



ADVERTISING
BRANDING
MARKETING

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

PHILADELPHIA
1700 Market Street
Philadelphia, PA 19103
215-365-4040

SKYAD.COM

MARKETING STRATEGY AND SERVICES 2023



COLDWELL BANKER
REALTY

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ADVERTISING
BRANDING
MARKETING

Sky Advertising is a full service 32-year-old advertising/marketing firm headquartered in Manhattan with a satellite office in Philadelphia. Founded in 1989, Sky was built on the sound principles of offering its clients outstanding creative and all-encompassing multi-channel media strategies coupled with a high level of personalized customer service. From day one, the focus of the agency and its overriding philosophy has been on doing what is best for its clients.

Today Sky provides excellence in real estate, recruitment and consumer marketing to companies from the Fortune 500 to smaller non-profits.

SKY TEAM

Principals:

Bill Steely, President and CEO

Bill believes there's only one way to treat clients: with a high level of attention and a strong sense of urgency. He's involved in most aspects of creative development at Sky, from conceiving ideas to presenting dynamic campaigns that use just the right mix of interactive and traditional marketing tools. A longstanding member of two primary communications trade groups, he lectures and blogs on various advertising topics including emerging media. Bill's Bachelor of Science degree in Advertising is from Syracuse University's Newhouse School of Public Communications.

Janine Jones, Executive Vice President

A veteran of the agency since 1991, Janine assumes a high level roll in managing and understanding the general trends in marketing as well as specifically what is happening with luxury real estate.. Her No. 1 priority is being accessible to clients, whether developing a customized marketing program or explaining new media options and resources. Janine graduated magna cum laude from New York University.

Day to Day Team:

Sky Advertising employs an account management team to handle all aspects of service, from creative design and execution and marketing and media strategy to day to day interactions.

Michael Tedesco, Executive Vice President/Chief Operating Officer

Mike is a veteran of several ad agencies dating back to his start in the industry in 1982. Mike works with several marketing, real estate and recruitment accounts with the goal to grow their sales or talent acquisition strategies and burnish their brands. A jack of all trades, he handles account management, creative direction, sales, and operations. Mike earned his Bachelor of Arts degree in Journalism from Temple University.

Paula Davidson, Senior Account Manager

With over 18 years' experience in account service, Paula is an integral part of helping clients implement their advertising strategies. Paula specializes in finding the best options to meet her real estate clients' print and online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in business management from Baruch College.

Giovanni Escot, Senior Interactive Art Director

Gio designs many of Sky's largest and most visible creative campaigns including many with interactive components such as web design and digital marketing. His experience in advertising and marketing includes two years at the BBDO ad agency in Guatemala City. Gio earned his Bachelor's degree in Systems Engineering from Mariano Galvez University and his Master's degree in Graphic Design from Rafael Landivar University.

Jimmy Cintron, Account Executive

Jimmy manages a staff that provides client services including print and digital advertising, branding, and marketing. He also personally oversees national flagship accounts and local accounts. Formerly in the Merchant Marine, he is a graduate of the State University of New York Maritime College.

Sara Heleni, Account Executive

With over 17 years' experience in account service, Sara is an integral part of the Real Estate team. Sara specializes in finding the best options to meet her clients' online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in English at Hunter College.

Chloe Steely, SEO Analyst

Chloe specializes in SEO marketing at Sky Advertising. Her role is to create and implement digital campaigns to broaden her clients' online reach and drive performance. She analyzes data within Google and Bing to create the best strategies to meet her clients' specific goals. She graduated with her degree in Finance from Temple University.

SKY COLDWELL BANKER GLOBAL LUXURY PARTNERSHIP



COLDWELL BANKER
REALTY

Coldwell Banker Global Luxury

Coldwell Banker Global Luxury partnered with Sky Advertising to develop a portfolio of media options. The program is designed to reach an affluent audience while showcasing the brand's exclusive properties. Sky's work can be seen in lavish luxury magazines, newspapers and on online channels that cater to the high-end market. Sky develops custom campaigns to target the luxury buyer and is able to offer exclusive pricing to the Coldwell Banker Global Luxury offices across the globe.

SERVICES

Sky Advertising has extensive experience in market research, creative branding, corporate identity, multi-channel marketing strategies and website development.

DEEP EXPERTISE

The Sky team has the savvy and experience to help you come up with right solutions and avoid the wrong ones.

CREATIVE SPARK

Sky offers the relevant copy and fresh design you expect from a leading agency. We listen to your problems and propose solutions that go beyond the obvious.

ATTENTION-GETTING MEDIA OF ALL KINDS

Sky creates websites and social media campaigns as well as award-winning print ads, brochures, and magazines.

EFFECTIVE BRANDING, MARKETING, AND ADVERTISING

Sky specializes in pinpointing the best promotional techniques and placements for a given audience.

REAL ESTATE ADVERTISING WITH GREAT ROI

Reach the right buyers with the right appeal.

Sky offers careful media planning, creative marketing, thorough web analytics, and accurate ads—on time, every time.

STRATEGY THAT FOCUSES YOUR MARKETING

Speak in a clear voice across today's fragmented media.

Sky can develop a multi-channel strategy to advance your goals, fit your budget, and make your message stand out in an array of platforms and devices.

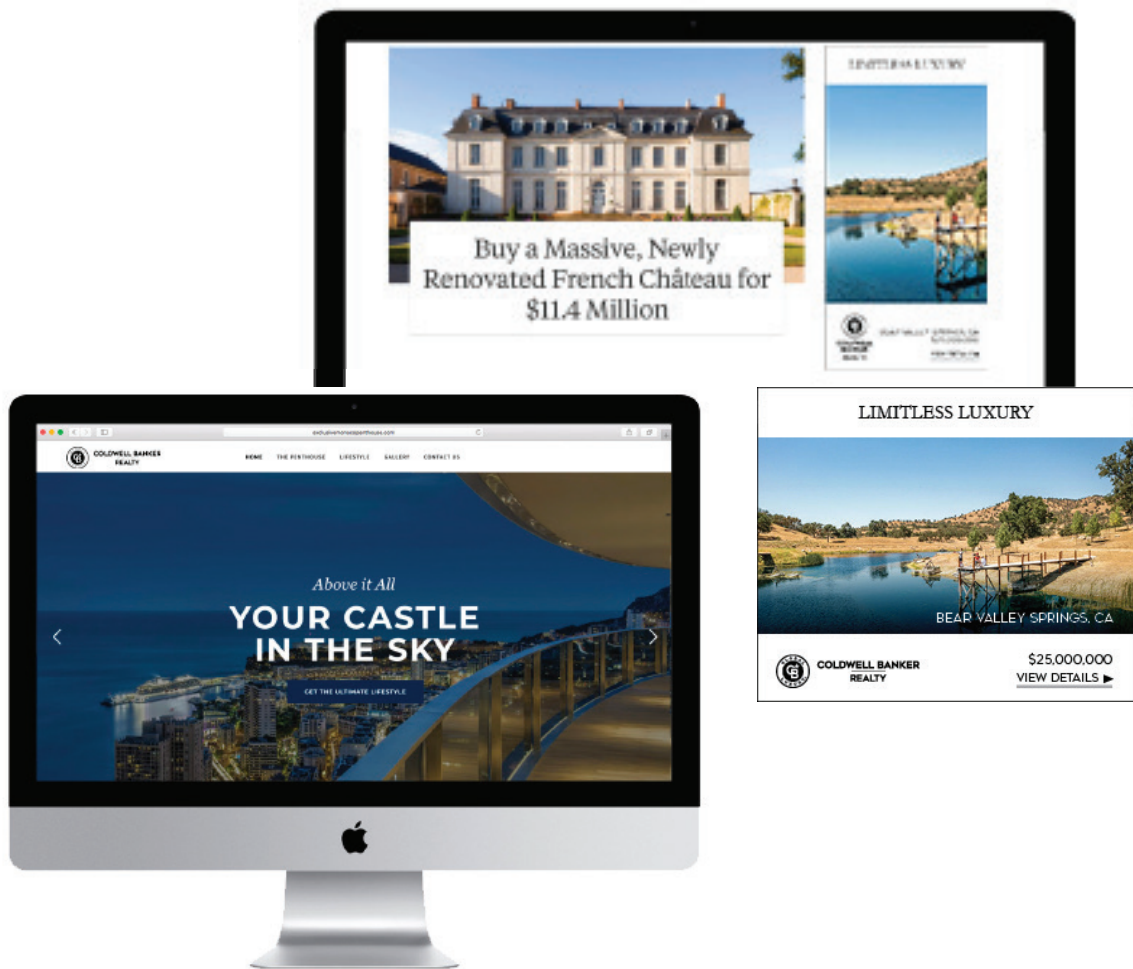
RELEVANT RESEARCH

Drive your decisions with data.

What really works with your audience? Count on Sky to find out—and then put the insights to work in results-oriented solutions.

ADVERTISING
 BRANDING
 MARKETING

- Media Placement Print
- Media Placement Digital
- Media Planning
- Creative Services
- Website Design
- Social Media Advertising
- Email Marketing
- Search Engine Optimization
- Custom Digital Campaigns
- Google AdWords
- Direct Mail



CREATIVE SERVICES

» WEBSITE DESIGN

Site Map

We will create a site map showing how the website will function, what pages will be included and optimize it for SEO and user experience.

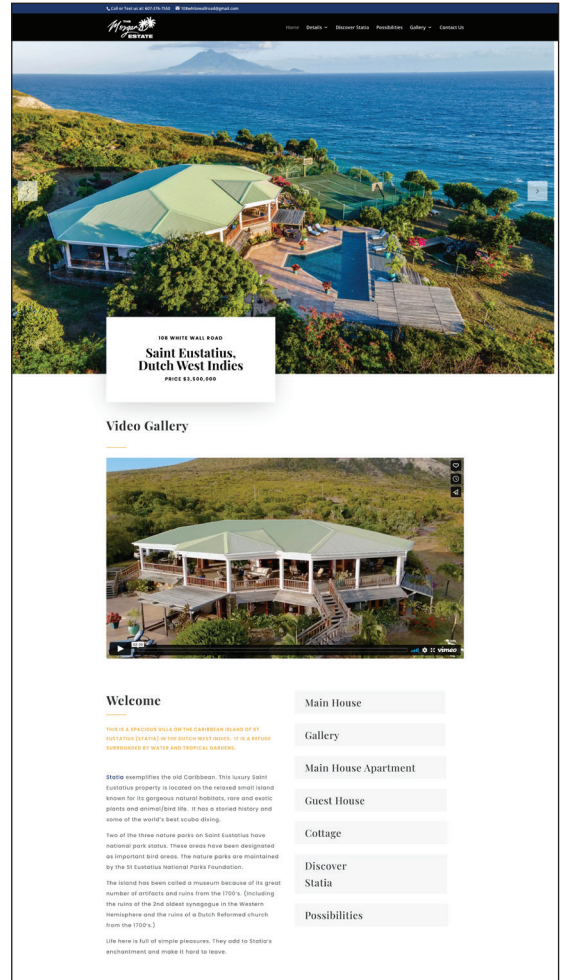
Page Design

We will utilize branding guidelines and create engaging pages.

Website Development

Once the pages have been designed, we begin the development of a mobile responsive website including coding of pages in HTML, CSS and JavaScript as needed.

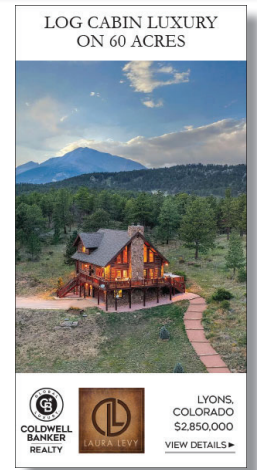
WEBSITE DESIGN: FROM \$1,500



CREATIVE SERVICES

» BANNER PRODUCTION

BANNER PRODUCTION: \$350 PER SET




CREATIVE SERVICES

» BLOG POST

Original 750-1,000 Word Article

BLOG POST: \$750




**COLDWELL BANKER
 REALTY**

[HOME](#)
[FIND A PROPERTY](#)
[OUR LISTINGS](#)
[OUR OFFICE](#)
[OUR AGENTS](#)
[CHAPIN ESTATE](#)
[BLOG](#)

HOT REAL ESTATE MARKET: NEW YORK METRO

Real Estate, Real Estate Marketing, real estate advertising | 0 Comments



New York City needs no introduction. As the cultural capital of the world, the city that never sleeps is the go-to location for young professionals across many industries—especially creative ones. Its iconic cityscape has been in countless movies and works of literature throughout the 20th and 21st centuries. Its status is perhaps best expressed in the infamous John Updike quote that “the true New Yorker secretly believes that people living anywhere else have to be, in some sense, kidding.”

This mythical notoriety has made New York City one of the most expensive cities in the world, with rents **second** only to the laughably expensive San Francisco. Especially for lower and middle-income individuals, affordable housing is a hot button issue; especially in areas such as Brooklyn where gentrification has led to many communities being priced out of their own neighborhoods.

CURRENT TRENDS

It’s said that many real estate professionals love New York because of its relative stability—it’s New York, right? As Ashkan Zandieh remarks for Forbes, the land tends to appreciate and is able to be liquidated at a moment’s notice. That said, it’s undeniable that the New York housing market has seen better days. 2017 saw rent peak while prices for high-end properties floundered. The housing landscape is defined by a glut of overproduction in the luxury real estate sector, while the sub-\$1 million market is fiercely competitive. That’s why there’s a sense of “a tale of two cities” in New York: right now—countless condos sit empty, while lower and middle-income individuals experience constant uncertainty in their housing situations.

Interest in New York markets **slumped** substantially throughout 2017 and the first half of 2018. Manhattan looks particularly grim—according to CNBC, **its worst quarter in six years** came at the end of 2017. But where do things go from here?

LOOKING TO THE FUTURE

Luxury markets are slumping for a number of reasons. New York is the slowest high-end housing market in the US—it takes an average of 134 days to sell a home here. This is mostly because of excess inventory and also because the wealthy are “extra vigilant managers of their own money and highly risk-averse.”

Additionally, the landscape is tumultuous based on one specific factor: as the fallout from the tax overhaul remains to be seen, many housing professionals are keeping their cards close until they see how the plan shakes out. Many people were predicting that blue states would be hit disproportionately by the tax plan. StreetEasy wrote recently that the reduced deductible for federal taxes would “hit New York particularly hard, given the high-income taxes and property taxes that fund the array of public services we use every day.” But these concerns are also suspected to be overblown. Rent concessions granted by the tax plan might make for a more ambitious renting population. Regardless the tax plan is behaving like a self-fulfilling prophecy; uncertainty has a paralytic effect on markets, and it will be difficult to evaluate the effects of the tax plan as we’re still in the process of understanding it.

There’s other confounding factors. In a city that is heavily dependent on public transportation, an event like the 2-year long L train shutdown will significantly threaten rent prices given that the L is a highly-trafficked train for professionals commuting into Manhattan. There are other transportation changes on the horizon as well. Most notably, the ferry expansion might increase demand in areas by the new ports.

Many of the tax plan’s predicted consequences remain highly speculative. Additionally, dips in luxury housing prices, while problematic, are sometimes downplayed as merely the market “correcting” itself. For now, both the tax plan and the NYC housing market remain big question marks.

First Name*

Last Name

Email*

Website

Comment*

[Submit Comment](#)

RECENT POSTS

[Chinese Demand for Overseas Property](#)

[Amazon and Realty Form a New Partnership](#)

[Why Can't Americans Afford Homes?](#)

[Hot Real Estate Market: Vancouver, Canada](#)

[Hispanic Home buyers are the Future of Real Estate](#)

[How Long does a Luxury Home stay on Market?](#)

[HUD Charges Facebook with discrimination](#)

[Is Artificial Intelligence Good for Real Estate?](#)

[Do you know the new real estate cash buying rules?](#)

[Hot Real Estate Market: London](#)

ARCHIVES

[September 2019 \(4\)](#)

[November 2017 \(3\)](#)

[March 2018 \(3\)](#)

[October 2018 \(3\)](#)

[December 2017 \(2\)](#)

[January 2018 \(2\)](#)

[April 2018 \(2\)](#)

[May 2018 \(2\)](#)

[June 2018 \(2\)](#)

[July 2018 \(2\)](#)

[see all](#)

CATEGORIES

[Real Estate \(44\)](#)

[Real Estate Marketing \(27\)](#)

[real estate buyers \(24\)](#)

[real estate advertising \(19\)](#)

[Industry Trends \(10\)](#)

[see all](#)

CREATIVE SERVICES

» BRAND DEVELOPMENT

At Sky Advertising we define branding as: A promise of a distinct, memorable experience. It's about creating an expectation and delivering it consistently every time anyone comes into contact with your brand.

Developing a strong, authentic image and delivering it consistently is the foundation upon which every successful business is built. We'll help uncover what makes you noteworthy, differentiates you from the competition and defines who you are and what you want to be.

Brand development includes creative direction and development, design, copywriting and execution of concept.



BRAND DEVELOPMENT: FROM \$2,000



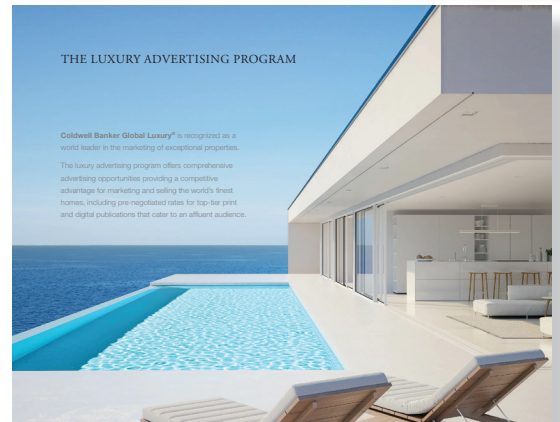
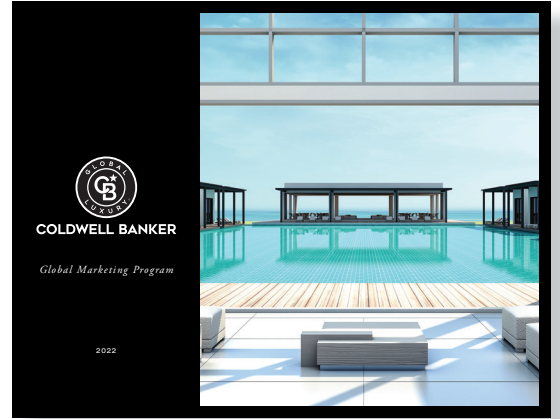
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ADVERTISING
BRANDING
MARKETING

CREATIVE SERVICES

» BROCHURE DESIGN

BROCHURE DESIGN: FROM \$500



CREATIVE SERVICES

» PRINT DESIGN

PRINT DESIGN: FROM \$250

COLDWELL BANKER Washington, DC
 19 bedrooms | 8 baths | \$4,250,000
 Represented by: Michael Schreiber
 D. 202.491.5910 | O. 202.547.3225
 Search DCCDC80069 on coldwellbankerluxury.com

LUXURY IS MASTERFUL
 When a Luxury Property Specialist offers local expertise along with extensive knowledge, skill and responsiveness, you receive the exceptional representation you truly deserve.

<p>Washington, DC \$4,900,000 7 bedrooms, 4 full and 1 half baths Represented by: Gary Jankovick D. 202.439.6030 O. 202.647.2626 Search DCCDC49022 on coldwellbankerluxury.com</p>	<p>Washington, DC \$600,000 3 bedrooms, 1 bathroom, 1 bath Represented by: Gary Jankovick D. 202.439.6030 O. 202.647.2626 Search DCCDC48350 on coldwellbankerluxury.com</p>
<p>Washington, DC \$1,029,000 5 bedrooms, 4 full and 1 half baths Represented by: Maggie Daley D. 202.520.2927 O. 202.647.3526 Search DCCDC57152 on coldwellbankerluxury.com</p>	<p>Princeton, NJ \$2,265,000 5 bedrooms, 5 full and 1 half baths Represented by: Day Waldman D. 415.353.0771 O. 415.263.8898 Search MDKAJ23334 on coldwellbankerluxury.com</p>
<p>Glyndon, MD \$2,200,000 5 bedrooms, 4 full and 2 half baths Represented by: Michelle Nash D. 410.285.0600 O. 410.623.2323 Search MDSC49436 on coldwellbankerluxury.com</p>	<p>Charmers, MD \$2,400,000 4 bedrooms, 5 full and 1 half baths Represented by: Elana Aertz D. 410.462.0330 Search MDGM71928 on coldwellbankerluxury.com</p>

COLDWELLBANKERLUXURY.COM

The property information is derived from public records that may include, but are not limited to, county records and the Multiple Listing Service, and other available information. Although the information is believed to be accurate, it is not warranted and you should do your own due diligence and obtain professional advice before you purchase any real estate. ©2012 Coldwell Banker. All Rights Reserved. Coldwell Banker and Coldwell Banker Luxury are registered trademarks of Coldwell Banker. The Coldwell Banker System is a registered trademark of Coldwell Banker, which are owned by a subsidiary of Realty Income Group, LLC and licensed to other entities not represented herein and operated. The Coldwell Banker System only represents a portion of the real estate for sale and is not the total real estate market.

COLDWELL BANKER

LUXURY IS MASTERFUL
 When a Luxury Property Specialist offers local expertise along with extensive knowledge, skill and responsiveness, you receive the exceptional representation you truly deserve.

Luxurious "off the grid" Retreat on 110 acres in Scenic West Virginia
 5 bedrooms, 7 full and 3 half baths
 \$19,500,000

Represented by: Marin Hagen and Sylvia Bergstrom
 D. 202.257.2339 | O. 202.367.6180

Kitty Hawk, North Carolina
 6 bedrooms, 7 full and 2 half baths
 \$4,100,000

Represented by: Heather Huang | D. 703.951.7471 | O. 252.480.4444
 Search 110810 on coldwellbankerluxury.com

COLDWELLBANKERLUXURY.COM

CONNECTICUT SHORELINE GEM
 Old Lyme, Connecticut - 76 Lyme Street

Beautiful country estate in the heart of Old Lyme Village • Three-building compound set on 3.4 acres • Main house • Guest house • Three stall barn with loft and full size dressage arena • Gorgeous granite pool with bluestone surround • Deeded rights to dock on the Lieutenant River • **\$1,590,000**

COLDWELL BANKER REALTY

MARTHA QUARATELLA
 860.227.7611
 martha.quarateLLa@cbmoves.com
 marthaquarateLLa.com



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ADVERTISING
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 MARKETING

CUSTOM STRATEGY

Custom Media Plans

Sky develops custom media plans for offices, developments and individual properties based on:

- Property type
- Location
- Feeder Markets
- Budget
- Preferred Media
- Timeline

The collage displays several key components of a custom media plan:

- SKY Logo:** A red square with the word "SKY" in white, followed by "ADVERTISING BRANDING MARKETING" and contact information for New York and Philadelphia offices.
- Table of Contents:** A document listing sections such as "INTRO", "SOTHEBY'S AUCTION HOUSE", "DIGITAL", "PRINT", "CIRCULATION/DISTRIBUTION", and "SCHEDULE".
- IMPRESSIONS PROGRAM TARGETING SITES:** A page explaining the process of identifying the best sites to feature a property, listing various media outlets.
- Media Outlets:** Images of covers for "The New York Times", "The Wall Street Journal", "Capital", "Handelsblatt", "Reuters", "Financial Times", "House & Home", and "FTWeekend".
- Geo-Targeting:** A world map showing targeted geographic regions.



COLDWELL BANKER
REALTY

Marketing Strategy 2023



COLDWELL BANKER
REALTY

Content

CONTENT

We recommend developing a content calendar for the year based on these segments.

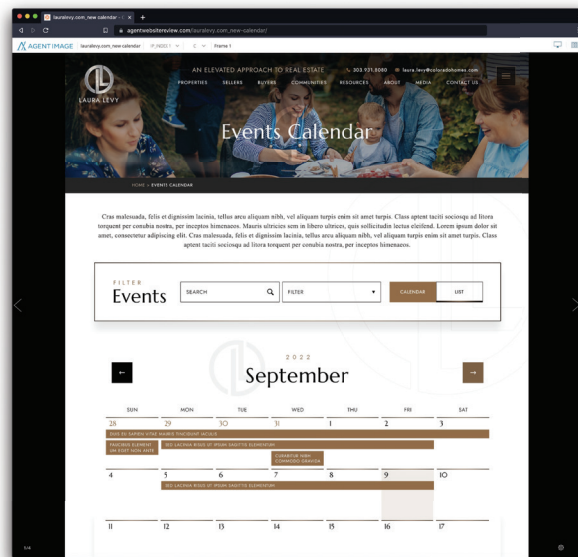
» STORE

Highlight products and events on an ongoing basis



» COMMUNITY

Highlight Events with an email /calendar promo



» AREA

Emphasize the beauty and features of the location



» SEASONAL

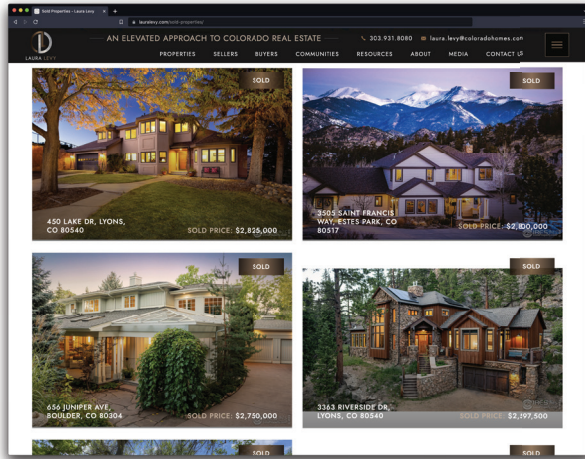
Promote based on the seasons and the weather



CONTENT

» LISTINGS

Showcase both new listings and solds





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: Marketing Strategy and Services 2023

Flight Dates: January 2023 - December 2023

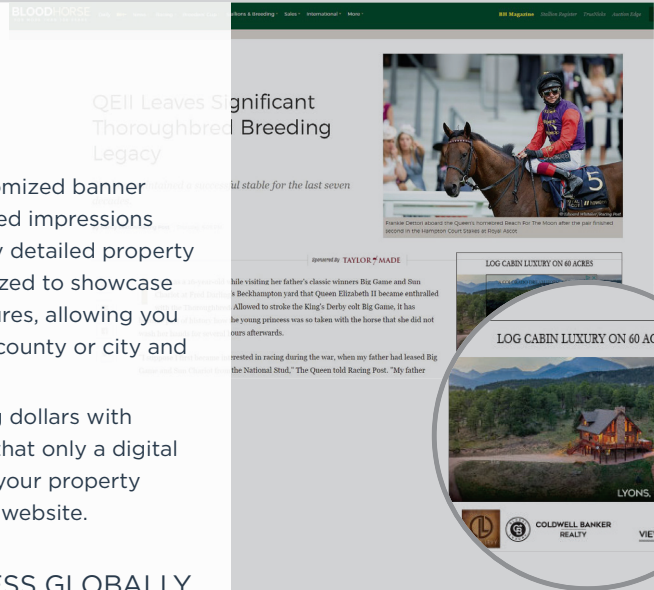
Impressions: 12,000,000

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



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.



Horse&Rider



Forbes

Daily Camera



Bloomberg Markets

BLOODHORSE

HORSE&HOUND

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.

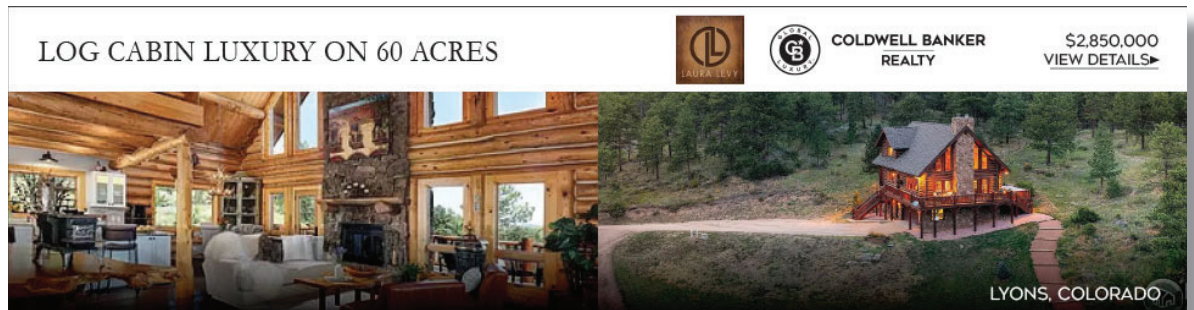


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

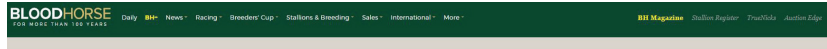
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



QEII Leaves Significant Thoroughbred Breeding Legacy

She has maintained a successful stable for the last seven decades.

By Nancy Sexton/Racing Post Thursday, 5:05 PM



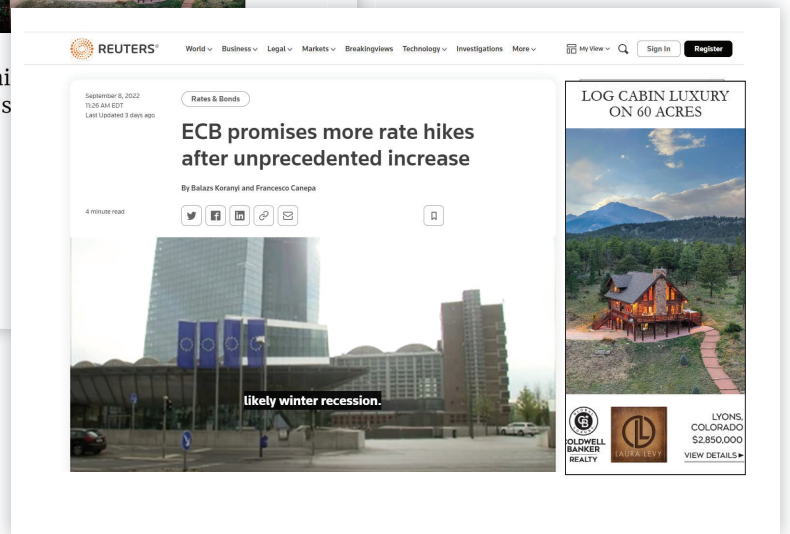
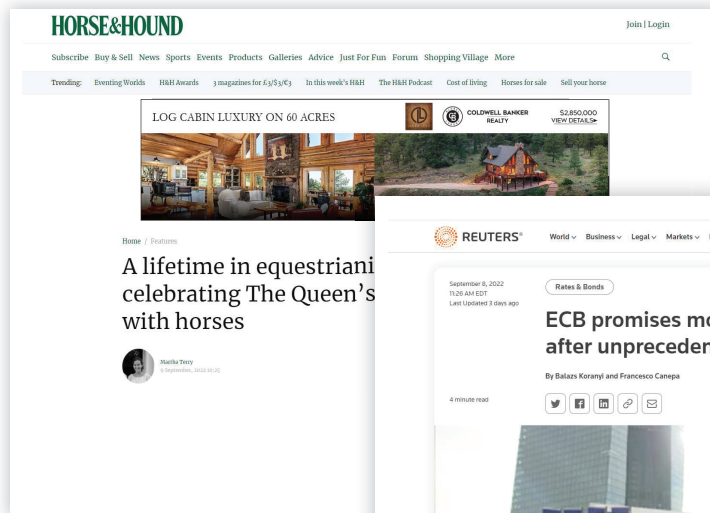
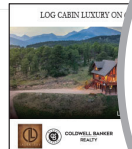
Frankie Dettoni aboard the Queen's horsehead horse For The Moor second in the Hampton Court Stakes at Royal Ascot.

Sponsored by TAYLOR MADE



It was as a 16-year-old while visiting her father's classic winners Big Game and Sun Chariot at Fred Darling's Beckhampston yard that Queen Elizabeth II became enthralled with the Thoroughbred. Allowed to stroke the King's Derby colt Big Game, it has become part of history how the young princess was so taken with the horse that she did not wash her hands for several hours afterwards.

"I suppose I first became interested in racing during the war, when my father had leased Big Game and Sun Chariot from the National Stud," The Queen told Racing Post. "My father

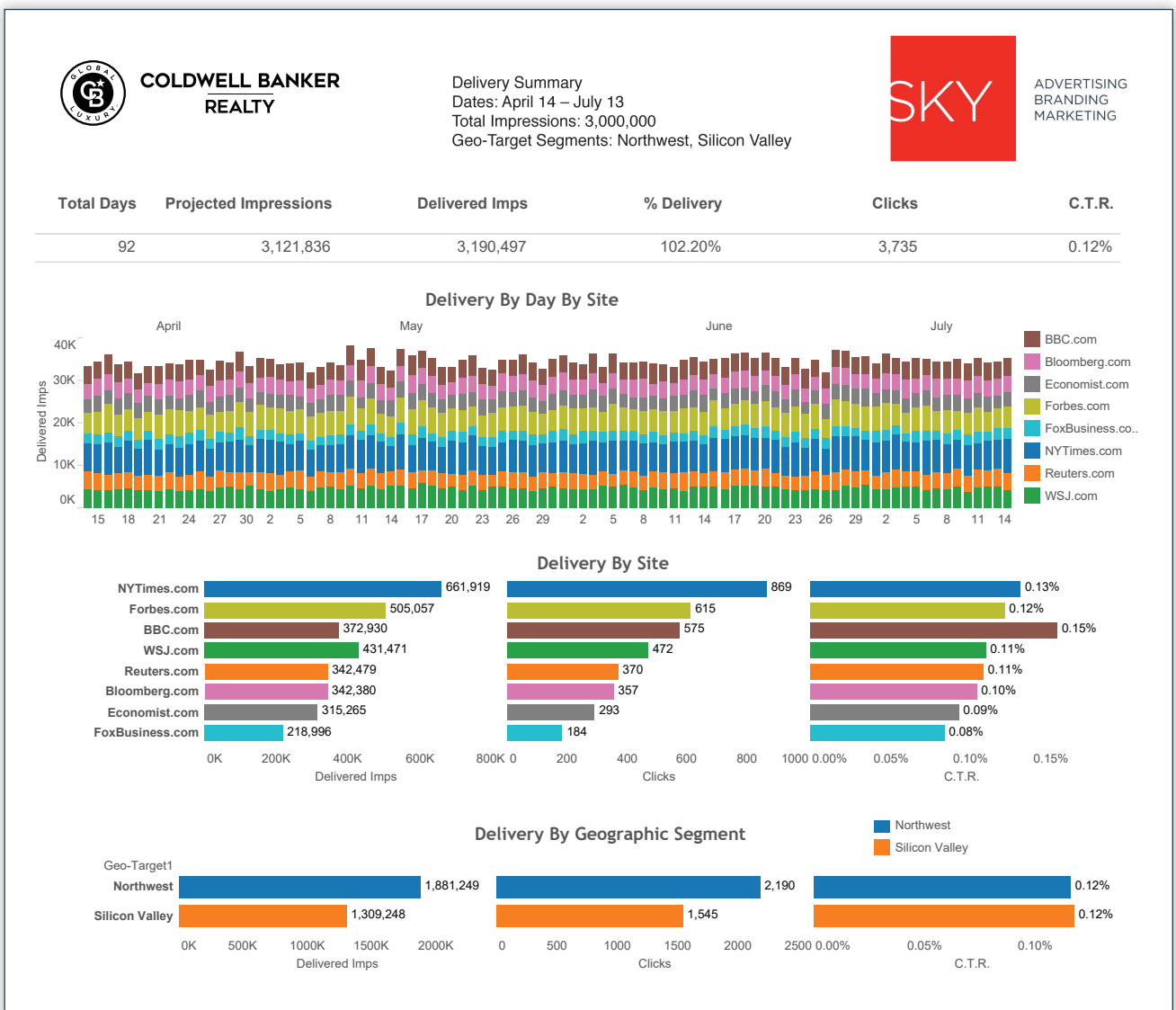


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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



COMPREHENSIVE DIGITAL

MULTI CHANNEL & PLATFORM DIGITAL

» OVERALL STRATEGY

We are recommending a multi-tiered tactical approach to reach a ultra, affluent target audiences in market for purchasing a multi-million-dollar luxury home.

» TARGET AUDIENCE AND GEOGRAPHY

High Net Worth Individuals, UC Boulder parents, Lyons, CO, Boulder Metro

» DIGITAL MEDIA TACTICS

Display, Paid Search, AdWords, LinkedIn, Facebook, YouTube

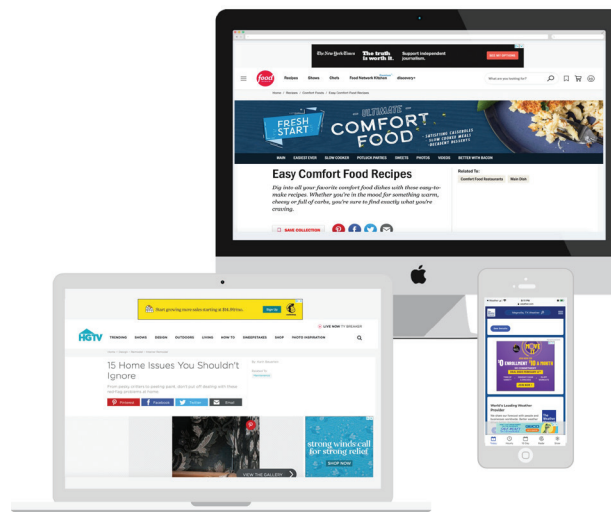
Recommended Monthly Spend: \$5,000

MULTI CHANNEL & PLATFORM DIGITAL

DISPLAY

Display banners will be integral to promoting the residential listings to highly targeted individuals via a layered approach of programmatic targeting. Behavioral targeting will identify people who are known to have high levels of wealth. Site targeting will focus ads across a combination of highly relevant websites. Category contextual will allow for further granularity in presenting ads across relevant content. Search Retargeting will catch people who are searching for relevant terms and present them with the banner ad later across their devices.

- Promotes customer engagement by increasing brand familiarity.
- Geo targeted banner ads will be delivered to your audience when they are online, searching and viewing relevant content across all devices.



» TARGETING INCLUDES

- Contextual – targeting consumers while engaging with content mentioning relevant terms
- Search Retargeting – targeting consumers who are searching for relevant terms online
- Behavioral – Utilizes third party data and browsing history to reach relevant users
- Domain Retargeting – retargeting consumers after they visit your website to keep your brand/product top of mind

MULTI CHANNEL & PLATFORM DIGITAL

SEARCH ENGINE MARKETING

- Reach users while they are actively searching in the target geos
- Utilize click-to-call function to allow interested searchers the ability to call directly off a search ad
- Cost per Click pricing ensures you only pay when someone clicks your ad

Target consumers who are “inmarket”, active in the Real Estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing/site.

Campaign Setup & Optimization

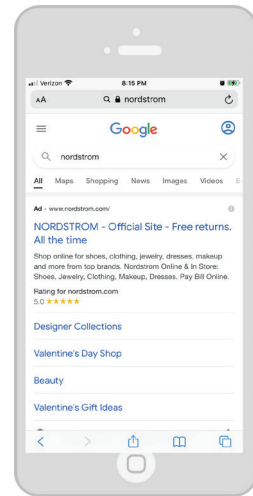
Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

Monthly Management

Includes:

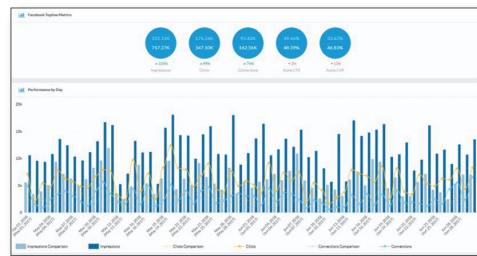
- Campaign review
- Analytics reporting
- Campaign Adjustments



MULTI CHANNEL & PLATFORM DIGITAL

» COMPREHENSIVE REPORTS

- Our team conducts ongoing daily campaign tracking, analysis and optimization, and end-of-campaign reporting
- Monthly reporting across all channels



LINKEDIN.COM

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.



FACEBOOK ADVERTISING

We recommend a campaign using Facebook and Instagram as advertising channels.

Facebook

Geo-targeting to local and feeder markets.

We will drive the audiences to select landing pages.

» **Retargeting**

We will re-target the audiences who visit the site but do not convert.

We will revise and optimize campaign based on performance.



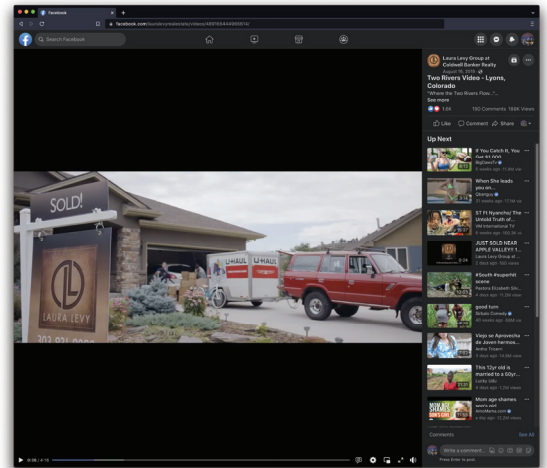
YOU TUBE

Founded in February 2005, YouTube has become one of the most popular sites on the web. With more than 1.9 billion monthly active users, it's likely your audience is already engaged with the video platform.

The possibilities to target audiences are exciting. We can explore multiple options to target your audience on YouTube:

- **Keywords:** Use targeted keywords you want to rank for and your ad will be shown.
- **Placements (videos, channels):** Run your ad in front of a dedicated video or on a channel — for example, from an important influencer of your niche or your competitor.
- **Audiences (affinity and in-market):** Affinity audiences reach people based on their specific interests. In market audiences reach people who actively research or compare products and services (actively searching or properties for sale).

We explore all options to create a highly relevant target for your ad.



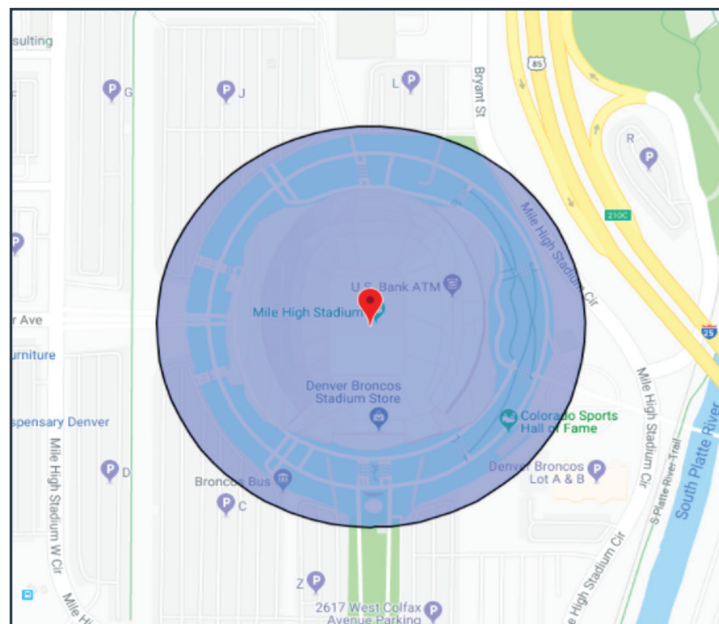
VIDEO PROMOTIONS

ADDITIONAL DIGITAL PRODUCTS

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.

» TIER 3

- Investment: \$1,325
- Monthly Impressions: 66,890

» TIER 2

- Investment: \$2,575
- Monthly Impressions 133,780

» TIER 1

- Investment: \$3,750
- Monthly Impressions 200,670

NATIVE CONTENT

» CUSTOM ARTICLE

Customized content to tell your brand's story.

Overview

Our custom articles are produced by us in partnership with you to tell your brand's story. You have influence over content, providing feedback and approvals before publishing. You can also provide your own content for inclusion within the article.

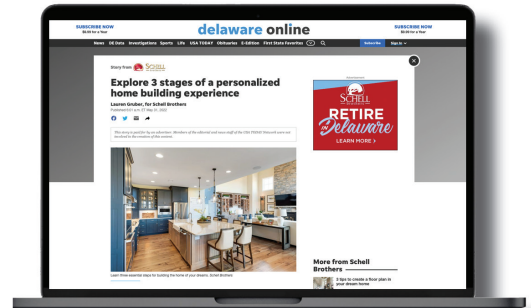
Services

- Article writing
- Optional quotes for one to two sources
- Stock image sourcing
- Advertiser Integrations

Advertiser Integrations

- Organic content mentions
- Companion ad & logo
- Attribution
- Byline

CUSTOM ARTICLE, INFOGRAPHIC OR QUIZ
PRICE: \$6,250



NATIVE CONTENT

» INFOGRAPHIC

A highly-consumed format combining stories with insights in a visual format that drive success.

Overview

The infographic is designed for advertisers seeking image-led storytelling with a highly visual but digestible display of content.

Specs

- Image and graphic-led storytelling augmented by strategic use of text
- Support hyperlinks

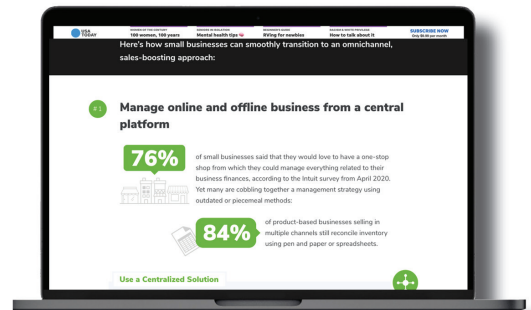
Capabilities

- Copy writing
- Design
- Image and graphic sourcing
- New: Form fills for data capture available*

Advertiser Integrations

- Organic content mentions
- Attribution
- Byline

CUSTOM, INFOGRAPHIC OR QUIZ
PRICE: \$6,250



NATIVE CONTENT

» QUIZ

Activate audiences with useful information in an irresistible format.

Overview

content experience. This format is ideal for educating audiences on a specific topic, with a clear call-to-action on the results page.

Specs

- 6 to 8 questions
- Up to four responses per question
- Up to four results pages

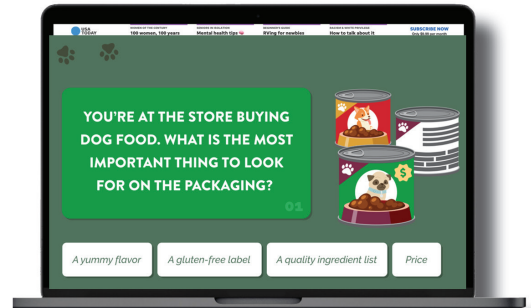
Services

- Copy writing and logic development
- Design
- Image and graphic sourcing

Advertiser Integrations

- Organic content mentions
- Attribution
- Byline

CUSTOM, INFOGRAPHIC OR QUIZ
PRICE: \$6,250



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

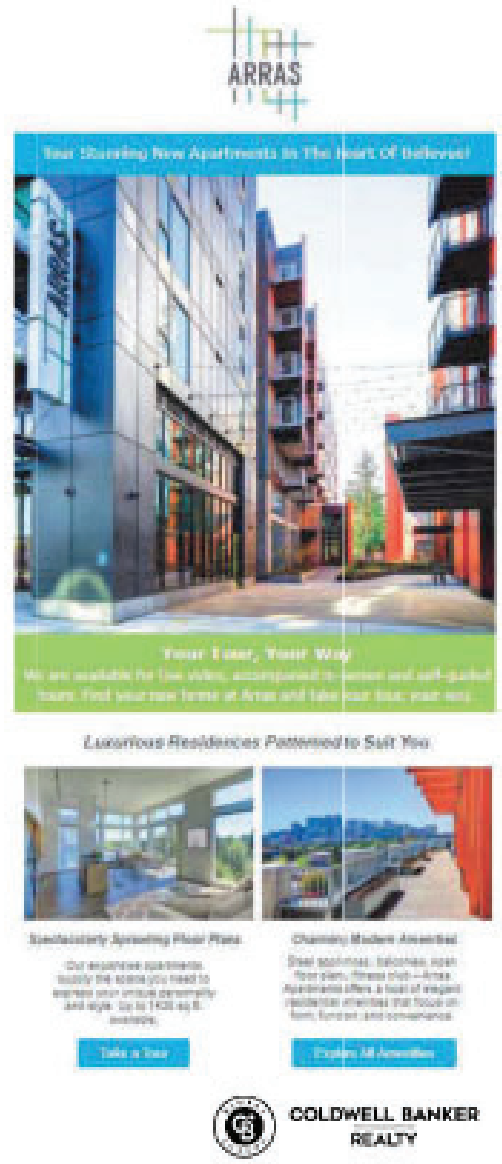
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,275



SEARCH ENGINE OPTIMIZATION

» SEO MANAGEMENT

SEO requires a very personalized approach depending on the type of website or app, what has been done to date, and what the goals and budget are. Sky's SEO services include.

Initial Consultation

Establish baseline.

- Which can include:
- Analysis of current site and review of historical analytics
- Establishment of Google Analytics and Google Search Console
- Develop understanding of client marketing
- Develop understanding of urgent search terms/phrases of client and competitors

Bi-Monthly Review

Includes:

- Tri-annual SEO review
- Tri-annual Technical Maintenance

Every 2 months Sky provides either 2 hours of SEO adjustments or 2 hours of technical maintenance on an alternating schedule. The bi-monthly review can include a combination of SEO and technical maintenance as we encounter crossover.

We can provide a quote for a larger program and budget which may warrant a more time intensive approach. We can manage SEO with a monthly, weekly, or daily effort depending on the size of the project and the SEO strategy.

The SEO plan focuses on organic results; however, we take into account any paid search programs We are able to handle paid program separately or incorporate them for larger projects/budgets.



INITIAL CONSULTATION: \$750
BI-MONTHLY REVIEW: \$325 PER REVIEW

CONTENT-BLOG POSTS


INDIVIDUAL BLOG PIECES:
\$750 EACH
ORIGINAL 750-1000 WORD
REAL ESTATE ARTICLE

COLDWELL BANKER REALTY

HOME FIND A PROPERTY OUR LISTINGS OUR OFFICE OUR AGENTS CHAPIN ESTATE BLOG

HOT REAL ESTATE MARKET: NEW YORK METRO

Real Estate, Real Estate Marketing, real estate advertising | 0 Comments



New York City needs no introduction. As the cultural capital of the world, the city that never sleeps is the go-to location for young professionals across many industries—especially creative ones. Its iconic cityscape has been in countless movies and works of literature throughout the 20th and 21st centuries. Its status is perhaps best expressed in the infamous John Updike quote that “the true New Yorker secretly believes that people living anywhere else have to be, in some sense, kidding.”

This mythical notoriety has made New York City one of the most expensive cities in the world, with rents second only to the laughably expensive San Francisco. Especially for lower and middle-income individuals, affordable housing is a hot button issue; especially in areas such as Brooklyn where gentrification has led to many communities being priced out of their own neighborhoods.

CURRENT TRENDS

It’s said that many real estate professionals love New York because of its relative stability—it’s New York, right? As Ashkan Zandieh remarks for Forbes, the land tends to appreciate and is able to be liquidated at a moment’s notice. That said, it’s undeniable that the New York housing market has seen better days. 2017 saw rent peak while prices for high-end properties floundered. The housing landscape is defined by a glut of overproduction in the luxury real estate sector, while the sub-\$1 million market is fiercely competitive. That’s why there’s a sense of “a tale of two cities” in New York: right now—countless condos sit empty, while lower and middle-income individuals experience constant uncertainty in their housing situations.

Interest in New York markets slumped substantially throughout 2017 and the first half of 2018. Manhattan looks particularly grim—according to CNBC, its worst quarter in six years came at the end of 2017. But where do things go from here?

LOOKING TO THE FUTURE

Luxury markets are slumping for a number of reasons. New York is the slowest high-end housing market in the US—it takes an average of 134 days to sell a home here. This is mostly because of excess inventory and also because the wealthy are “extra vigilant managers of their own money and highly risk-averse.”

Additionally, the landscape is tumultuous based on one specific factor: as the fallout from the tax overhaul remains to be seen, many housing professionals are keeping their cards close until they see how the plan shakes out. Many people were predicting that blue states would be hit disproportionately by the tax plan. StreetEasy wrote recently that the reduced deductible for federal taxes would “hit New York particularly hard, given the high-income taxes and property taxes that fund the array of public services we use every day.” But these concerns are also suspected to be overblown. Rent concessions granted by the tax plan might make for a more ambitious renting population. Regardless the tax plan is behaving like a self-fulfilling prophecy; uncertainty has a paralytic effect on markets, and it will be difficult to evaluate the effects of the tax plan as we’re still in the process of understanding it.

There’s other confounding factors. In a city that is heavily dependent on public transportation, an event like the 2-year long L train shutdown will significantly threaten rent prices given that the L is a highly-trafficked train for professionals commuting into Manhattan. There are other transportation changes on the horizon as well. Most notably, the ferry expansion might increase demand in areas by the new ports.

Many of the tax plan’s predicted consequences remain highly speculative. Additionally, dips in luxury housing prices, while problematic, are sometimes downplayed as merely the market “correcting” itself. For now, both the tax plan and the NYC housing market remain big question marks.

First Name*

Last Name

Email*

Website

Comment*

Submit Comment

Search

RECENT POSTS

- Chinese Demand for Overseas Property
- Amazon and Realty Form a New Partnership
- Why Can't Americans Afford Homes?
- Hot Real Estate Market: Vancouver, Canada
- Hispanic Home buyers are the Future of Real Estate
- How Long does a Luxury Home stay on Market?
- HUD Charges Facebook with discrimination
- Is Artificial Intelligence Good for Real Estate?
- Do you know the new real estate cash buying rules?
- Hot Real Estate Market: London

ARCHIVES

- September 2019 (4)
- November 2017 (3)
- March 2018 (3)
- October 2018 (3)
- December 2017 (2)
- January 2018 (2)
- April 2018 (2)
- May 2018 (2)
- June 2018 (1)
- July 2018 (2)
- see all

CATEGORIES

- Real Estate (44)
- Real Estate Marketing (27)
- real estate buyers (24)
- real estate advertising (19)
- Industry Trends (10)
- see all

PRAIRIE MOUNTAIN MEDIA

» SPONSORED CONTENT

Share your story with atHome readers. The atHome Sponsored Content is the perfect compliment to your display advertising strategy. Your investment includes a writer to craft your story and a photographer.

SPONSORED CONTENT
600 WORDS + 2 PHOTOS
PRICE: \$ 825

ALTAVITA SENIOR LIVING RESIDENCES

A Place to Age With Grace



AltaVita Assisted Living

By Julie Kalkus, At Home

AltaVita Senior Residences is a dream come to fulfillment for the Macy Family. The longtime Longmont locals desired a way to give back to the community as which they grew up. And what better way to deliver on that commitment than to provide a multigenerational housing opportunity for Colorado families three levels of continuing senior care on one campus in an unmatched, upscale environment. Filling a niche for older folks who want a place to call home for years to come, AltaVita has thought of every lifestyle element that seniors desire — and deserve — in an adult living community. “People are living longer and healthier lifestyles, and they’re remaining active,” says Linda Reines, the campus Executive Director. “Because of that many are looking for a multi-tiered campus offering continuing care within the familiar lifestyle.”

These levels of care on one campus AltaVita’s Longmont campus consists of the Memory Care Community, which opened in 2012; the Assisted Living Community, which followed in 2016; and the Independent Senior

Living Community, which opened in June 2019.

“By building the community in three phases, planners have been able to thoughtfully design each building with residents in mind, taking into consideration the type of care they need and the amenities that will best suit them,” explains Don Macy, President of AltaVita.

Memory Care

Dr. Hilda Nikolov-Long, M.D., a certified geriatric psychiatrist, is the medical director of AltaVita Senior Residences and works primarily with aging adults and issues regarding dementia, depression, and bipolar disorder. Recognized by the Alzheimer’s Association as a “Leader in Dementia Care,” the AltaVita Memory Care Center is setting a new standard in Colorado for exceptional care for people with memory-related issues.

AltaVita Memory Care Center runs an adult day program, with regular services in units specially designed for residents with Alzheimer’s and dementia. Additionally, care is customized for every resident’s level of dementia, ranging from acute medication management to the white of freedom that comes with visiting AltaVita’s beautiful garden paths and spacious, secure courtyard.

Assisted Living

With access to the same welcoming outdoor landscape, the AltaVita Assisted Living Community offers an upscale service focused mission. On the main level a great room welcomes visitors with a cozy fireplace, tavern, library and ice-cream parlor, and plentiful seating areas. The second floor overlooks the great room and features a large community room for social activities as well as a comfortable lounge.

Inclusive to the Assisted Living lifestyle are three meals every day, housekeeping and laundry services, social and recreational activities, 24-hour staffing, medical transportation, and emergency and nurse call systems.

Independent Senior Living

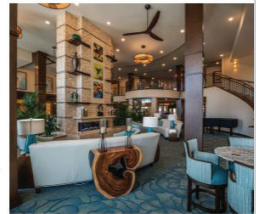
This is AltaVita’s newest addition to the campus, a community for active adults who would like the enrichment of community life free of the responsibilities of home repairs. This maintenance-free lifestyle, including housekeeping, dining and transportation services, is designed to maximize that freedom and minimize those pesky daily duties.

The independent lifestyle program includes top-notch services and amenities like a full-service salon, fitness center, wellness programs, tai chi classes, hours and bus, housekeeping, and restaurant-style dining room. And when the outdoors beckons there is easy access to hiking, biking, and walking trails.

Whole-Life Wellness
 AltaVita believes one of the most important aspects of maintaining good mental and physical health among an aging population is lifestyle.

Supporting every part of the individual, AltaVita subscribes to Whole-Life Wellness. The methodology is envisioned to enhance residents’ health through seven critical aspects of wellness: social, emotional, spiritual, environmental, vocational, physical, and intellectual.

For more information on AltaVita’s progressive approach to maximizing the lifestyle of seniors, visit altavitaliving.com or call 888.741.8268 to schedule a free tour. 888.741.8268.



Stairs and Bar, AltaVita Independent Living

ATHOMECOLORADO.COM | 1

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

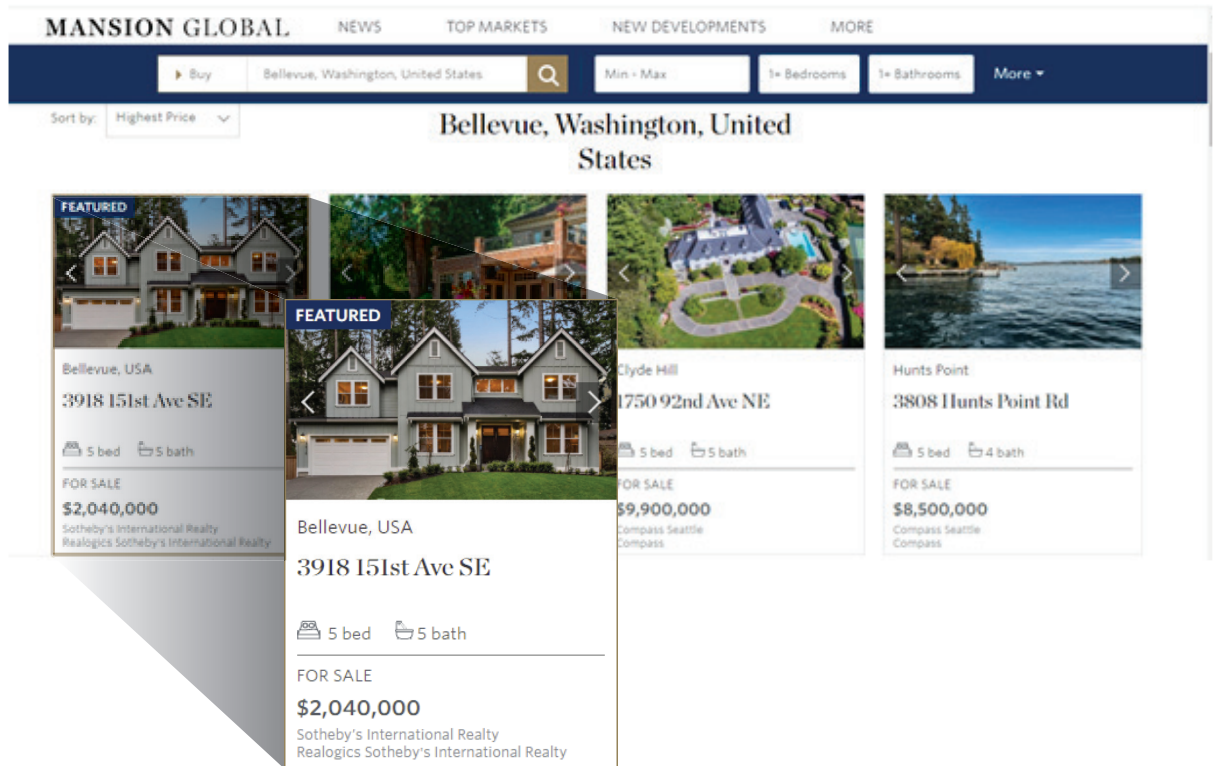
» FEATURED PROPERTY UPGRADES

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





COLDWELL BANKER
REALTY

Print Offerings

PRAIRIE MOUNTAIN MEDIA

» AT HOME LUXURY

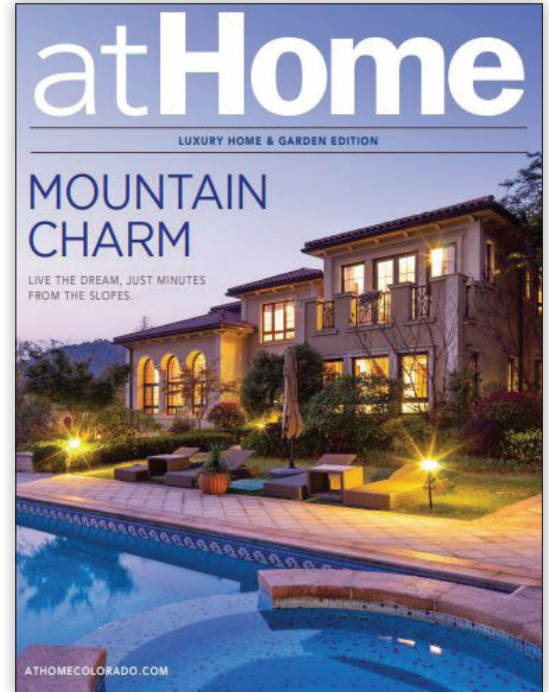
The Boulder market's prime source for all things related to real estate, interior design, outdoor living and home entertaining.

The atHome Colorado Luxury edition, a high-quality, all gloss magazine targets affluent buyers with insertion in to the Wall Street Journal Denver metro zone (18,000 copies distributed to 22 counties including Adams, Arapahoe, Boulder, Denver, Douglas, Jefferson, Larimer and Weld). Wall Street Journal's high-net-worth subscribers have the disposable income to spend on big-ticket items. More than three-quarters have a college degree and 52% have a postgraduate degree. Their average household income is \$327,000 and 40% have children in the household. 93% own their home and 40% own a second residence.

Advertising in the WSJ provides brand lift, usage and preference.

Bonus Distribution: The magazine will be available for a full month to the 53,000 subscribers of the Daily Camera, Greeley Tribune, Times-Call and Reporter-Herald through the e-edition and posted on our community websites for a full year.

As an advertiser, you will be included as a content and photo resource for the guide. All content will be posted on AtHomeColorado, generating additional SEO value for your brand.



FULL PAGE PRINT AND DIGITAL EDITION: \$2,500

PRAIRIE MOUNTAIN MEDIA

» AT HOME WEEKLY

atHome Weekly presents engaging content about homes, from buying and selling to improvement, landscaping, financing and design. It's weekly readership exceeds 94,000 local adults.

atHome Weekly Zones & Audience:

- Boulder County Zone, publishes in the Friday Boulder Daily Camera and Saturday Longmont Times-Call
- Readership: 55,405 adults
- Larimer/Weld Counties Zone publishes in the Saturday Greeley Tribune and Saturday Loveland Reporter-Herald
- Readership: Larimer/Weld County Zone: 39,857 adults
- In addition, 1,500 copies of each zone are distributed in stack-and-rack locations throughout Northern Colorado.

atHome Weekly Publishes:

Boulder County Zone

- Friday Boulder Daily Camera
- Saturday Longmont Times-Call

Larimer/Weld Counties Zone

- Saturday Greeley Tribune
- Saturday Loveland Reporter-Herald

FULL PAGE 27-52X RATE: \$550



PRAIRIE MOUNTAIN MEDIA

» AT HOME COVER PROFILE

The atHome Weekly Cover Profile, spotlighting builders, communities, retailers and service providers, is devoted to advertisers.

The profile includes:

- Cover Feature (main headline and photo)
- Two-page centerspread with content and photos about your products and services

Bonus print reach and more audience

- The Boulder/Longmont Zone profile publishes in the Broomfield Enterprise, delivering an additional 38,000 readers
- The Larimer/Weld County Zone profile publishes in the Loveland Weekly and GT Weekly, delivering an additional 74,000 readers

Bonus digital reach

- The feature publishes on atHomeColorado.com (bolstering your SEO!)
- The feature is shared with the nearly 1,000 atHome email newsletter subscribers

Investment, includes freelance writer and photographer; one profile per month allowed per advertiser; frequency discounts not allowed.

- Friday Boulder Daily Camera
- Saturday Longmont Times-Call

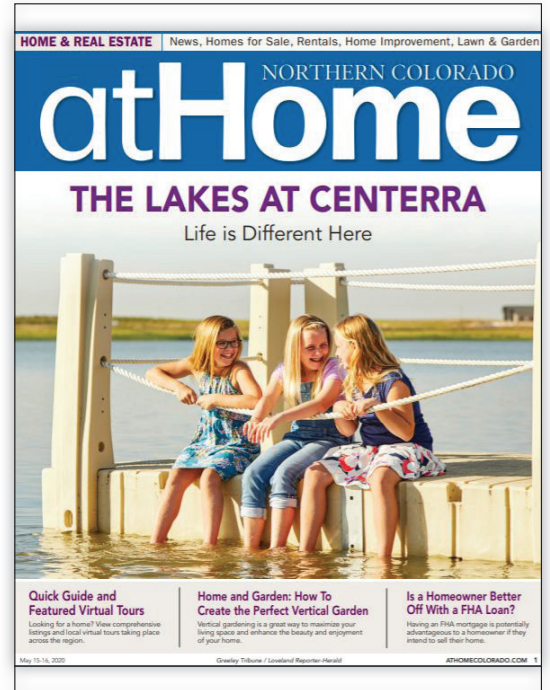
COVER FEATURE, 2 PAGE SPREAD, BONUS CIRCULATION PRINT AND DIGITAL PRICE: \$1,850



PRAIRIE MOUNTAIN MEDIA

Opportunity to contribute an article on up to a monthly basis. Praire Media is always looking for good contributions from experts in all areas of local real estate market. Currently do not have any contributors who specialize in the luxury space.

CONTRIBUTED ARTICLE - NO CHARGE



REDSTONE REVIEW

» Redstone Review

Part of Current Marketing

FULL PAGE

REDSTONE REVIEW
 Redstone stands with President Zeleny and the people in Ukraine

VOLUME 23, NUMBER 1 EDWIN, COLORADO AUGUST 17 / SEPTEMBER 14, 2012

NEWS

Local News Daily Service
 (Section 1) - All 1200 copies will be delivered to your door every day. You can also choose to have your copy delivered to your office or home. Delivery is guaranteed every day, 365 days a year. If you are not at home or office when your copy is delivered, we will leave it for you at the door. If you are not at home or office when your copy is delivered, we will leave it for you at the door. If you are not at home or office when your copy is delivered, we will leave it for you at the door.

How Do I Buy Redstone?
 (Section 2) - You can buy Redstone in a number of ways. You can buy it at the office, you can buy it at the store, or you can buy it online. If you are interested in buying Redstone, please contact us at (970) 861-1234.

Board prohibits open carry of firearms in public places, sale and manufacture of firearms and ammunition in downtown
 (Section 3) - The Board of Directors has voted to prohibit the open carry of firearms in public places, the sale and manufacture of firearms and ammunition in downtown. This decision was made by a 6-2 vote. The board members who voted in favor of the decision were: [List of names]. The board members who voted against the decision were: [List of names].

Local News Daily Service
 (Section 4) - All 1200 copies will be delivered to your door every day. You can also choose to have your copy delivered to your office or home. Delivery is guaranteed every day, 365 days a year. If you are not at home or office when your copy is delivered, we will leave it for you at the door. If you are not at home or office when your copy is delivered, we will leave it for you at the door.

Local News Daily Service
 (Section 5) - All 1200 copies will be delivered to your door every day. You can also choose to have your copy delivered to your office or home. Delivery is guaranteed every day, 365 days a year. If you are not at home or office when your copy is delivered, we will leave it for you at the door. If you are not at home or office when your copy is delivered, we will leave it for you at the door.

AUGUST UPDATE
 LYONS AREA REAL ESTATE

31 PIMA CT, PINEWOOD SPRINGS \$1,650,000
 Stunning contemporary 3 BR 2 1/2 BA 51/2 security home with finished upstairs, tucked on quiet 1/2 acre along Red Rock Rd. 1200 sq ft. 1600 sq ft. 2 car garage plus new 12 x 14' outbuilding. Two primary suit bedrooms and especially cool 1000 sq ft living area.

513 PINEWOOD DR, PINEWOOD SPRINGS \$1,799,000
 Wonderful 2 BR 1.5 BA 2000 sq ft home with an additional 2000 sq ft finished studio space on 1/2 acre, pool, 2 BR garage, with view of the surrounding beauty. Many updates including large deck, new carpet, ceiling, painted exterior, epoxy concrete for 1000 sq ft of patio area.

40 BUCKLEY DR, BUCKLE MEADOWS \$499,000
 Beautifully updated kitchen featuring a new 4 ft 4 inch granite countertop, stainless steel appliances, 20 year warranty including additional 1000 sq ft of finished space, including a large deck and a beautiful view of the surrounding forest.

3744 BARKER DR, PINEWOOD SPRINGS \$499,000
 Great family home with 4 BR 3 1/2 BA and 1000 sq ft finished studio space with many more 2200 sq ft finished studio space, including a large deck and a beautiful view of the surrounding forest.

401 AMBERVIEW DR, GORNGRANT \$799,000
 Perfect home for a country with and surrounded by nature. 4 BR 3 1/2 BA 2000 sq ft home with a large deck, 2 BR garage, 1000 sq ft finished studio space, including a large deck and a beautiful view of the surrounding forest.

447 PAINTED HORSE WAY, FIRE \$1,100,000
 Beautifully updated kitchen featuring a new 4 ft 4 inch granite countertop, stainless steel appliances, 20 year warranty including additional 1000 sq ft of finished space, including a large deck and a beautiful view of the surrounding forest.

105 OVERVIEW DR, LYONS \$897,000
 The Lyons Area Real Estate is proud to present this beautiful home with 4 BR 3 1/2 BA 2000 sq ft finished studio space with many more 2200 sq ft finished studio space, including a large deck and a beautiful view of the surrounding forest.

280 BIVERTIDE DR, LYONS \$2,174,000
 A beautiful 2+ acre parcel with 4 BR 3 1/2 BA 2000 sq ft finished studio space with many more 2200 sq ft finished studio space, including a large deck and a beautiful view of the surrounding forest.

LYONS AREA REAL ESTATE
 303-931-8080 LyonsAreaRealty.com
 2700 Cooper Blvd, Suite 200, Boulder, CO 80502
 441 Main Street, Lyons, CO 80540

COLDWELL BANKER REALTY

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.

DENVER
FULL PAGE, 3X RATE: \$1,990

- **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%





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Content	
Store	
Community Area	
Seasonal Listings	
Digital	
Million Impressions*	
Digital Banner Program	12,000,000
Targeting - Lyons and Surrounding Area	
Comprehensive Digital	
Display	
Google Adwords	
LinkedIn Advertising	
Facebook Advertising	
You Tube	
Additional Digital Products	
Geofencing - Event and Location	267,560
Native Content	
Smart Solutions Eblast	160,000
Search Engine Optimization	
SEO Management	
Blog Post	
Blog Post	
Prairie Mountain Media	
Sponsored Content	142,000
WSJ.com	
10 Property upgrades	
Print	
The Wall Street Journal	
The Wall Street Journal - Western South	1,017,412
Prairie Mountain Media	
Full page print and Digital edition	71,000
Full page 27-5xs rate \$550.00	664,848
Cover feature, 2 page spread, bonus circulation print and digital	186,808
Featured article	
Redstone Review	
Redstone Review	
Conde Nast Magazines	
Full page print 3X rate \$1,990	63,000
GRAND TOTAL	14,572,628



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Coldwell Banker Laura Levy

Media Content	Description	January	February	March	April	May	June	July	August	September	October	November	December	Media Total
Store	Products													
Community Area	Highlight Events - email /calendar promo													
Seasonal Listings	Emphasize the beauty and features of the location													
	Promote based on season/weather													
	New Listings /Solds													
Digital														
Million Impressions*														
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 29,400.00
	Targeting - Lyons and Surrounding Area													
Comprehensive Digital														
Display	Behavioral Custom program													
Google Adwords	Digital PPC program													
LinkedIn Advertising	Digital Banner program													
Facebook Advertising	Digital Banner program													
You Tube	Video promotions													
Additional Digital Products														
Geofencing - Event and Location	Target specific events and locations		\$ 1,325.00			\$ 1,325.00		\$ 1,325.00				\$ 1,325.00		\$ 5,300.00
Native Content	Article, Infographic, Quiz	\$ 6,250.00						\$ 6,250.00						\$ 12,500.00
Smart Solutions Eblast	Custom email	\$ 2,275.00			\$ 2,275.00		\$ 2,275.00				\$ 2,275.00			\$ 9,100.00
Search Engine Optimization														
SEO Management	Consultation + ongoing review and maintenance	\$ 750.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 2,375.00
Blog Post														
Blog Post	Blog Post	\$ 750.00			\$ 750.00		\$ 750.00				\$ 750.00			\$ 3,000.00
Prairie Mountain Media														
Sponsored Content	Boulder Daily Camera, Longmont Times Call, Broomfield Enterprise			\$ 825.00						\$ 825.00				\$ 1,650.00
	600 words + 2 photos													
WSJ.com														
Property upgrades	10 Property upgrades						\$1,200							\$ 1,200.00
Print														
The Wall Street Journal														
The Wall Street Journal - Western South	Buy 7 get 4 Free 2x7" \$1095	\$ 1,095.00	\$ 1,095.00	\$ 1,095.00	\$ 1,095.00	\$ 1,095.00	\$ 1,095.00	\$ 1,095.00	Bonus	Bonus	Bonus	Bonus	Bonus	\$ 7,665.00
Prairie Mountain Media														
At Home Luxury	Boulder Daily Camera, Longmont Times Call, Broomfield Enterprise			\$ 2,500.00										\$ 2,500.00
At Home Weekly	Full page print and Digital edition	\$ 550.00	\$ 1,100.00	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ 1,100.00	\$ 1,100.00	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ 1,100.00	\$ 550.00	\$ 14,850.00
At Home Cover profile	Full page 27-5x5 rate \$550.00			\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ 1,100.00	\$ 1,100.00	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ 1,100.00	\$ 550.00	\$ 3,700.00
At Home Custom News article	Cover feature, 2 page spread, bonus circulation print and digital			\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	No Charge	No Charge	\$ 1,850.00	No Charge	No Charge	No Charge	No Charge	\$ -
Redstone Review														
Redstone Review	Featured article		No Charge		No Charge		No Charge	No Charge						\$ -
Conde Nast Magazines														
Architectural Digest - Denver	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Current Spend
	Full page print 3X rate \$1,990	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 13,930.00
TOTAL														\$ 167,170.00

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



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