



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Notable Listings Advertising and Marketing Program



COLDWELL BANKER  
REALTY

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**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 Notable Listings

SKY Advertising is excited to present to Coldwell Banker Global Luxury a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to their Notable Listings.

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 exclusive locations.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to these unique and exciting properties.

LET'S DO  
GREAT THINGS TOGETHER

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# Digital Offerings



**COLDWELL BANKER**  
**REALTY**



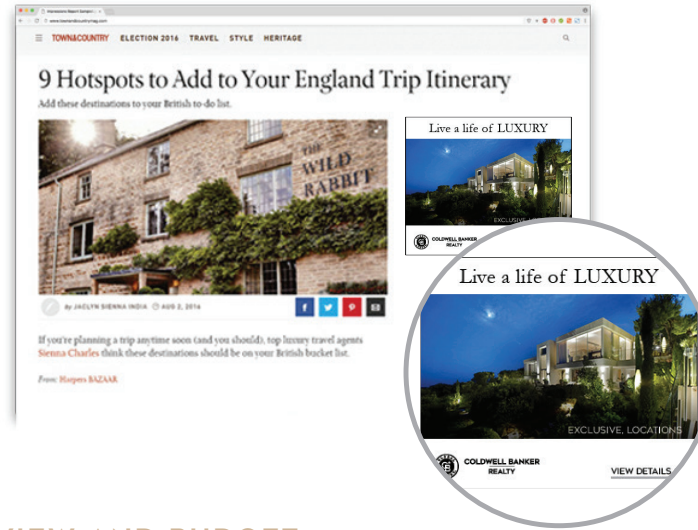
# Impressions Campaign

**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: **Notable Listings**
- Flight Dates: **August 2023 - January 2024**
- Impressions: **3,000,000**
- 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	

\*Special 500K impressions per month \$1,225  
6 month campaign minimum



Minimum 3 month commitment

## DIGITAL

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# 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™

BARRON'S

FORTUNE

THE WALL STREET JOURNAL.



Forbes

FOX BUSINESS



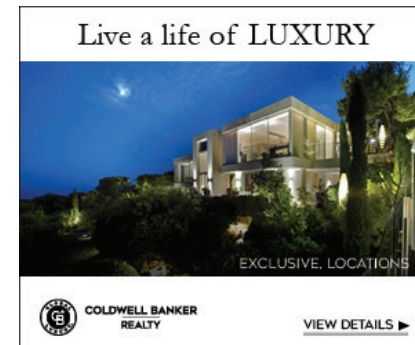
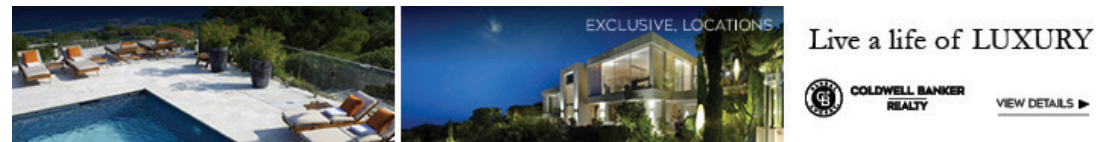
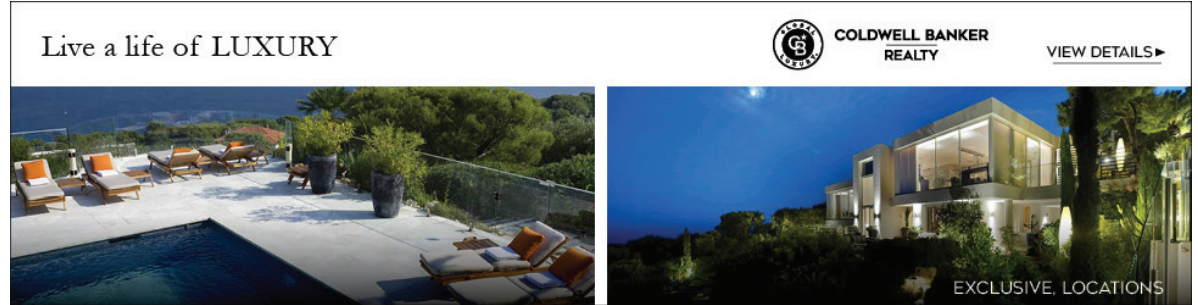
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

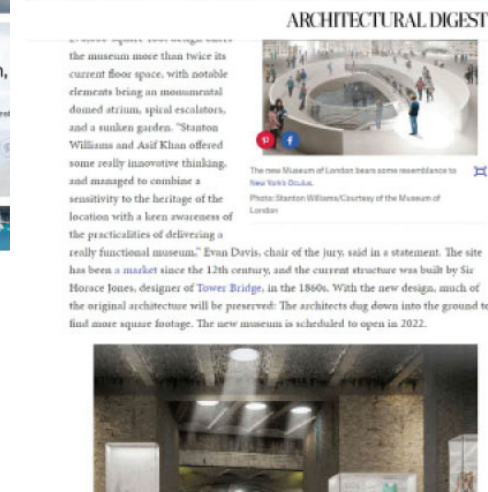
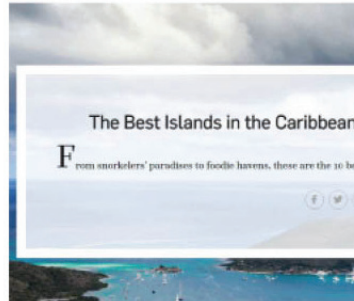
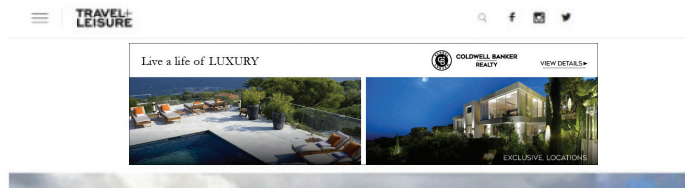
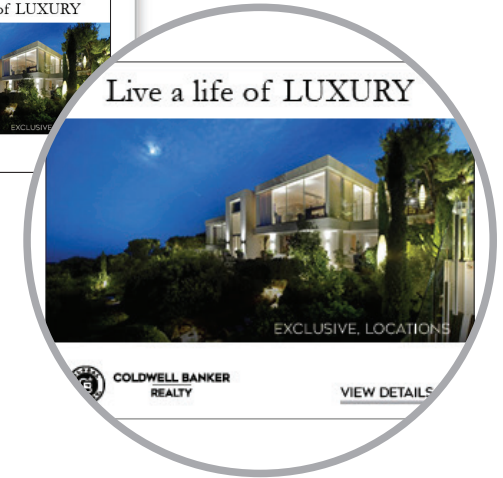
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

**BANNER PRODUCTION: \$350**



# Sample Banners For Impressions Programs As They Appear On Sites





# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across the New York, Boston, Washington, Miami, West Palm Beach, Naples, Houston, Dallas, Los Angeles, San Francisco, Chicago, and Atlanta DMA's.

The program, with a projected start date of August 1st and will run for six months delivering an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the New York, Boston, Washington, Miami, West Palm Beach, Naples, Houston, Dallas, Los Angeles, San Francisco, Chicago, and Atlanta DMA's.

## SITE SPECIFIC

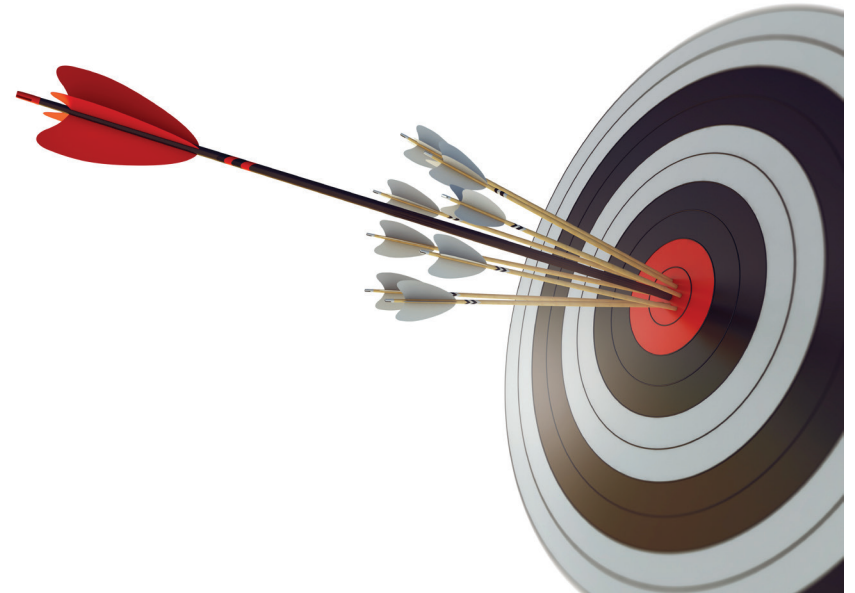
This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com and more to extend the overall reach of the program.

## 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 Corporate Ultra Luxury Property Promotion

Media	Geo-Target	August					September					October					November				December				January					Impressions		
		31	07	14	21	28	04	11	18	25	02	09	16	23	30	06	13	20	27	04	11	18	25	01	08	15	22	29				
WSJ.com	New York, Boston, Washington, Miami, West Palm Beach, Naples, Houston, Dallas, Los Angeles, San Francisco, Chicago, Atlanta																															3,000,000
Barrons.com																																
Investors.com																																
CNBC.com																																
Fortune.com																																
Reuters.com																																
Forbes.com																																
FoxBusiness.com																																
CNBC.com																																
<b>Total Digital</b>																																<b>3,000,000</b>

# jamesedition.com

## ROTATING GALLERY

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

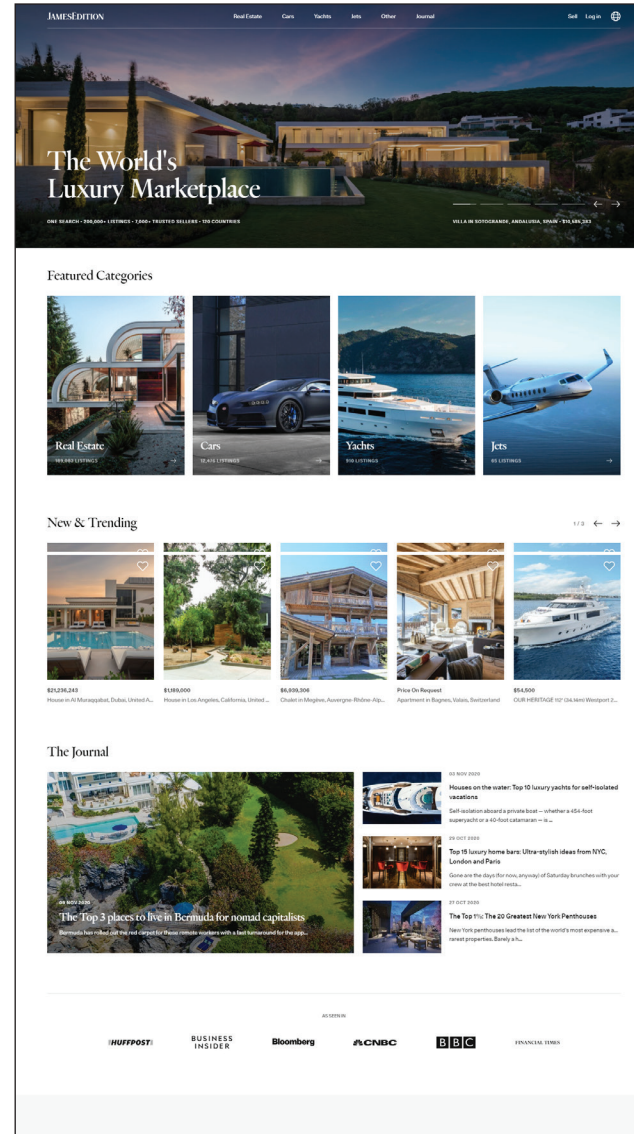
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

### HOME PAGE

FEATURED BANNER: \$2,000/MONTH

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600/MONTH



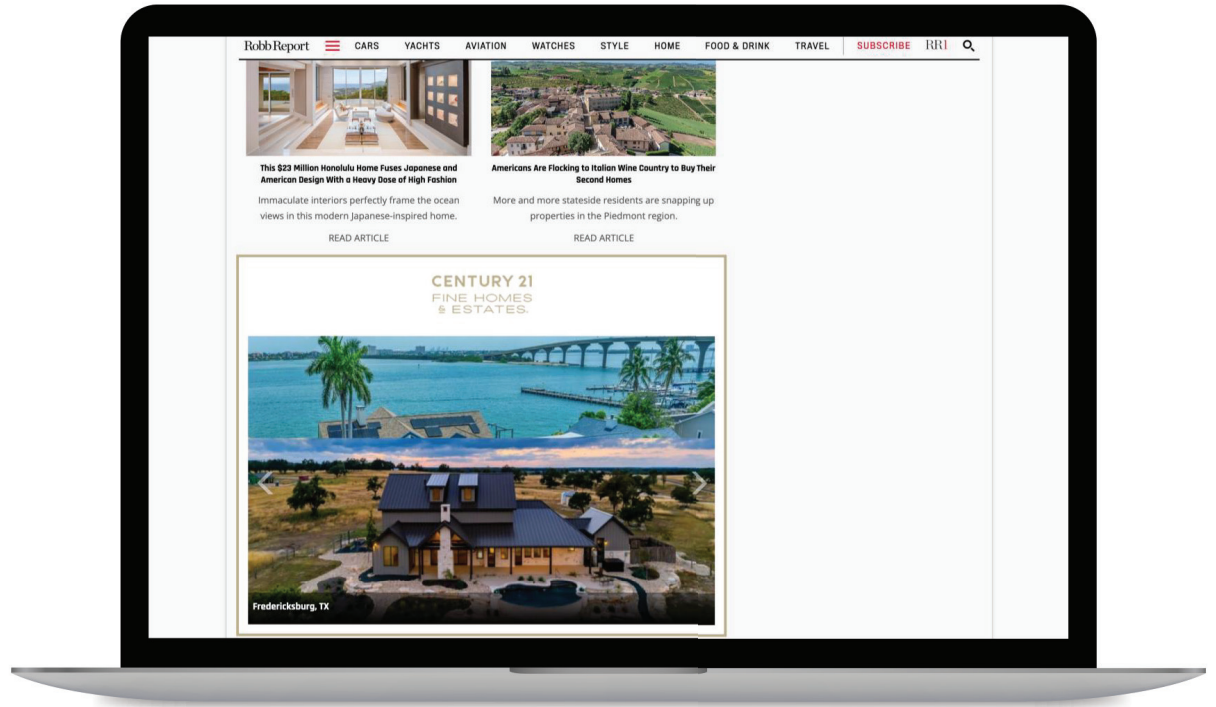


# RobbReport.Com

## CAROUSEL AD

This carousel ad placement with logo branding is the best way to showcase multiple property listings. Robb Report will build out the ad using client supplied assets.

**PRICE: \$2,100/MONTH**



## DIGITAL

# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL HOMEPAGE HERO

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: \$2150 OR \$2650/W VIDEO**

**SPECIAL PRICE \$2,000/MONTH  
6 MONTH MINIMUM**





# Print Offerings



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# 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: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

**NATIONAL**  
**HALF PAGE, COLOR: \$33,000**  
**FULL PAGE, COLOR: \$66,000**

**BUY 4 GET 1 FREE**

THE WALL STREET JOURNAL

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

NEW YORK 287.42 NASDAQ 8848.09 S&P 500 3000.00
10-YR TREAS 1.52 30-YR TREAS 2.52
WHSI 1462.38
EURUSD 1.1212

What's News

Business & Finance

The Fed accepted an emergency rate cut and injected \$200 billion into the market, reflecting worries that the coronavirus outbreak is raising economic risks. Major U.S. stock indexes fell around 7%. The Dow fell to its lowest level since 1929.

## Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

The market's moves Tuesday showed the extent to which investors worry that the coronavirus outbreak could sap demand and depress earnings. The virus and associated public health restrictions are expected to weigh on the economy, and the Fed's move was approved by a vote of 3-2.

Tennessee Twisters Kill at Least 25

A line of twisters began barreling across Tennessee on Monday, spawning three twisters that killed at least 25 people and injured many others. The twisters were seen in the Nashville area, including near Nashville's downtown.

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

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests. Sanders won a decisive victory in California.

World-Wide

Biden needed a string of major primary general election victories to get back into the race for the Democratic presidential nomination. He won in California, New York, and other states.

Shaky Ground

The market's moves Tuesday showed the extent to which investors worry that the coronavirus outbreak could sap demand and depress earnings. The virus and associated public health restrictions are expected to weigh on the economy, and the Fed's move was approved by a vote of 3-2.



Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.



Bernie Sanders won a decisive victory in California.



# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

**WEEKDAY/SATURDAY**  
**FULL PAGE: \$21,500**  
**HALF PAGE: \$11,500**

**"All the News That's Fit to Print"**

# The New York Times

Vol. CLXVIII ... No. 56,137 ... MONDAY, NOVEMBER 5, 2018 ... \$3.00

**Web's Far Right Can Hear Itself As Trump Talks**  
*Choosing the Spread of Once-Fringe Views*

**NEWS ANALYSIS**  
**Edge in Polls Might Not Tip House Scales**  
*Outcome Hinges on a Handful of Tossups*

**It's Not Heaven, It's Brooklyn.**  
 The 50,000 runners in this year's New York City Marathon enjoyed their share, near-ideal conditions and a fast course. Page F3-D2.

**Spending Millions in a Bid to Avoid Sanctions**  
*Overseas Deploy Small Army of Lobbyists to Sway Washington*

**Partisan Roots Of New Query On the Census**

**Called to Serve, Utah Mayor Always Answered**

**Offering Little Proof, Republican Accuses Georgia Rival of Hack**

# 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**

**HALF PAGE: \$8,200**

**FULL PAGE \$16,500**

**Global**



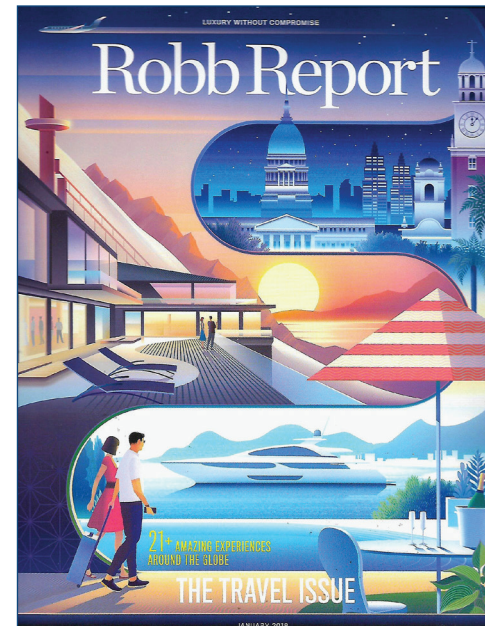
# Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

**FULL PAGE: \$9,750**

**Global**





Circulation/  
Distribution/  
Reach



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# Circulation/ Distribution/ Reach 2023

Media	Circulation
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	3,000,000
Targeting - US top metro areas	
<b>JamesEdition</b>	
Featured Banner	
Featured Banner	
<b>Robbreport.com</b>	
Carousel Ad - Up to 10 properties	36,000
<b>WSJ.com</b>	
Mansion Global Homepage	984,000
<b>Print</b>	
<b>The Wall Street Journal</b>	
Half Page	3,222,120
<b>The New York Times</b>	
Half Page	1,692,444
<b>Financial Times</b>	
Half Page	841,828
<b>Robb Report</b>	
Full page	324,000
 GRAND TOTAL	 10,100,392

# Schedule and Pricing



COLDWELL BANKER  
REALTY

# Proposed Media Schedule & Pricing 2023

Media	Ad Description	August	September	October	November	December	January	Media Total
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	\$ 7,350.00
Million Impressions	Targeting - US top metro areas							
<b>JamesEdition</b>								
Rotating Gallery Home Page	Featured Banner				TBD			\$ -
Rotating Gallery Real Estate Page	Featured Banner							\$ -
<b>Robbreport.com</b>								
Robbreport.com	Carousel Ad - Up to 10 properties	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00	\$ 12,600.00
<b>WSJ.com</b>								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00
<b>Print</b>								
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Half Page	\$ 33,000.00	\$ 33,000.00	\$ 33,000.00	\$ 33,000.00		Bonus	\$ 132,000.00
<b>The New York Times</b>								
The New York Times	Half Page	\$ 11,500.00	\$ 1,150.00	\$ 11,500.00	\$ 11,500.00			\$ 35,650.00
<b>Financial Times</b>								
Financial Times	Half Page		\$ 8,200.00	\$ 8,200.00	\$ 8,200.00		\$ 8,200.00	\$ 32,800.00
<b>Robb Report</b>								
Robb Report	Full page					\$ 9,750.00		\$ 9,750.00
TOTAL								\$ 242,150.00
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy								
Pricing Subject to Change								