



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

4516 OLEANDER 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 4516 OLEANDER

SKY Advertising is excited to present to Coldwell Banker JHG a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 4516 Oleander.

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 Bellaire.

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

LET'S DO GREAT THINGS TOGETHER

JANINE JONES
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Senior Account Executive
212-677-2671
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COLDWELL BANKER
REALTY

Digital Offerings

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.

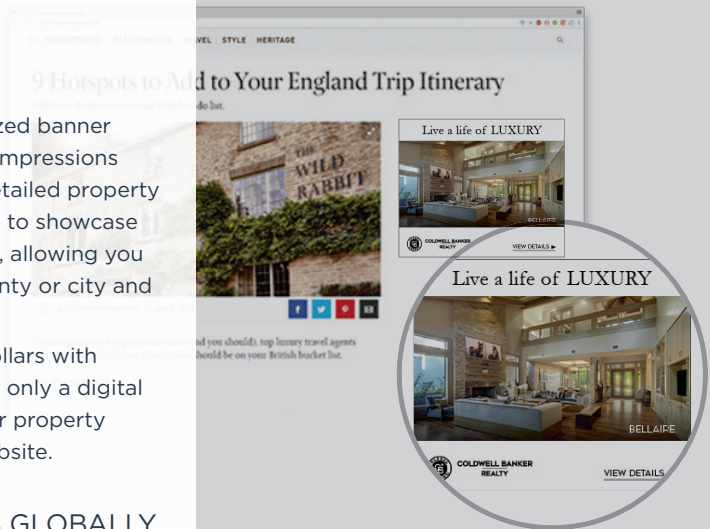
CAMPAIGN OVERVIEW AND BUDGET

Campaign: 4516 Oleander
Flight Dates: October 2022 - December 2022
Impressions: 1,500,000
 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.



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.

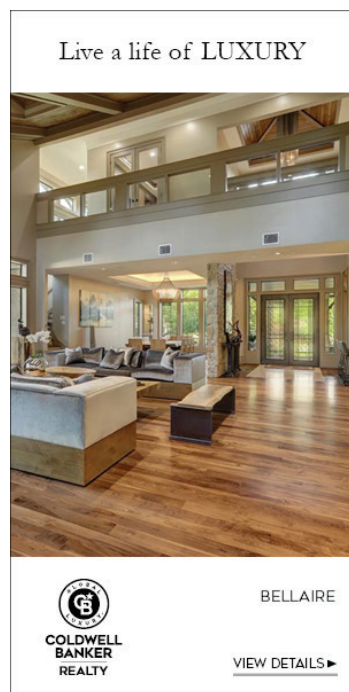
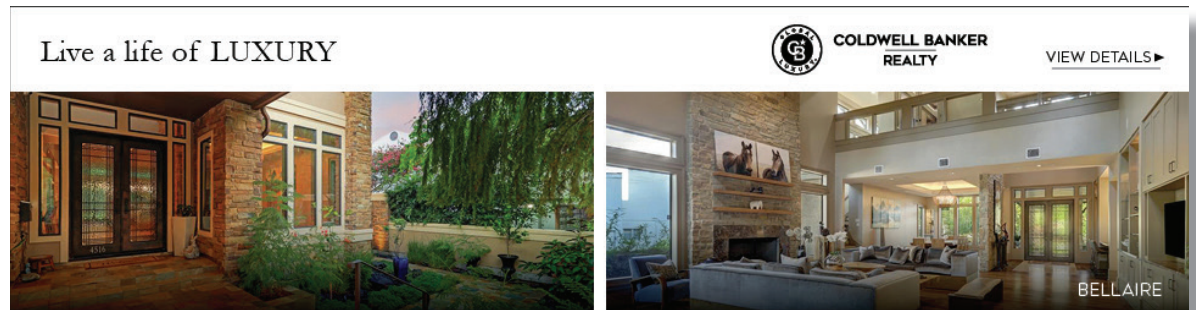


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

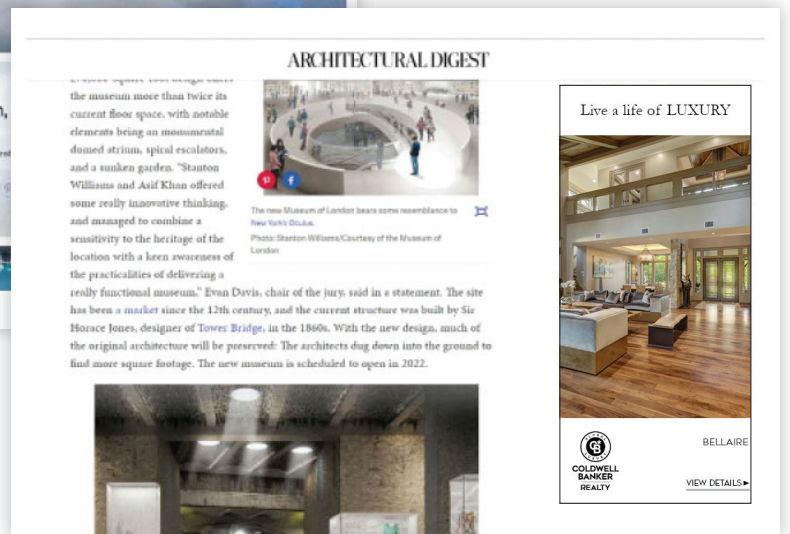
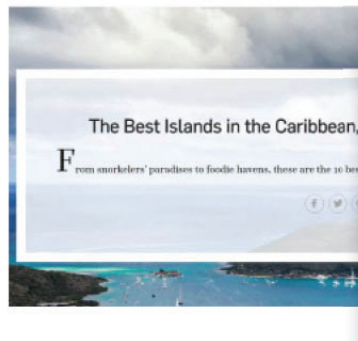
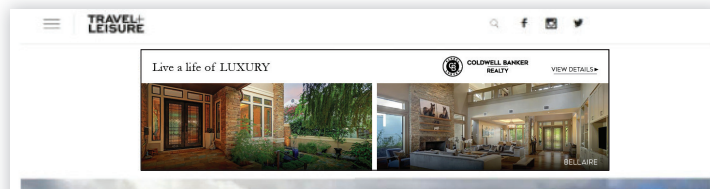
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

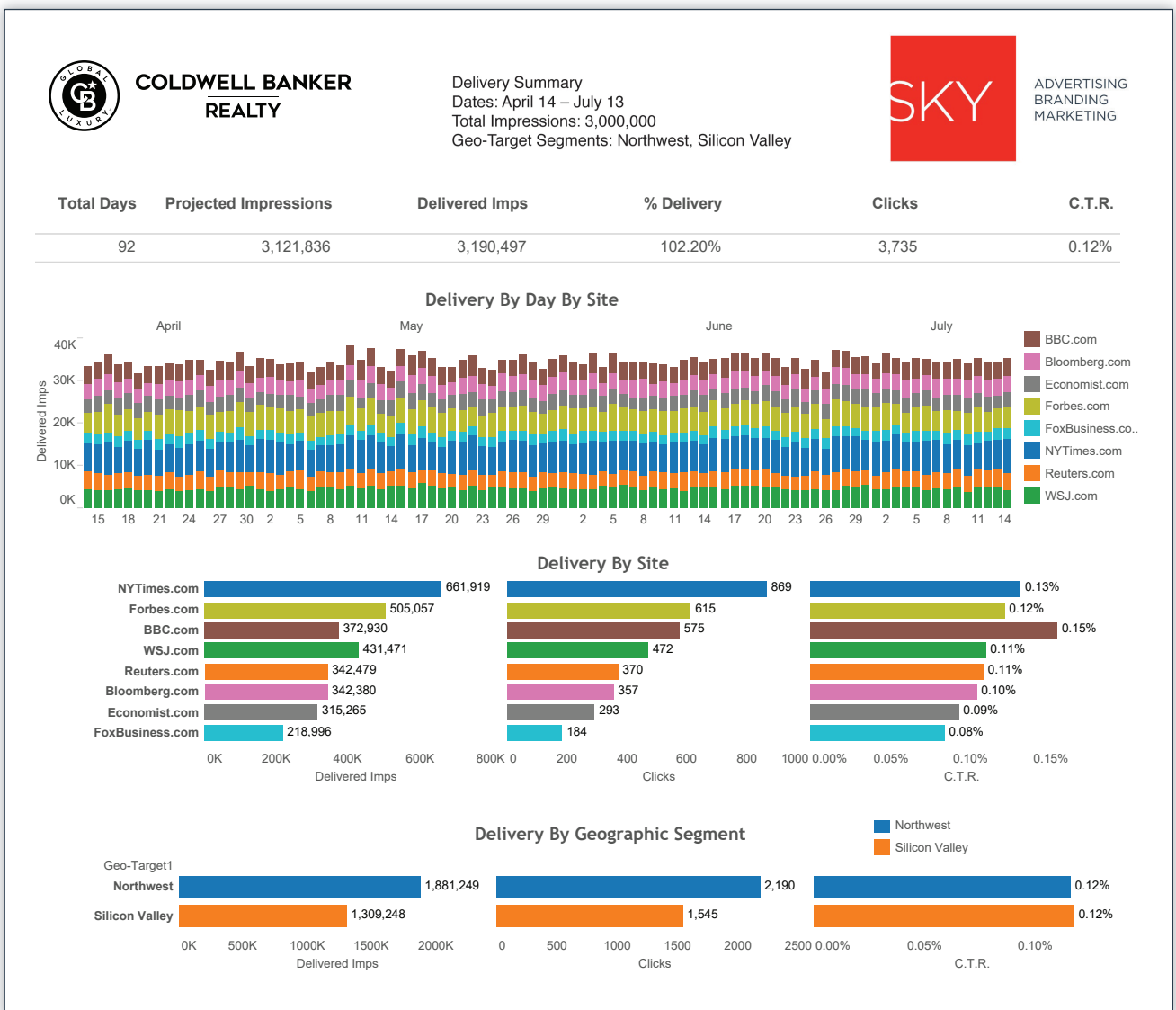


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 in the Los Angeles Metro, San Francisco Metro, New York Metro and South Florida.

The programs are scheduled to start on October 1st and run for three months and deliver 1,500,000 impressions.

The plan includes:

- A site-specific segment of premium news, business and finance websites (e.g. FoxNews.com, WSJ.com, Bloomberg.com, Forbes.com, etc)
- A custom intent segment, that will allow us to show banners to adults who are actively searching for Houston area Real Estate and living in the Los Angeles Metro, San Francisco Metro, New York Metro and South Florida.

» BEHAVIORAL TARGETING

Since these segments target 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 “whitelist” of sites. Ads will only show to people who have met our targeting criteria on one of these sites. The site list includes top news, business, finance, sports, politics, tech sites (i.e. VanityFair.com, BBC.com, AJC.com, FoxNews.com, etc.).

» 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) 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

CBGL JHG 4516 Oleander

Media	October				November				December				Impressions
	01	08	15	22	29	05	12	19	26	03	10	17	
	Geo-Target												
FoxNews.com													
FoxBusiness.com													
Bloomberg.com													
CNBC.com	Los Angeles Metro, San Francisco Metro, New York Metro, South Florida												850,000
Forbes.com													
Reuters.com													
Investors.com													
Barrons.com													
WSJ.com													
Custom Intent - Houston Real Estate	Los Angeles Metro, San Francisco Metro, New York Metro, South Florida												650,000
Total Digital													1,500,000

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

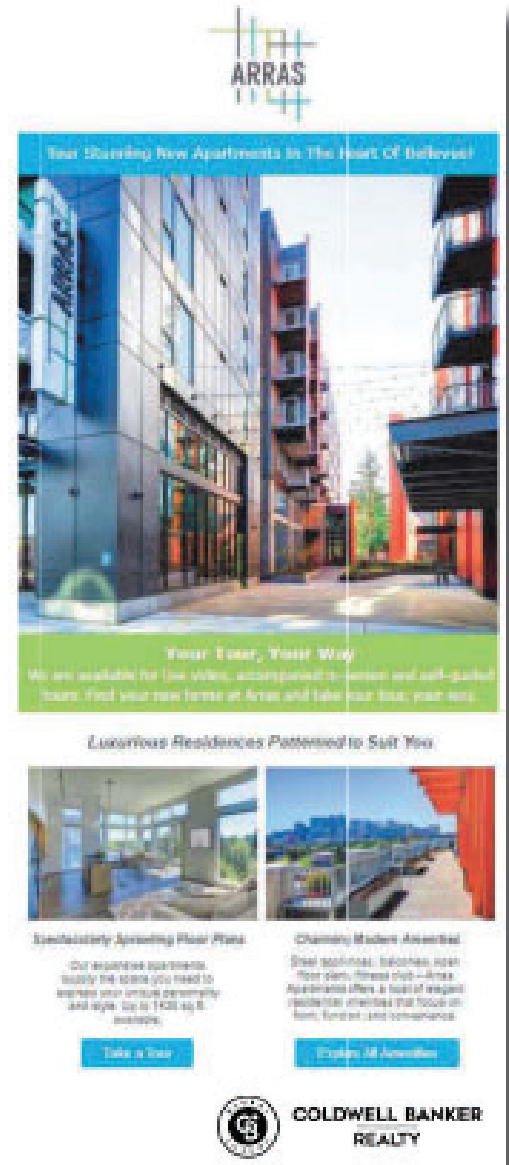
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,275

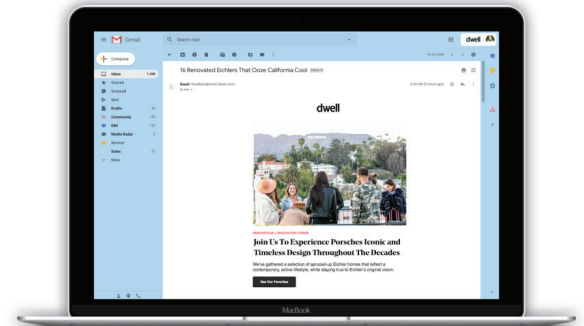


DWELL REAL ESTATE

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).



PACKAGE 1: \$5,000

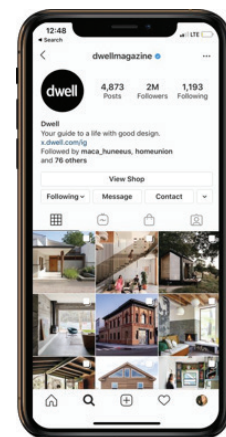
Custom Real Estate Article. This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.

PACKAGE 2: \$6,000

Custom Real Estate Article. This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.



NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

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.

SAN FRANCISCO, PENINSULA AND SILICON VALLEY
PRICE: \$500 PER LISTING



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

HOME PAGE
\$1,500/MONTH

REAL ESTATE PAGE
\$1,300/MONTH



JAMES EDITION.COM

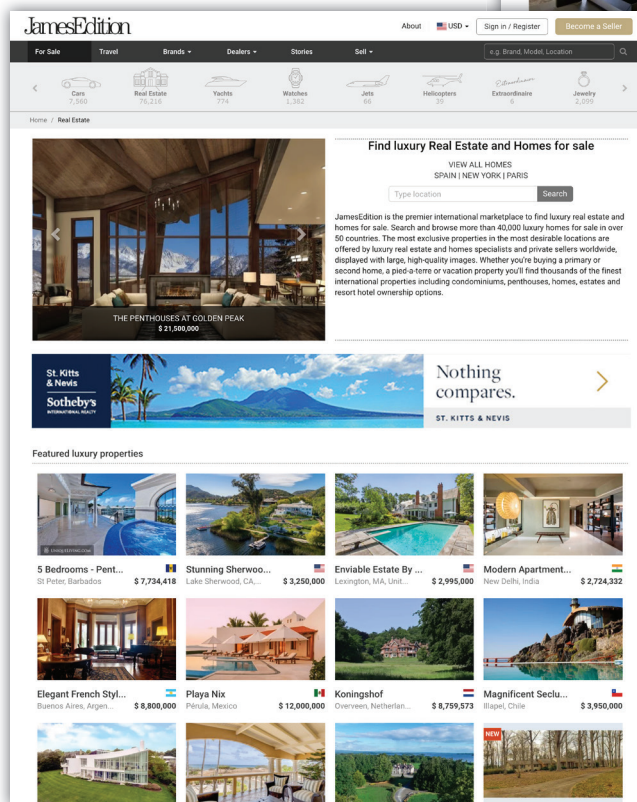
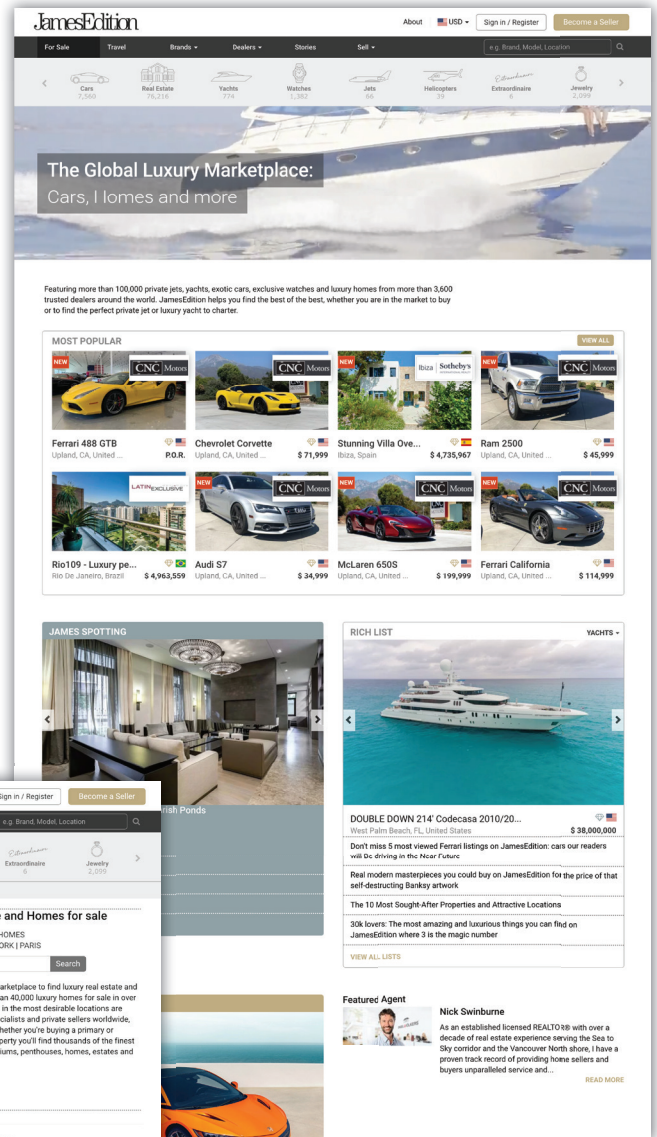
» E-NEWSLETTER

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.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

TOP POSITION: \$2,000
MIDDLE POSITION: \$1,200



LUXE MAGAZINE

» DESIGN WHERE YOU LIVE.

Luxe champions the art of elevated living and inspires you to connect with those who create it.

Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

Social media accounts will

luxe
INTERIORS+DESIGN®

» THE LUXE AUDIENCE

94% Own a Home Valued at \$1 Million or Greater

72% Have a Net Worth of \$5 Million or More

35% Have a Net Worth of \$10 Million or More

1.5 Million Audience

3.3 Million Global Digital Audience

@LuxeMagazine on Instagram

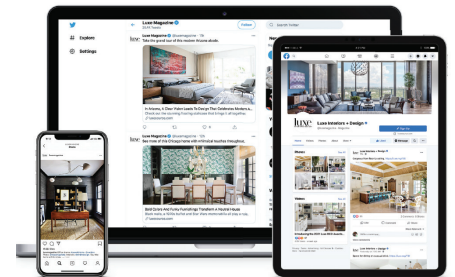
12M+ monthly reach

1.7M+ followers

@LuxeMagazine on Facebook

2M+ monthly reach

970K followers



» SPONSORED AD

THE LUXE AUDIENCE

Instagram and Facebook

Sponsored Ad (1x): Choose clicks or impressions.

14-day minimum duration

- Image Ad

- Video Ad

500 clicks or 250K impressions

FACEBOOK POST: \$1,500 PER POST

INSTAGRAM POST: \$3,000 PER POST

ROBBREPORT.COM

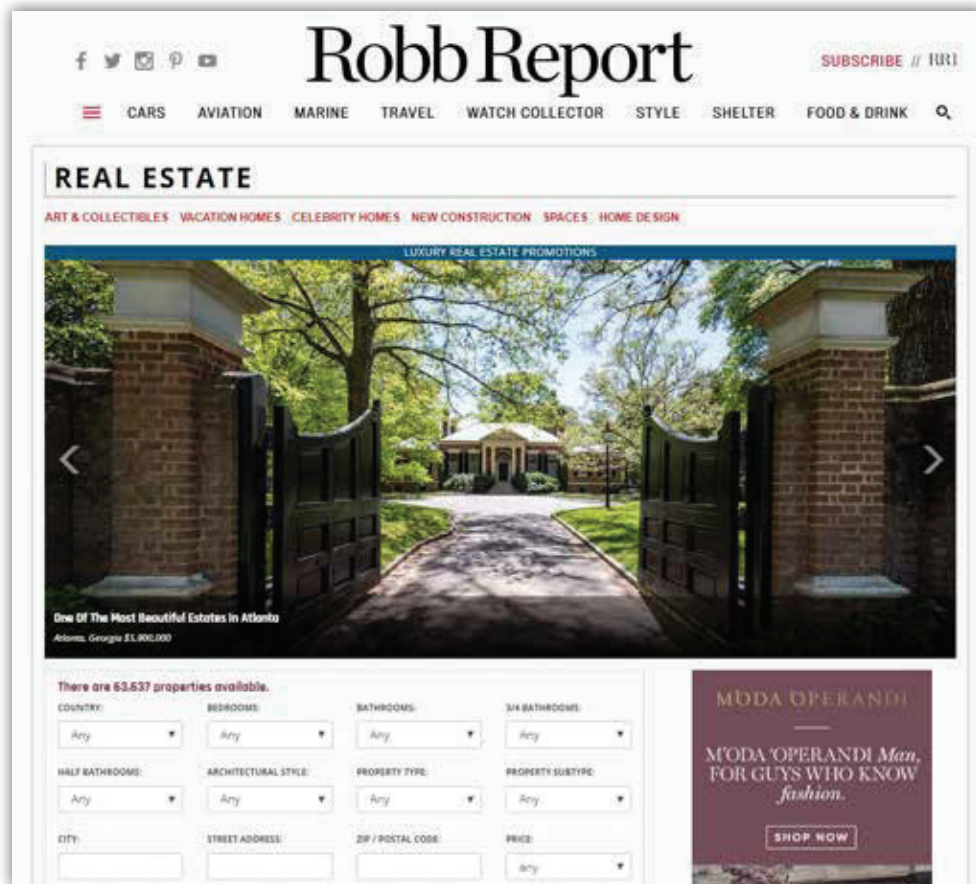
» REAL ESTATE MEDIA BAR

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



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

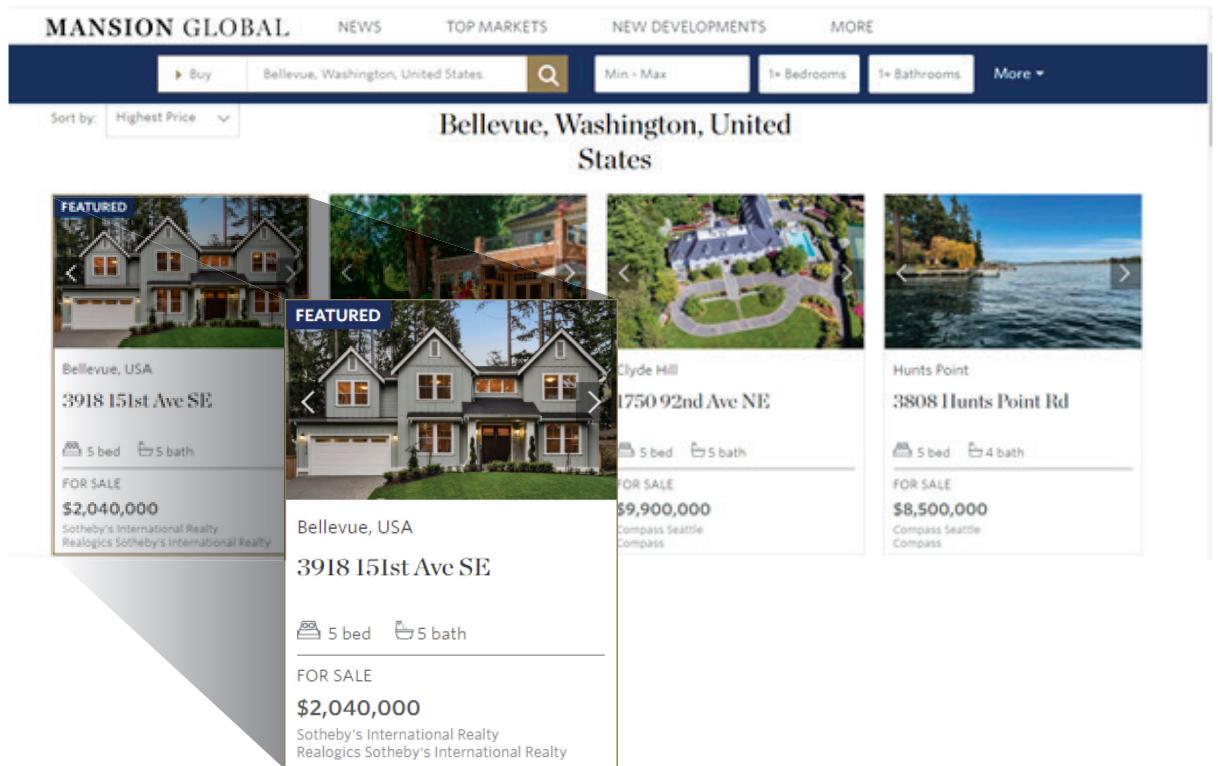
» FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.



- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500



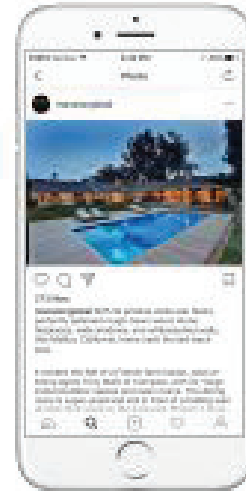
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

\$1,775





COLDWELL BANKER
REALTY

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 resounding results than ever before.

- **Circulation:** 786,294
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

**SOUTHERN CENTRAL
2X7 BUY 4 GET 1 FREE PRICE: \$1,120**

**NATIONAL
PROPERTY PORTFOLIO FEATURED LISTING
PRICE: \$2,355**

THE WALL STREET JOURNAL
WEDNESDAY, MARCH 11, 2020 • VOL. CXXIX, NO. 52 • WSJ.COM • \$4.00

Fed Cuts Rates Amid Virus Fears
The Fed cut the overnight rate to 0% and bought \$250 billion of Treasury bills to help stabilize the economy.

What's News
• **Stocks, bond yields fall after central bank takes action since '08 crisis**
• **Shaky Ground**
• **What's New**

Tennessee Twisters Kill at Least 25
A deadly outbreak of a rare virus in Tennessee has killed at least 25 people, with more deaths expected.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
Former Vice President Joe Biden took the steps to Los Angeles after wins in a string of Super Tuesday primary contests.

Many U.S. Cities See Downturn at Hand
Booming regions may face fiscal weakness in places tethered to thriving industries.

Salesforce #1 CRM
Salesforce is the #1 CRM provider for the second year in a row.

THE NEW YORK TIMES

» FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

\$1,500/EACH 3X COMMITMENT

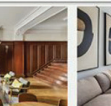
6 | THE NEW YORK TIMES, SUNDAY, MARCH 21, 2010

WHAT I LOVE
SARAH STILES

Restrained Palettes Are for Other People

The address is like a slightly goofy sitcom neighbor who has an otherworldly home.

By **BRANKA BUKICH**
Sarah Stiles's first address in New York was the Strand Annex, an Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. About a decade ago, she moved to the Strand Annex. "I was in my 20s, and I was just starting to get my feet on my own," she says. "I was in my 20s, and I was just starting to get my feet on my own."



PARK PLACE, BROOKLYN \$2,750,000
This 1,200-sq-ft, 2.5-bathroom, 1.5-bath townhouse is a rare find in the heart of Park Place. It features a full kitchen, a living room with a fireplace, and a finished basement. The property is located in a prime location and is surrounded by greenery.

MIRAGE, MANHATTAN \$2,340,000
This 1,200-sq-ft, 2.5-bathroom, 1.5-bath townhouse is a rare find in the heart of Park Place. It features a full kitchen, a living room with a fireplace, and a finished basement. The property is located in a prime location and is surrounded by greenery.

CHINATOWN, MANHATTAN \$4,800,000
This 1,200-sq-ft, 2.5-bathroom, 1.5-bath townhouse is a rare find in the heart of Park Place. It features a full kitchen, a living room with a fireplace, and a finished basement. The property is located in a prime location and is surrounded by greenery.

FINANCIAL DISTRICT, MANHATTAN \$2,500,000
This 1,200-sq-ft, 2.5-bathroom, 1.5-bath townhouse is a rare find in the heart of Park Place. It features a full kitchen, a living room with a fireplace, and a finished basement. The property is located in a prime location and is surrounded by greenery.

MIDTOWN, MANHATTAN \$1,100,000
This 1,200-sq-ft, 2.5-bathroom, 1.5-bath townhouse is a rare find in the heart of Park Place. It features a full kitchen, a living room with a fireplace, and a finished basement. The property is located in a prime location and is surrounded by greenery.

LONG ISLAND CITY, QUEENS \$1,100,000
This 1,200-sq-ft, 2.5-bathroom, 1.5-bath townhouse is a rare find in the heart of Park Place. It features a full kitchen, a living room with a fireplace, and a finished basement. The property is located in a prime location and is surrounded by greenery.

FINANCIAL DISTRICT, MANHATTAN \$2,500,000
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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.

HOUSTON
FULL PAGE, COLOR: \$2,190

- **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%



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% Male / 14% Female
- **Average household income:** \$338,000
- **Median age:** 51

PROPERTY GALLERY, COLOR: \$1,200
Global



ROBB REPORT

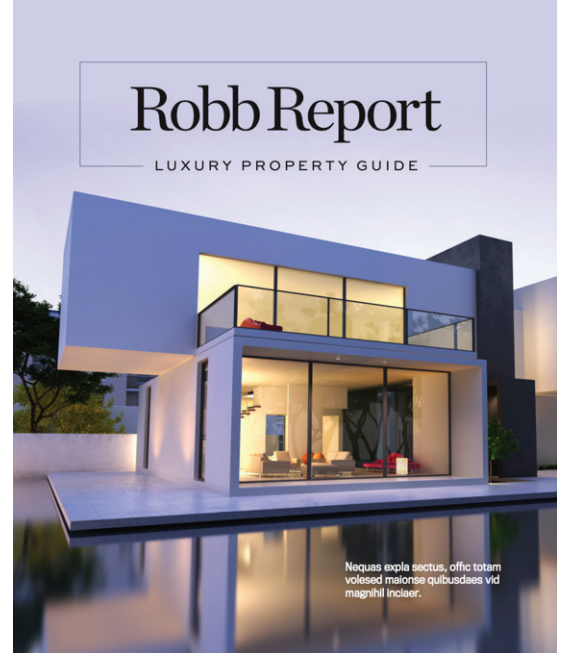
» LUXURY PROPERTY GUIDE

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

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - LA Metro, SF Metro, NY Metro and South Florida	
Smart Solutions Eblast	
Custom Email	40,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNe	110,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
JamesEdition	
Featured Banner	750,000
e-Newsletter	294,000
Luxe Interiors + Design	
Facebook Post	750,000
Instagram Post	294,000
Robbreport.com	
Real Estate media bar	6,000
WSJ.com	
Mansion Global Homepage	164,000
Property upgrades	8,539,860
Mansion Global Instagram	76,200
Print	
The Wall Street Journal	
2 x 7 Souther Central Region	72,000
Featured Listing - National	786,294
The New York Times	
Featured Listing	1,269,333
Conde Nast Magazines Regional Pages	
Full Page	14,000
Financial Times	
Property Gallery	193,337
Robb Report	
Property Portfolio Magazine	93,142
GRAND TOTAL	14,965,166



Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	October	November	December	January	Media Total
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00
Million Impressions	Targeting - LA Metro, SF Metro, NY Metro and South Florida					
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email	\$ 2,275.00				\$ 2,275.00
Dwell.com						
Real Estate Package 1	Custom Article with promc	\$ 5,000.00				\$ 5,000.00
Nob Hill Gazette						
Nob Hill San Francisco, Gazette Peninsula and Silicon OTM On the Market eNew		\$ 500.00	\$ 500.00			\$ 1,000.00
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,300.00			\$ 1,300.00
e-Newsletter	e-Newsletter	\$ 1,200.00				\$ 1,200.00
Luxe Interiors + Design						
Facebook Post	Facebook Post	\$ 1,500.00				\$ 1,500.00
Instagram Post	Instagram Post		\$ 3,000.00			\$ 3,000.00
Robbreport.com						
Robbreport.com	Real Estate media bar		\$ 950.00			\$ 950.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00
Property upgrades	Property upgrades		\$1,200			\$ 1,200.00
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00			\$ 1,775.00
Print						
The Wall Street Journal						
The Wall Street Journal - Southern Central	2 x 7	\$ 1,120.00				\$ 1,120.00
Property Portfolio - National	Featured Listing	\$ 2,355.00				\$ 2,355.00
The New York Times						
The New York Times	Featured Listing	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Conde Nast Magazines Regional Pages						
Architectural Digest - Houston	Full Page				\$ 2,190.00	\$ 2,190.00
Financial Times						
Financial Times	Property Gallery	\$ 1,200.00				\$ 1,200.00
Robb Report						
Robb Report	Property Portfolio Magazine		\$ 3,500.00			\$ 3,500.00
TOTAL						\$ 41,090.00

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