



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# SingleTree Farm Advertising and Marketing Program



GLOBAL  
LUXURY<sup>SM</sup>

# Table of Contents

## 03 INTRO

## 04 AGENT

05 Biography

## 06 DIGITAL

07 Impressions Campaign

13 Impressions Scheduling

14 Geofencing - Event and Location

15 Comprehensive Digital

19 Smart Solutions Eblast

20 EQ Living Enewsletter

23 The Plaid Horse

24 Nob Hill Gazette

25 Land.com

27 Land Report

28 LA Times

29 WSJ.com

## 30 PRINT

31 The Wall Street Journal

32 Equestrian Living

33 Financial Times

34 Land Report

## 35 CIRCULATION/DISTRIBUTION/REACH

36 2023

## 38 SCHEDULE & PRICING

39 Media 2023



**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 SingleTree Farm

SKY Advertising is excited to present to Boulder Coldwell Banker a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to SingleTree Farm.

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 Boulder, CO.

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

JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

JIMMY CINTRÓN  
*Account Executive*  
**212-677-0083**  
[jimmy@skyad.com](mailto:jimmy@skyad.com)

Agent





## LESLIE HERZ

As a CU graduate, Leslie is passionate about living and working in Boulder County and has lived in Boulder most of her life.

Leslie's background is in sales and marketing where she enjoyed various positions in publishing in both her hometown of Chicago and then Boulder before opening "The Envelope Please," a custom stationery and retail store that was previously located on Boulder's East End of Pearl St Mall. While owning her shop she was actively involved in promoting the advancement of the "East End" and its inclusion in the Pearl Street Mall's activities and was a member of the Downtown Boulder Board, then called DBI.

Since selling her store in 2004, Leslie became a realtor with Coldwell Banker Realty and serves customers throughout Boulder, Denver, and the Front Range. Leslie has one team member – her son, Max – who lives in Denver and is a 1st time home buyer specialist. With his help, they divide and conquer both the Boulder and Denver areas.

Now entering her 18th year in real estate, Leslie is one of Coldwell's top producing agents with over \$200 million in sales and has helped hundreds of happy Buyers and Sellers. Leslie has received many accolades including been honored locally, 7 times, as a 5-Star Real Estate Professional by 5280, she is a member of the Institute for Luxury Homes and has recently been awarded membership into the esteemed Coldwell Banker® International President's Elite, which is an accolade reserved for the top 3% of Coldwell Banker Realty agents worldwide.

Leslie is very active in her community and supports numerous local organizations and charities – including sponsorship of "A Woman's Work" and their fall tennis tournament, Boulder Alzheimer's Association Walk, and sponsorship of her annual Gunbarrel neighborhood Community Food Share Drive where they raised enough for almost 5000 meals this year. In addition, Leslie serves on the Advisory Committee for Coldwell Banker Front Range and is on several committees at the Boulder Country Club.

And when it is time to "just have some fun," Leslie enjoys hiking, skiing, yoga, book clubs, and tennis. She loves traveling and eating all kinds of wonderful food, especially when she is with her husband and CU college sweetheart, Dave Herz, and their 3 children, Alex, Max and Isabelle.





# Digital Offerings



**COLDWELL  
BANKER** 

**GLOBAL  
LUXURY**



# 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: **SingleTree Farm**
- Flight Dates: **July 2023 - October 2023**
- 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®

DRESSAGE  
TODAY

HORSE&HOUND

THE WALL STREET JOURNAL.

BARRON'S

Forbes

Bloomberg  
Markets

REUTERS



BLOODHORSE

Horse&Rider



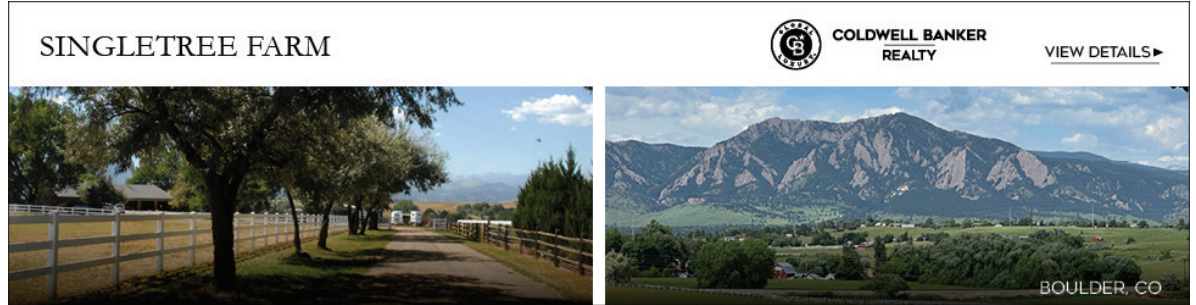
# Creative

## 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.

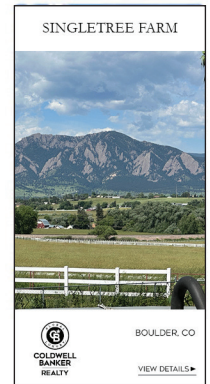
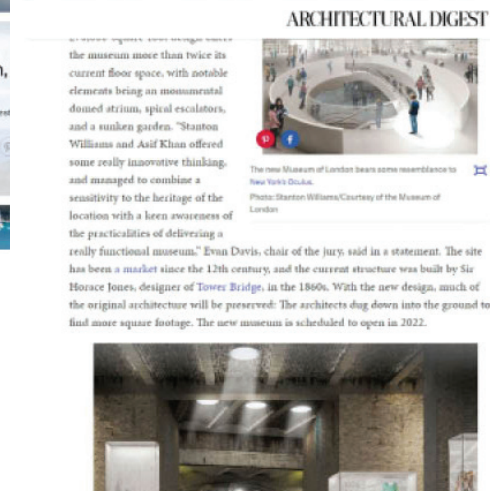
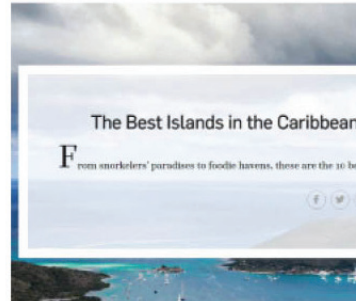
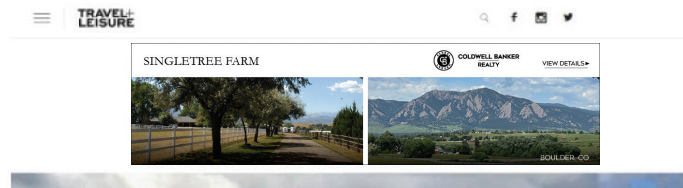
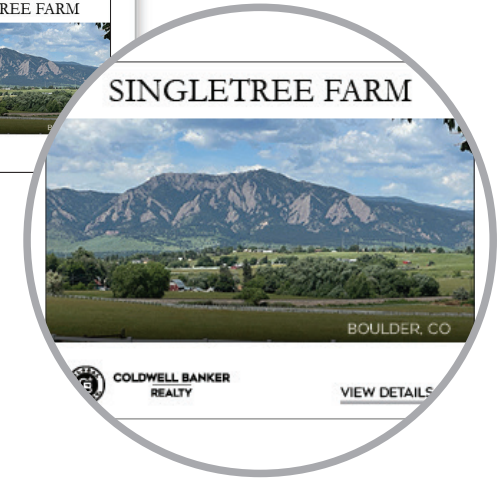
Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

**BANNER PRODUCTION: \$350**





# Sample Banners For Impressions Programs As They Appear On Sites

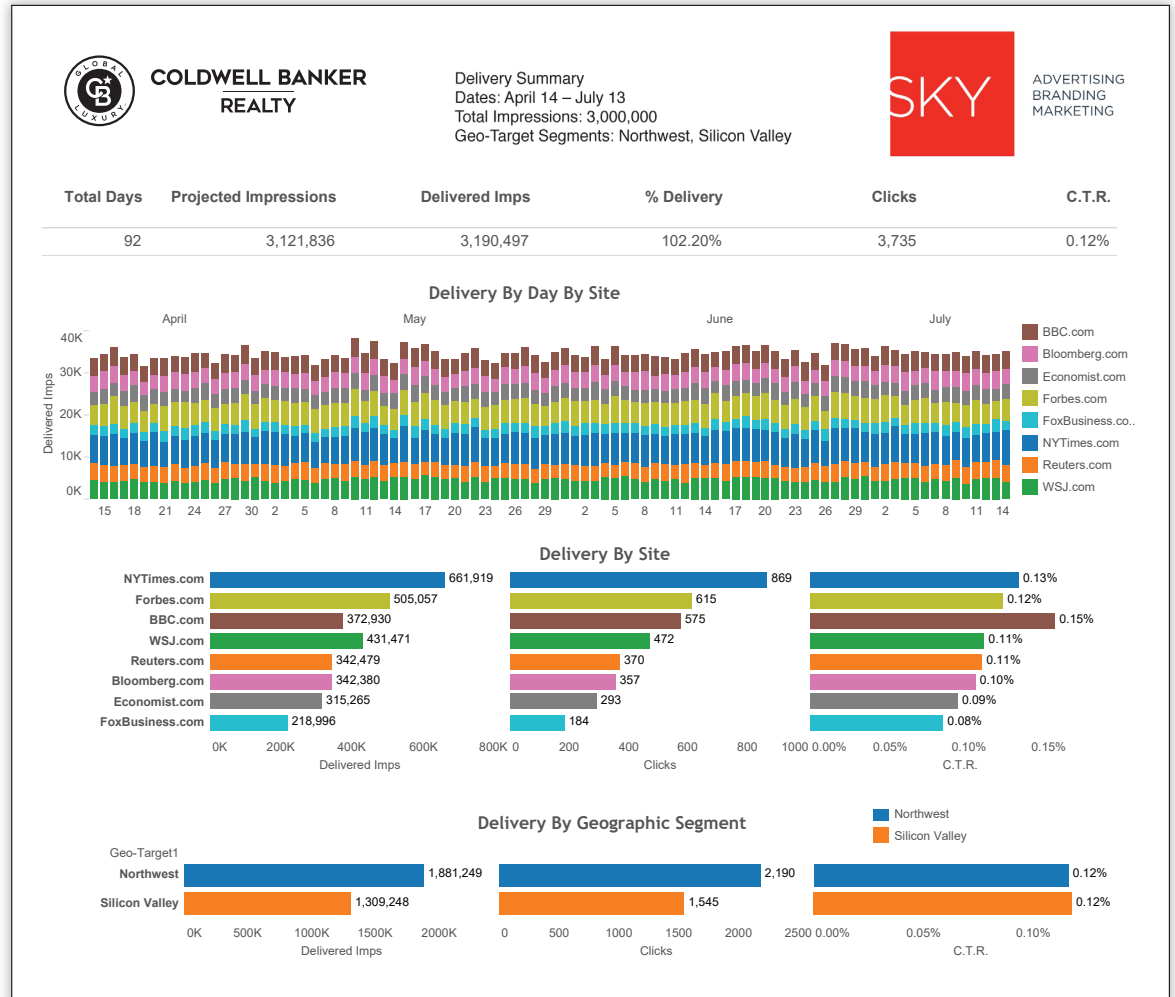


# Comprehensive Reporting For Your Customized Campaign

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 and Texas.

The program, with a projected start date of June 1st will run for three months and deliver 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, and Texas in a premium editorial environment on top news and business/finance websites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in California, and Texas in a premium editorial environment on top equestrian websites.
- A behavioral segment, that will allow us to show banners to adults in the top 10% HHI who are Equestrian Enthusiasts and living in Texas and California.

## SITE SPECIFIC

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

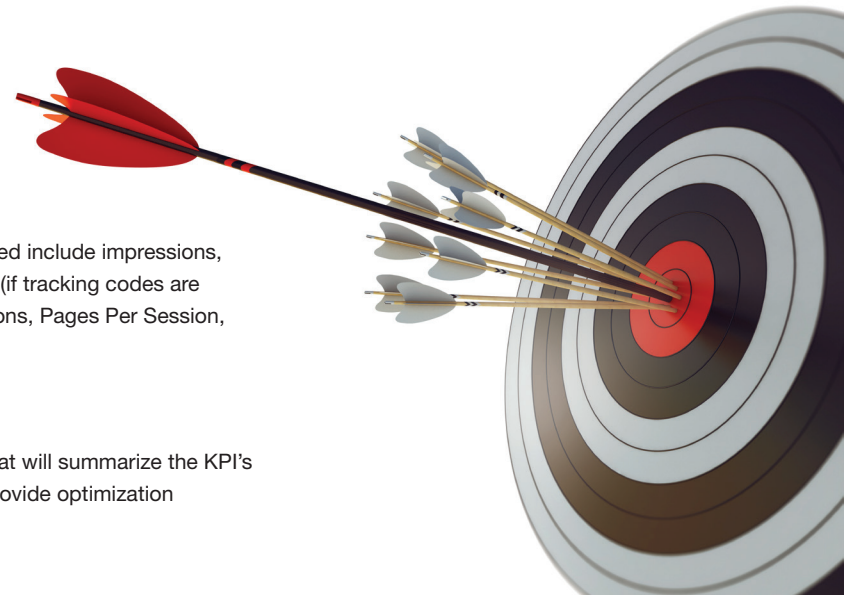
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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



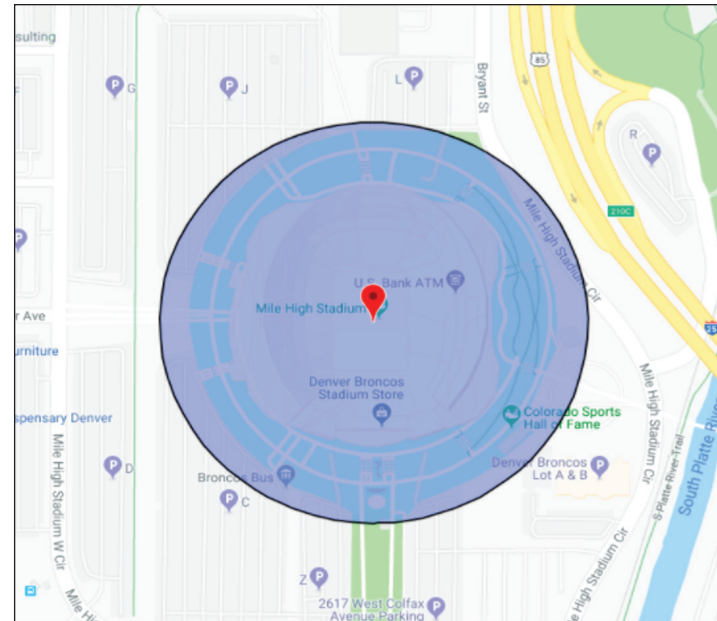
# Impressions Scheduling

		CB Boulder Singletree Farm																				
Media	Geo-Target	May					June				July				May					Impressions		
		01	08	15	22	29	05	12	19	26	02	09	16	23	30	07	14	21	28			
Forbes.com	California, Texas																			350,000		
Bloomberg.com																						
Investors.com																						
Barrons.com																						
Reuters.com																						
CNBC.com																						
WSJ.com																						
DressageToday.com	California, Texas																			125,000		
HorseandHound.co.uk																						
BloodHorse.com																						
HorseandRider.com																						
Behavioral - Equestrian Enthusiasts	California, Texas																			275,000		
<b>Total Digital</b>																				<b>750,000</b>		

# 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

- From \$1,500/month



# Comprehensive Digital

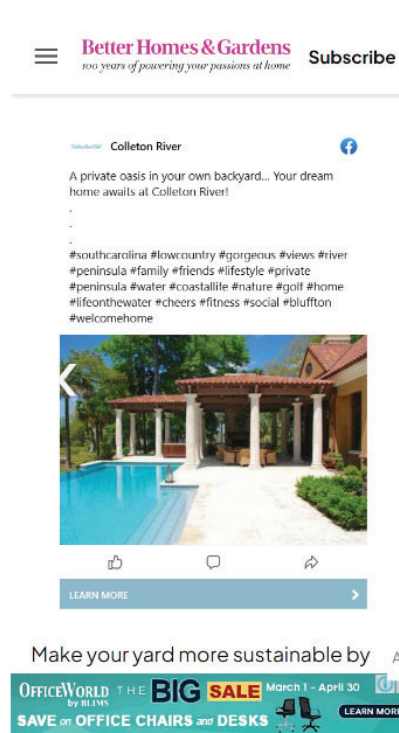
## SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

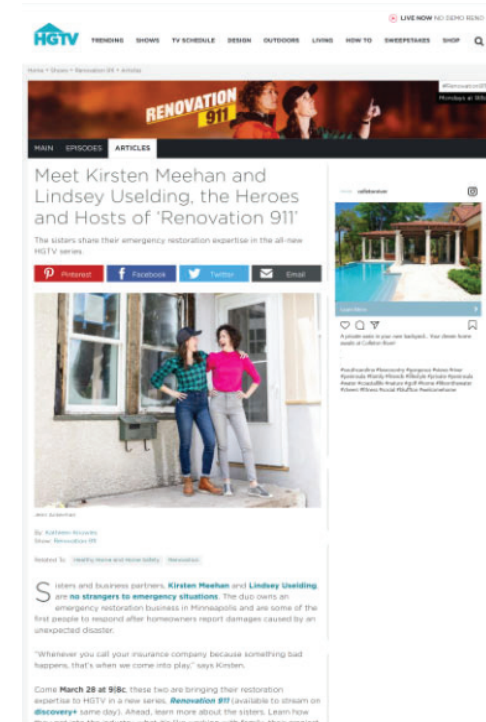
Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: STARTING AT \$1,500 PER MONTH



# Digital Campaign Planner

Client: Coldwell Banker Boulder

Date Created: 7/6/2023

**GEOGRAPHIC TARGET:**

California  
Texas

Campaign Duration: 07/15/2023 - 10/15/2023	Month 1	Month 2	Month 3	Total
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; Equestrians AND Plans to Buy Second Home; Luxury Second Home Owners; Luxury Home Owners				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	100,000	100,000	100,000	300,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	227,609
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	43.94%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# Digital Campaign Planner

Client: Coldwell Banker Boulder

Date Created: 7/6/2023

GEOGRAPHIC TARGET:

Denver and Denver Metro

Campaign Duration: 07/15/2023 - 10/15/2023	Month 1	Month 2	Month 3	Total
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; Equestrians AND Plans to Buy Second Home; Luxury Second Home Owners; Luxury Home Owners				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	100,000	100,000	100,000	300,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	115,315
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	86.72%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# Digital Campaign Planner

Client: Coldwell Banker Boulder

Date Created: 7/6/2023

GEOGRAPHIC TARGET:

Denver and Denver Metro

Campaign Duration: 07/15/2023 - 10/15/2023	Month 1	Month 2	Month 3	Total
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; Professional Sports				
Players; Professional Athletes AND Plans to Buy Second Home;				
Luxury Second Home Owners; Luxury Home Owners				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	100,000	100,000	100,000	300,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	185,253
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	53.98%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

## DIGITAL

# 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

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

**CUSTOM EMAIL: \$2,295**

**ARRAS**

Your Stunning New Apartments In The Heart Of Bellevue!

Your Time, Your Way

We are available for live video, accompanied in-person and self-guided tours. Find your new home at Arras and take your time—your way.

Luxurious Residences Patterned To Suit You

**Spectacularly Spacious Floor Plans**

Our exclusive apartments feature the space you need to impress your unique personality and style. Up to 1,400 sq. ft. available.

[Take a Tour](#)

**Charming Modern Amenities**

Great amenities, including spa, four party fitness club—Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Explore All Amenities](#)

**COLDWELL BANKER REALTY**



# EQ Living

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.

## FACEBOOK

Social Post

PRICE: \$650

## INSTAGRAM

Social Post

PRICE: \$750



CELEBRATING COUNTRY LIFE


TRAVEL | DESIGN | PEOPLE | STYLE | FASHION | DECOR

**EQUESTRIANLIVING**<sup>®</sup>


[EQLiving.com](http://EQLiving.com)

### Delivering the DREAM!


Willow Creek Estancia:  
The ultimate equestrian estate  
for those who want it all.



Discover this remarkable equestrian paradise in the Rancho Santa Fe Covenant, a picturesque coastal community in San Diego county that attracts the highly affluent and A-List celebrities because of the unparalleled beauty and year-round temperate weather. Perfectly situated, the airport, beaches, restaurants, show parks and golf clubs are just moments away.



Equipped to accommodate multiple equestrian disciplines, the riding opportunities are endless with sand arenas, green pastures, a Grand Prix field, two stunning state-of-the-art barns, and quiet, private riding trails.



Let your own private world of 77 tranquil acres be the backdrop for a refined lifestyle with the perfect balance of comfort, elegance, and simplicity.

[Continue the story of Willow Creek Estancia HERE](#)

# 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

\$1,500 OR \$1,175 WITH PRINT PURCHASE



# 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: \$1,100 3 MONTH RUN**

(Runs for 3 months)



## DIGITAL

---

# The Plaid Horse

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.

---

**PRICE: \$1,575**

(THE)  
PLAID HORSE



## DIGITAL

---

# Nob Hill Gazette

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

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

## 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**

**San Francisco, Peninsula and Silicon Valley**





# Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

## LANDS OF AMERICA

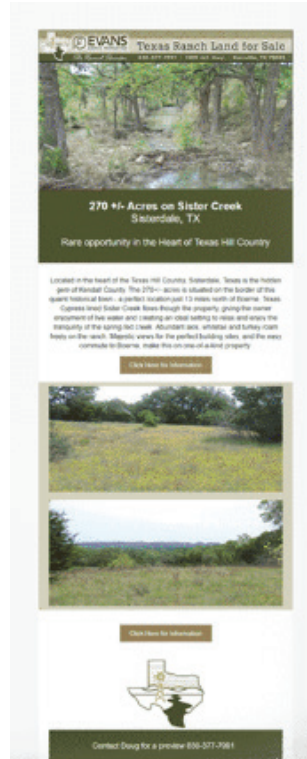
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## 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 FEATURED PROPERTY

Featured on all 3 Land.com sites

PRICE: \$750

## DEDICATED EMAILS

Dedicated Emails - targeted

PRICE: \$1,500

## DIGITAL

---

# 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.



## SIGNATURE LISTINGS

---

**\$125/ONE LISTING**

**\$330/3 LISTINGS**

**\$1,200/12 LISTINGS**

## DIGITAL

# 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

## PORTFOLIO LISTING

**FEATURED LISTING: \$3,000**

## SOCIAL MEDIA POSTS

**BANNERS: \$1,125/ALL CHANNELS**

## ENEWSLETTER PROMOTION

**ONLINE DIRECTORY LISTING: \$2,500/MONTH**

**ALL 3 PLACEMENTS \$5,000**

The screenshot displays the LandReport.com website interface. At the top, there is a navigation bar with the site name and various menu items. Below the navigation, a large featured article titled "The American Landowner: Jimmy John Liautaud" is shown with a photo of the subject. Underneath, there is a "News" section with a "SPONSORED BY" banner for "THE LAND REPORT". Below the news section, there is a "From the Magazine" section with several article thumbnails, including "King Ranch Art", "Galiso Island", "XIT Ranch", and "2021 Ranch Deal of the Year". A large advertisement for "The quickest way to cut down your commute." is also visible. Below the ad, there is a "SPONSORED" section with four smaller article thumbnails: "Land Report Voices: Western Ranch History", "Five Stars Rating: Top Ranch: Fame Before Buying Farmland", "Fores: Park Ranch", and "Passage Island". A "QUOTEABLE" section follows with a quote: "Buy land. They're not making it anymore." - Mark Twain. At the bottom, there is a "Portfolio" section featuring a large image of a ranch with the text "RANGLAND" and a "VIEW RANGLAND" button. To the right of the portfolio is a social media post from "landreport" with a grid of images and text.

## DIGITAL

---

# LA Times

## CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

---

PRICE: \$1,350/DEPLOYMENT

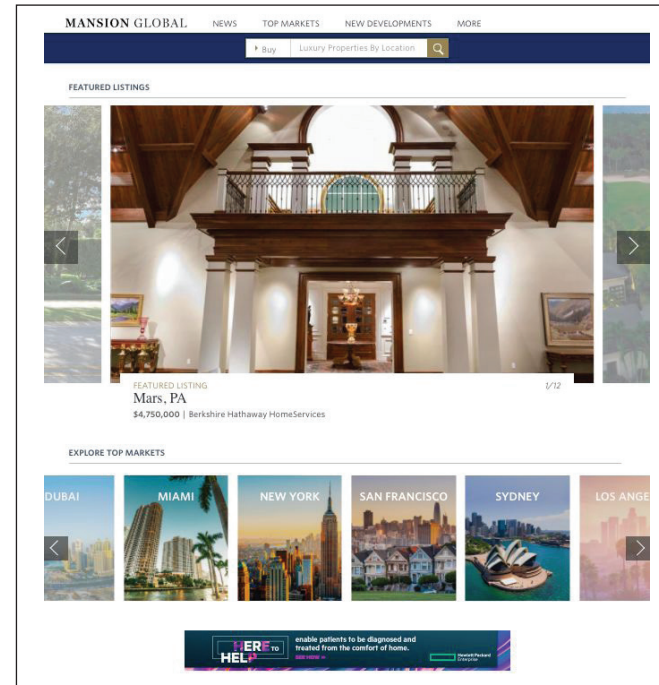
# Los Angeles Times

# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,250/MONTH





# Print Offerings



GLOBAL LUXURY™



# 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: Print and E-newspaper

- Print: National: **644,424**
- E-newspaper: **194,000** recipients
- Affluent Readership: **4,234,000**
- Male/Female Skew: **69% / 31%**
- Average HHI: **\$404,217**

**2X7, WESTERN, COLOR: \$1,900**  
**PROPERTY PORTOLIO, NATIONAL: \$2,355**

## THE WALL STREET JOURNAL

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52

DOJ 27P147
NASDAQ 1634.09 ↑ 3.01
STOCKS 9073.11 ↓ 1.01
30-YR TREAS. A 2.51%
10-YR TREAS. A 1.69%
EUR 1.1420 ↓ 0.0001
YEN 111.72

---

### What's News

**Business & Finance**

- **The Fed** ended an emergency half-percent rate cut and markets fell, reflecting investor concern that the coronavirus epidemic is causing recession risk. **Market 31**, stock indexes fell around 1%. The yield on the 10-year Treasury note fell 1/8 cent to 1.69%.
- **The SEC** is investigating sales and marketing practices of mutual funds.
- **Target, Kroger** and other retailers that posted disappointing results may face accelerated streaming from the coronavirus outbreak.
- **Banking** CEO John Stimpert is in the state, ending an unusual absence from his position.
- **Theresa Fisher** agreed to pay about \$1 billion to acquire multiple drug assets from Cephalon.
- **The Supreme Court** will consider a national disaster plan for states to help other municipalities to repair damaged infrastructure.
- **A lawsuit** has been filed over the coronavirus outbreak in part of Tuesday.
- **Eligible** people received a second round of stimulus checks.
- **Public** and a second round of financing through the local government to \$1.5 billion.

## Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since 1930 crisis

The Fed's move Tuesday to cut the benchmark rate to 0% to 0.25% in the first rate change in history since the 1930s financial crisis, along with other measures, sent markets into a tailspin. The central bank also cut its target for the federal funds rate to 0% to 0.25% and lowered its discount rate to 0%.

The move was the most aggressive since the 1930s, when the Fed cut rates to 0% to 0.25% to help the economy recover from the Great Depression. The Fed's move was a response to the coronavirus outbreak, which has caused a sharp decline in economic activity and a rise in unemployment.

The Fed's move was a response to the coronavirus outbreak, which has caused a sharp decline in economic activity and a rise in unemployment. The Fed's move was a response to the coronavirus outbreak, which has caused a sharp decline in economic activity and a rise in unemployment.

---

### World-Wide

- **Biden** announced a string of super Tuesday victories, which gave him the lead in the race for the Democratic nomination.
- **The first** double-linked U.S. suggested last week, down from the previous week.
- **Paradise** has been through Tennessee, killing at least 22 people, including children.
- **The Supreme Court** will consider a national disaster plan for states to help other municipalities to repair damaged infrastructure.
- **A lawsuit** has been filed over the coronavirus outbreak in part of Tuesday.
- **Eligible** people received a second round of stimulus checks.
- **Public** and a second round of financing through the local government to \$1.5 billion.

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

Former Vice President Joe Biden picked up a string of super Tuesday victories, which gave him the lead in the race for the Democratic nomination. Sanders also won a significant victory in California, which is the state with the most delegates.

The results across Super Tuesday were as follows: Biden won in Nevada, New Mexico, and South Carolina. Sanders won in California. Clinton won in Florida. Warren won in Colorado. Klobuchar won in Minnesota. Gillibrand won in New York. Booker won in Virginia. Gohmert won in Texas. Hancock won in North Carolina. Amodeo won in Utah. Blumenthal won in Connecticut. Braun won in Indiana. Cramer won in South Dakota. DeSantis won in Florida. Dill won in Oregon. Hironaka won in Washington. Lujan won in New Mexico. Manly won in Montana. McSally won in Arizona. Peters won in Missouri. Schiff won in California. Stabenow won in Michigan. Tlaeh-Rose won in Texas. Waters won in Ohio. Wittman won in Virginia.

---

### Minnesota Resorts Are On Thin Ice

Shut down forces ways to reach fishing spots

By Joe Baccari

LAKE MINNEAPOLIS, Minn. — Minnesota's state parks are on thin ice. The state's 100 state parks are closed to the public, and the state's fishing spots are also closed. The state's fishing spots are also closed.

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

Booming regions mask fiscal weaknesses in places tethered to shrinking industries

By Matthew Gilman

U.S. cities are seeing a downturn at hand. Many cities that were once booming are now seeing a sharp decline in economic activity. This is due to the coronavirus outbreak, which has caused a sharp decline in economic activity and a rise in unemployment.

---

### Tennessee Twisters Kill at Least 25

By Anna Cox-Fleming

Tennessee's deadliest twister struck on Tuesday, killing at least 25 people and causing widespread damage. The twister struck in the Nashville area, where it caused significant damage to homes and businesses.

## Salesforce. #1 CRM.

Powered by the CRM Applications Market

By Matthew Gilman

Salesforce is the #1 CRM. The company's revenue is growing rapidly, and it is expected to continue to grow in the coming years. Salesforce is a leading provider of CRM software, and its revenue is expected to reach \$10 billion in 2020.

skyad.com | 31



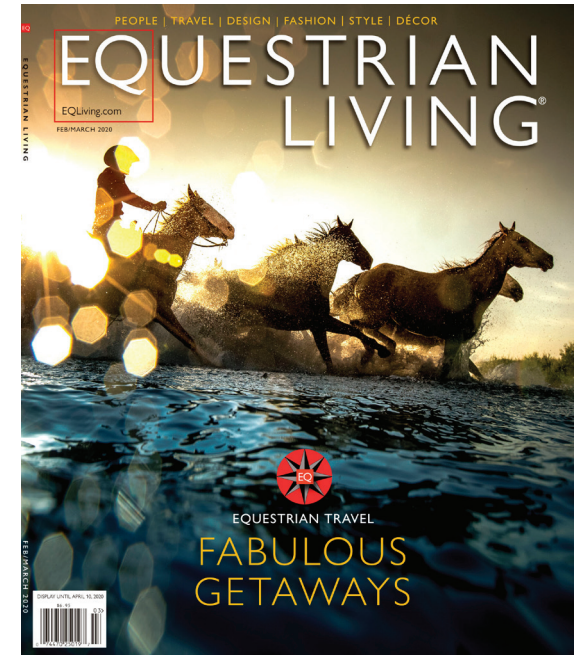
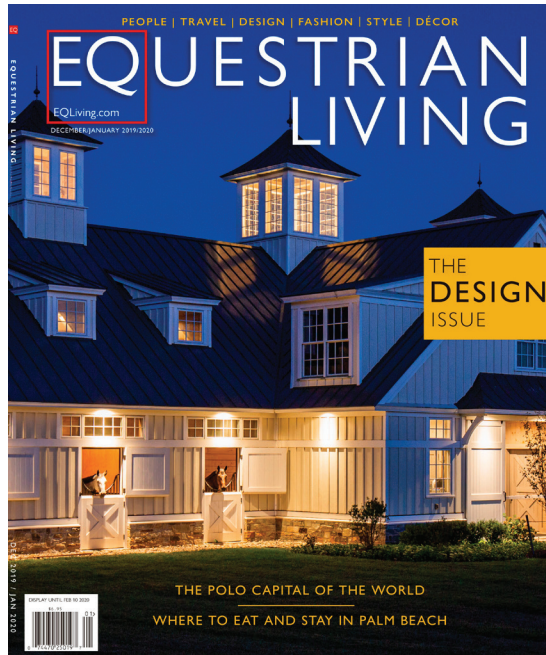
# Equestrian Living

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**

**FULL PAGE: \$2,000**

**HALF PAGE: \$1,250**



# Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PROPERTY GALLERY: \$1,250

Global

**House & Home**  
FTWeekend

**No rest for the Wild**  
Wildmedia director dispenses free knowledge  
AT HOME PAGE 2

**Sign of the Thames**  
South Bank feels sharp end of London price falls  
UK PROPERTY PAGES 4 & 5

**Study in style**  
Homework is no chore  
HOT PROPERTY PAGE 10

The home of prime property: [propertylistings.ft.com](http://propertylistings.ft.com)

Follow us on Twitter @FTProperty

**Could you cope?** Frank...  
Despite the well-known fact that...  
A cottage from the...  
Schulz reversal raises Merkel's survival hopes  
• SPD chief ready to join coalition talks  
• Rare bout of German unease recedes  
Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal  
Uber and the cost of the Kalanick problem  
BIG READ  
LIFE & ARTS  
Around the world in 78 days  
Adventures on Two wheels  
Sarah Jessica Parker  
Eggs, new life and line  
LIFE & ARTS  
Terry Pratchett, who has a rare form of Alzheimer's, is shown in London this week.  
Mosque attackers kill 235 in deadliest jihadist assault on an Egyptian target  
Details and distrust under Russian radiation feud

# 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





Circulation/  
Distribution/  
Reach



**COLDWELL  
BANKER** 

GLOBAL  
LUXURY<sup>SM</sup>

# Circulation/ Distribution/ Reach 2023

Plan 1 Media	Circulation
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	750,000
Targeting - CO, TX, CA	
<b>Comprehensive Digital</b>	
Social Mirror	300,000
Social Mirror - CO Pro Sports	300,000
<b>Geofencing - Event and Location</b>	
Target specific events and locations	60,000
<b>Smart Solutions Eblast</b>	
Custom Email	40,000
<b>EQ Living Enewsletter</b>	
EQ Living Sponsored E-Blast	33,000
EQ Living Real Estate Online	
EQ Living Facebook	
EQ Living Instagram	
<b>The Plaid Horse</b>	
Blog Post + Email	85,000
<b>Nob Hill Gazette</b>	
OTM On the Market eNewsletter	13,000
<b>LA Times</b>	
Custom Email	30,000
<b>Land.com</b>	
Universal Featured Propety	
Dedicated Emails - targeted*	5,000
Signature Listings	
<b>Land Report</b>	
Featured Listing	
Banners	60,000
Online Directory Listing	25,000
<b>WSJ.com</b>	
Mansion Global Homepage Featured Listing Module	164,000
<b>Print</b>	
<b>The Wall Street Journal</b>	
The Wall Street Journal - Western	161,404
Property Portfolio	644,424
<b>Equestrian Living</b>	
Full Page or Half Page	35,000
<b>Financial Times</b>	
Property Gallery	210,457
<b>Land Report</b>	
Full page	40,000
<b>GRAND TOTAL</b>	<b>2,956,285</b>



# Circulation/ Distribution/ Reach 2023

Plan 2 Media	Circulation
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	750,000
Targeting - CO, TX, CA	
<b>Comprehensive Digital</b>	
Social Mirror	200,000
Social Mirror - CO Pro Sports	200,000
<b>Geofencing - Event and Location</b>	
Target specific events and locations	60,000
<b>Smart Solutions Eblast</b>	
Custom Email	40,000
<b>EQ Living Enewsletter</b>	
EQ Living Sponsored E-Blast	33,000
EQ Living Real Estate Online	
EQ Living Instagram	
<b>Nob Hill Gazette</b>	
OTM On the Market eNewsletter	6,500
<b>Land.com</b>	
Universal Featured Propety	
Dedicated Emails - targeted*	5,000
Signature Listings	
<b>Land Report</b>	
Featured Listing	
Banners	60,000
Online Directory Listing	25,000
<b>WSJ.com</b>	
Mansion Global Homepage Featured Listing Module	164,000
<b>Print</b>	
<b>The Wall Street Journal</b>	
Property Portfolio	644,424
<b>Equestrian Living</b>	
Full Page or Half Page	35,000
<b>Land Report</b>	
Full page	40,000
<b>GRAND TOTAL</b>	<b>2,262,924</b>

# Schedule and Pricing



**COLDWELL  
BANKER** 

GLOBAL  
LUXURY<sup>SM</sup>

# Proposed Media Schedule & Pricing 2023

Plan 1		July	August	September	October	Media Total
<b>Media</b>	<b>Ad Description</b>					
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00
Million Impressions	Targeting - CO, TX, CA					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Social Mirror - CO Pro Sports	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00
<b>Smart Solutions Eblast</b>						
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00
<b>EQ Living Enewsletter</b>						
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts		\$ 1,175.00			\$ 1,175.00
EQ Living Real Estate Online	Featured Property		\$1,100			\$ 1,100.00
EQ Living Facebook	Social Post	\$ 650.00				\$ 650.00
EQ Living Instagram	Social Post	\$ 750.00				\$ 750.00
<b>The Plaid Horse</b>						
Blog Post + Email	Blog Post + Email		\$ 1,575.00			\$ 1,575.00
<b>Nob Hill Gazette</b>						
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00			\$ 1,000.00
<b>LA Times</b>						
Custom Email	Custom Email		\$ 1,350.00			\$ 1,350.00
<b>Land.com</b>						
Universal Featured Propety	Featured on all 3 Land.com sites	\$ 750.00				\$ 750.00
Dedicated Emails - targeted*	Dedicated Emails - targeted*			\$ 1,500.00		\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings \$12		\$330			\$ 330.00
<b>Land Report</b>						
Portfolio Listing	Featured Listing					
Social Media Posts	Banners			\$5,000		\$ 5,000.00
Enewsletter Promotion	Online Directory Listing					
<b>WSJ.com</b>						
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,250.00				\$ 1,250.00
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - Western	2 x 7	\$ 1,900.00				\$ 1,900.00
The Wall Street Journal - National	Property Portfolio		\$ 2,355.00			\$ 2,355.00
<b>Equestrian Living</b>						
Equestrian Living	Full Page or Half Page			\$ 2,000.00		\$ 2,000.00
<b>Financial Times</b>						
Financial Times	Property Gallery	\$ 1,250.00				\$ 1,250.00
<b>Land Report</b>						
Land Report	Full page				\$ 4,900.00	\$ 4,900.00
TOTAL						\$ 45,215.00

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

# Proposed Media Schedule & Pricing 2023

Plan 2 Media	Ad Description	July	August	September	October	Media Total
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00
Million Impressions	Targeting - CO, TX, CA					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00
Social Mirror - CO Pro Sports	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00
<b>Smart Solutions Eblast</b>						
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00
<b>EQ Living Enewsletter</b>						
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts		\$ 1,175.00			\$ 1,175.00
EQ Living Real Estate Online	Featured Property		\$1,100			\$ 1,100.00
EQ Living Instagram	Social Post	\$ 750.00				\$ 750.00
<b>Nob Hill Gazette</b>						
Nob Hill Gazette San Francisco, PeninOTM On the Market eNewsletter		\$ 500.00				\$ 500.00
<b>Land.com</b>						
Universal Featured Propety	Featured on all 3 Land.com sites	\$ 750.00				\$ 750.00
Dedicated Emails - targeted*	Dedicated Emails - targeted*			\$ 1,500.00		\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings \$12		\$330			\$ 330.00
<b>Land Report</b>						
Portfolio Listing	Featured Listing					
Social Media Posts	Banners			\$5,000		\$ 5,000.00
Enewsletter Promotion	Online Directory Listing					
<b>WSJ.com</b>						
Mansion Global Homepage Featured Mansion Global Homepage Feature		\$ 1,250.00				\$ 1,250.00
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Portfolio		\$ 2,355.00			\$ 2,355.00
<b>Equestrian Living</b>						
Equestrian Living	Full Page or Half Page			\$ 2,000.00		\$ 2,000.00
<b>Land Report</b>						
Land Report	Full page				\$ 4,900.00	\$ 4,900.00
TOTAL						\$ 34,990.00
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						