



ADVERTISING
BRANDING
MARKETING

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SKYAD.COM

RESERVE AT LAKE KEOWEE ADVERTISING AND MARKETING PROGRAM



**COLDWELL
BANKER**

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NATIONAL & GLOBAL EXPOSURE RESERVE AT LAKE KEOWEE DEVELOPMENT

We are excited to present to Coldwell Banker Caine our proposed marketing plan for The Reserve at Lake Keowee. Our focus is on a robust digital program complemented by select print media options to attract an affluent audience.

The digital program will appear to the targeted regional audience on relevant local and national news, business and finance websites, as well as incorporate a lifestyle component that will display to high net worth consumers interested in golf, fishing and the outdoors. We included a retargeting segment in the plan that appears not to be utilized in your current program. Retargeting is a highly cost effective way to reinforce your message to individuals who have shown prior interest and is an integral part of an impressions program.

Because most of the leads are regional, we are using Search to reach the feeder markets of New York, Chicago, Atlanta, Charleston, etc., - a method that is highly tactical but not cost-prohibitive. Additionally, the plan includes creating landing pages for each of the marketing segments to improve the viewer experience. Currently, when an individual clicks on a Reserve ad it takes them to the website's home page leaving them to find their own way. With a distinct landing page for each of the segments of the campaign we will be able to show the most appropriate content that entices visitors and extends their engagement time. For example, a banner ad promoting the golf aspect would connect to a landing page that specifically speaks to the golfing lifestyle of the community.

The print selections in the plan are national publications with regional editions. They are priced at well below (50-75% off) the rate card costs lending tremendous exposure to the Reserve to the appropriate high net worth audience at an excellent value. We did not include any print options for local media as that is covered in the digital buy. We can always insert additional options as needed.

On the digital side, once the program is established, we should be able to eventually transition from a cost per impression format to a cost per lead program

Included as well is a suggestion for adding in events, such as a sponsored golf event for Clemson alumni, and parents of Clemson students as well as a broker event to help bring added attention to the property. Also, additional marketing options that may be worth exploring - direct mail, referrals, out of home.

Our goal is to work together as a team, continually refining all elements of the program (digital, print, out of home) to keep it relevant to reaching the right people. We also understand advertising campaigns can shift. SKY doesn't require a set media spend or schedule, and we are open to adjust both as necessary. Our focus is ultimately on the big picture and the culmination of success.

SKY looks forward to partnering together to achieve great strides in bringing awareness to this special property and directing a strong flow of buyers to your door.

LET'S DO GREAT THINGS TOGETHER

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Event Offerings

EVENTS

LOCATION EVENTS

Hosted events on the property are a great way to both promote the property and bring in potential buyers. Some suggested events are:



CLEMSON SPONSORED GOLF EVENT

- Invite parents of Clemson students as well as alumni
- Host rounds of golf
- Tours of amenities
- Lunch/Catering
- Open house showings
- Shuttle from campus
- Lakeside activities

BROKER OPEN HOUSE

- Invite local brokers to view property
- Tour of amenities
- Lunch/Catering



Digital Offerings

DIGITAL

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, city or high income zip code, 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: Reserve at Lake Keowee

Flight Dates: January 2020 - December 2020

Impressions:

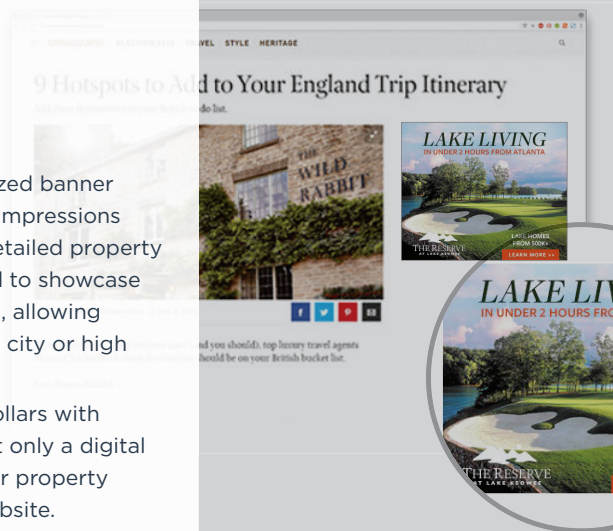
Level I: 5,000,000 impressions

Level II: 9,000,000 impressions

click-throughs to the website of your choice.



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.

» REGIONAL NEWS:

The Charlotte Observer

The Post and Courier

FOUNDED 1803 @ WINNER OF THE PULITZER PRIZE

GoUpstate.com

AJC
Atlanta. News. Now.

The State

Citizen Times
PART OF THE USA TODAY NETWORK

Greenville News
PART OF THE USA TODAY NETWORK

» NATIONAL NEWS:

DRUDGE REPORT

B BREITBART

FOX NEWS
channel

CNN

» BUSINESS/FINANCE:

CNBC

Forbes

THE BUSINESS JOURNALS

THE WALL STREET JOURNAL.

BloombergMarkets

Many more websites available for local to global targeting.

» GOLF

GOLF

GolfDigest



» FISHING/OUTDOORS



Many more websites available for local to global targeting.

GEO TARGETING

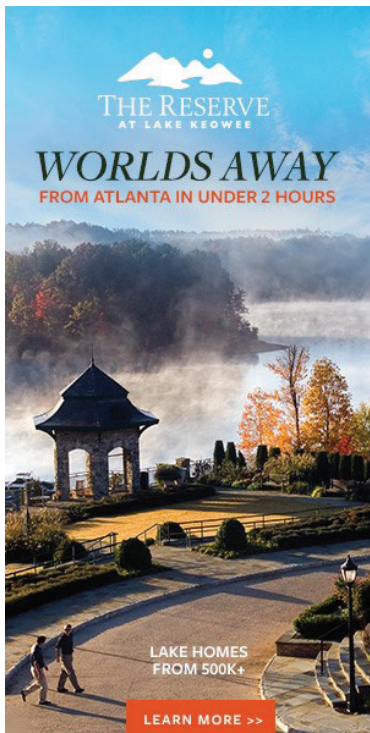
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



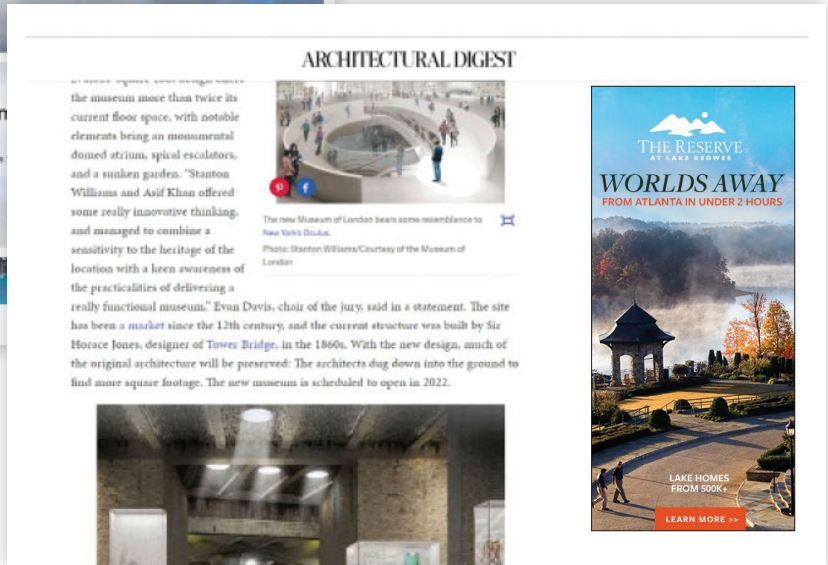
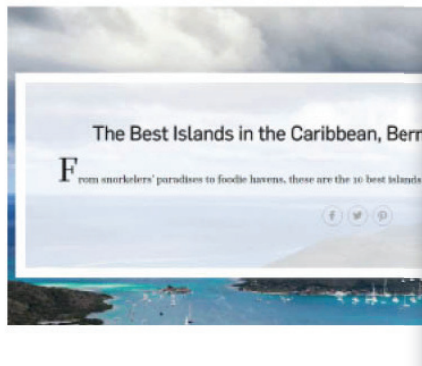
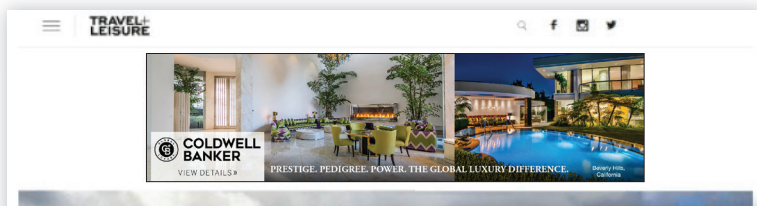
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

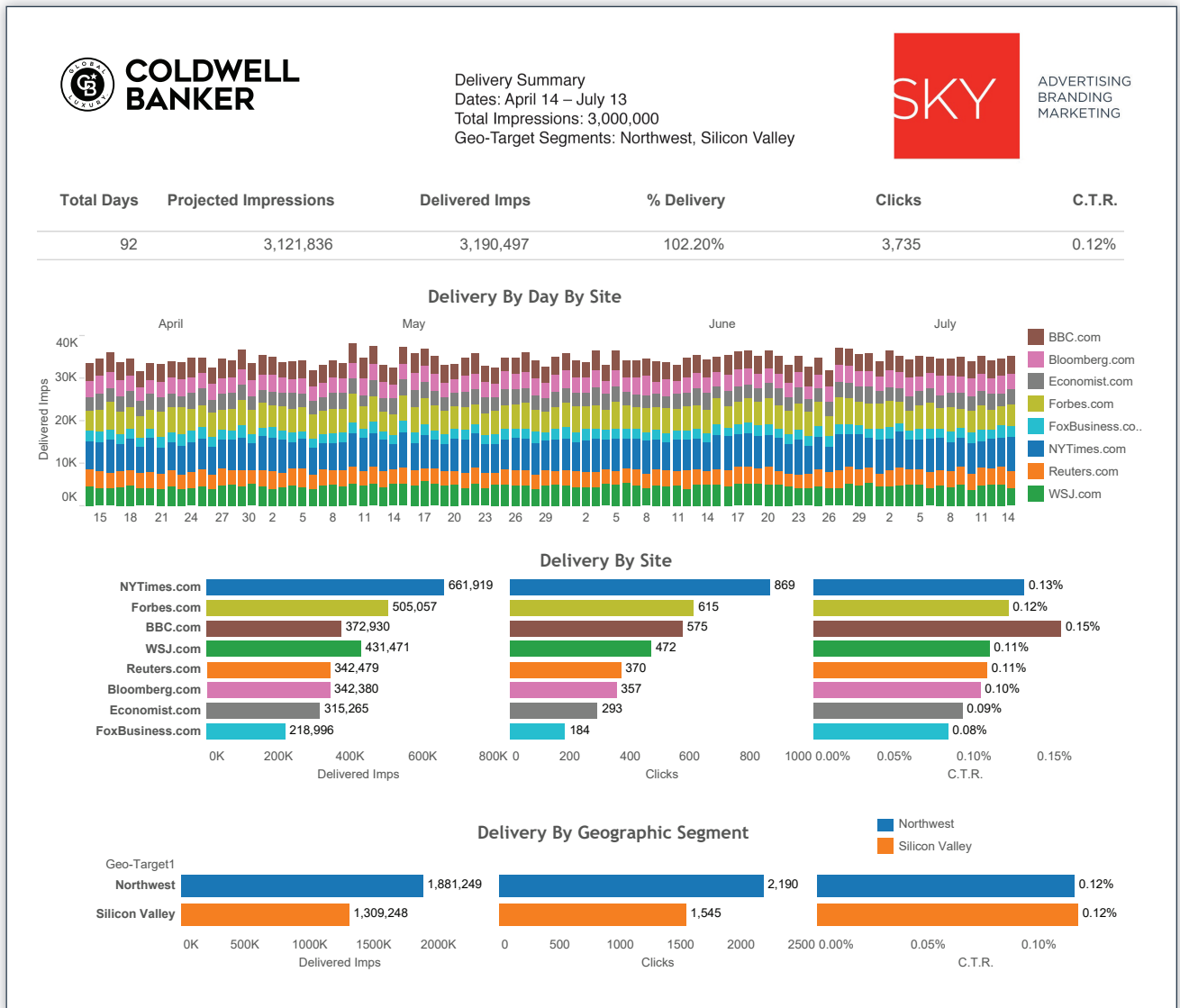


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 doing some research, we have put together an integrated program that targets a high net worth audience (top 10% of Household income (HHI)) A50+ primarily in a 150 mile radius from Sunset, SC.

This quote taken from a 2007 New York Times feature on Lake Keowee seemed to encapsulate the target audience well.

Summer weekends on the lake are busy, but during the week you might only see four or five boats go by all day. ... We'll see kayaks and a few sailboats, but mostly it's motorboats on the lake. Our kids water-ski and wakeboard. We also have three dogs, and within the first five minutes of arriving they are in the lake, too. The house, more than anything, has been a gathering place for our family. We do a lot of entertaining there, from hosting Tom's parents' 50th wedding anniversary party to birthday celebrations. Our son is getting married soon, and the reception will be at the house. Even when not entertaining, we are there almost every weekend in the summer. Tom is a golfer, but I can sit out on the deck looking out on the lake all day.

— report in 2007 in *The New York Times*

We have put together multiple options scheduled to run between January 1 through December 31st 2020 at two levels

- Level I - The plan delivers an estimated 675,000 impressions per month during the peak months of April through November. Search will run throughout the entire year. In total, the plan will deliver an estimated 5 million impressions. Price: \$5,000/year
- Level II - This plan will feature 250,000 impressions during the non-peak months with 1 million impressions during the peak months of April through November. In total, the plan will deliver an estimated 9 million impressions. Price: \$64,000/year

This recommendation includes:

- Site specific segment that allows to us reach a high net worth audience in a premium editorial environment in leading national news, business, finance and lifestyle websites targeting A50+, Top 10% HHI who are actively in the market for residential real estate.
- Site specific segments focused on the key lifestyle categories of golf, bass fishing and outdoors.
- A paid search (AdWords)
- Retargeting

» SITE SPECIFIC

This segment consists of premium websites with income and geo-targeting to extend the overall reach of the program.

For this segment we have recommended readers A25+ in top 10% HHI living in a 150 mile radius of Sunset, SC using premium regional news, national news, business/finance and key vertical segments.

They include:

Regional News

- AJC.com
- PostandCourier.com
- charlotteobserver.com
- thestate.com
- goupstate.com
- greenvilleonline.com
- citizen-times.com

National News

- FoxNews.com
- DrudgeReport.com
- Breitbart.com
- CNN.com

Business/Finance

- CNBC.com
- Bloomberg.com
- WSJ.com
- Forbes.com
- bizjournals.com

Golf

- Golf.com
- GolfDigest.com
- PGATour.com

Fishing/Outdoors

- goneoutdoors.com
- bassresource.com
- bassmaster.com

» **GOOGLE ADWORDS**

Paid search ads based

- Broad South Carolina Real Estate
- Regional/Upstate South Carolina Real Estate
- Lake Keowee Real Estate (General and competitive)
- Lake Communities
- Golf Communities

keywords focused on:

» **RE-TARGETING**

This allows us to cost-effectively reinforce our messaging to people who have visited the property's site / listing.

» **MEASUREMENT**

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), 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.

LEVEL 1: IMPRESSIONS SCHEDULE

Reserve at Lake Keowee Media Recommendation

Site	Demographic	January	February	March	April	May	June	July	August	September	October	November	December	Impressions
AdWords		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	18,000
AIC.com	A50+, Top 10%HHI, In-market Real Estate				50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	400,000
PostandCourier.com	A50+, Top 10%HHI, In-market Real Estate				20,000	20,000	20,000	15,000	15,000	20,000	20,000	20,000	20,000	150,000
charlotteobserver.com	A50+, Top 10%HHI, In-market Real Estate				25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	200,000
thestate.com	A50+, Top 10%HHI, In-market Real Estate				18,000	18,000	18,000	15,000	15,000	18,000	18,000	18,000	18,000	138,000
goupstate.com	A50+, Top 10%HHI, In-market Real Estate				22,000	22,000	22,000	20,000	20,000	22,000	22,000	22,000	22,000	172,000
greenvilleonline.com	A50+, Top 10%HHI, In-market Real Estate				25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	200,000
citizen-times.com	A50+, Top 10%HHI, In-market Real Estate				18,000	18,000	18,000	15,000	15,000	18,000	18,000	18,000	18,000	138,000
FoxNews.com	A50+, Top 10%HHI, In-market Real Estate				50,000	50,000	50,000	25,000	25,000	50,000	50,000	50,000	50,000	350,000
DrudgeReport.com	A50+, Top 10%HHI, In-market Real Estate				40,000	40,000	40,000	25,000	25,000	40,000	40,000	40,000	40,000	290,000
Breitbart.com	A50+, Top 10%HHI, In-market Real Estate				20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	160,000
CNN.com	A50+, Top 10%HHI, In-market Real Estate				25,000	25,000	25,000	12,500	12,500	25,000	25,000	25,000	25,000	175,000
CNBC.com	A50+, Top 10%HHI, In-market Real Estate				20,000	20,000	20,000	10,000	10,000	20,000	20,000	20,000	20,000	140,000
Bloomberg.com	A50+, Top 10%HHI, In-market Real Estate				35,000	35,000	35,000	20,000	20,000	35,000	35,000	35,000	35,000	250,000
WSJ.com	A50+, Top 10%HHI, In-market Real Estate				25,000	25,000	25,000	10,000	10,000	25,000	25,000	25,000	25,000	170,000
Forbes.com	A50+, Top 10%HHI, In-market Real Estate				40,000	40,000	40,000	25,000	25,000	40,000	40,000	40,000	40,000	290,000
bizjournals.com	A50+, Top 10%HHI, In-market Real Estate				40,000	40,000	40,000	25,000	25,000	40,000	40,000	40,000	40,000	290,000
Golf.com	A50+, Top 10%HHI, Avid Golfers				45,000	45,000	45,000	25,000	25,000	45,000	45,000	45,000	45,000	320,000
GolfDigest.com	A50+, Top 10%HHI, Avid Golfers				45,000	45,000	45,000	25,000	25,000	45,000	45,000	45,000	45,000	320,000
PGATour.com	A50+, Top 10%HHI, Avid Golfers				35,000	35,000	35,000	25,000	25,000	35,000	35,000	35,000	35,000	260,000
goneoutdoors.com	A50+, Top 10%HHI, Avid Fishing				20,000	20,000	20,000	15,000	15,000	20,000	20,000	20,000	20,000	150,000
basresource.com	A50+, Top 10%HHI, Avid Fishing				30,000	30,000	30,000	25,000	25,000	30,000	30,000	30,000	30,000	230,000
bassmaster.com	A50+, Top 10%HHI, Avid Fishing				25,000	25,000	25,000	20,000	20,000	25,000	25,000	25,000	25,000	190,000
Retargeting	All	2,000	2,000	2,000	675,000	676,000	676,000	475,500	475,500	676,000	676,000	676,000	1,000	5,009,000

LEVEL II: IMPRESSIONS SCHEDULE

Reserve at Lake Keowee Media Recommendation

Site	Demographic	January	February	March	April	May	June	July	August	September	October	November	December	Impressions
AdWords		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	18,000
AIC.com	A50+, Top 10%HHI, in-market Real Estate	20,000	20,000	20,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	720,000
PostandCourier.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	200,000
charlotteobserver.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	27,500	27,500	27,500	27,500	27,500	27,500	27,500	27,500	27,500	260,000
thestate.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	184,000
goupstate.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	216,000
greenvillonline.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	288,000
citizen-times.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	184,000
FoxNews.com	A50+, Top 10%HHI, in-market Real Estate	20,000	20,000	20,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	680,000
DrudgeReport.com	A50+, Top 10%HHI, in-market Real Estate	15,000	15,000	15,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	540,000
Breitbart.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	520,000
CNN.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	520,000
CNBC.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	440,000
Bloomberg.com	A50+, Top 10%HHI, in-market Real Estate	15,000	15,000	15,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	620,000
WSJ.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	440,000
Forbes.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	640,000
bizjournals.com	A50+, Top 10%HHI, in-market Real Estate	10,000	10,000	10,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	440,000
Golf.com	A50+, Top 10%HHI, Avid Golfers	10,000	10,000	10,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	440,000
GolfDigest.com	A50+, Top 10%HHI, Avid Golfers	10,000	10,000	10,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	440,000
PGATour.com	A50+, Top 10%HHI, Avid Golfers	10,000	10,000	10,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	440,000
goneoutdoors.com	A50+, Top 10%HHI, Avid Fishing	10,000	10,000	10,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	280,000
bassresource.com	A50+, Top 10%HHI, Avid Fishing	10,000	10,000	10,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	280,000
bassmaster.com	A50+, Top 10%HHI, Avid Fishing	10,000	10,000	10,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	280,000
Retargeting	All	252,000	253,000	253,000	1,009,500	1,009,500	1,009,500	1,009,500	1,009,500	1,009,500	1,008,600	1,009,500	253,000	9,080,100

» BLOOMBERG MARKETS E-NEWSLETTERS

5 Things e-Newsletter

Five Things to Start Your Day. Get up to speed with the most important business & markets news each morning in our Five Things roundup.

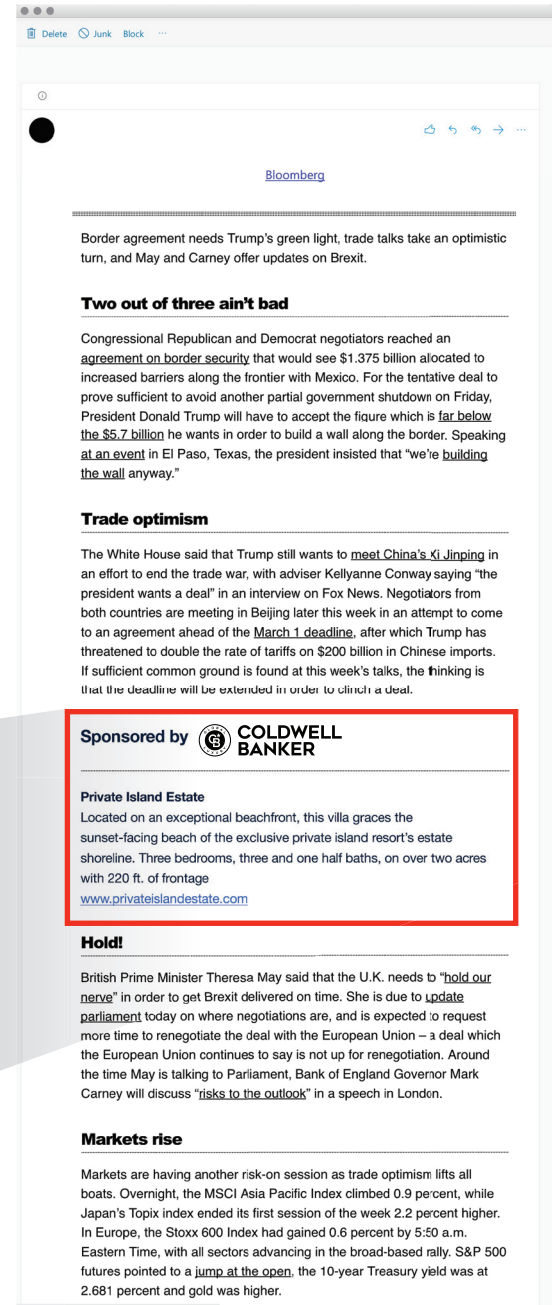
PRICE: \$4,100

- Subscribers: **197,483**
- Open Rate: **43%**
- Frequency: **Daily**

Sponsored by  **COLDWELL
BANKER**

Private Island Estate

Located on an exceptional beachfront, this villa graces the sunset-facing beach of the exclusive private island resort's estate shoreline. Three bedrooms, three and one half baths, on over two acres with 220 ft. of frontage
www.privateislandestate.com



Delete Junk Block ...

Bloomberg


Border agreement needs Trump's green light, trade talks take an optimistic turn, and May and Carney offer updates on Brexit.

Two out of three ain't bad

Congressional Republican and Democrat negotiators reached an [agreement on border security](#) that would see \$1.375 billion allocated to increased barriers along the frontier with Mexico. For the tentative deal to prove sufficient to avoid another partial government shutdown on Friday, President Donald Trump will have to accept the figure which is [far below the \\$5.7 billion](#) he wants in order to build a wall along the border. Speaking [at an event](#) in El Paso, Texas, the president insisted that "we're [building the wall](#) anyway."

Trade optimism

The White House said that Trump still wants to [meet China's Xi Jinping](#) in an effort to end the trade war, with adviser Kellyanne Conway saying "the president wants a deal" in an interview on Fox News. Negotiators from both countries are meeting in Beijing later this week in an attempt to come to an agreement ahead of the [March 1 deadline](#), after which Trump has threatened to double the rate of tariffs on \$200 billion in Chinese imports. If sufficient common ground is found at this week's talks, the [hinking](#) is that the deadline will be extended in order to [clinch](#) a deal.

Sponsored by  **COLDWELL
BANKER**

Private Island Estate
Located on an exceptional beachfront, this villa graces the sunset-facing beach of the exclusive private island resort's estate shoreline. Three bedrooms, three and one half baths, on over two acres with 220 ft. of frontage
www.privateislandestate.com

Hold!

British Prime Minister Theresa May said that the U.K. needs to "[hold our nerve](#)" in order to get Brexit delivered on time. She is due to [update parliament](#) today on where negotiations are, and is expected to request more time to renegotiate the deal with the European Union – a deal which the European Union continues to say is not up for renegotiation. Around the time May is talking to Parliament, Bank of England Governor Mark Carney will discuss "[risks to the outlook](#)" in a speech in London.

Markets rise

Markets are having another risk-on session as trade optimism lifts all boats. Overnight, the MSCI Asia Pacific Index climbed 0.9 percent, while Japan's Topix index ended its first session of the week 2.2 percent higher. In Europe, the Stoxx 600 Index had gained 0.6 percent by 5:50 a.m. Eastern Time, with all sectors advancing in the broad-based rally. S&P 500 futures pointed to a [jump at the open](#), the 10-year Treasury yield was at 2.681 percent and gold was higher.

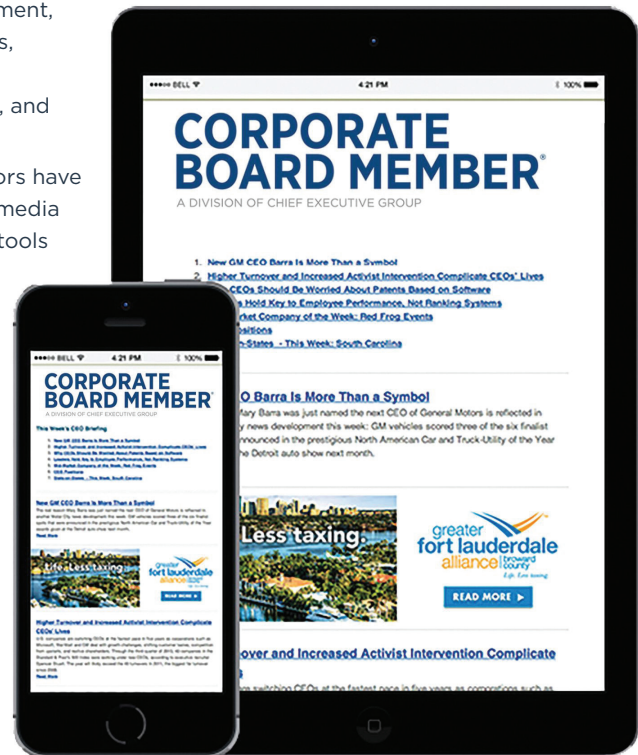
» CHIEF EXECUTIVE/CORPORATE BOARD MEMBER E-NEWSLETTER

Corporate Board Member is the definitive digital resource for timely news, education, and thoughtful perspectives on topics critical to board members. Corporate Board Member's must-read e-newsletter provides corporate executives and directors with original stories on pressing corporate governance topics such as risk management, strategic planning, board trends and best practices, executive and director compensation, shareholder engagement and activism, audit committee issues, and much more.

Since 1998, public company executives and directors have looked to the Corporate Board Member's suite of media for the valuable information and decision-making tools they need to deal with issues confronting their boards. Corporate Board Member's e-newsletter delivers this information directly to their inboxes weekly.

- Current Distribution: 11,423
- Total Open Rate 40.4%
- Total Click-Through Rate 6.64%
- Frequency: Weekly

PRICE: \$3,825



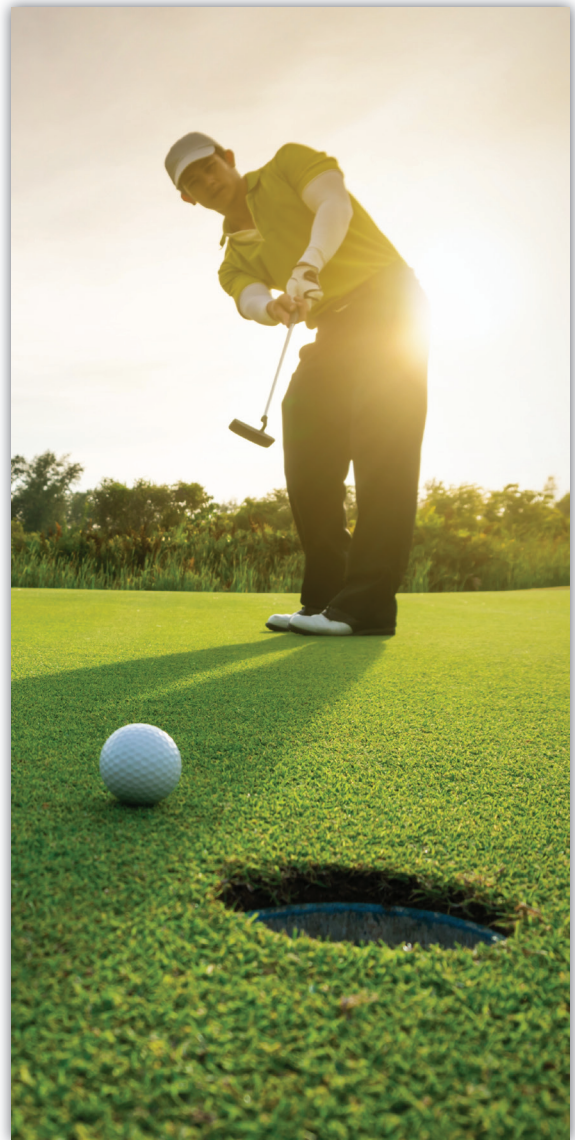
» GOLF DIGEST E-NEWSLETTER

GOLF WORLD

Golf World Daily gives in depth analysis, tournament coverage, and more. Their insiders are part of an exclusive online community of outspoken golf aficionados who are passionate about the game and want to share their thoughts with Golf Digest.

Subscribers: **255,000**

PRICE: \$9,400



» 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 screenshot shows the Robb Report website's Real Estate section. At the top, there are social media icons (Facebook, Twitter, Instagram, Pinterest, YouTube) and the Robb Report logo. To the right of the logo is a 'SUBSCRIBE // 1001' button. Below the logo is a navigation menu with categories: CARS, AVIATION, MARINE, TRAVEL, WATCH COLLECTOR, STYLE, SHELTER, and FOOD & DRINK. The main content area is titled 'REAL ESTATE' and includes sub-categories: ART & COLLECTIBLES, VACATION HOMES, CELEBRITY HOMES, NEW CONSTRUCTION, SPACES, and HOME DESIGN. A featured image shows a large estate with a brick gate and a house in the background, with the caption 'One Of The Most Beautiful Estates In Atlanta Atlanta, Georgia \$1,800,000'. Below the image is a search filter section with various dropdown menus for country, bedrooms, bathrooms, half bathrooms, architectural style, property type, property subtype, city, street address, zip/postal code, and price. A 'SHOP NOW' button is also visible.

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBE HOMEPAGE

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

PRICE: \$2,800/MONTH



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 resonating results than ever before.

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

1/8 PAGE, COLOR: \$2,715
1/4 PAGE, COLOR: \$5,250
1/2 PAGE, COLOR: \$9,595

Southern Region

THE WALL STREET JOURNAL
FRIDAY, AUGUST 11, 2017 • VOL. CCLXX NO. 35
NEW YORK • \$4.00

What's News
Business & Finance

Investor Sues Uber Ex-CEO Kalanick
Benchmark Capital sued Uber's former chief executive officer in a lawsuit over the company's most powerful and controversial decisions over the last two years.

Trump Steps Up Rhetoric
President Donald Trump said he would sign an executive order to restrict travel from several countries, including North Korea, on Thursday.

FBI Says ISIS Used eBay To Send Terror Cash to U.S.
The FBI announced on Thursday that it had identified a global financial network run by a radical Islamic State affiliate that funneled money to an al-Qaeda affiliate in the U.S.

Snap's Troubled Path
Snapchat's parent said it has more than doubled its debt ratio in the second quarter. Competitor with Facebook has opened Snap's growth over Facebook's by using Snapchat's popular feature.

Google Tumult
Google's parent said it has more than doubled its debt ratio in the second quarter. Competitor with Facebook has opened Snap's growth over Facebook's by using Snapchat's popular feature.

Fed Has 6,200 Tons of Gold in New York Basement—Or Does It?
Central bank's parsimony amid gold bugs feels endless conspiracy among gold bugs.

INSIDE: A PRIVATE LIFT TO YOUR FRONT DOOR
Mansion, MI

VISA CURBS TEST SEASONAL HIRING
Shortage of H-2Bs squeezes Martha's Vineyard, sparking search for U.S. workers and other fixes.

» 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:

- **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%



» GOLF DIGEST

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 Golf Digest.

FULL PAGE, COLOR



Additional Marketing Options

ADDITIONAL MARKETING OPTIONS

There are many additional outlets for marketing the Reserve beyond digital and print advertising. SKY can work with your team to help execute these ideas.

» DIRECT MAIL

Postcards

Postcard mailings to high income zip codes to market the property and property events to draw buyers

» REFERRALS

Refer a friend program

Reach out to the community for referrals offering some type of incentive for both the owner and the referral. For example: free round of golf, dining credit, gift certificate to the pro shop, etc.

» OUT OF HOME

Luxury Shopping areas

High end shopping malls continue to attract shoppers and they have many digital advertising displays usually at a very reasonable cost. An effective and continuous way to reach the target market.

Billboards

Billboards are a great vehicle to bring awareness to a large number of people who are traveling near the area.

Airports and Transit

Airports offer a wide variety of advertising platforms and the regional airports and other transit hubs can be good options to reach your audience.



Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2020 LEVEL 1

Media	Circulation
DIGITAL	
Impressions & PPC	5,000,000
Robbreport.com	30,000
Mansion Global Homepage	492,000
PRINT	
The Wall Street Journal - Southern Region	775,324
The Wall Street Journal - Southern Region	775,324
Golf Digest - Atlanta Region	41,000
Golf Digest - Charlotte Region	10,000
Golf Digest - State of N.Carolina Region	37,000
Golf Digest - State of S. Carolina Region	19,000
GRAND TOTAL	7,179,648

CIRCULATION/DISTRIBUTION/REACH 2020 LEVEL II

Media	Circulation
DIGITAL	
Impressions & PPC*	9,000,000
Bloomberg Markets e-Newsletter	
5 Things Briefing	789,932
Chief Executive e-Newsletter	190,000
Corporate Board Member e-Newsletter	100,000
Golf Digest E-newsletter	510,000
Robbreport.com	54,000
Mansion Global Homepage	984,000
PRINT	
The Wall Street Journal - Southern Region	1,744,479
The Wall Street Journal - Southern Region	969,155
The Wall Street Journal - Southern Region	193,831
Architectural Digest - Atlanta Region	13,000
Architectural Digest - Charlotte Region	6,000
Architectural Digest - State of N. Carolina Region	34,000
Architectural Digest - State of S. Carolina Region	8,000
Golf Digest - Atlanta Region	41,000
Golf Digest - Charlotte Region	10,000
Golf Digest - State of N.Carolina Region	37,000
Golf Digest - State of S. Carolina Region	19,000
GRAND TOTAL	14,703,397

Schedule and Pricing

PRODUCTION & GRAPHIC DESIGN



» DIGITAL PRODUCTION

Landing Pages	\$1,250 first page	\$625 each additional page
Banner Ads (4 sizes)	\$300 single creative	

» PRINT PRODUCTION

Display ad creation	\$350 full page
	\$300 Half Page
	\$250 Less than Half Page
Billboard	\$400 board

» COPY WRITING AND DESIGN SERVICES

Graphic Design:	\$125/hour
Copywriting:	\$ 65/hour
Videoeediting:	\$ 95/hour

PROPOSED MEDIA SCHEDULE & PRICING 2020 - LEVEL I

Media	Ad Description	January	February	March	April	May	June	July	August	September	October	November	December	Media Total
DIGITAL														
Impressions & PPC	Digital Banner Program Georgia, South Carolina, North Carolina				\$45,000									\$ 45,000.00
Robbreport.com	Real Estate media bar			\$ 950.00		\$ 950.00		\$ 950.00	\$ 950.00		\$ 950.00			\$ 4,750.00
Mansion Global Homepage	Mansion Global Homepage				\$ 2,800.00		\$ 2,800.00			\$ 2,800.00				\$ 8,400.00
PRINT														
The Wall Street Journal - Southern Region	1/8 Page, Color			\$ 2,715.00		\$ 5,250.00	\$ 5,250.00	\$ 2,715.00	\$ 2,715.00	\$ 5,250.00	\$ 2,715.00			\$ 10,860.00
The Wall Street Journal - Southern Region	1/4 Page, Color													\$ 21,000.00
Golf Digest - Atlanta Region	Full Page					\$ 4,930.00								\$ 4,930.00
Golf Digest - Charlotte Region	Full Page						\$ 2,180.00							\$ 2,180.00
Golf Digest - State of N. Carolina Region	Full Page							\$ 4,940.00						\$ 4,940.00
Golf Digest - State of S. Carolina Region	Full Page								\$ 2,460.00					\$ 2,460.00
TOTAL														\$ 104,520.00

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

PROPOSED MEDIA SCHEDULE & PRICING 2020 - LEVEL II

Media	Ad Description	January	February	March	April	May	June	July	August	September	October	November	December	Media Total
DIGITAL														
Impressions & PPC*	Digital Banner Program Georgia, South Carolina, North Carolina						\$64,000							\$ 64,000.00
Bloomberg Markets e-Newsletter	5 Things Briefing						\$ 4,140.00		\$ 4,140.00		\$ 4,140.00			\$ 16,560.00
Chief Executive e-Newsletter	Corporate Board Member e-Newsletter						\$ 3,825.00		\$ 3,825.00			\$ 3,125.00		\$ 7,650.00
Golf Digest E-newsletter	Golf World						\$ 9,400.00		\$ 9,400.00					\$ 18,800.00
Robbreport.com	Real Estate media bar						\$ 950.00		\$ 950.00		\$ 950.00		\$ 950.00	\$ 8,550.00
Mansion Global Homepage	Mansion Global Homepage						\$ 2,800.00		\$ 2,800.00		\$ 2,800.00			\$ 16,800.00
PRINT														
The Wall Street Journal - Southern Region	1/8 Page, Color						\$ 2,715.00		\$ 2,715.00		\$ 2,715.00		\$ 2,715.00	\$ 24,435.00
The Wall Street Journal - Southern Region	1/4 Page, Color						\$ 5,250.00		\$ 5,250.00		\$ 5,250.00			\$ 26,250.00
The Wall Street Journal - Southern Region	1/2 Page, Color						\$ 9,595.00							\$ 9,595.00
Architectural Digest - Atlanta Region	Full Page						\$ 2,180.00							\$ 2,180.00
Architectural Digest - Charlotte Region	Full Page						\$ 2,180.00							\$ 2,180.00
Architectural Digest - State of N. Carolina Region	Full Page						\$ 5,220.00			\$ 5,220.00				\$ 10,440.00
Architectural Digest - State of S. Carolina Region	Full Page						\$ 2,180.00				\$ 2,180.00			\$ 2,180.00
Golf Digest - Atlanta Region	Full Page						\$ 4,930.00							\$ 4,930.00
Golf Digest - Charlotte Region	Full Page						\$ 2,180.00							\$ 2,180.00
Golf Digest - State of N. Carolina Region	Full Page						\$ 4,940.00							\$ 4,940.00
Golf Digest - State of S. Carolina Region	Full Page						\$ 2,460.00		\$ 2,460.00					\$ 2,460.00
TOTAL														\$ 230,380.00

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

SKY

NEW YORK 14 East 33rd Street, New York, NY 10016, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

LET'S DO GREAT THINGS TOGETHER

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