaid on the image. To the right of the hero image are social media share icons and a 'SAVE' button. Below the hero image is a 'DESCRIPTION' section with a paragraph of text and a 'Read More' link. To the right of the description is a '100,000+ ★★★★★ reviews' badge with a 'SHOP NOW' button. Below the description is an 'AMENITIES' section with a 'View Gallery' link and a list of amenities: 'Intimate bar and lounge', 'Grand outdoor terrace', 'Bespoke fitness and wellness', and 'Fully equipped game room'. To the right of the amenities is a 'NEIGHBORHOOD' section with a 'View Gallery' link and a list of neighborhoods: 'YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT'. Below the neighborhood section is a 'Show More' link.

# 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





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# Print Offerings

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## 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





# FINANCIAL TIMES

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone “House & Home” section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world’s only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- **Circulation:** 214,131
- **Geographic distribution:** Global
- **Readership:** 1,993,418
- **Male / Female ratio:** 86% Male / 14% Female
- **Average household income:** \$338,000
- **Median age:** 51

**PROPERTY LISTING, COLOR**  
**Global**





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# Circulation/Distribution/Reach

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# CIRCULATION/DISTRIBUTION/REACH 2023

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<b>Media</b>	<b>Circulation</b>
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	6,000,000
Targeting - Westport, Wilton, Fairfield, NY, NYC Metro, CA, FL, IL	
<b>WSJ.com</b>	
Top Markets page tiles -New York	328,000
Mansion Global Homepage	328,000
Profile page - 3 months	
<b>Print</b>	
<b>Architectural Digest</b>	
Full Page	13,000
<b>Financial Times</b>	
Property Listing	386,674
<b>GRAND TOTAL</b>	<b>7,055,674</b>



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# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	May	June	July	August	September	October
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	1M	1M	1M	1M	1M	1M
Million Impressions	Targeting - Westport, Wilton, Fairfield, NY, NYC Metro, CA, FL, IL						
<b>WSJ.com</b>							
Mansion Global Top Markets page tile	Top Markets page tiles -New York			Tile			Tile
Mansion Global Homepage	Mansion Global Homepage Banner				Banner		
Mansion Global New Development Profile	Profile page - 3 months				New Development Profile		
<b>Print</b>							
<b>Architectural Digest</b>							
Architectural Digest - Manhattan	Full Page					Full Page	
<b>Financial Times</b>							
Financial Times	Property Listing		Listing				Listing

TOTAL

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