



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

969 SPRING LANE ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

TABLE OF CONTENTS

INTRO	3
DIGITAL	
Impressions Campaign.....	5
Impressions Scheduling.....	11
Smart Solutions Eblast.....	12
Chief Executive e-Newsletter	13
JamesEdition.com.....	14
Real Deal.....	16
WSJ.com.....	17
PRINT	
Architectural Digest	19
CIRCULATION/DISTRIBUTION/REACH	
2021.....	21
SCHEDULE & PRICING	
Media 2021	23



NEW YORK 477 Madison Avenue, 6th Floor, New York, NY 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

NATIONAL & GLOBAL EXPOSURE 969 SPRING LANE

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 the 969 Spring Lane.

Your strategic blueprint is composed of strategic print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Lake Forest, IL.

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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Sotheby's

INTERNATIONAL 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, 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.

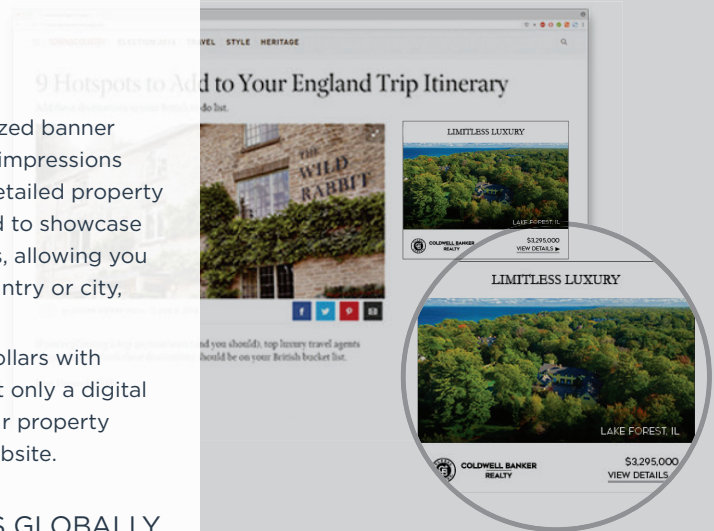
CAMPAIGN OVERVIEW AND BUDGET

Campaign: 969 Spring Lane
Flight Dates: June 2021 - August 2021
Impressions: 1,500,000
Clicks through to the website of your choice.

250K Impressions per month: \$1,195
500K Impressions per month: \$1,625
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

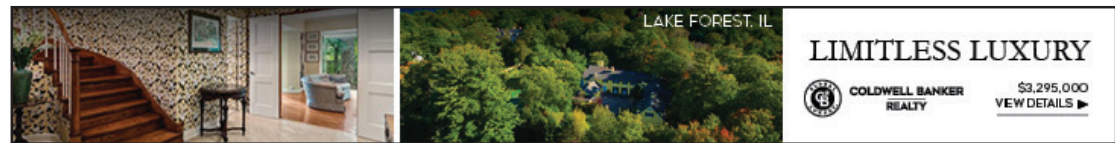
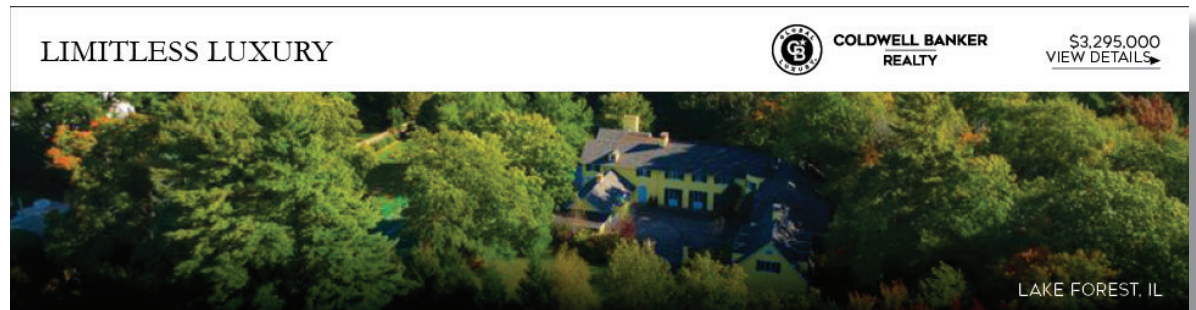
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



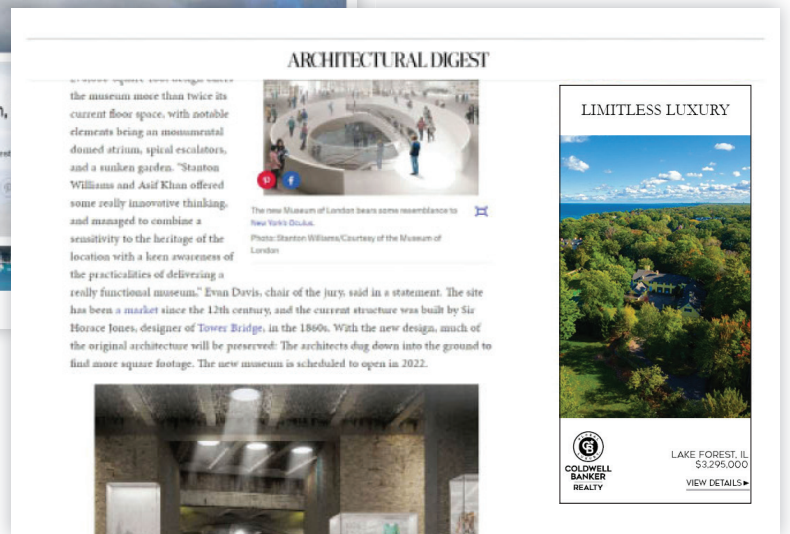
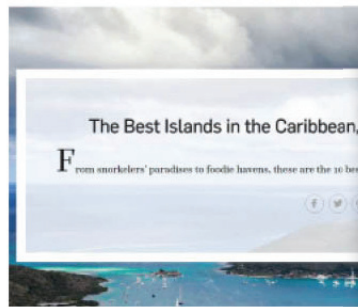
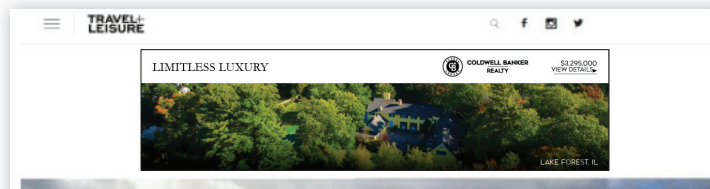
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

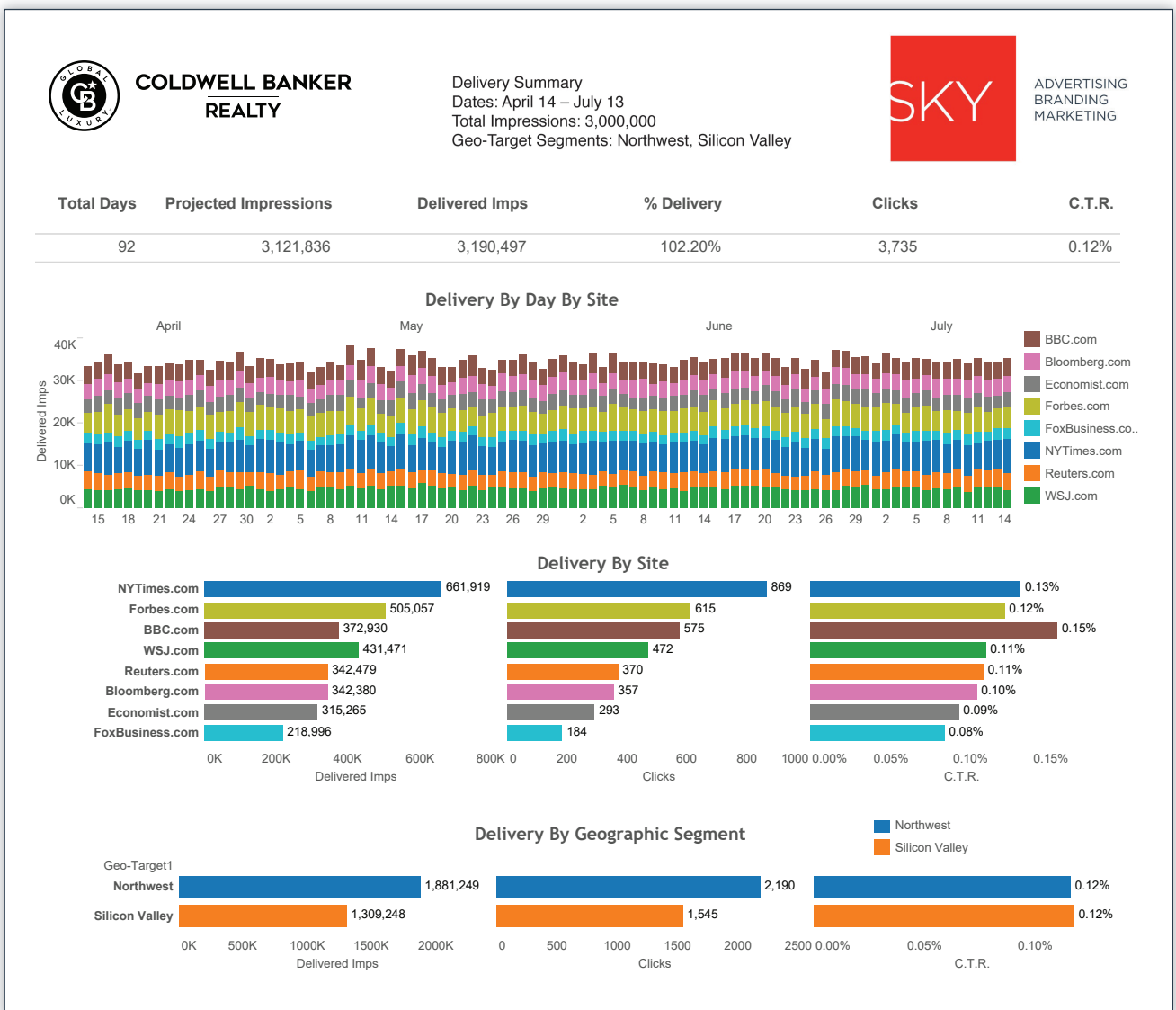


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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



IMPRESSIONS SCHEDULING & PRICING

After researching, we have put together an integrated program that targets a high-net-worth audience in the top pharmaceutical hubs of Chicago, Los Angeles, Raleigh-Durham, Seattle, Philadelphia, Washington DC, New Jersey, San Diego, San Francisco, Boston. The Chicago Metro area will be weighted heavily and represent 75% of the segments and the other locations 25%.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI) in a premium editorial environment on top business/finance websites.
- A topic targeted banner segment, that will allow us to show banners against Pharmaceutical and Biotech content on premium websites to Adults in the top 10% HHI living in the Chicago, Los Angeles, Raleigh-Durham, Seattle, Philadelphia, Washington DC, New Jersey, San Diego, San Francisco, Boston.
- An In-Market Real Estate segment targeting Adults top 10% HH, who are actively in market for Residential Real Estate and living the affluent Chicago suburbs of Winnetka, Glencoe, Lake Forest, Inverness, Hinsdale, Long Grove, Oak Brook, Hawthorn Woods, Lake Bluff, Wilmette, Western Springs.

» SITE SPECIFIC

This segment consists of premium websites (e.g., CNBC.com Bloomberg.com and Forbes.com) with the income and geo-targeting layers as the Behavioral Targeting segment to extend the overall reach of the program.

» BEHAVIORAL TARGETING

We are able to target people on behavior first ([people actively searching for actively looking for Real Estate in Chicago's affluent suburbs based on their online behavior (sites visited, content consumed and search activity). In addition, we overlay an income layer (top 10%), geo-targeting. For the topic targeting segment, the ads will appear across Pharmaceutical and Bio-tech focused content.

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 "white list" of sites.

Ads will only show to people who have met our targeting criteria (behavior or content type, income and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics and tech sites (i.e. MSNBC.com, CNN.com, TechCrunch.com, ArsTechnica.com, ESPN.com, Slate.com, NYTimes.com).

» 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

CB Chicago - 969 Spring Lane, Lake Forest

Media	Geo-Target	June					July					August			Impressions		
		01	08	15	22	29	06	13	20	27	03	10	17	24			
WSJ.com NYTimes.com CNBC.com Bloomberg.com Forbes.com	Chicago, Los Angeles, Raleigh-Durham, Seattle, Philadelphia, Washington DC, New Jersey, San Diego, San Francisco, Boston																525,000
Topic Targeting - Pharmaceuticals and Biotech	Chicago, Los Angeles, Raleigh-Durham, Seattle, Philadelphia, Washington DC, New Jersey, San Diego, San Francisco, Boston																600,000
In-Market	Winnetka, Glencoe, Lake Forest, Inverness, Hinsdale, Long Grove, Oak Brook, Hawthorn Woods, Lake Bluff, Wilmette, Western Springs																375,000
Total Digital																	1,500,000

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

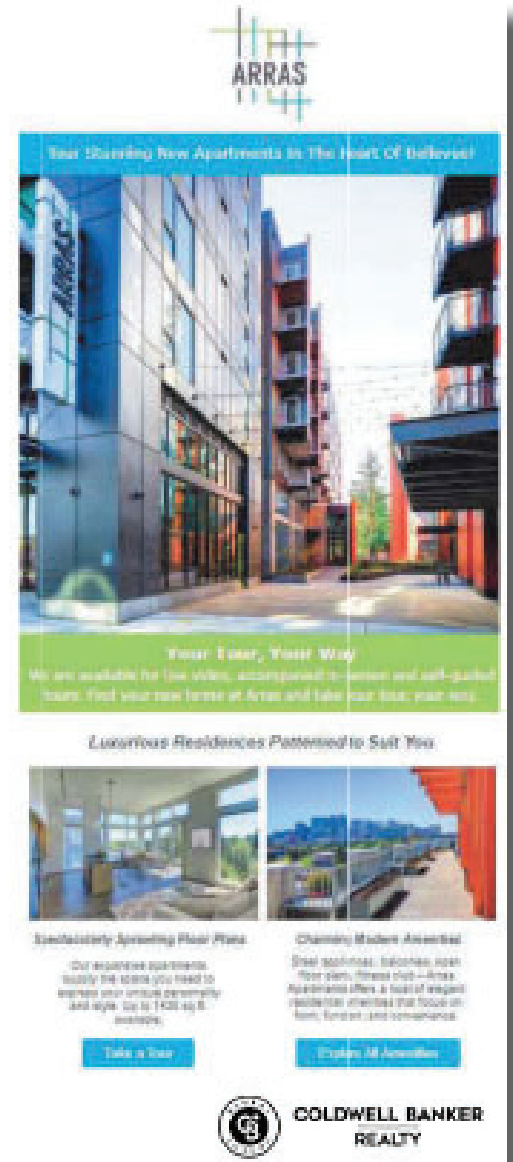
DELIVERABILITY

Make it to more customer's inboxes every time.

Audience

Chicago Metro
Household Income > \$500K
33,312 Total Emails

CUSTOM EBLAST: \$1,700
REMINDER EMAIL: \$550



CHIEF EXECUTIVE

Chief Executive reaches top decision makers running companies that generate 68.3% of US GDP totaling \$22.3 trillion. CE reaches most CEOs running enterprise over \$50M. By engaging in CE marketing products comes the rare ability to precision-target the CEO community with the most comprehensive database available anywhere on decision makers at U.S. large and mid-market companies.

Chief Executive

Weekly E-Newsletter

Distribution: 95,000 C-Suite Subscribers

PRICE: \$3,825

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

» 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.

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 with a Social Post

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

SOCIAL MEDIA POST
\$350 PER POST



THE REAL DEAL

For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

Site Stats:

Unique visitors: 2M+
Total visitors: 3M+
Page views: 10M+
Mobile visits: 60%

Demographics:

Male/Female Ratio: 60% / 40%
Ages 25-54: 70%
Earn over \$150K per year: 10M+

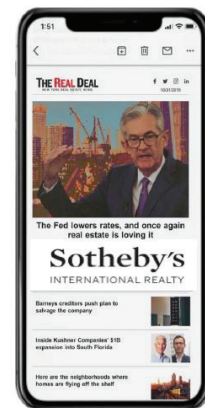
» NEWSLETTER SPONSORSHIP - TRD'S DAILY NEWSLETTER

The Real Deal's newsletters offer the daily download on the trending, must-know real estate news for each market.

Opportunity details:

- 1x banner per newsletter
- Choice of regions as follows:

PACKAGE OF 8 BANNERS: \$2,500



eLert Product	Subscribers	Open Rate	Ad CTR	Newsletter CTR
NY Daily	40,210	23.10%	0.21%	6.90%
S Florida Daily	34,175	19.60%	0.16%	4.00%
LA Daily	23,644	14.90%	0.08%	3.60%
Chicago Daily	22,845	14.90%	0.17%	4.20%
National Weekly	140,784	21.20%	0.28%	5.60%
Tristate Weekly	36,166	10.70%	0.14%	4.00%
Hamptons	10,659	22.70%	0.15%	5.40%

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



Print Offerings

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:
CHICAGO CITY NORTH SUBURBS: \$2,540

- **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%



Only
 Smythe & Jones | Sotheby's
 INTERNATIONAL REALTY

For those with a vision

Only one real estate brand holds the keys to your most exceptional home and life. With feature 1 and feature 2, this N-bedroom, 3-bathroom, location home is made for lifestyle aspect or activity. The feature 3 and feature 4 are best experienced on a private tour, which can be arranged by contact details.

123 MAIN ST CITY, STATE \$300,000 sothebysrealty.com ID: XXXXXX	JANE SMYTHE Title 123.456.7890 jane.smythe@sothebys.realty	JANE SMYTHE Title 123.456.7890 jane.smythe@sothebys.realty
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Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
DIGITAL	
Million Impressions*	1,500,000
Smart Solutions Eblast	33,312
Chief Executive e-Newsletter	95,000
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
Real Deal	182,760
Mansion Global Homepage	164,000
PRINT	
Architectural Digest - Chicago City North Suburbs	15,000
GRAND TOTAL	2,847,172

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	June	July	August	September	Media Total
DIGITAL						
Million Impressions*	Digital Banner Program Targeting - Chicago Metro, UK, Spain	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$	\$ 4,875.00
Smart Solutions Eblast	Custom eblast	\$ 2,250.00			\$	\$ 2,250.00
Chief Executive e-Newsletter	e-Newsletter	\$ 3,825.00			\$	\$ 3,825.00
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,000.00			\$	\$ 1,000.00
Social Media Post - Instagram	Post	\$ 350.00			\$	\$ 350.00
Social Media Post - Facebook	Post	\$ 350.00			\$	\$ 350.00
Real Deal	e-Newsletter - Chicago Daily	\$2,500			\$	\$ 2,500.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$	\$ 2,150.00
PRINT						
Architectural Digest - Chicago City North Suburbs	Full Page			\$ 2,540.00	\$	\$ 2,540.00
TOTAL					\$	\$ 19,840.00

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