



ADVERTISING  
BRANDING  
MARKETING

NEW YORK  
477 Madison Ave, Fl 6th  
New York, NY 10022  
212-677-2500

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SKYAD.COM

# 7 HILLSIDE COURT ADVERTISING AND MARKETING PROGRAM



**COLDWELL BANKER**  
**REALTY**

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NEW YORK 477 Madison Avenue, 6th Floor, New York, NY 10022, 212- 677-2500  
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

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ADVERTISING  
BRANDING  
MARKETING

## NATIONAL & GLOBAL EXPOSURE 7 HILLSIDE COURT

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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 7 Hillside Court.

Your strategic blueprint is composed of key print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Wentzille, MO.

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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**COLDWELL BANKER**  
**REALTY**

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# Digital Offerings

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# 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, country 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.

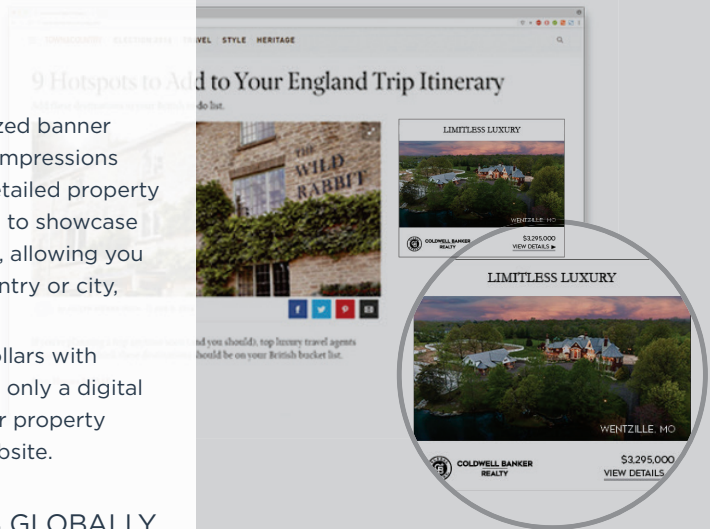
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** 7 Hillside Court  
**Flight Dates:** September - December 2021  
**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.

**THE WALL STREET JOURNAL.**

**Bloomberg  
Markets**



**Forbes**

**FOX BUSINESS**

Many more websites available for local to global targeting.

### » GEO TARGETING

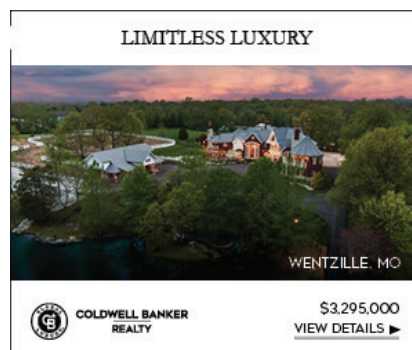
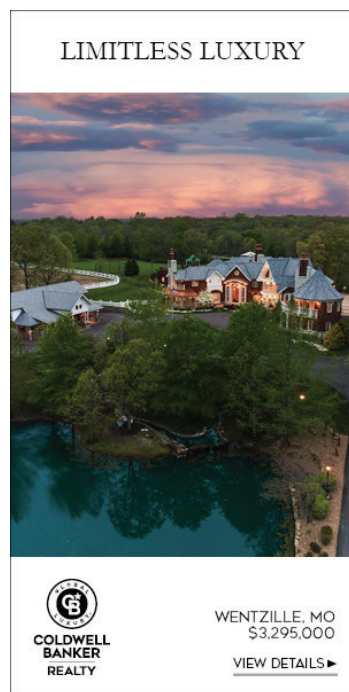
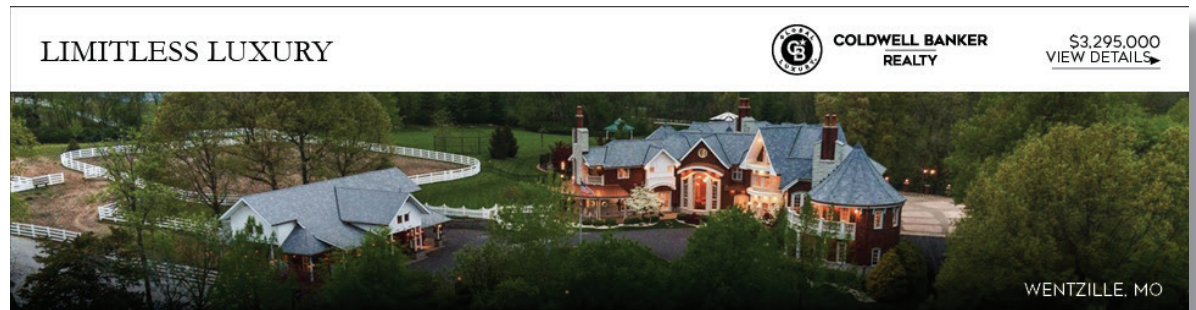
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



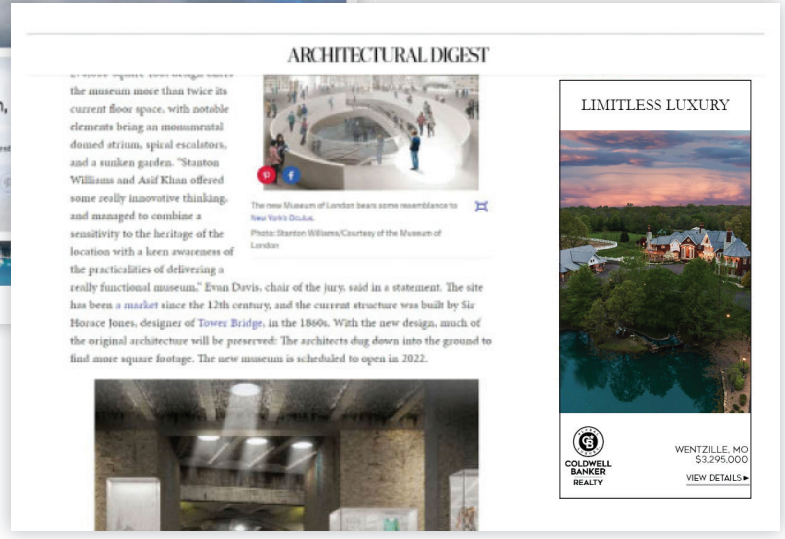
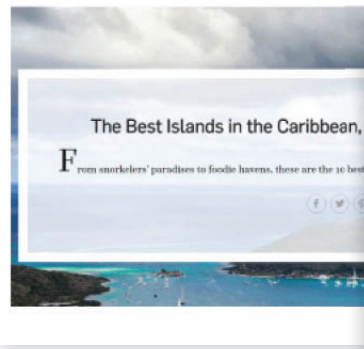
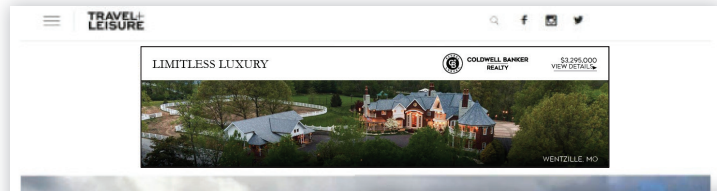
# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

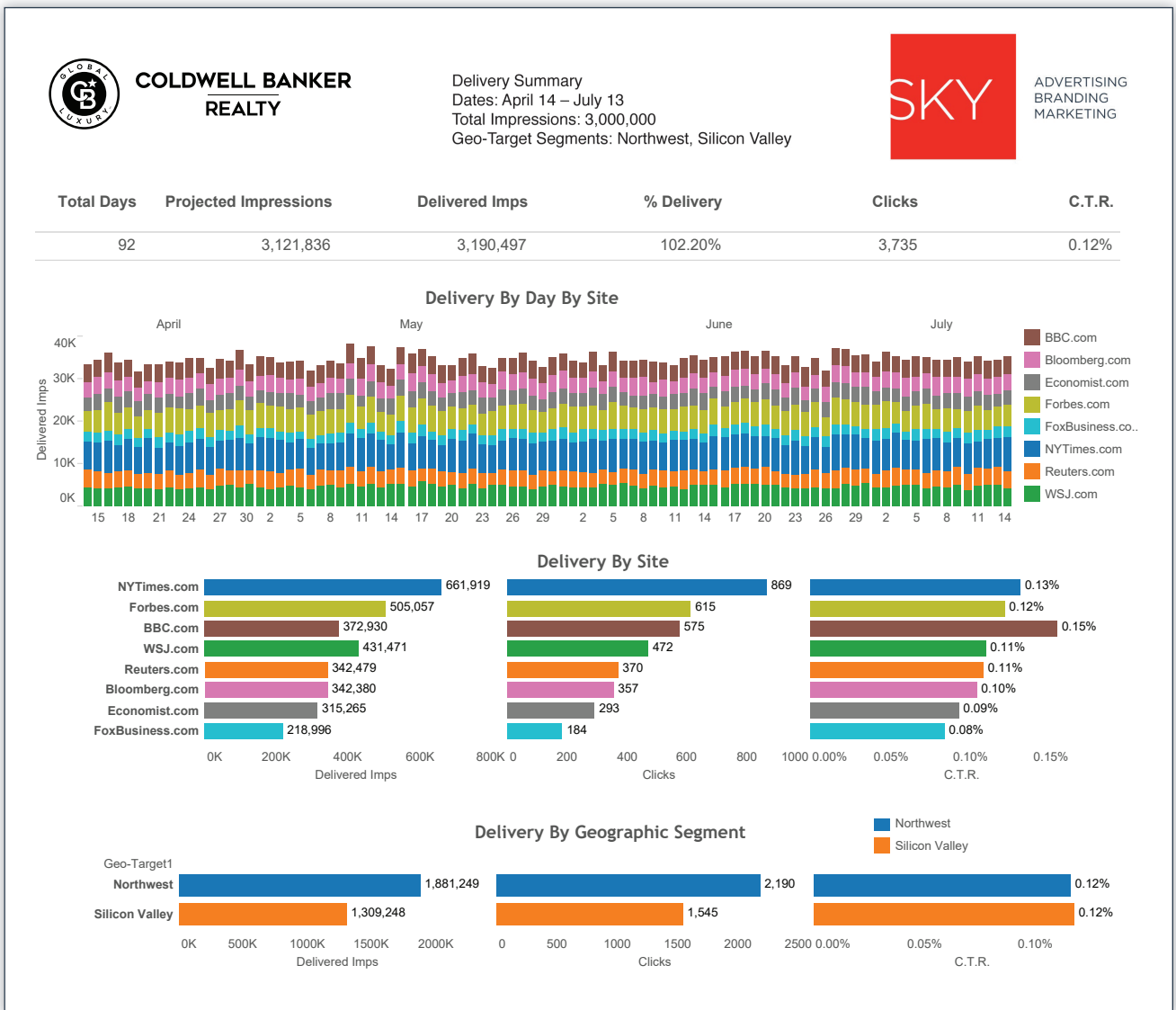


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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After researching, we have put together a program that targets a high net worth audience ( top 10% of Household income (HHI)) in St Louis, Kansas City, Chicago, NY, Aspen, Vail, Jackson Hole.

The program, which will run from September 15th - December 15th is projected to deliver an estimated 750,000 impressions.

This recommendation includes:

- A Site specific segment that allows us reach a top 10% HHI audience living in St Louis, Kansas City, Chicago, NY, Aspen, Vail, Jackson Hole. in a premium editorial environment on leading business/finance and news sites.
- A behavioral targeted segments that allows us reach Outdoor Living Enthusiasts who live in St Louis, Kansas City, Chicago, NY, Aspen, Vail, Jackson Hole.

Since the In-Market 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. SFChronicle.com, thetimes.co.uk, theglobeandmail.com, VanityFair.com, WashingtonPost.com, Telegraph.co.uk and more).

### » 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.



# 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.

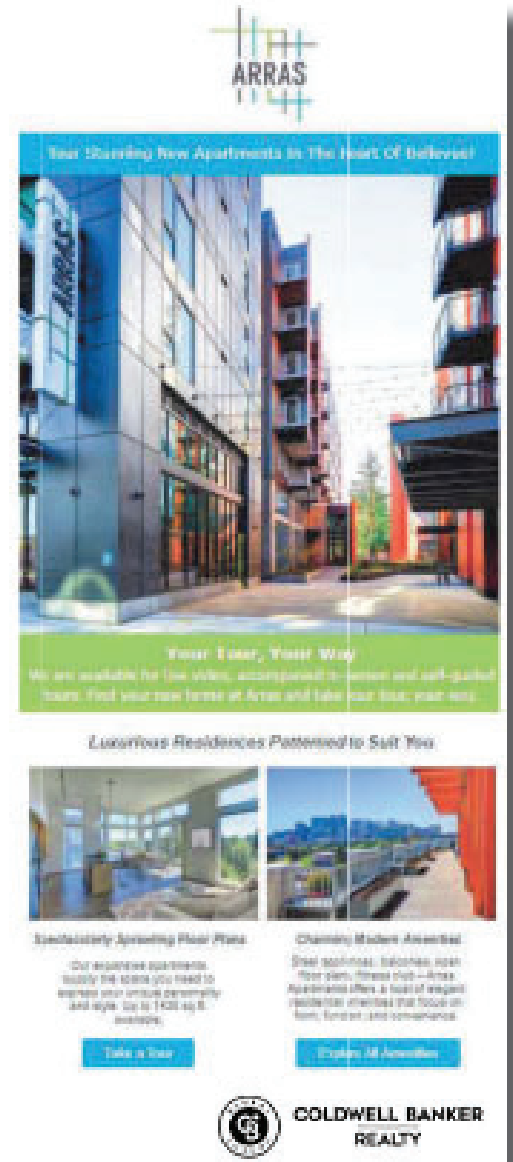
### Audience

Outdoor Enthusiasts

Household Income > \$500K

29,000+ Total Emails

EMAIL BLAST + FOLLOW UP: \$2,975





## JUWAI.COM

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.

### » HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

**PRICING SPECIAL: \$425 FOR 30 DAYS.**  
**Usually \$725**  
**Global**

### » FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel  
 Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

**PRICING: \$425 FOR 6 MONTHS.**  
**For properties \$2M+**  
**Global**



# JAMES EDITION.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

**REAL ESTATE PAGE**  
**\$800-\$1,300/MONTH**



# JAMES EDITION.COM

## » FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

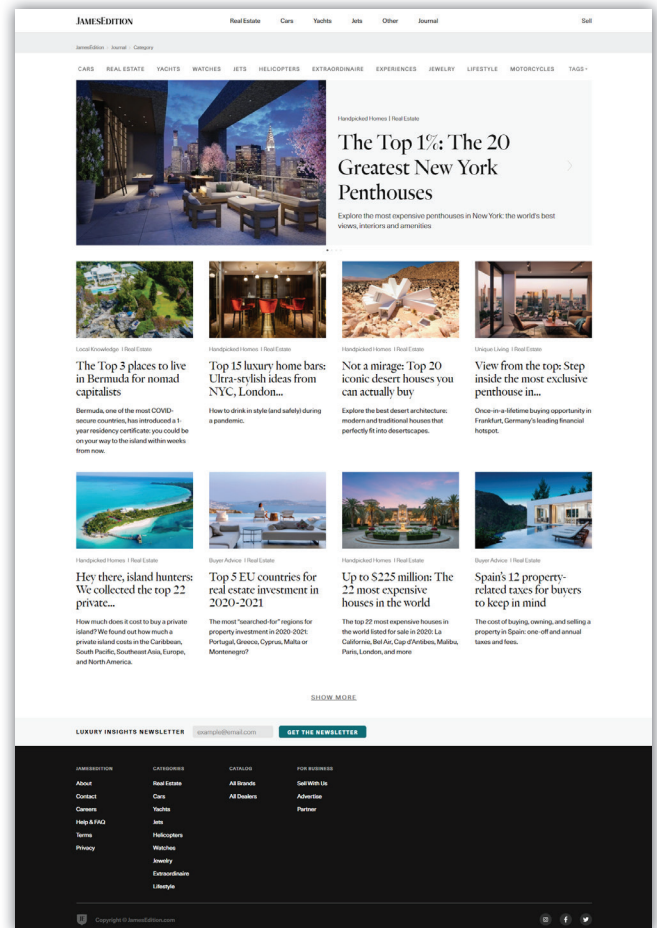
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**FEATURED STORY IN THE JOURNAL  
CUSTOM CONTENT ARTICLE +  
NEWSLETTER PROMOTION \$3,600**



# JAMESEDITION.COM

## » SOCIAL MEDIA POST

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.

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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- **Instagram 74.8K**
- **Facebook 31.3K**

**SOCIAL MEDIA POST**  
**\$350 PER POST**



# JETSET

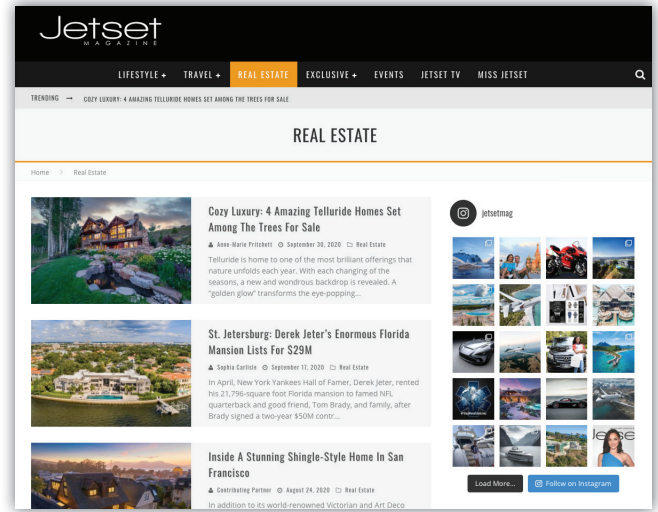
## » DEDICATED EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through one of two options: a customized branded email campaign or a banner insertion into the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

### SUBSCRIBER PROFILE

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

PRICE \$625





# 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.

## » EMAIL MARKETING

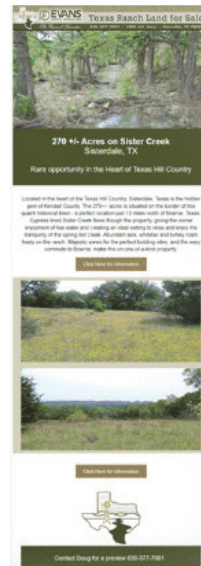
Get in front of land buyers with high-performing newsletters and email campaigns. You'll be able to promote your listings and services to our engaged pool of 750K+ active subscribers directly.

## » 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\* MINIMUM FOR 5,000 RECIPIENTS  
\$250 FOR EACH ADDITIONAL 1,000**



# 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**

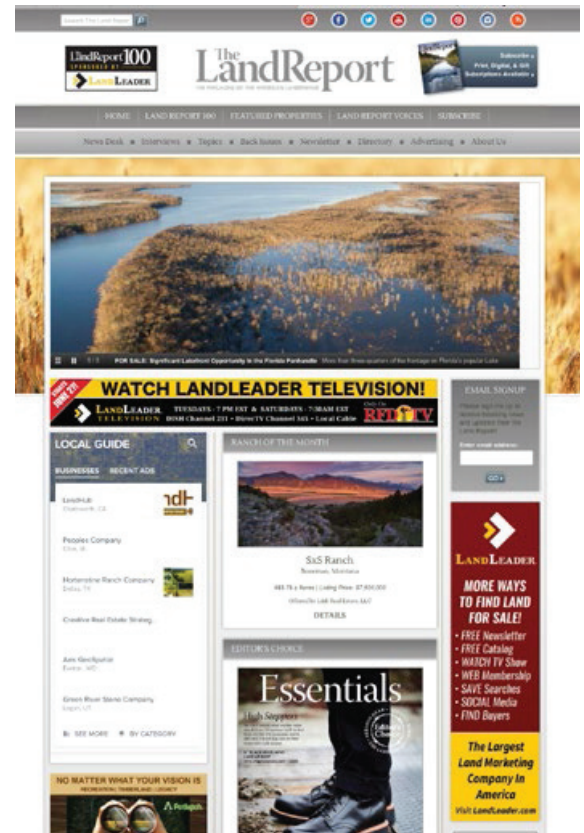
» **Top In-Bound Markets:**

- |              |                  |
|--------------|------------------|
| • Texas      | • Illinois       |
| • California | • Georgia        |
| • Florida    | • North Carolina |
| • Colorado   | • Pennsylvania   |
| • New York   | • South Carolina |

» **ENEWSLETTER**

PRICE: \$1,800

# The LandReport



# ROBBREPORT.COM

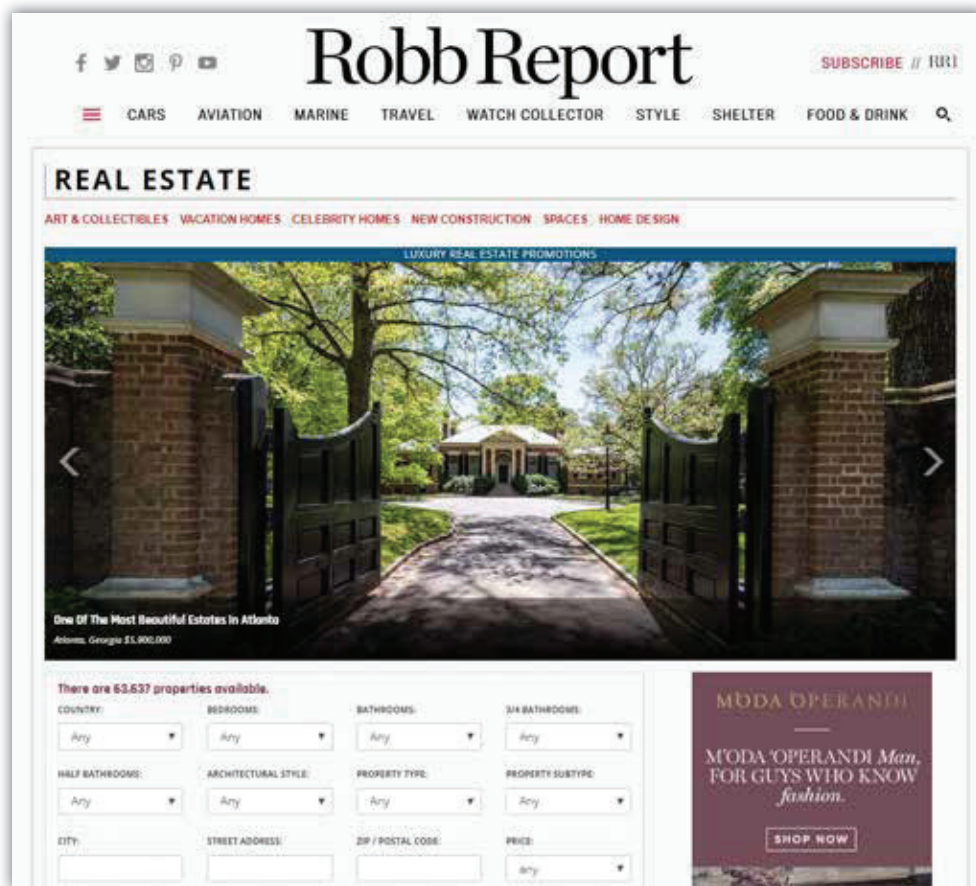
## » REAL ESTATE MEDIA BAR

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 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



**\$2,150/MONTH OR \$2.650/W VIDEO**







**COLDWELL BANKER**  
**REALTY**

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

2 X 7, CENTRAL, COLOR: \$3,095  
BUY 4 GET 1 FREE

PROPERTY PORTFOLIO, COLOR: \$2,355  
NATIONAL

# THE NEW YORK TIMES

## » THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- **Circulation:** 403,748
- **Sunday:** 972,774
- **Male / Female:** 51% / 49%
- **Median HHI:** \$193,586
- **Average HHI:** \$359,826
- **Median Age:** 50

**SINGLE SPOT, SUNDAY: \$1,500/LISTING  
OR \$1000/LISTING 3X RATE**

**Real Estate**  
The New York Times

**SECOND WIVES**

### THE HAMPTONS NORTH?

**The Hudson Valley is starting to resemble that stretch of Long Island.**

**An Instant Community in the Catskills**

**Manhattan's Finest Rental Residences In Your Favorite Neighborhood**

**GLENWOOD**

1 BRs from \$3,500 • 2 BRs from \$4,995 • 3 BRs from \$6,495  
Condo • 14th floor • 24-hour concierge

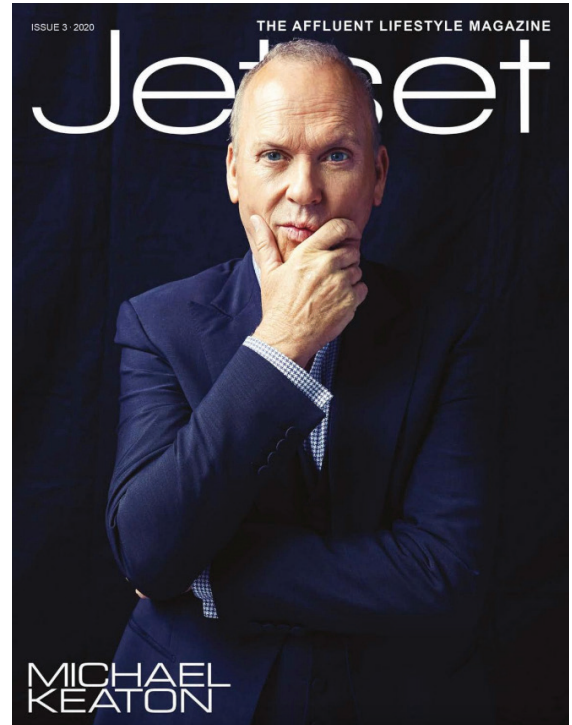
# JET SET MAGAZINE

Jetset Magazine is a luxury publication curated specifically for the most elite and prestigious readers, reaching them while they are relaxed and captive aboard a private jet or luxury yacht, at their primary residence or vacation home, or attending a VIP event or five-star resort.

Jetset Magazine stands alone in a competitive market and defines luxury for its readers. With an average household income of \$2.4 million, Jetset readers appreciate the finer things in life and possess more buying power than any audience on the planet. The benefit of a highly concentrated circulation is a cost-effective advertising spend that reaches only the one percent of the world's population who control more than fifty percent of the world's wealth.

Jetset Magazine is a luxury quarterly magazine and website distributed and viewed by 750,000 private Jet travelers in North America.

- **75,000 magazines distributed to over 500 private airports and placed by private jet caterers directly on board private aircrafts .**
- **175,000 unique website visitors monthly with 2 million page views**



**\$3,750 FULL PAGE**

**includes one year digital brochure or web feature on the real estate section of website**



# ROBB REPORT

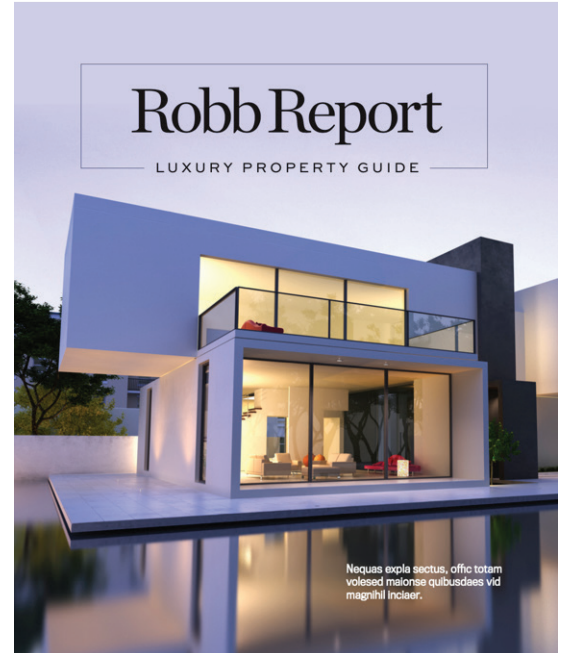
## » LUXURY PROPERTY GUIDE

As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the “best-of-the-best”. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they’re exploring the newest trends and properties around the world.

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

**FULL PAGE - PROPERTY PORTFOLIO: \$3,500**  
**Global**





**COLDWELL BANKER**  
**REALTY**

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Circulation/Distribution/Reach

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## CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	750,000
Smart Solutions Eblast	29,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing	2,300,000
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
JetSet Magazine	50,000
Land.com	
Dedicated Emails - targeted*	5,000
Land Report	
Enewsletter	50,000
Robbreport.com	6,000
WSJ.com	
Mansion Global Homepage	164,000
Mansion Global Instagram	76,200
<b>PRINT</b>	
The Wall Street Journal - Central	258,000
The Wall Street Journal - National	994,600
The New York Times	972,774
JetSet Magazine	75,000
Robb Report - Luzzury Property Guide	93,142
<b>GRAND TOTAL</b>	<b>9,110,816</b>



**COLDWELL BANKER**  
**REALTY**

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# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	September	October	November	December	Media Total
<b>DIGITAL</b>						
Million Impressions*	Digital Banner Program Targeting - St Louis, Kansas City, Chicago, NY, Aspen, Vail, Jackson Hole	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$	\$ 3,585.00
Smart Solutions Eblast	Targeting Outdoor enthusiasts	\$ 2,795.00				\$ 2,795.00
Juwai.com						
Hot property upgrade	Hot property upgrade	\$ 425.00				\$ 425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425			\$ 425.00
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,000.00				\$ 1,000.00
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 3,600.00			\$ 3,600.00
Social Media Post - Instagram	Post		\$ 350.00			\$ 350.00
Social Media Post - Facebook	Post		\$ 350.00			\$ 350.00
JetSet Magazine	Email	\$ 625.00				\$ 625.00
Land.com						
Dedicated Emails - targeted*					\$ 1,500.00	\$ -
Land Report						
Enewsletter	Monthly eNewsletter		\$ 1,800.00			\$ 1,800.00
Robbreport.com	Real Estate media bar	\$ 950.00				\$ 950.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00
Mansion Global Instagram			\$ 1,775.00			\$ 1,775.00
<b>PRINT</b>						
The Wall Street Journal - Central	2 x 7		\$ 3,095.00			\$ 3,095.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00				\$ 2,355.00
The New York Times	Featured Propert - Sunday	\$ 1,500.00				\$ 1,500.00
JetSet Magazine	Full page + one year digital				\$ 3,750.00	\$ 3,750.00
Robb Report - Luzury Property Guide	Full page				\$ 3,500.00	\$ 3,500.00
<b>TOTAL</b>						<b>\$ 35,530.00</b>

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