



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

9126 Gold Mine Rd 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 9126 Gold Mine Rd

SKY Advertising is excited to present to Coldwell Banker CB Fort Collins a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 9126 Gold Mine Rd.

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 Loveland, Colorado.

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

LET'S DO
GREAT THINGS TOGETHER

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Digital Offerings



COLDWELL BANKER
REALTY

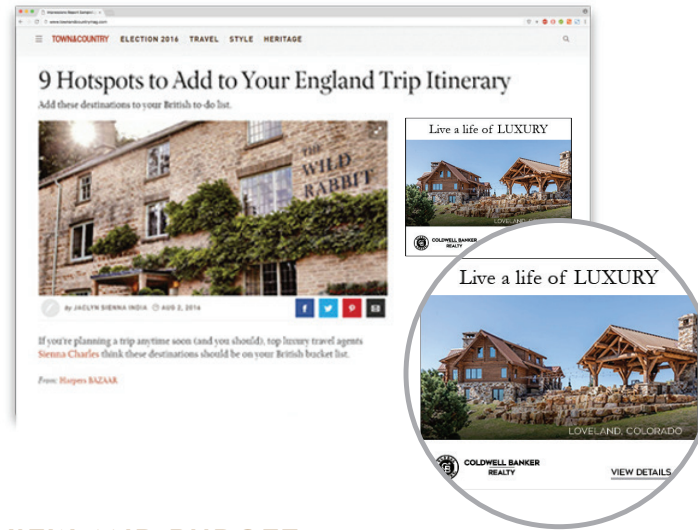
Impressions Campaign

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: **9126 Gold Mine Rd**
- Flight Dates: **August 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

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.

The New York Times

THE ECONOMIC TIMES

DRESSAGE
TODAY

THE WALL STREET JOURNAL.

HORSE&HOUND

Forbes

**Bloomberg
Markets**

 REUTERS

 The
Economist

Horse&Rider

BLOODHORSE
FOR MORE THAN 100 YEARS



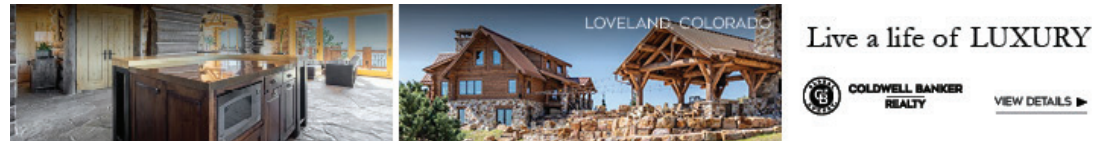
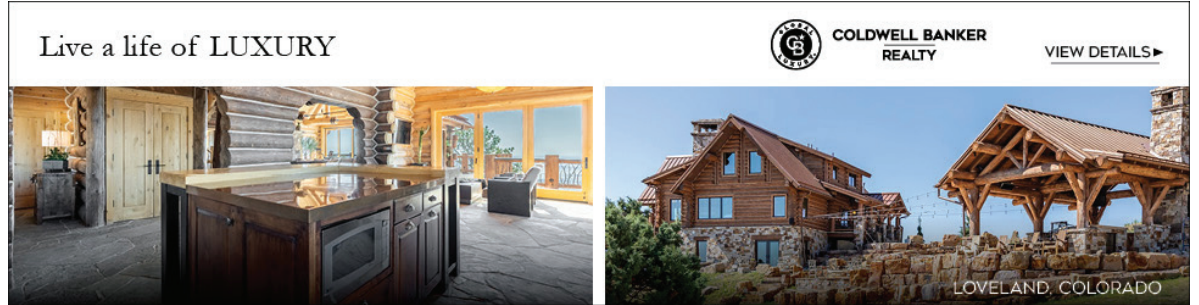
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

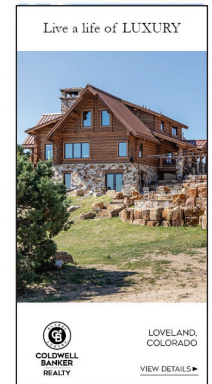
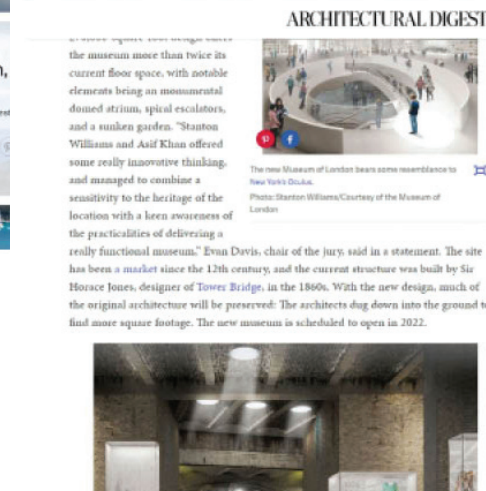
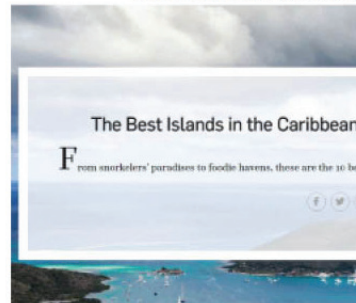
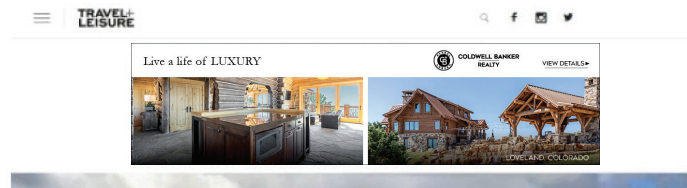
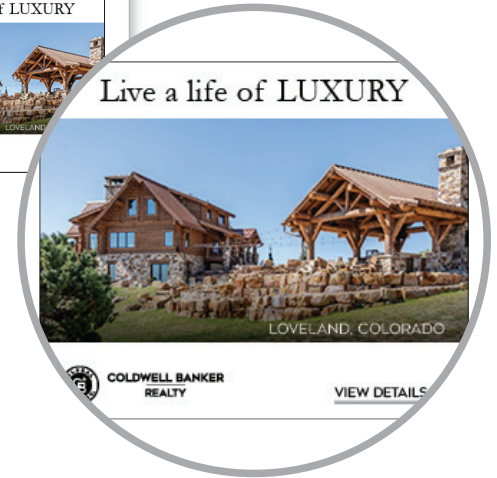
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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.

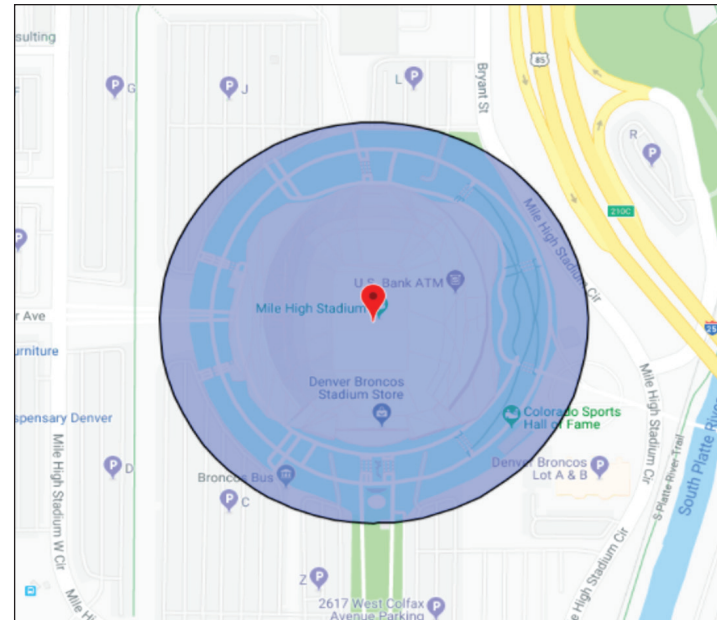
IMPRESSIONS PROGRAM SAMPLE REPORT



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

TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1500/month

Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

NATIVE DISPLAY: FROM \$1,500/MONTH

Comprehensive Digital

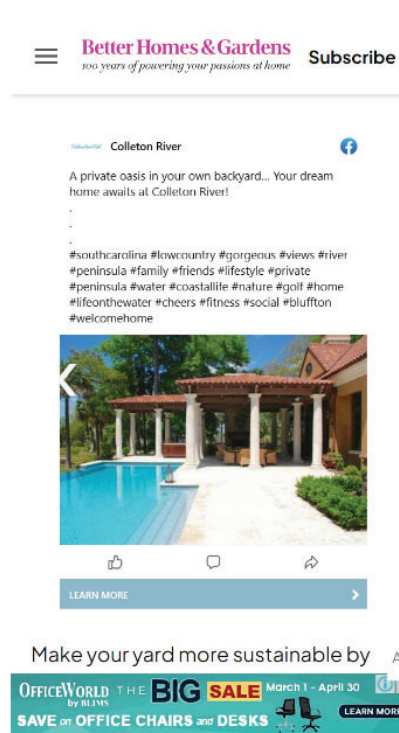
SOCIAL MIRROR ADS

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.

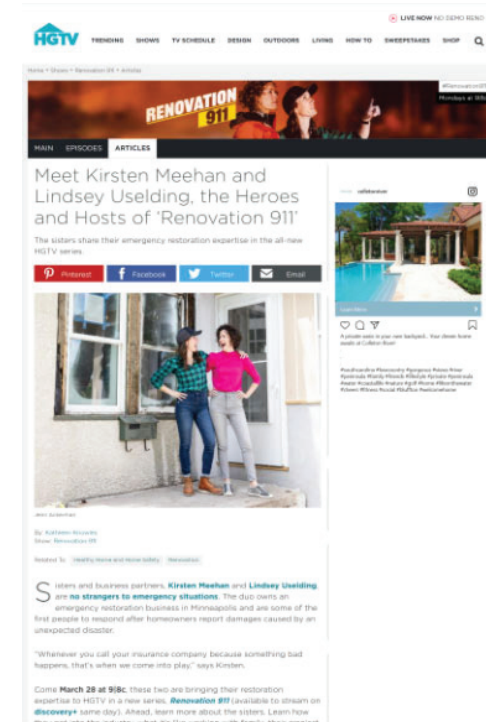
Ads can be display, video, OTT across connected TVs or carousel.



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.

BEHAVIORAL CAMPAIGN: FROM \$1,500/MONTH



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 Tower, Your Way

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

Luxurious Residences Patterned to Suit You

Spectacularly Spacious Floor Plans

Our exclusive apartments supply the space you need to impress your guests dramatically and elegantly. Up to 1,600 sq. ft. available.

[Take a Tour](#)

Charming Modern Amenities

Feel good. Relax. Enjoy. Our floor plans, fitness club—Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Explore All Amenities](#)

GOLDWELL 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.

WEEKLY E-NEWSLETTER

A display banner ad of your property appears in the e-newsletter among editorial content.

- Subscribers: **39,000**

BANNER + ADVERTORIAL: \$1,350



DIGITAL

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

EQLIVING®

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


CELEBRATING COUNTRY LIFE

TRAVEL | DESIGN | PEOPLE | STYLE | FASHION | DECOR


EQUESTRIANLIVING®

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](#)

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

**FEATURED PROPERTY: \$1,100
3 MONTH RUN**



Equestrian e-Newsletters



Horse&Rider

HORSE & RIDER

Horse & Rider provides all you need for today's Western horse life. Learn from top professional trainers, clinicians, and horse keeping experts. Experience Western life. Travel to Western destinations and scenic trails. Horse & Rider is your resource to live today's Western horse life.

- Subscribers: 93,000

PRICE: \$995

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



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.



EVANS Texas Ranch Land for Sale
270 +/- Acres on Sister Creek
Saxendale, TX
Rare opportunity in the Heart of Texas Hill Country

Located in the heart of the Texas Hill Country Scenic Area, Texas is the hidden gem of Central Texas. This 270+/- acre is situated on the border of the scenic historical basin - a perfect location just 13 miles south of Boerne. Texas Capital and Sister Creek flows through the property, providing water enjoyment of hot water and creating an ideal setting to relax and enjoy the tranquility of the spring-fed creek. Abundant oak, white oak and turkey oak trees on the ranch. Ideally, views for the perfect building site, and the new commute to Boerne, make this an one-of-a-kind property.

[Click Here for Information](#)

Contact Doug for a preview 830-377-7681

Juniatra Realty Real Estate
814-653-2234
www.juniatra.com

Are you looking for a top-tier rural property? Thinking of purchasing a home? Home is not an everyday and you looking for investment? We offer Real Estate without obligation. To get your property listed, call, text, or email. We provide a comprehensive and cost-effective, online presence and listing platform.

Lot 1 Cove Street, Everett, PA 15537

Special Property Listing for Sale | 1.44 Acres
From the heart of the scenic Everetts area this property has a lot to offer. Located in a quiet rural setting, this property is a great opportunity for a home, farm, or investment. The property is a large lot with a great view of the surrounding area. The property is a great opportunity for a home, farm, or investment.

[Click Here for Information](#)

15374 Lower Towns Creek Rd SE, Oldtown, MD, 21555

Special Property Listing for Sale | 6.88 Acres
Beautiful property sitting along the banks of Lower Towns Creek. This picturesque property is ready for you to build a home and enjoy the view. The property is a great opportunity for a home, farm, or investment. The property is a great opportunity for a home, farm, or investment.

[Click Here for Information](#)

Keri Swartz
Real Estate
Call 814-653-2234
www.juniatra.com

DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500
Featured on all 3 Land.com sites

PLATINUM FEATURED PROPERTY

PRICE: \$750
Featured on all 3 Land.com sites

SIGNATURE LISTINGS

10Xs more Exposure

\$125/ONE LISTING
\$330/3 LISTINGS
\$1200/12 LISTINGS

DIGITAL

NYTimes.com

FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@unaresidences.com

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

INSTAGRAM POSTS

Get in front of the TPH's **80,200** followers.

PRICE: \$675 PER POST

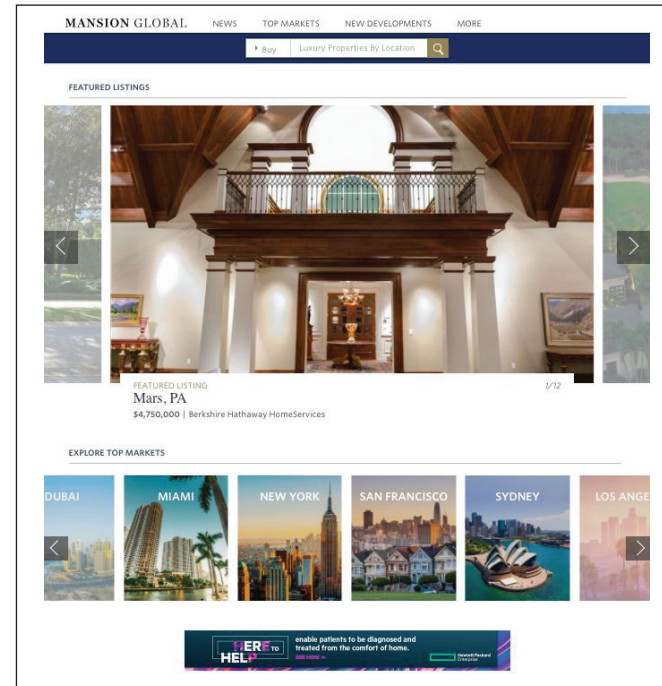
(THE)
PLAID HORSE

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: \$1,275/MONTH



Print Offerings



COLDWELL BANKER
REALTY

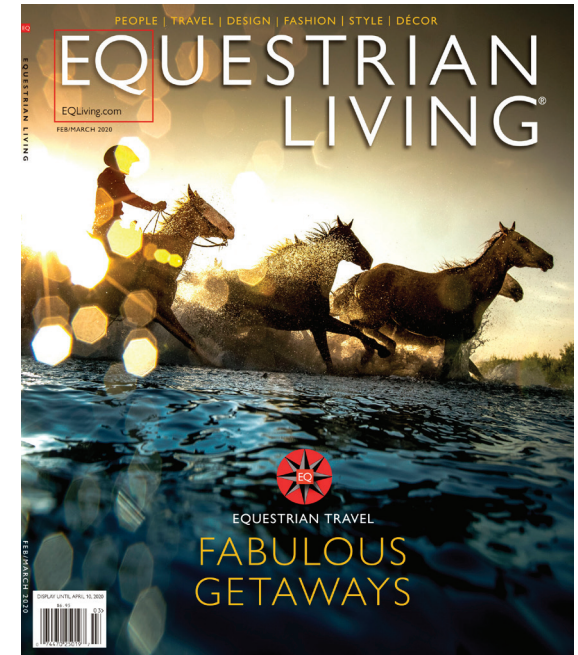
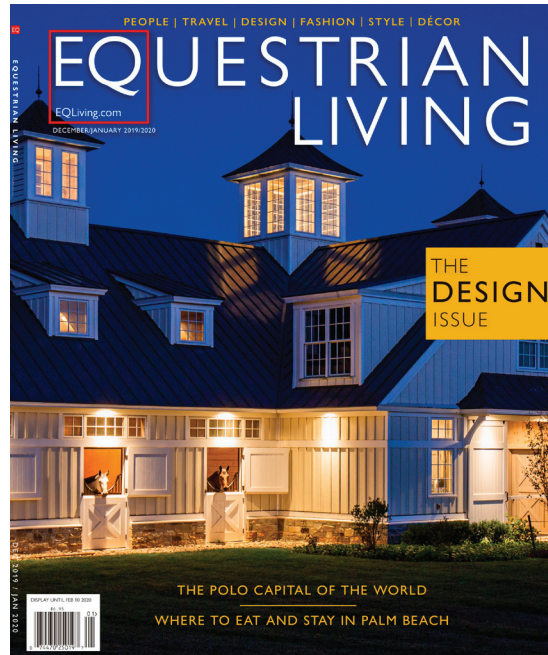
Equestrian Living

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



Circulation/
Distribution/
Reach



COLDWELL BANKER
REALTY

Circulation/ Distribution/ Reach 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - Equestrian	
Comprehensive Digital	
Behavioral Campaign	300,000
Native Campaign	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	40,000
Nob Hill Gazette	
OTM On the Market eNewsletter	6,500
Equestrian	
Horse & Rider - monthly	93,000
EQ Living	
Banner + Advertorial	39,000
Exclusive Sponsored E-Blasts	33,000
Featured Property	
Social Post	
Social Post	
The Plaid Horse	
Blog Post + Email	85,000
Instagram Posts	80,200
Land.com	
Platinum Featured Propety	
Dedicated Emails - targeted*	5,000
Signature Listings	
NYTimes.com Property Module	
NYTimes.com Property Module	55,000
WSJ.com	
Mansion Global Homepage Featured Listing Module	164,000
Print	
The Wall Street Journal	
Property Portfolio	644,424
The New York Times	
Featured Listing	762,536
Equestrian Living	
Full Page or Half Page	35,000
Financial Times	
Property Gallery	210,457
GRAND TOTAL	3,663,117

Schedule and Pricing



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2023

Media	Ad Description	August	September	October	Media Total
Digital					
Million Impressions*					
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00
Million Impressions	Targeting - Equestrian				
Comprehensive Digital					
Social Mirror	Behavioral Campaign	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Native Display	Native Campaign	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Geofencing - Event and Location					
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00
Smart Solutions Eblast					
Smart Solutions Eblast	Custom Email		\$ 2,295.00		\$ 2,295.00
Nob Hill Gazette					
Nob Hill Gazette San Francisco, Penin	OTM On the Market eNewsletter	\$ 500.00			\$ 500.00
Equestrian					
Horse & Rider	Horse & Rider - monthly	\$ 995.00			\$ 995.00
EQ Living					
EQ Living Enewsletter	Banner + Advertorial			\$ 1,350.00	\$ 1,350.00
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
The Plaid Horse					
Blog Post + Email	Blog Post + Email		\$ 1,575.00		\$ 1,575.00
Instagram Posts	Instagram Posts	\$ 675.00			\$ 675.00
Land.com					
Platinum 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
NYTimes.com Property Module					
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00			\$ 3,000.00
WSJ.com					
Mansion Global Homepage Featured	Mansion Global Homepage Featurec	\$ 1,275.00			\$ 1,275.00
Print					
The Wall Street Journal					
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00
The New York Times					
The New York Times	Featured Listing	\$ 1,180.00	\$ 1,180.00		\$ 2,360.00
Equestrian Living					
Equestrian Living	Full Page or Half Page		\$ 2,000.00		\$ 2,000.00
Financial Times					
Financial Times	Property Gallery	\$ 1,250.00			\$ 1,250.00
TOTAL					\$ 39,970.00

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