



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
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SKYAD.COM

The Mariposa Group Advertising and Marketing Program



COLDWELL BANKER
REALTY

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ADVERTISING
BRANDING
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National & Global Exposure The Mariposa Group Luxury Listing

SKY Advertising is excited to present to Coldwell Banker Apex a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to The Mariposa Group luxury listing.

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 Frisco, TX.

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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Digital Offerings



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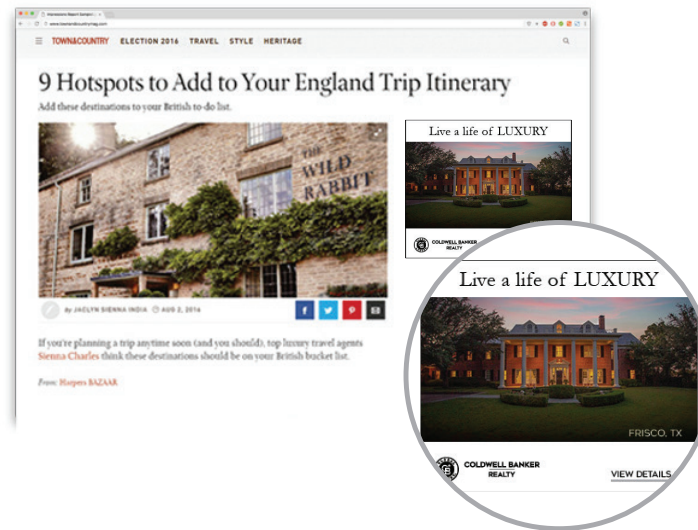
Impressions Campaign

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 Mariposa Group Luxury Listing**
- Flight Dates: **September 2021 - 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

DIGITAL

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.

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.

INVESTOR'S BUSINESS DAILY®

FORTUNE

FOX BUSINESS

THE WALL STREET JOURNAL.

BARRON'S

Forbes



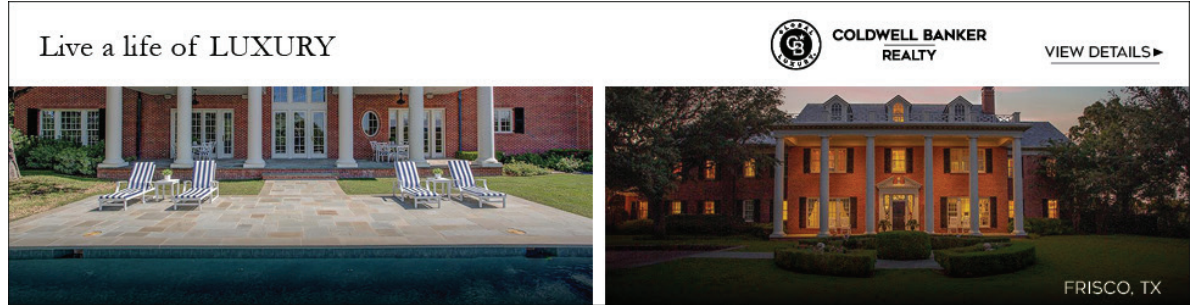
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

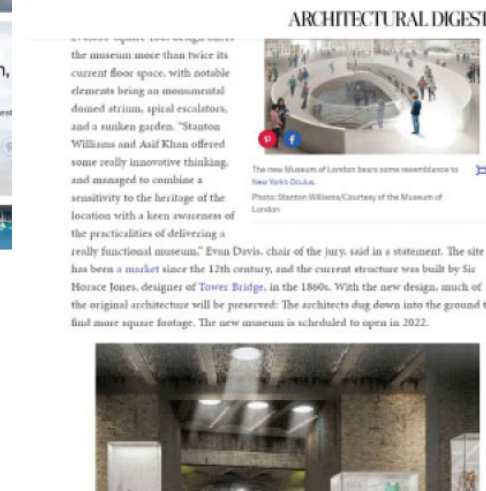
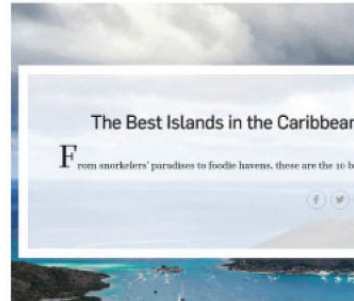
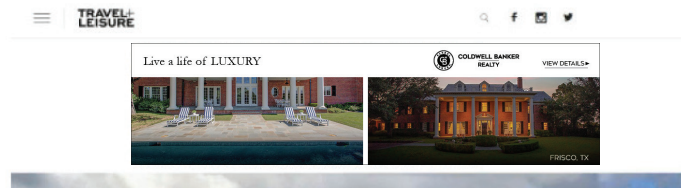
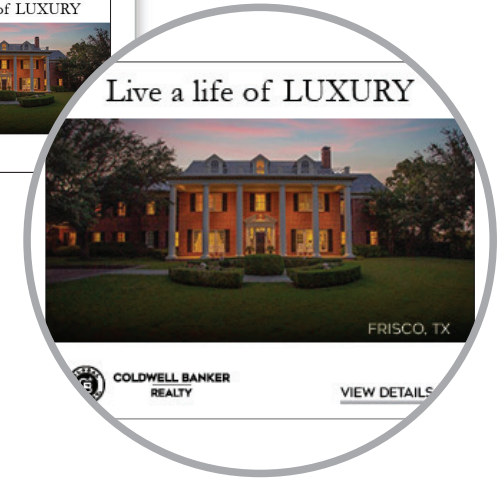
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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 California, New York, and Florida.

The program, with a projected start date of September 1st and will run for three months delivering an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in California, New York, and Florida on top global business and finance websites.
- A custom intent segment that will allow us to show banners to adults searching Dallas area residential real estate and living in California, New York, and Florida.

SITE SPECIFIC

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

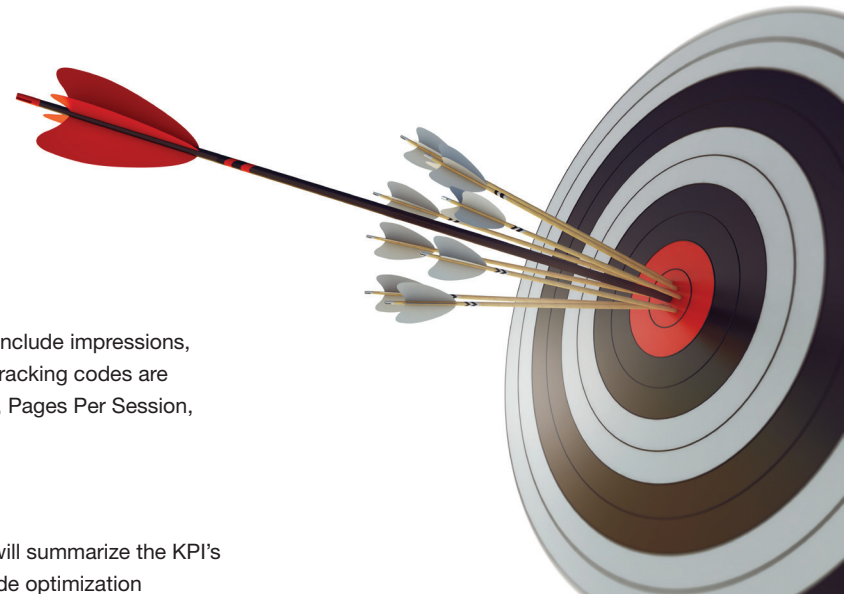
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech 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 Scheduling

CB Apex Mariposa Group Frisco TX Property

Media	Geo-Target	September					October					November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24		
WSJ.com	California, New York, and Florida														525,000	
Barrons.com																
Investors.com																
CNBC.com																
Fortune.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
Custom Intent - Dallas Area Real Estate		California, New York, and Florida														225,000
Total Digital														750,000		

Homes Estates



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Homes & Estates International Edition

For decades, Coldwell Banker Global Luxury® has been committed to elevating luxury real estate marketing and reaching affluent homeowners. Its proprietary publication, Homes & Estates is a singular guide to extraordinary real estate and luxury lifestyle trends. As part of a union with The Wall Street Journal and Unique Homes, Homes & Estates offers a look into exquisite properties worldwide, outstanding artistry and cultural explorations while remaining at the forefront of international luxury.

A stunning new look to draw the interest of luxury clientele

Homes & Estates' distinguishing redesign highlights the best of the best of Global Luxury.

Partnering with industry giants for expanded reach

Homes & Estates is distributed via Unique Homes and The Wall Street Journal, boosting national reach to the truly affluent in top high-net-worth ZIP codes and on an international scale to more than 50 countries.

An impact that goes well beyond the promotion of luxury property

Marketing in Homes & Estates establishes superior branding benefits for the Luxury Property Specialists who represent these exceptional properties.



FULL PAGE: \$2,295
(INCLUDES FREE CUSTOMIZATION DIRECT-MAIL BENEFIT)

HALF-PAGE: \$1,250

QUARTER-PAGE: \$750

TWO-PAGE PROPERTY FEATURE: \$3,995
SHOWCASE THAT SPECIAL LISTING WITH A DISTINCTIVE FORMAT. WE WILL EVEN CREATE THE TEXT IN AN EDITORIAL STYLE.

COVER PACKAGE

- Your listing on the H&E cover
- A 2-page editorial on the home far forward in the magazine
- Mention in the Table of Contents
- 200 customized copies mailed to your list
- 25 copies sent directly to you
- A feature story on the home on the Coldwell Banker Global Luxury® Blog
- Property promotion via Coldwell Banker®'s extensive social media channels
- Press release to the media

\$5,500

Unique Homes



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Unique Homes

For 52 years, one brand has helped luxury real estate specialists expand their reach across countries and continents, providing them with an effective means to grow their share of listings, sales and referrals. That brand is Unique Homes Luxury Media. What began simply as a glossy listings magazine has evolved over nearly five decades into a comprehensive marketing platform.

Distribution

- Mailed to homes valued at \$5 million and up across the U.S.
- Sold by subscription.
- At newsstands and bookstores worldwide.
- Sent to industry-leading agents and their top clients.
- Distributed at luxury events and conferences.
- Advertised properties appear on UniqueHomes.com for one year.

Demographics

- Average net worth: \$4,525,000.
- Average value of real estate holdings: \$3,500,000+
- 40% own 2 properties; 30% own 3 or more properties.
- 7 of 10 are actively in the market to buy or sell.
- 4 of 5 have yet to select an agent/broker.



COVER PACKAGE

In the world of social media and constant emails, it may be surprising to realize that direct mail marketing remains highly effective. What if YOUR mail piece is not just the standard brokerage-issued postcard or newsletter?

Be remembered as the most sophisticated agent in your sphere, and allow us to create The High End for you — a gorgeous magazine, full of large, beautiful photos and interesting yet quick reads on the latest in the world of luxury. As a high-end real estate agent, it's the kind of content with which you will want to be associated.