



ADVERTISING
BRANDING
MARKETING

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1844 N BURLING STREET IMPRESSIONS MARKETING PROGRAM



GLOBAL
LUXURY®

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NATIONAL & GLOBAL EXPOSURE FIT FOR 1844 N BURLING STREET

SKY Advertising® is excited to present exclusively to Coldwell Banker, a Custom Impressions Program to bring awareness of 1844 N Burling Street to the ultra-high net worth population.

This plan is highly targeted and measurable reaching the elusive, hard to find luxury property buyer looking for high-end living in Chicago.

This plan when combined with the Coldwell Banker brand's unparalleled syndication and global marketing puts your unique property front and center.

LET'S DO GREAT THINGS TOGETHER

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GLOBAL
LUXURY

Digital Offerings

DIGITAL

IMPRESSIONS CAMPAIGN

- » CUSTOMIZABLE.
- AFFORDABLE.
- MEASURABLE.

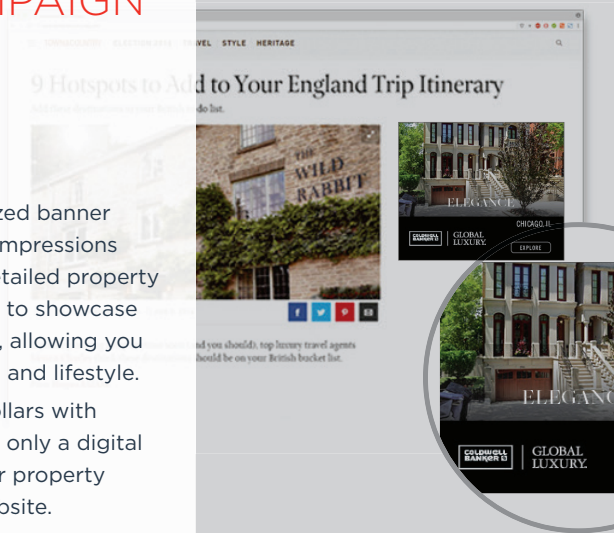
The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, city, and 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: 1844 N Burling St
Flight Dates: September 2020 - November 2020
Impressions: 750,000
Clicks through to the website of your choice.
Price: \$1,075/month



Minimum 3 month commitment

IMPRESSIONS PROGRAM TARGETING SITES

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

THE WALL STREET JOURNAL.

**Bloomberg
Markets**

ARCHITECTURAL DIGEST



Many more websites available for local to global targeting.

GEO TARGETING

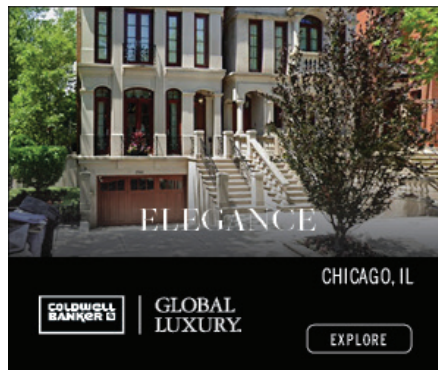
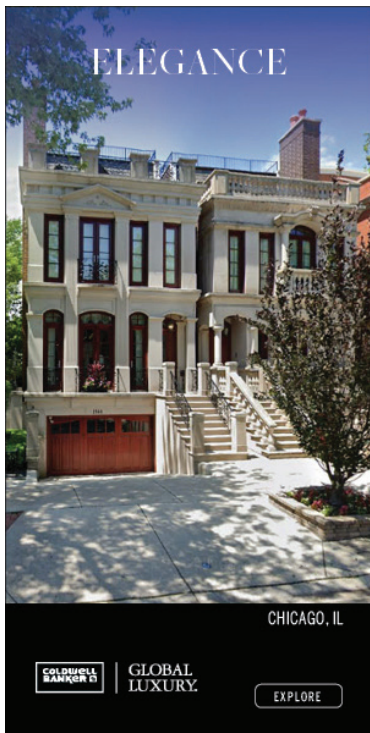
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



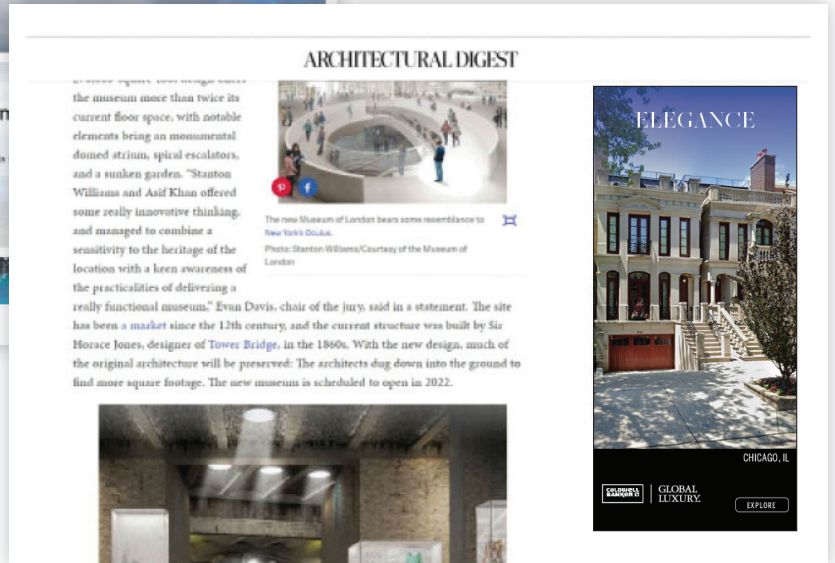
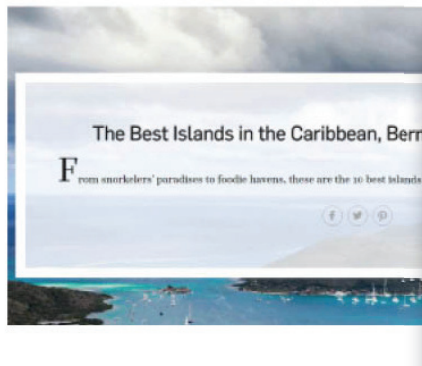
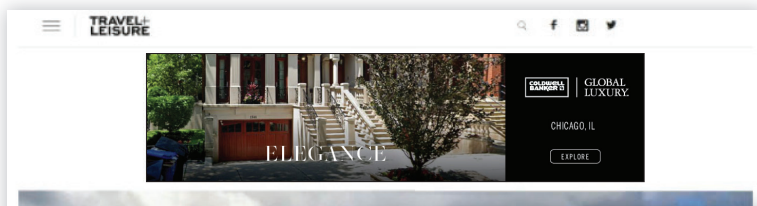
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

Ad Units: 920x250, 728x90, 300x600, 300x250, or custom sizes.



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

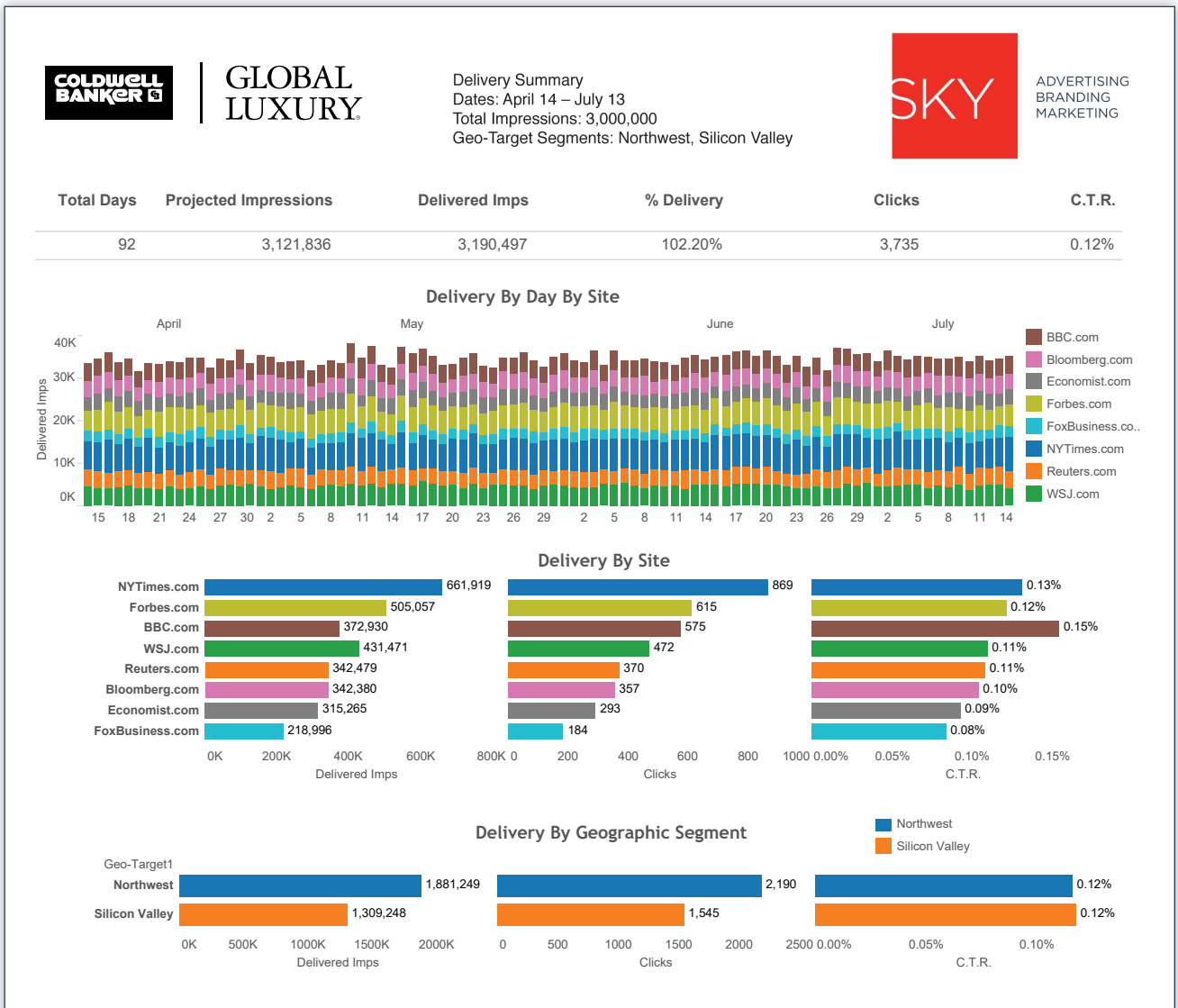


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



IMPRESSIONS SCHEDULING & PRICING

After researching, we have put together an integrated program that targets a high net worth audience (top 10% of Household income (HHI)) in the Chicago DMA

The program, which will run from September 1st - November 30th is projected to deliver an estimated 750,000 impressions.

This recommendation includes:

- A Site specific segment that allows us to reach a top 10% HHI audience in a premium editorial environment on leading business/finance and lifestyle sites.
- An in-Market segment that will allow us to target a top 10% HHI audience in the Chicago DMA.

» SITE SPECIFIC

For this segment we will target readers top 10% HHI living across the target markets on global leading business finance websites (i.e. WSJ.com, Bloomberg.com, CNBC.com and more) and top Lifestyle website ArchitecturalDigest.com.

» BEHAVIORAL TARGETING - IN MARKET - CHICAGO RESIDENTIAL REAL ESTATE

For this segment we will target readers in top 10% HHI living in the Chicago DMA who are actively searching for Residential Real Estate

Since the In-Market Chicago Residential Real Estate segment targets behavior first, the banners could end up showing on any site across the web. To ensure that the banners are seen in a premium environment, we have created a “white list” of sites. Ads will only show to people who have met our targeting criteria (In-Market, income and geo-target) on one of these sites. Sites include premium local and national sites (e.g. ChicagoTribune.com, cnn.com, VanityFair.com, LATimes.com, NYTimes.com, WSJ.com, BBC.com, VanityFair.com)

» MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing 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 SCHEDULE

Coldwell Banker Chicago - 1844 N Burling Street

Media	September			October			November			Impressions				
	30	06	13	20	27	04	11	18	25		01	08	15	22
Bloomberg.com														150,000
CNBC.com														125,000
WSJ.com														150,000
ArchitecturalDigest.com														125,000
Google - In Market Residential Real Estate														200,000
Total Digital														750,000



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