



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2023
ADVERTISING AND
MARKETING PROGRAM



COLDWELL BANKER
REALTY

TABLE OF CONTENTS

INTRO	3
DIGITAL	
Impressions Campaign.....	5
Impressions Scheduling.....	12
Geofencing - Event and Location.....	13
Cross Media Optimization.....	14
Smart Solutions Eblast.....	17
LinkedIn.....	18
PRINT	
The Wall Street Journal	20
Boston Magazine.....	21
Boston Globe	22
Architectural Digest	23
CIRCULATION/DISTRIBUTION/REACH	
2023.....	25
SCHEDULE & PRICING	
Media 2023	27



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 2023 MARKETING PLAN

SKY Advertising is excited to present to Coldwell Banker Global Luxury Wellesley a curated, multi-media marketing selection of offerings to reach high net worth buyers and sellers.

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 Wellesley, MA.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way.

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.

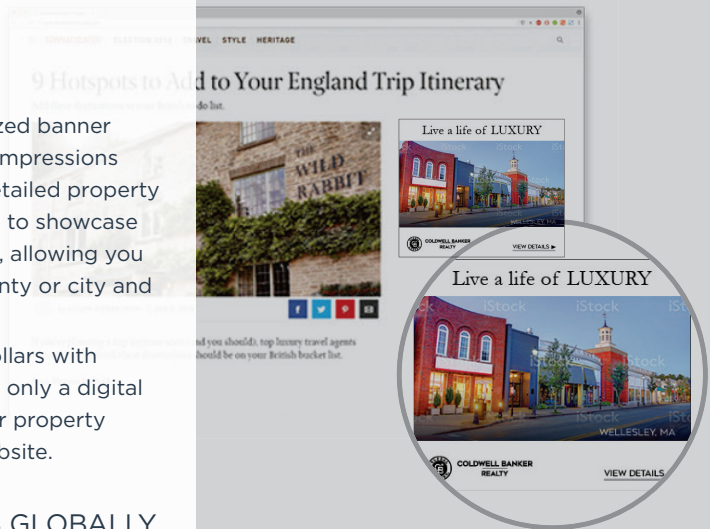
CAMPAIGN OVERVIEW AND BUDGET

Campaign: 2023 Marketing Plan
Flight Dates: January 2023 - December 2023
Impressions: 3,000,000
 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.



BOSTON.COM

INVESTOR'S BUSINESS DAILY®

Forbes

Bloomberg
Markets

Boston Herald

WICKEDLOCAL.com

BARRON'S

The Boston Globe



REUTERS

FOX BUSINESS

FINANCIAL POST

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.

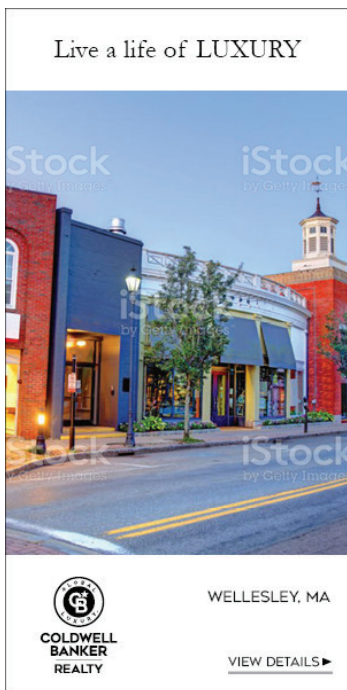


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

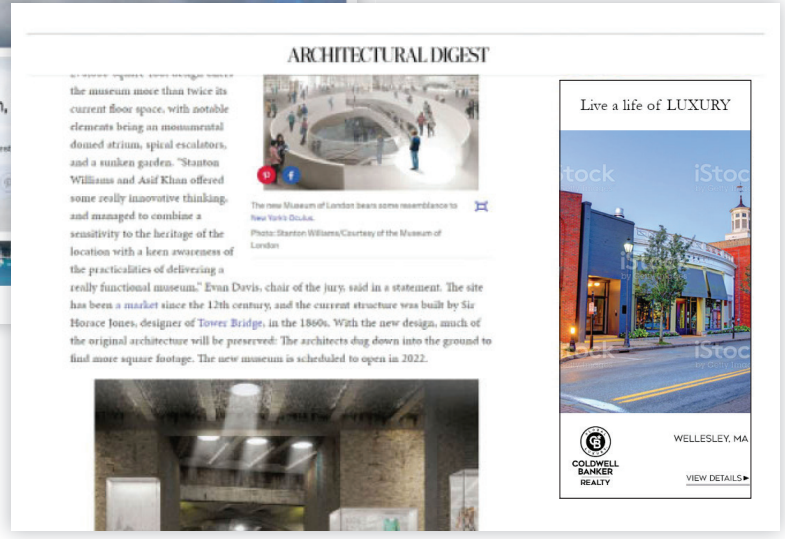
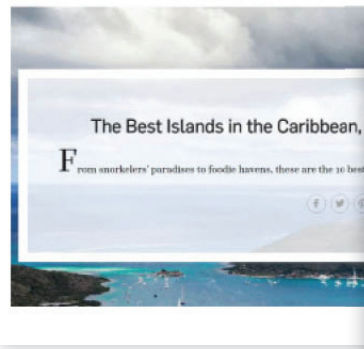
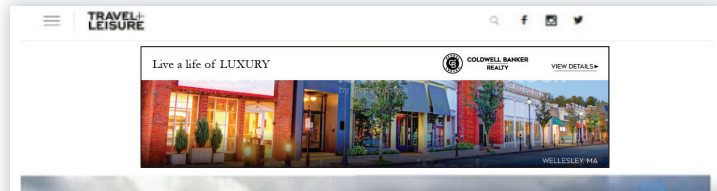
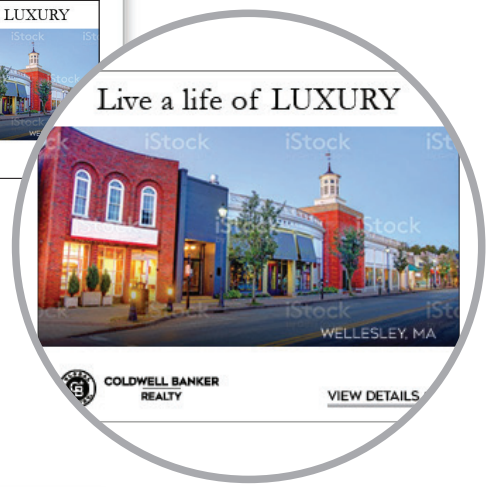
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

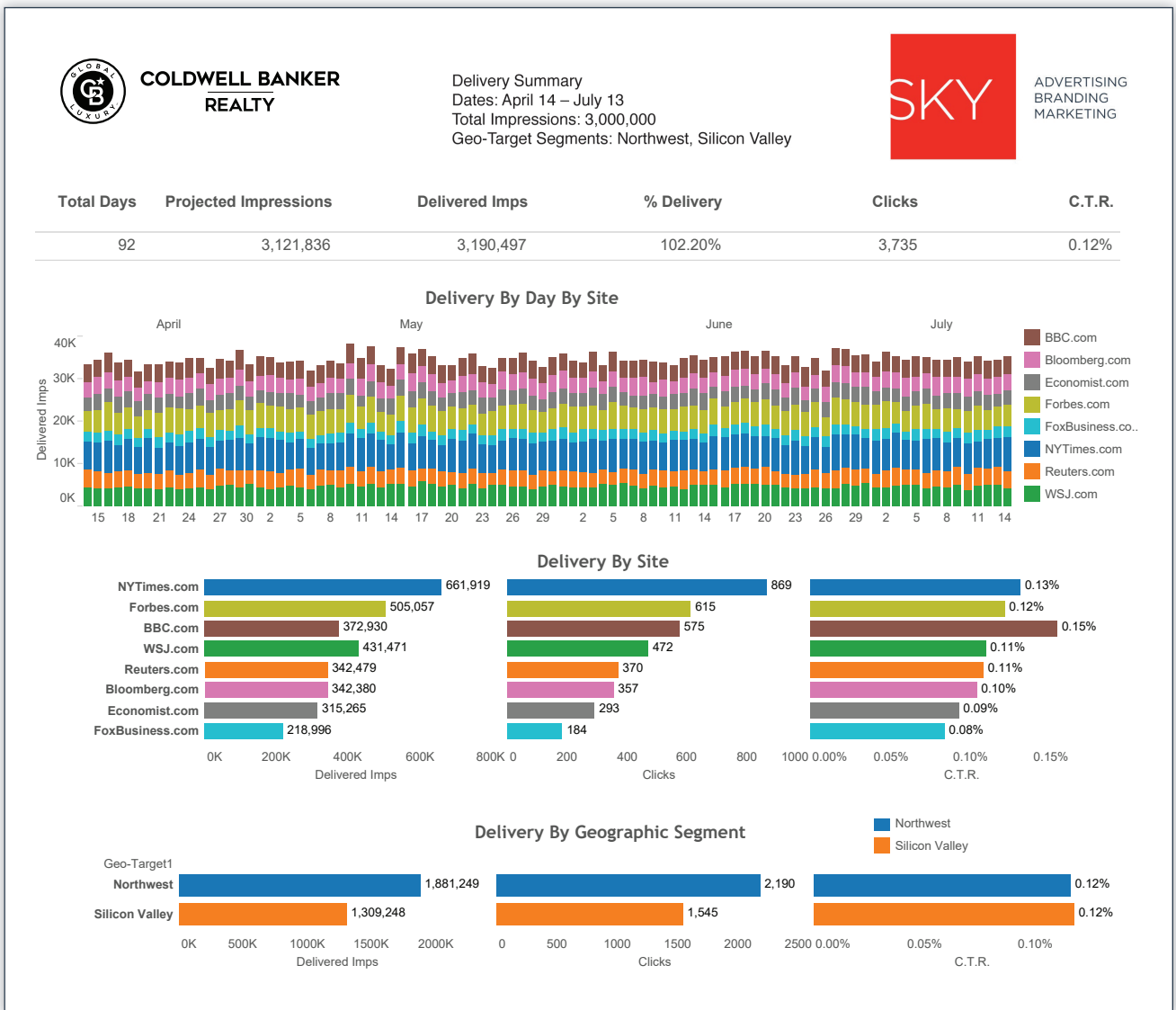


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

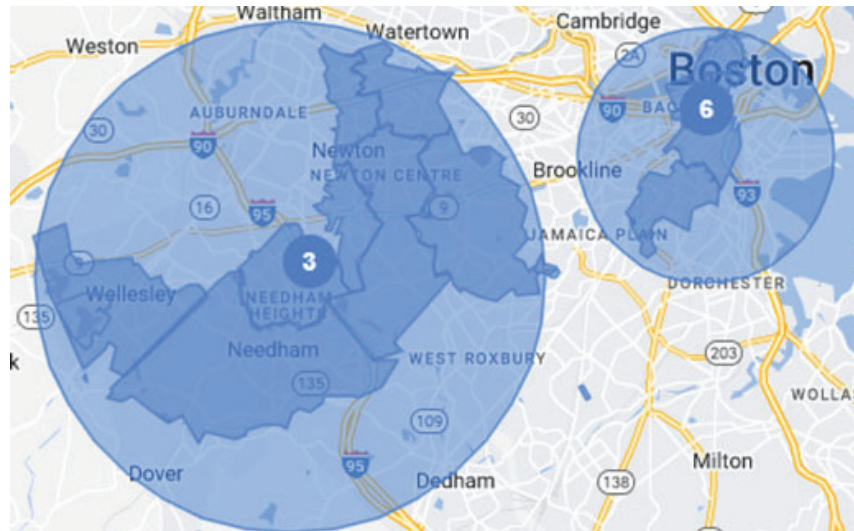
- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. 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

After researching, we have put together an integrated program that targets a high-net-worth audience across the targeted zip codes (02467, 02460, 02459, 02461, 02458, 02492, 02494, 02482, 02116, 02117, 02199, 02119, 02118, 02108, 02114). Due to real estate related targeting restrictions, we must target by radius and cannot target zip codes directly. Therefore, we have targeted a five-mile radius around 235 Gould St in Needham and 2.5-mile radius around 72 E Concord Street in Boston. This provides coverage of all target zip codes with minimal spillover.



The program, with a projected start date of January 1st will run for twelve months and deliver an estimated 3,000,000 impressions.

This will include:

- A site-specific segment of premium news and business/finance focused websites (e.g. WSJ.com, FoxBusiness.com, Bloomberg.com, etc.)
- A site-specific segment of premium local news websites (e.g. Boston.com, WickedLocal.com, etc.)
- An In-Market segment that will allow us to show banners to adults actively searching for residential real estate and living in the targeted zip codes.
- A Demographic segment that will allow us to target homeowners living in the targeted markets.

» SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Boston.com, Bloomberg.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.

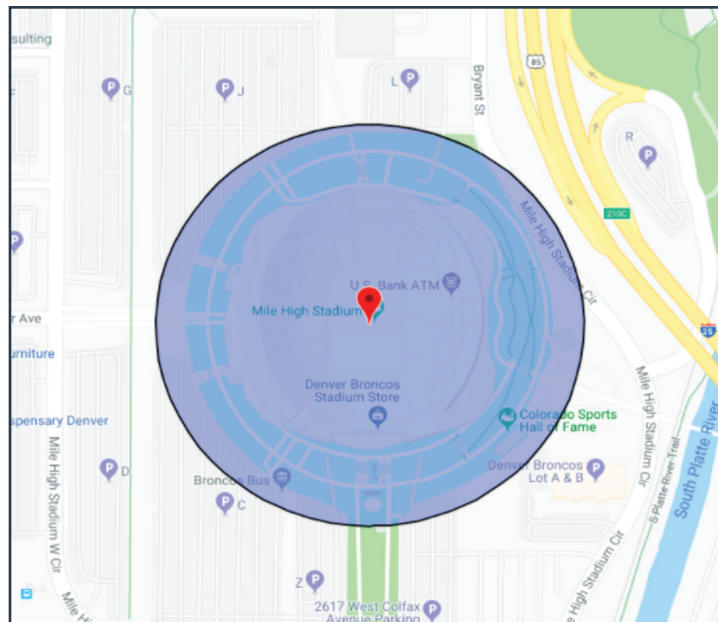
IMPRESSIONS SCHEDULE

		CB Wellesley												Impressions
Media	Geo-Target	January	February	March	April	May	June	July	August	September	October	November	December	
		28	1	1	1	1	1	1	2	3	4	1	1	27
		28	1	1	1	1	1	1	2	3	4	1	1	27
WSJ.com														
FoxBusiness.com														
Forbes.com														
Bloomberg.com	* Radius Targeting cover target zip(s): 02467, 02460, 02459, 02461, 02458, 02492, 02494, 02482, 02116, 02117, 02199, 02119, 02118, 02108, 02114)													750,000
CNBC.com														
Barons.com														
Investors.com														
Reuters.com														
Boston.com														
BostonGlobe.com	* Radius Targeting cover target zip(s): 02467, 02460, 02459, 02461, 02458, 02492, 02494, 02482, 02116, 02117, 02199, 02119, 02118, 02108, 02114)													700,000
BostonHerald.com														
WickedLocal.com														
In Market Real Estate -	Radius Targeting cover target zip(s): 02467, 02460, 02459, 02461, 02458, 02492, 02494, 02482, 02116, 02117, 02199, 02119, 02118, 02108, 02114)													825,000
Homeowners	Radius Targeting cover target zip(s): 02467, 02460, 02459, 02461, 02458, 02492, 02494, 02482, 02116, 02117, 02199, 02119, 02118, 02108, 02114)													725,000
Total Impressions														3,000,000
* - targeting a 5 mile radius surrounding 235 Gould St, Needham and 2.5 mile radius surrounding 235 E. Concord. Boston to cover all target zip codes with minimum spillover														

DIGITAL EVENT TARGETING

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- Event targeting - Target customers who attend specified events within a specific time frame.
- Custom audiences - Target customers that are within or have recently visited a specific Geo-Fenced location.



» GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER.

» TIER 3

- Investment: \$1,325
- Monthly Impressions: 66,890

» TIER 2

- Investment: \$2,575
- Monthly Impressions 133,780

» TIER 1

- Investment: \$3,750
- Monthly Impressions 200,670

CROSS MEDIA OPTIMIZATION

» SEARCH ENGINE AND SOCIAL

PROPRIETARY ALGORITHMS GO BEYOND A SINGLE PLATFORM

Take the guesswork out of budget al locations: our proprietary machine learning doesn't make decisions based off emotions or best guesses only data informed logic

Enhance your customer journey: to ensure your customers can always find you

Tactics optimization: goal-based, Dynamic, Machine Learning Algorithms

Campaign optimization: proprietary patent pending algorithm that shifts budgets based on performance and pacing

SEARCH

- Google, Bing, Yahoo, Multi Publisher

SOCIAL

- Facebook, Instagram, Multi Tactic

SOCIAL RETARGETING

- Retarget Audiences on Facebook

» THE BENEFITS OF ONE UNIFIED BUDGET

Simplifies your spending to drive more leads

EXPAND YOUR APPROACH

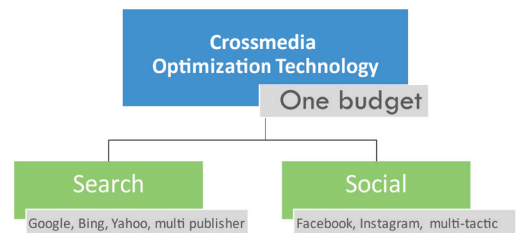
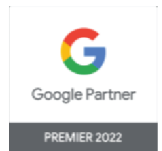
Easier allocation of your advertising budget keeps you from overspending on one channel, allowing you to confidently diversify your spend and automatically adjust with changes in the market

STAY BALANCED

EA power user on one channel, but a novice at the next? Our technology balances your marketing mix across search, social, and targeted display so you're earning leads all throughout the customer buying cycle.

FLEXIBILITY = RESULTS

A fluid budget lets customers find you where they already are. We let one channel's performance inform another, creating more impactful lead driving campaigns across the board.



\$4,500/MONTH 25 MILE RADIUS
\$4,875/MONTH 5 MILE RADIUS

CROSS MEDIA OPTIMIZATION

» GEO TARGETING

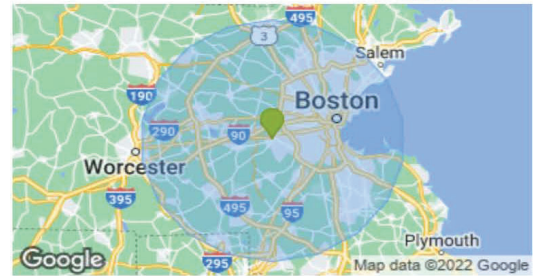
• 25 miles radius from 71 Central St , Wellesley, MA 02482

Marketing Objective

CONTACTS

Recommended Investment with Initial Allocation by Channel*

Est. Population Within Selected Area: 4,215,663



REPRESENTATIVE	COMPETITIVE	PROMINENT
 <p> Search Marketing (86%) ⓘ Google Ads, Yahoo Search Ads, Bing Ads </p> <p> Social Ads (14%) ⓘ Facebook Lead Ads </p>	 <p> Search Marketing (70%) ⓘ Google Ads, Yahoo Search Ads, Bing Ads </p> <p> Social Ads (30%) ⓘ Facebook Lead Ads, Facebook Website Retargeting </p>	 <p> Search Marketing (60%) ⓘ Google Ads, Yahoo Search Ads, Bing Ads </p> <p> Social Ads (40%) ⓘ Facebook Lead Ads, Facebook Website Clicks, Facebook Website Retargeting </p>
\$4,500	\$11,250	\$34,500

Recommended Investment with Initial Allocation by Channel*

REPRESENTATIVE	COMPETITIVE	PROMINENT
<p>Impressions: 34,241 - 40,288</p> <p>Clicks: 2,145 - 2,630</p> <p>Cost per Click: \$1.41 - \$1.72</p>	<p>Impressions: 132,202 - 152,797</p> <p>Clicks: 4,528 - 5,582</p> <p>Cost per Click: \$1.70 - \$2.10</p>	<p>Impressions: 488,697 - 561,013</p> <p>Clicks: 11,265 - 13,965</p> <p>Cost per Click: \$2.10 - \$2.60</p>

CROSS MEDIA OPTIMIZATION

» GEO TARGETING

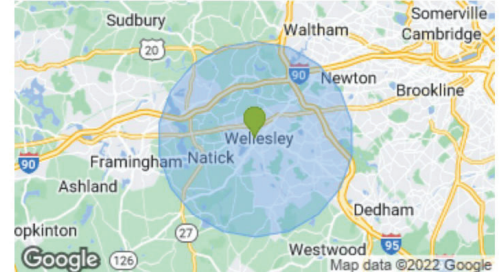
• 5 miles radius from 71 Central St , Wellesley, MA 02482

Marketing Objective

CONTACTS

Recommended Investment with Initial Allocation by Channel*

Est. Population Within Selected Area: 219,179



REPRESENTATIVE	COMPETITIVE	PROMINENT
<p>Search Marketing (86%) ⓘ Google Ads, Yahoo Search Ads, Bing Ads</p> <p>Social Ads (14%) ⓘ Facebook Lead Ads</p> <p>\$2,000</p>	<p>Search Marketing (86%) ⓘ Google Ads, Yahoo Search Ads, Bing Ads</p> <p>Social Ads (14%) ⓘ Facebook Lead Ads</p> <p>\$4,875</p>	<p>Search Marketing (71%) ⓘ Google Ads, Yahoo Search Ads, Bing Ads</p> <p>Social Ads (29%) ⓘ Facebook Lead Ads, Facebook Website Retargeting</p> <p>\$11,000</p>

Recommended Investment with Initial Allocation by Channel*

REPRESENTATIVE	COMPETITIVE	PROMINENT
<p>Impressions: 11,561 - 13,468</p> <p>Clicks: 675 - 829</p> <p>Cost per Click: \$1.93 - \$2.37</p>	<p>Impressions: 25,363 - 29,343</p> <p>Clicks: 1,099 - 1,353</p> <p>Cost per Click: \$2.88 - \$3.55</p>	<p>Impressions: 109,301 - 125,426</p> <p>Clicks: 2,445 - 3,034</p> <p>Cost per Click: \$3.00 - \$3.72</p>

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

Select High Income Zip Codes

02467, 02460, 02459, 02461, 02458, 02492, 02494,
02482, 02116, 02117, 02199, 02119, 02118, 02108, 02114

Household Income > \$250K

21,874 Total Emails

**CUSTOM EBLAST AND FOLLOW UP EMAIL:
\$2,195**

ARRAS

Test: Searching New Apartments In The Heart Of Belmont

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

Luxurious Residences Patterned to Suit You

Exclusively Grounding Floor Plans
Our exquisite 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

LINKEDIN.COM

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

We have put together an integrated program that provides targets a C Level and Senior Level Management audience living in the Boston metropolitan area on LinkedIn.com

The program is scheduled to start on January 1st and run for three months and deliver up to 70,000 impressions.

Estimated Monthly Deliveries:

- Impressions: 7,600 -23,500
- Clicks: 30 -110

The plan targeting includes:

- Company Size: 51-200 employees, 201-500 employees, 501-1000 employees, 1001-5000 employees, 5001-10,000 employees, 10,001+ employees.
- Job Titles: Chief Executive Officer, Deputy Chief Executive Officer, Group Chief Executive Officer, Group Managing Director, Senior Vice President, Head of Business Development, Managing Director, Chief Marketing Officer, Interim Chief Executive Officer, Acting Chief Executive Officer, Deputy Chief Financial Officer, Acting Chief Financial Officer, Group Financial Controller, Financial Controller, Chief Financial Officer, Financial Director, Partner, Regional Chief Financial Officer, Chief Financial Officer Operations, Chief Operations Manager, Chief Operating Financial Officer, Vice President Operations, Chief Sales Marketing Officer, Head of Marketing, Head of Sales, Chief Operating Officer, Sales Director, Vice President of Sales, Vice President Marketing, Marketing Director,



Chief Revenue Officer, Managing Partner, Chief Technology Officer, Managing Consultant, Principal Managing Partner, Interim Chief Technology Officer, Chief Information Officer, Senior Software Engineer, Director of Sales Marketing, Director of Sales And Business Development, Area Sales Director, Vice President of Global Sales, Global Sales Director, Vice President of Business Development, Director of Business Development.

- Years of Experience: 10+

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.

LINKEDIN CAMPAIGN: \$2,200/MONTH



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:** 786,294
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2 X 7 NEW ENGLAND: \$695
BUY 8 GET 6 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

What's News

- **Reserve Cut** The Fed lowered its benchmark rate to 0.25% from 0.5% on Wednesday, the first time since 2008.
- **Shaky Ground** The Fed's move to cut rates to 0.25% was the first since 2008.

Tennessee Twisters Kill at Least 25

By Susan Coates-Foxon

Tennessee's deadliest twister in decades killed at least 25 people on Wednesday as a powerful storm system moved through the state.

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.

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries

By Thomas H. Dizon

A handful of growth in the U.S. economy allowed cities to pay back bonds from the financial crisis and re-energize their economies.

Salesforce #1 CRM

Ranked #1 for CRM Applications by Gartner

BOSTON MAGAZINE

No other magazine covers what it means to be a Bostonian better than Boston magazine. For over 50 years Boston magazine has been the city's concierge and informer. Every issue of Boston magazine features a front of book Home & Property department, a reader's go-to source for luxury home design inspiration and real estate news. Additionally, the back of each issue includes a Distinctive Properties department showcasing a collection of property listings and top agent information.

- Boston magazine readers
- 84% homeowners
- 92% attended college
- 68% sit on board of directors/trustee members for community/philanthropic organizations
- 71% married

- **Circulation:** 75,000
- **Average issue audience:** 487,500
- **Average age:** 48
- **Female:** 59%
- **Average household income:** \$216,000
- **Average net worth:** \$1,603,000

FULL PAGE
MARCH: TOP PLACES TO LIVE
SEPTEMBER: TOP SCHOOLS
Global





ST REGIS
BOSTON
THE RESIDENCES

The St. Regis Residences, Boston



Take in the dramatic harbor and city views from your beautifully appointed residence. Indulge in signature amenities and personalized butler service that anticipates and appreciates your every expectation.

Enjoy a walk or dinner out in Boston's most spectacular neighborhood. This is living as you wish. This is living at The St. Regis Residences, Boston.

srresidencesboston.com

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
BOSTON METRO: \$2350
\$2,210 3X RATE

- **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%





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	3,000,000
Targeting - Boston Metro	
Cross Media Optimization	
25 Mile Radius	352,116
LinkedIn	
Digital Banner program	282,000
Geofencing - Event and Location	
Target specific events and locations	200,670
Smart Solutions Eblast	
Custom Email	174,992
Print	
The Wall Street Journal	
2 x 7 - 14 Ads	559,412
Boston Globe	
Quarter page	1,501,820
Magazine Advertorial	1,501,820
Boston Magazine	
Full Page	150,000
Conde Nast Magazines Regional Pages	
Full Page	42,000
GRAND TOTAL	7,764,830



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	January	February	March	April	May	June	July	August	September	October	November	December	Media Total
Digital														
Million Impressions*														
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 14,340.00
Million Impressions	Targeting - Boston Metro													
Gross Media Optimization														
Search Engine and Social	25 Mile Radius	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 4,875.00	\$ 58,500.00
LinkedIn														
LinkedIn Campaign	Digital Banner program	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 26,400.00
Geofencing - Event and Location														
Geofencing - Event and Location	Target specific events and locations		\$ 1,325.00			\$ 1,325.00				\$ 1,325.00				\$ 3,975.00
Smart Solutions Eblast														
Smart Solutions Eblast	Custom Email		\$ 2,195.00			\$ 2,195.00			\$ 2,195.00		\$ 2,195.00			\$ 8,780.00
Print														
The Wall Street Journal														
The Wall Street Journal - New England	2 x 7 - 14 Ads				\$5,560									\$ 5,560.00
Boston Globe														
Boston Globe	Quarter page				\$ 900.00					\$ 900.00				\$ 1,800.00
Boston Globe	Magazine Advertorial				Advertorial							Advertorial		TBD
Boston Magazine														
Boston Magazine	Full Page				Top Places to Live					Top Schools				TBD
Conde Nast Magazines Regional Pages														
Architectural Digest - Boston Metro	Full Page		\$ 2,210.00	\$ 2,210.00		\$ 2,210.00				\$ 2,210.00				\$ 6,630.00
TOTAL														\$ 125,985.00

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