



ADVERTISING  
BRANDING  
MARKETING

NEW YORK  
477 Madison Ave, Fl 6th  
New York, NY 10022  
212-677-2500

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SKYAD.COM

# 579 ERSKINE ROAD ADVERTISING AND MARKETING PROGRAM



**COLDWELL BANKER**  
**REALTY**

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## NATIONAL & GLOBAL EXPOSURE 579 ERSKINE ROAD

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SKY Advertising is excited to present to Coldwell Banker Global Luxury a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 579 Erskine Road.

Your strategic blueprint is composed of key print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Stamford, 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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**Account Executive**  
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**COLDWELL BANKER**  
**REALTY**

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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, country 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.

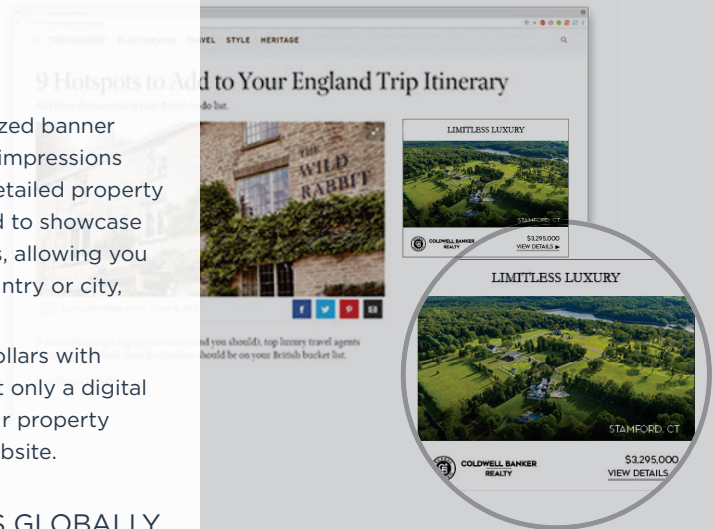
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** 579 Erskine Road  
**Flight Dates:** September - November 2021  
**Impressions:** 750,000  
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 New York Times**  
**THE WALL STREET JOURNAL.**

**Bloomberg  
Markets**



**Forbes**

Many more websites available for local to global targeting.

### » GEO TARGETING

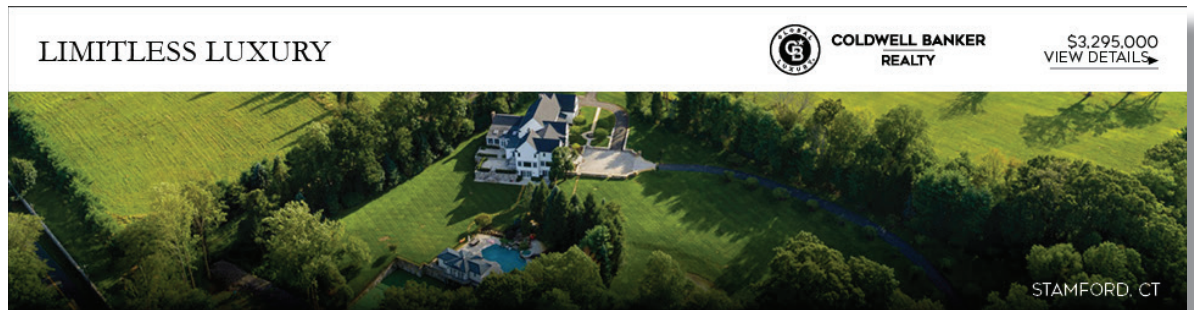
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



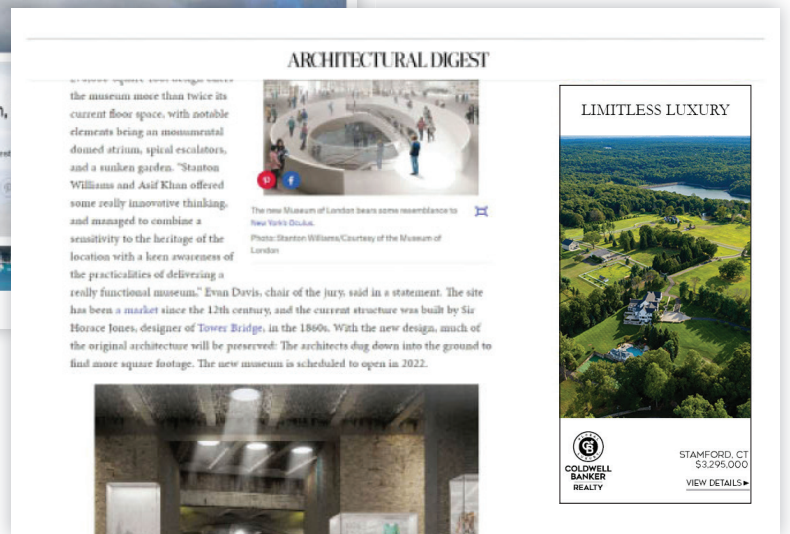
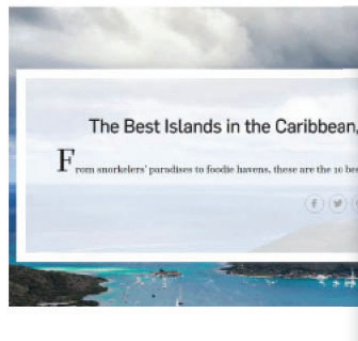
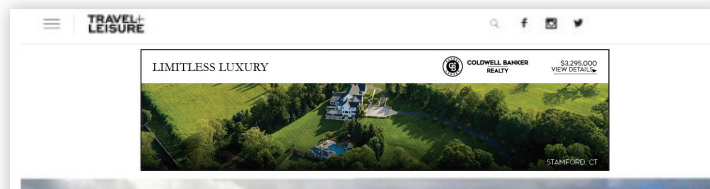
# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



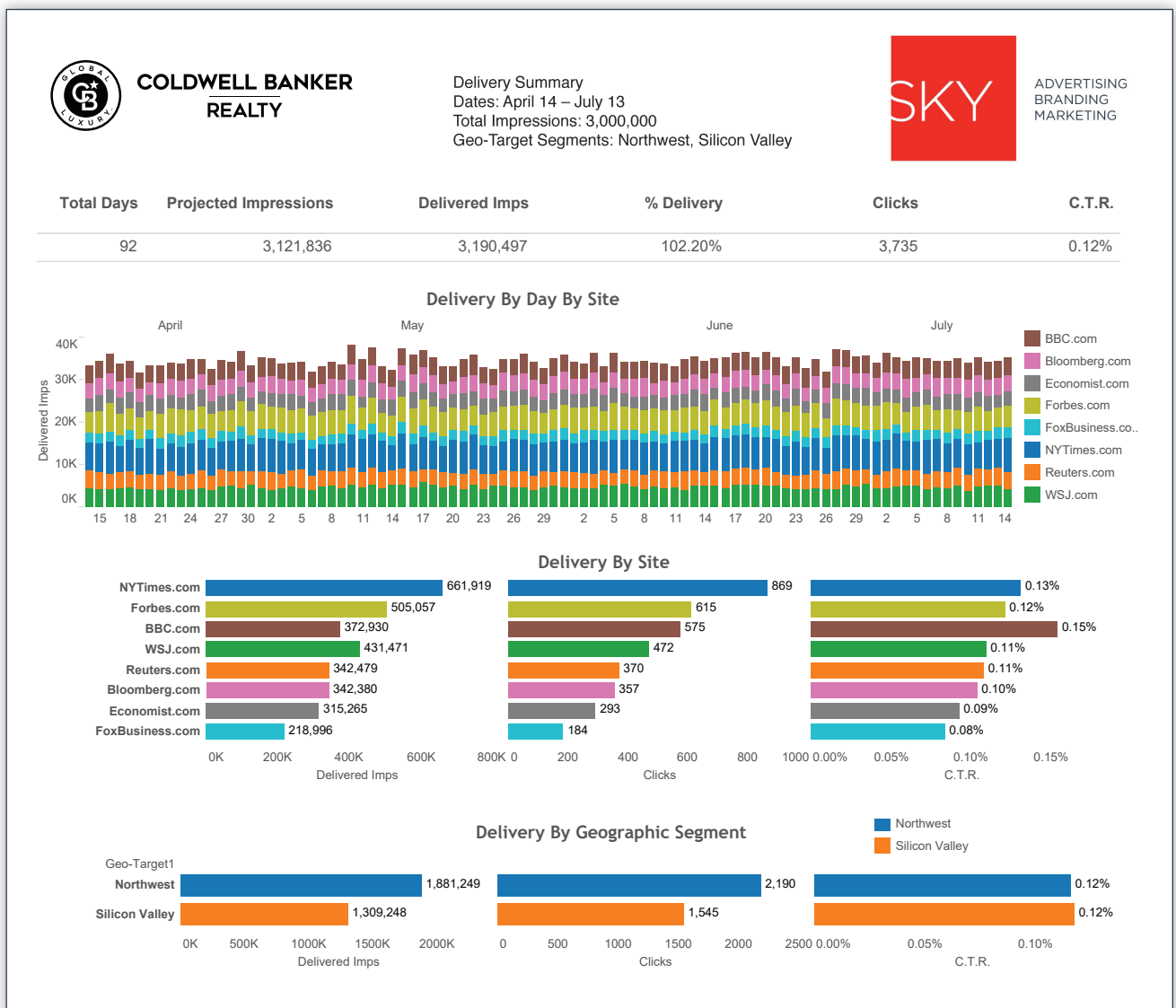


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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



## UHNW HYPER-TARGETED SOCIAL CAMPAIGN

The right social media strategy, allows the biggest marketing opportunity to date to engage with the UHNW individual. Through bespoke targeted social media campaign tools, we push sponsored content on social media to people in a very specific luxury location.

### CAMPAIGN TRACKING

Our targeted social media campaigns come with a full reporting service, allowing us to send you detailed weekly reports that show your user and campaign data such as:

- Impressions
- Clicks
- Gender Break Down
- Age-Range Break Down
- Location Break Down

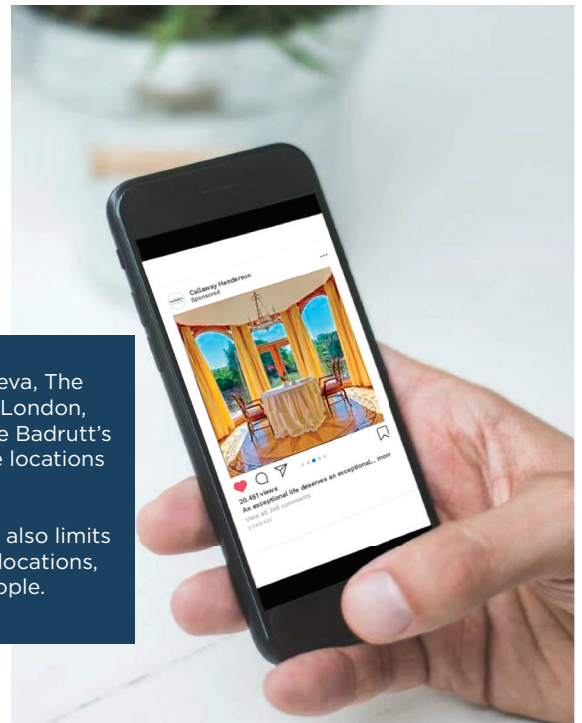
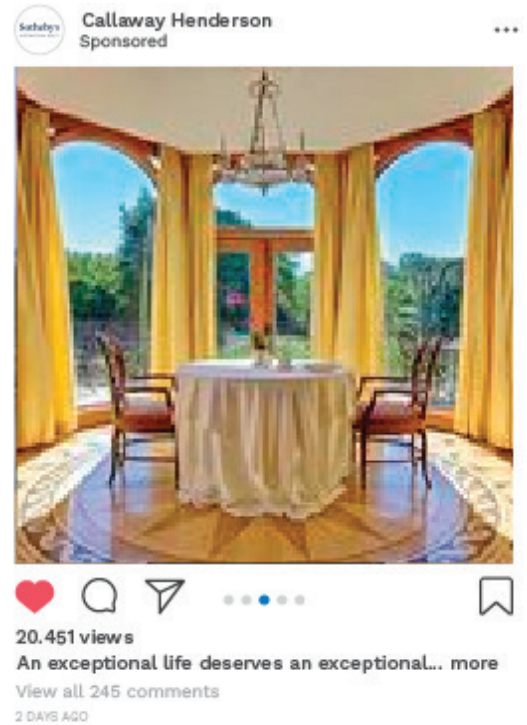
**3 MONTH CAMPAIGN**  
**50 LOCATIONS \$6,250**

Includes a mix of locations globally such as Members Clubs, Exclusive Golf Clubs, Neighbourhoods, Private Jet Terminals and 5 Star Hotels

### EXAMPLE

Our software targets The Four Seasons hotel in Geneva, The Private Jet Terminal in Nice, The Dorchester Hotel in London, Monaco Yacht Show, Frieze Art Fair, Baselworld and the Badrutt's Palace in St Moritz and anybody who is in any of these locations will be served our brands adverts.

This is a great way of targeting wealthy consumers but also limits waste as you know that if they are in these particular locations, they are most likely to be wealthy/ influential people.



# 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.

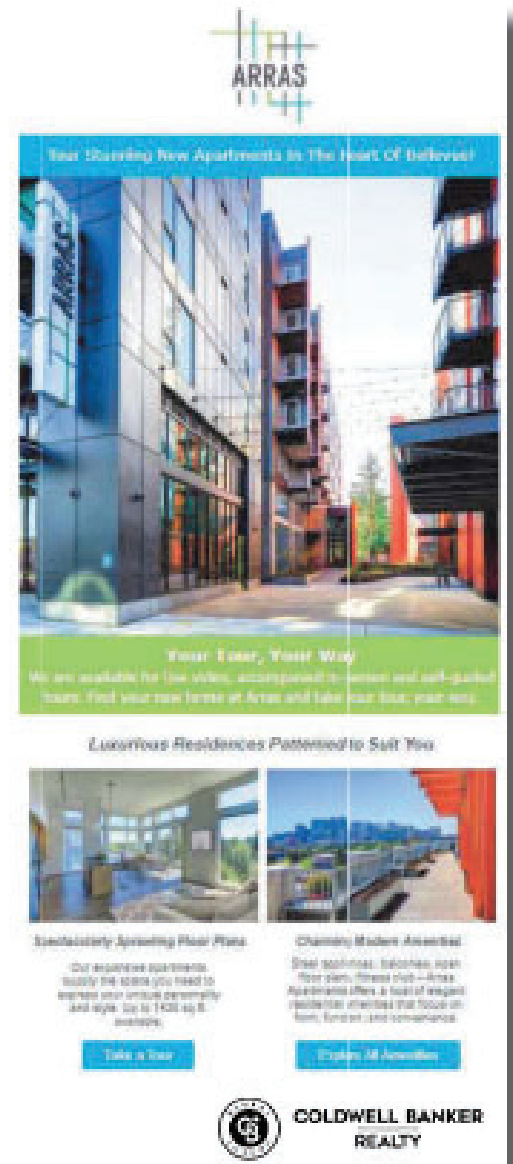
### Audience

Equestrian Enthusiasts

Household Income > \$500K

29,000+ Total Emails

EMAIL MARKETING - CUSTOM UHNW: \$2,975



## JUWAI.COM

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.

### » HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

**PRICING SPECIAL: \$425 FOR 30 DAYS.**  
**Usually \$725**  
**Global**



### » FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel  
 Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

**PRICING: \$425 FOR 6 MONTHS.**  
**For properties \$2M+**  
**Global**



## ELITE TRAVELER

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Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

*elite traveler*

- Average HHI \$7.9m
- Average Net Worth \$32m
- 318,661 Unique Browsers

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ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR  
\$1,250 WITH PRINT PURCHASE



## EQ LIVING

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Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.



### » SPONSORSHIP AND ADVERTORIAL INNER CIRCLE E-NEWSLETTER

- Subscribers: **39,000**

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PRICE: \$1,550

### » DIGITAL MAGAZINE SPONSORSHIP

- **6,500** Average Views

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PRICE: \$2,750

## SPONSORED E-BLASTS



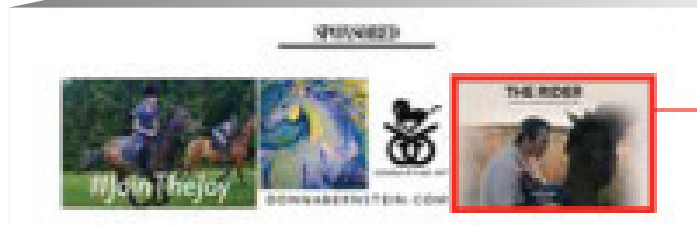
### » EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

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

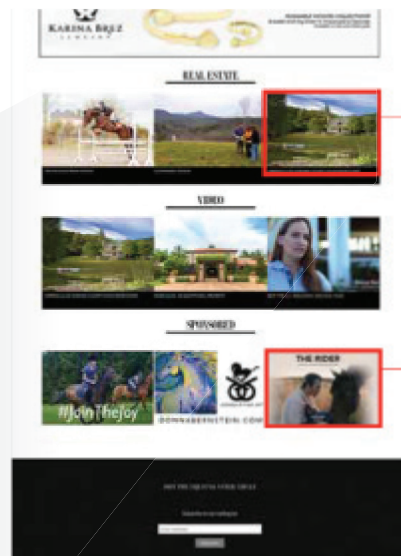


### » EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- 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®





# JAMES EDITION.COM

## » ROTATING GALLERY

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

**REAL ESTATE PAGE**  
**\$800-\$1,300/MONTH**



# JAMES EDITION.COM

## » FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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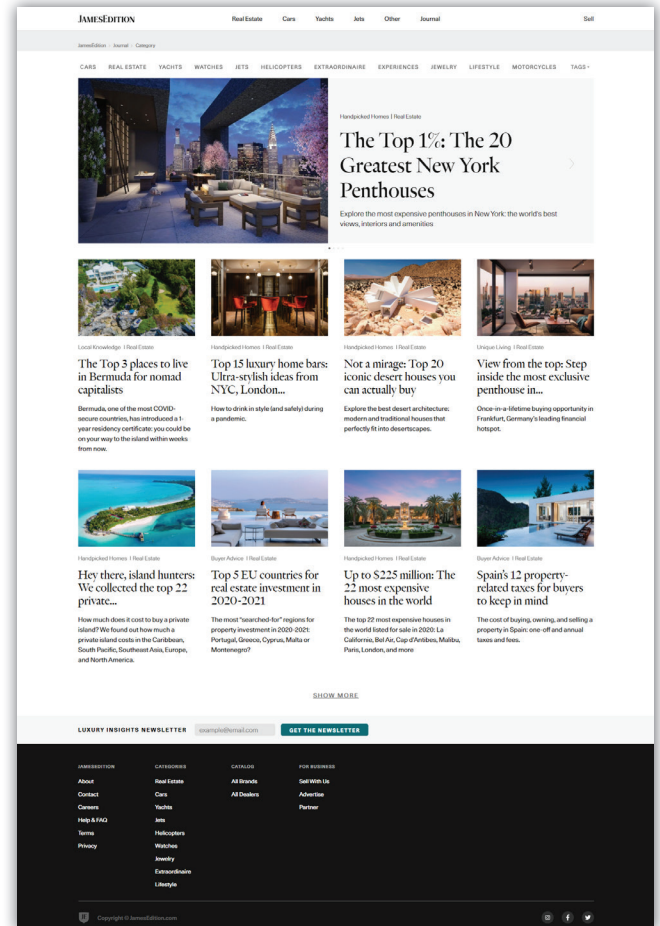
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**FEATURED STORY IN THE JOURNAL  
CUSTOM CONTENT ARTICLE +  
NEWSLETTER PROMOTION \$3,600**



# JAMES EDITION.COM

## » SOCIAL MEDIA POST

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- **Instagram 74.8K**
- **Facebook 31.3K**

**SOCIAL MEDIA POST**  
**\$350 PER POST**



# 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**

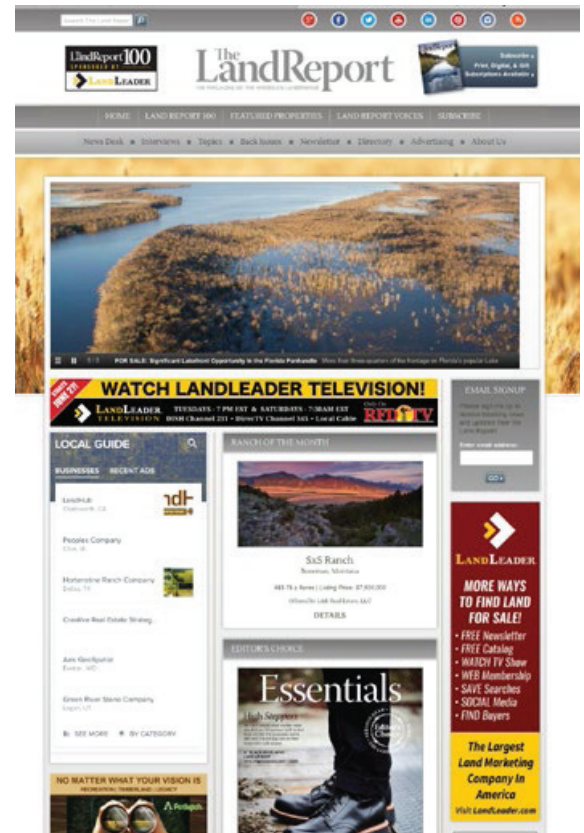
» **Top In-Bound Markets:**

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

» **NEWSLETTER**

PRICE: \$1,800

# The LandReport



# NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

## » E-NEWSLETTER

ON THE MARKET - an exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING



## THE PLAID HORSE

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TPH Readers are well-educated, have a high disposable income and a passion for the luxurious lifestyle.

With a large audience across multiple channels, digital advertising with the Plaid Horse will get you in front of high numbers in various demographics.

- Averaging 425K page views a month
- 590K new users this year -a 147% increase
- 155% year over year growth in page views

### » BLOG POST WITH EMAIL

Receive custom content which is posted on TPH Blog as well as deployed in an email to the subscriber community.

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PRICE: \$1,575

### » INSTAGRAM POSTS

Get in front of the TPH's 80,200 followers.

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PRICE: \$675 PER POST



# ROBBREPORT.COM

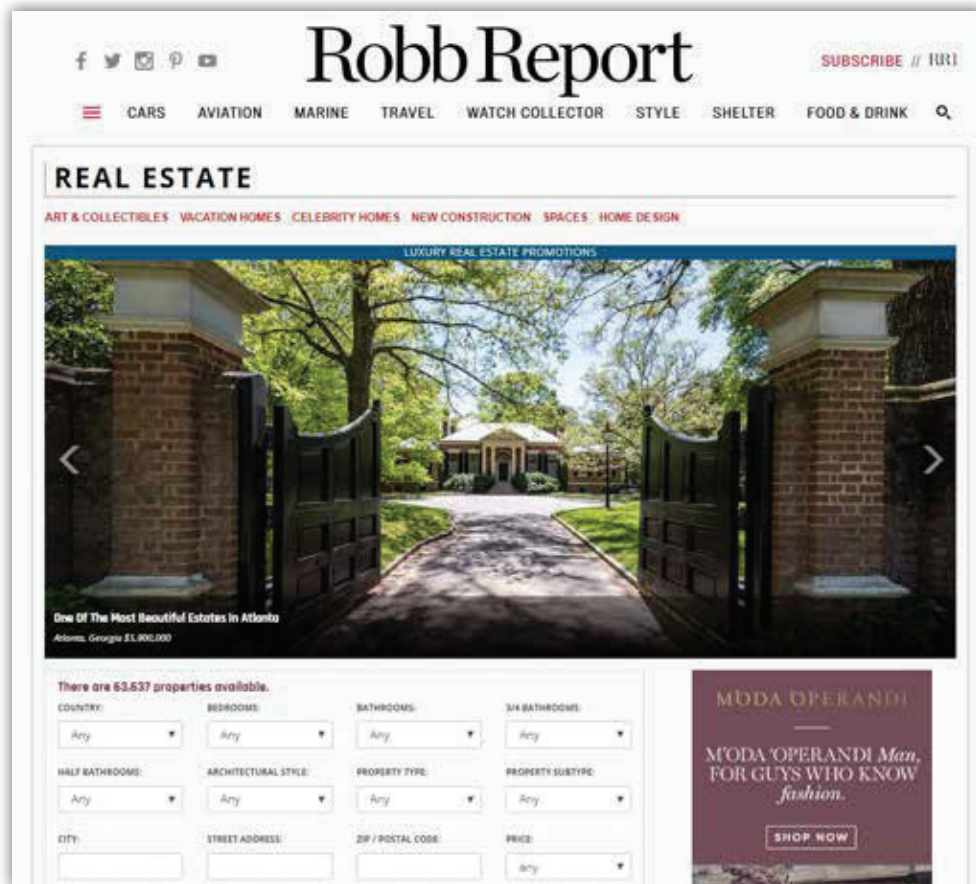
## » REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$950 PER 30 DAYS  
(\$1,895 OPEN RATE)



# 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



**\$2,150/MONTH OR \$2.650/W VIDEO**





## THE WALL STREET JOURNAL ONLINE (WSJ.COM)

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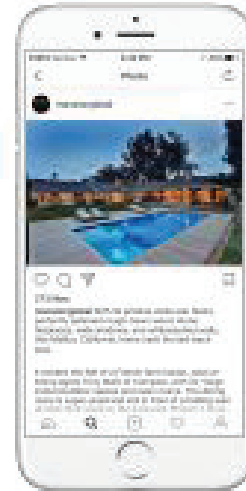
### » @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

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\$1,775



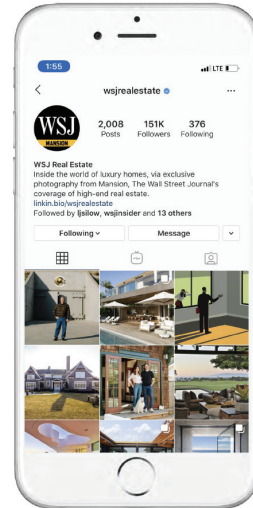
# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » @WSJREALESTATE INSTAGRAM

Spotlight your brand to our mobile-first audience with a social Instagram post directly on @WSJRealEstate editorial handle.

- Followers: **154K**

**\$3,600 POST**





**COLDWELL BANKER**  
**REALTY**

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# Print Offerings

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# 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:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2 X 7, NORTHEAST, COLOR: \$1,510  
BUY 4 GET 1 FREE

## THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52      \$6.00

### Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes action since '08 crisis

The Fed's move to cut rates to a range between 0.25% and 0.50% is the first change in the rate since 2015. The central bank has cut rates for the first time since 2008. The move is seen as a response to the economic challenges posed by the outbreak of the novel coronavirus.

### Shaky Ground

U.S. stocks and bond yields fall after Fed cuts rates

The market's move to cut rates to a range between 0.25% and 0.50% is the first change in the rate since 2015. The central bank has cut rates for the first time since 2008. The move is seen as a response to the economic challenges posed by the outbreak of the novel coronavirus.

### Tennessee Kill at Least 25

A deadly explosion at a Nashville nightclub has killed at least 25 people and injured dozens more.

### Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden took the steps to Los Angeles after wins in a string of Super Tuesday primary contests.

### Bernie

Bernie Sanders won a decisive victory in California, his home state, on Tuesday.

### Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places hit by shrinking industries.



Former Vice President Joe Biden took the steps to Los Angeles after wins in a string of Super Tuesday primary contests.



Bernie Sanders won a decisive victory in California, his home state, on Tuesday.



A graph showing the percentage of U.S. cities that have experienced a downturn in various industries from 2010 to 2016. The graph shows a general upward trend in the percentage of cities affected, with a notable spike in 2016.

### Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

Minnesota's fishing industry is facing a new challenge as the state's water levels drop, forcing anglers to find new ways to reach their favorite spots.

### Salesforce #1 CRM

Salesforce is the leading CRM provider, with a market share of 17.1%.



## COUNTRY LIFE

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Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- **Circulation:** 41,000
- **Male/Female:** 50/50
- **Average Age:** 55
- **HNW Audience:** 85%

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FULL PAGE \$3,750  
INTERNATIONAL PROPERTIES EDITION



# ELITE TRAVELER

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

## ELITE TRAVELER AUDIENCE

- Total Readership: 557,000
- Average Age: 45
- Male/Female: 69% / 31%
- Average HHI: \$7.9M
- Average Net Worth: \$32M

FULL PAGE WITH - ONLINE SHOWCASE: \$5,000

*elite traveler*



# EQUESTRIAN LIVING

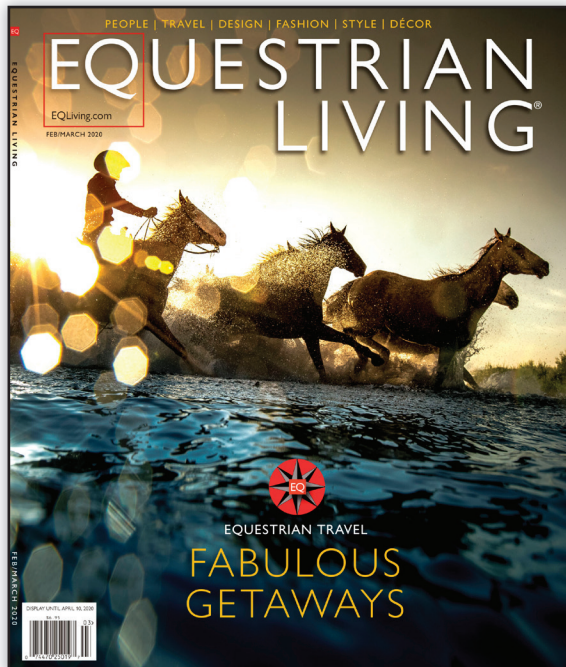
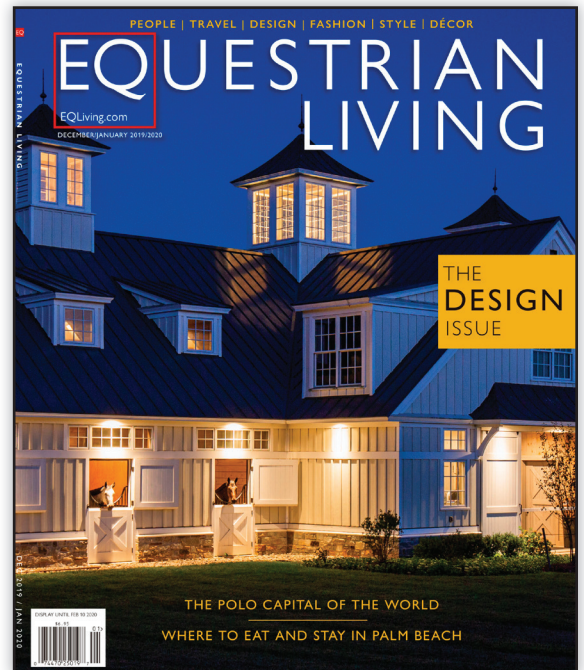
Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these 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**

ADVERTORIAL UPFRONT  
FOUR PAGES: \$6,000  
THREE PAGES: \$5,000  
TWO PAGES: \$4,000

FEATURED PROPERTY SECTION ADVERTORIAL  
FOUR PAGES: \$4,300  
THREE PAGES \$3,500  
TWO PAGES \$2,900

# EQ LIVING®





## 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



## ROBB REPORT

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### » LUXURY PROPERTY GUIDE

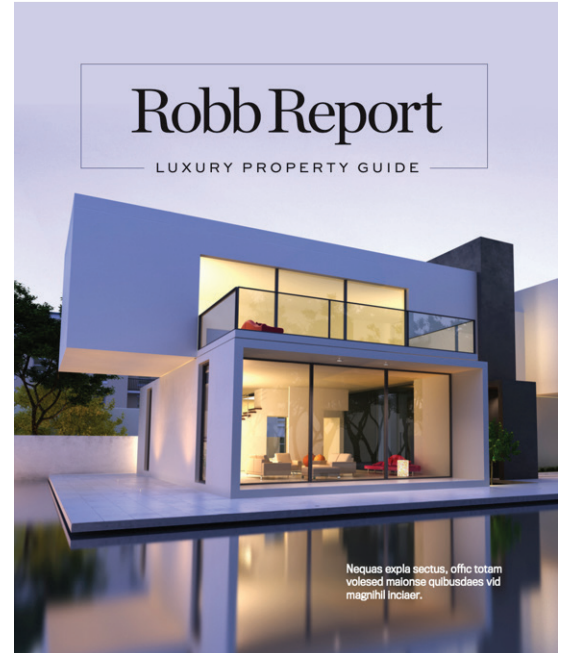
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the “best-of-the-best”. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they’re exploring the newest trends and properties around the world.

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

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**FULL PAGE - PROPERTY PORTFOLIO: \$3,500**  
**Global**





**COLDWELL BANKER**  
**REALTY**

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Circulation/Distribution/Reach

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## CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	750,000
<b>UHNW Hyper-targeted Social Campaign</b>	
Smart Solutions Eblast	29,000
<b>Juwai.com</b>	
Hot property upgrade	2,300,000
Luxe Channel Property Listing	2,300,000
<b>Elite Traveler</b>	
Online Real Estate Showcase	100,000
EQ Living Enewsletter	39,000
EQ Living Sponsored E-Blast	33,000
EQ Living Real Estate Online	10,000
Digital Magazine	6,500
<b>The Plaid Horse</b>	
Blog Post + Email	85,000
Instagram Posts	80,200
Nob Hill Gazette Peninsula - Silicon Valley	6,500
<b>JamesEdition</b>	
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
<b>Land Report</b>	
Enewsletter	40,000
Robbreport.com	6,000
<b>WSJ.com</b>	
Mansion Global Homepage	164,000
WSJ.com Instagram	154,000
Mansion Global Instagram	76,200
<b>PRINT</b>	
The Wall Street Journal - Northeast	740,000
The New York Times	1,451,103
Country Life	40,000
Elite Traveler	57,000
Equestrian Living	35,000
Land Report	40,000
Robb Report	93,142
<b>GRAND TOTAL</b>	<b>9,622,745</b>



**COLDWELL BANKER**  
**REALTY**

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# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	September	October	November	Media Total
<b>DIGITAL</b>					
Million Impressions*	Digital Banner Program Targeting - New York City, Hamptons, Wellington FL, UK, Spain, France	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00
UHNW Hyper-targeted Social Campaign	50 locations	\$ 6,250.00	\$ 6,250.00	\$ 6,250.00	\$ 18,750.00
Smart Solutions Eblast	Email Marketing - Custom UHNW	\$ 2,975.00			\$ 2,975.00
Juwai.com					
Hot property upgrade	Hot property upgrade	\$ 425.00			\$ 425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425		\$ 425.00
Elite Traveler			\$1,250		\$ 1,250.00
Online Real Estate Showcase					
EQ Living Enewsletter	Inner Circle Sponsorship & Advertorial		\$ 1,550.00		\$ 1,550.00
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
Digital Magazine	Sponsorship		\$ 2,425.00		\$ 2,425.00
The Plaid Horse					
Blog Post + Email		\$ 1,575.00			\$ 1,575.00
Instagram Posts		\$ 675.00			\$ 675.00
Nob Hill Gazette Peninsula - Silicon Valley	OTM Ont the Market eNewsletter	\$ 500.00			\$ 500.00
JamesEdition					
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,300.00		\$ 1,300.00
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 3,600.00			\$ 3,600.00
Social Media Post - Instagram	Post	\$ 350.00			\$ 350.00
Social Media Post - Facebook	Post	\$ 350.00			\$ 350.00
Land Report					\$ -
Enewsletter	Monthly eNewsletter	\$ 1,800.00			\$ 1,800.00
Robbreport.com	Real Estate media bar	\$ 950.00			\$ 950.00
WSJ.com					
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00
WSJ.com Instagram		\$ 3,600.00			\$ 3,600.00
Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00
<b>PRINT</b>					
The Wall Street Journal - Northeast	2 x 7" Buy 4 get 1 Free	\$ 3,020.00	\$ 3,020.00	BONUS	\$ 6,040.00
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00
Country Life	International Properties Issue		\$ 3,750.00		\$ 3,750.00
Elite Traveler	Full page			\$ 5,000.00	\$ 5,000.00
Equestrian Living	4 Page Advertorial			\$ 6,000.00	\$ 6,000.00
Land Report	Full Page		\$ 4,900.00		\$ 4,900.00
Robb Report	Luxury Property Guide			\$ 3,500.00	\$ 3,500.00
<b>TOTAL</b>					<b>\$ 84,350.00</b>

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