



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# LAKE RHINE PROPERTY ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER  
APEX, REALTORS®

---

# TABLE OF CONTENTS

---

<b>INTRO</b> .....	3
<b>DIGITAL</b>	
Impressions Campaign.....	5
Impressions Scheduling.....	11
Land.com.....	12
Land Report .....	13
<b>PRINT</b>	
WSJ.....	15
Land Magazine .....	15
Land Report .....	16
<b>CIRCULATION/DISTRIBUTION/REACH</b>	
2022.....	18
<b>SCHEDULE &amp; PRICING</b>	
Media 2022 .....	20

## NATIONAL & GLOBAL EXPOSURE LAKE RHINE PROPERTY

---

SKY Advertising is excited to present to Coldwell Banker Apex<sup>®</sup> a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the Lake Rhine Property.

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 Lake Rhine 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

---

**JANINE JONES**  
**Executive Vice President**

212-677-2714  
janine@skyad.com

**PAULA DAVIDSON**  
**Senior Account Executive**

212-677-2671  
paula@skyad.com

**SARA HELENI**  
**Account Executive**

212-674-2402  
sara@skyad.com

**JIMMY CINTRÓN**  
**Account Executive**

212-677-0083  
jimmy@skyad.com

# 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.

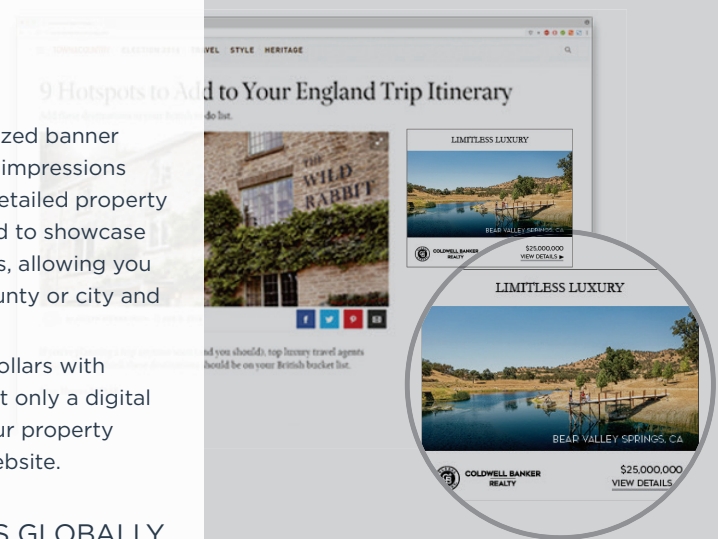
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** Lake Rhine Property  
**Flight Dates:** January 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**<sup>™</sup>

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.

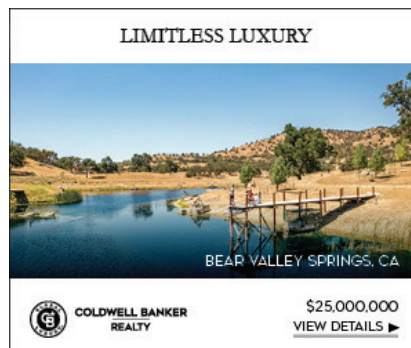


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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.

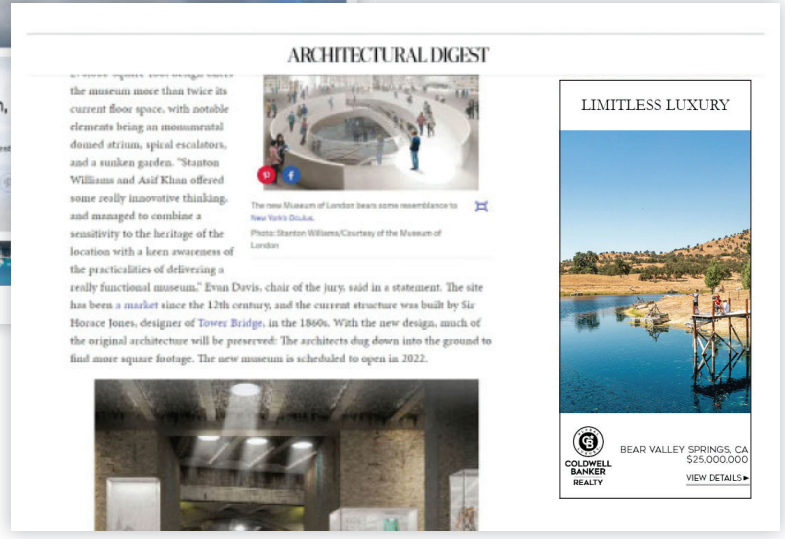
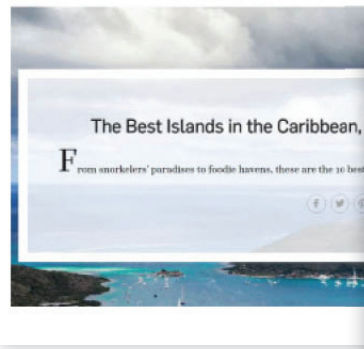
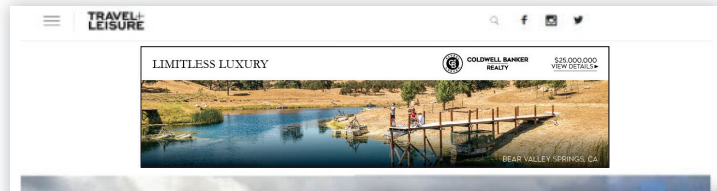
**Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.**

Banner Production: \$350





# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



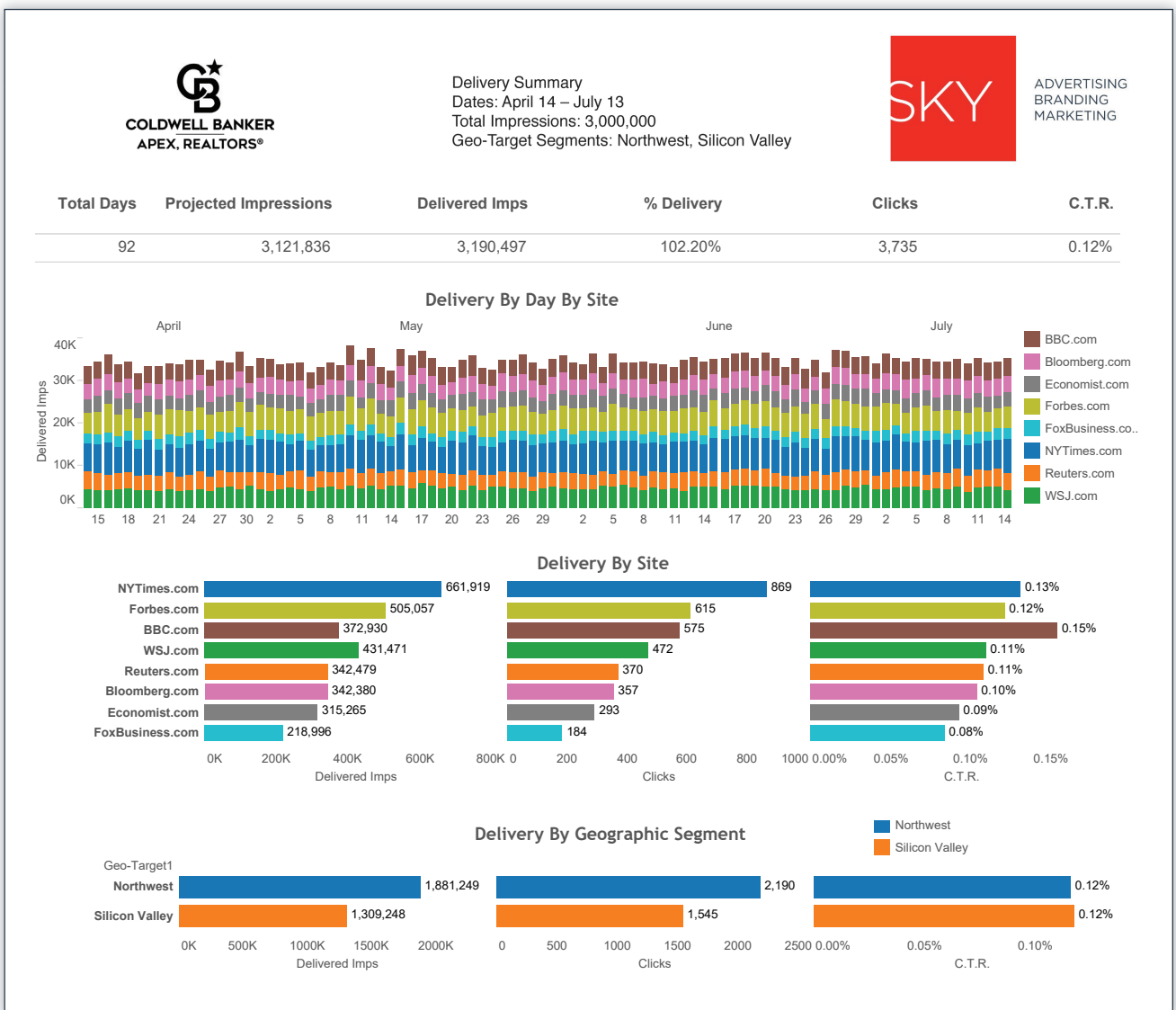


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

The plan includes:

- A site-specific segment of premium land and property focused websites (e.g. Landflip.com, Landsearch.com, etc)
- A topic targeting segment that will place ads adjacent to content focused on lots and land within premium news, business and property focused websites. ( e.g. wsj.com, latimes.com, landsearch.com, zillow.com etc)
- A custom intent segment, that will allow us to show banners to adults who are actively searching for land and property for sale 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

		Land For Sale														
Media	Geo-Target	January				February				March				Impressions		
		01	08	15	22	29	05	12	19	26	05	12	19		26	
Landflip.com	United States															
Landandfarm.com																
Landsearch.com																
farmbuy.com																
Topic Targeting - Lots and Land																475,000
Custom Intent - Land For Sale																625,000
<b>Total Digital</b>																<b>1,500,000</b>

# 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.

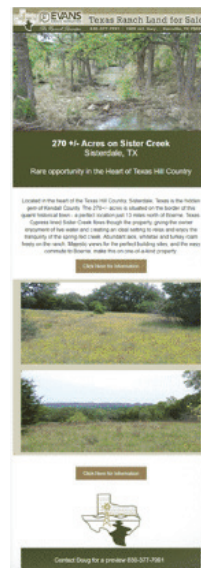
PRICE: \$1,500 FOR 5,000 RECIPIENTS

## » 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
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

### » FEATURED LISTING

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

PRICE: \$3,000

### » SOCIAL MEDIA POST

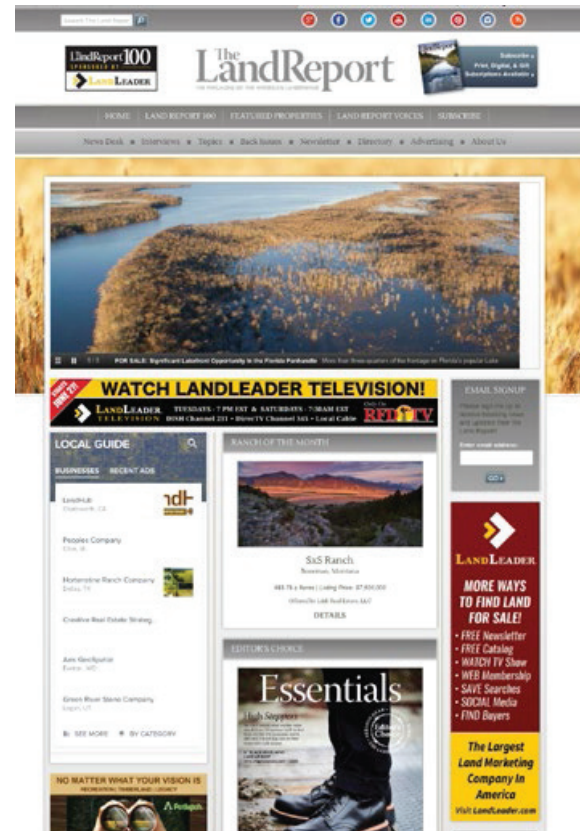
POSTS: \$1,125

### » ENEWSLETTER

PRICE: \$2,500 MONTHLY

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

# The LandReport



# 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

PROPERTY PORTFOLIO: \$2,355 NATIONAL

## THE WALL STREET JOURNAL

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

**What's News**

**Business & Finance**

- The Fed increased an emergency half-point rate cut after central bank talks
- Stocks, bond yields fall after central bank talks
- Fed's new approach to monetary policy
- Fed's new approach to monetary policy
- Fed's new approach to monetary policy

**Shaky Ground**

- Fed's new approach to monetary policy
- Fed's new approach to monetary policy
- Fed's new approach to monetary policy

**Tennessee Twisters Kill at Least 25**

By Susan Coates-Foxon  
Ann Johnson-Coxon

**Fed Cuts Rates Amid Virus Fears**

Stocks, bond yields fall after central bank talks

The Fed's new approach to monetary policy

**Shaky Ground**

Fed's new approach to monetary policy

**World-Wide**

- Biden picked a string of victories
- Sanders logs big win in California
- Many U.S. cities see downturn at hand
- Minnesota resorts are on thin ice
- Shishu forces new ways to reach fishing spots

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

Booming regions mask fiscal weakness in places tethered to shrinking industries

By Thomas H. Dizon

**Minnesota Resorts Are On Thin Ice**

Shishu forces new ways to reach fishing spots

By Joe Rosenthal

**Salesforce #1 CRM**

Analyst at CRM Applications Research

15

SKYAD.COM



## 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



# Circulation/Distribution/Reach

---

# CIRCULATION/DISTRIBUTION/REACH 2022

---

<b>Media</b>	<b>Circulation</b>
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	1,500,000
Targeting - United States	
<b>Land.com</b>	
Platinum Listing	
Dedicated Emails - targeted*	5,000
Signature Listings	
<b>Land Report</b>	
Featured Listing	
Social	90,000
Monthly eNewsletter	100,000
<b>Print</b>	
<b>Wall Street Journal</b>	
National Listing	1,572,588
<b>Land Magazine</b>	
Full page	75,000
<b>Land Report</b>	
Full page	40,000
GRAND TOTAL	3,382,588

# Schedule and Pricing

---

# PROPOSED MEDIA SCHEDULE & PRICING 2022

CBGL Land Package Media	Ad Description	January	February	March	Media Total
<b>Digital</b>					
<b>Million Impressions*</b>					
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00
Million Impressions	Targeting - United States				
<b>Land.com</b>					
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
<b>Land Report</b>					
Portfolio Listing	Featured Listing				
Social Media Post	Social	\$ 5,000.00			\$ 5,000.00
Enewsletter	Monthly eNewsletter				
<b>Print</b>					
<b>Wall Street Journal</b>					
Property Portfolio	National Listing	\$ 2,355.00		\$ 2,355.00	\$ 4,710.00
<b>Land Magazine</b>					
Land Magazine	Full page		\$ 2,450.00		\$ 2,450.00
<b>Land Report</b>					
Land Report	Full page			\$ 4,900.00	\$ 4,900.00
TOTAL					\$ 24,390.00

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