



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

159 Walton Place Penthouse 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 159 Walton Place Penthouse

SKY Advertising is excited to present to Coldwell Banker CB Lincoln Park (Chicago) a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 159 Walton Place Penthouse.

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 Chicago IL.

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

LET'S DO
GREAT THINGS TOGETHER

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Digital Offerings



COLDWELL BANKER
REALTY

Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **159 Walton Place Penthouse**
- Flight Dates: **August 2023 - October 2023**
- Impressions: **750,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES

The Economist

THE WALL STREET JOURNAL.

Bloomberg
Markets

Forbes

REUTERS



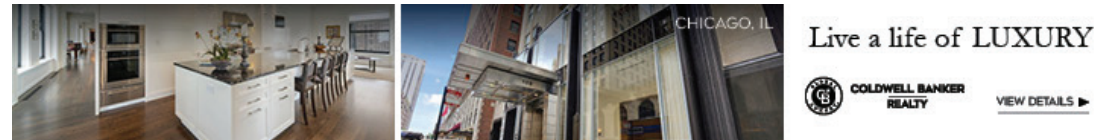
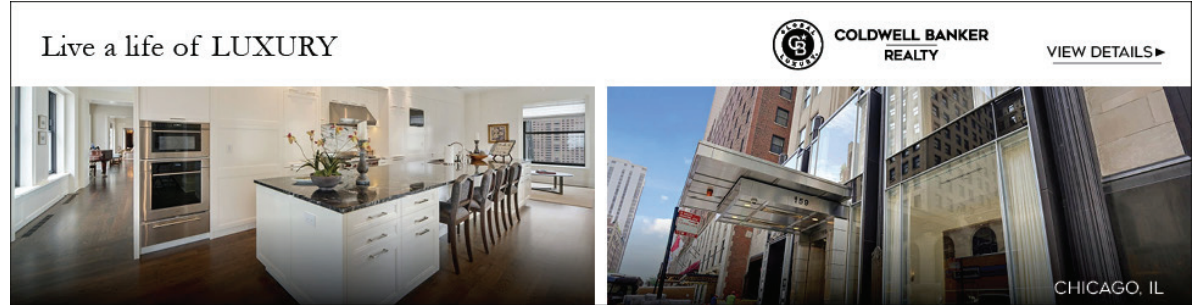
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

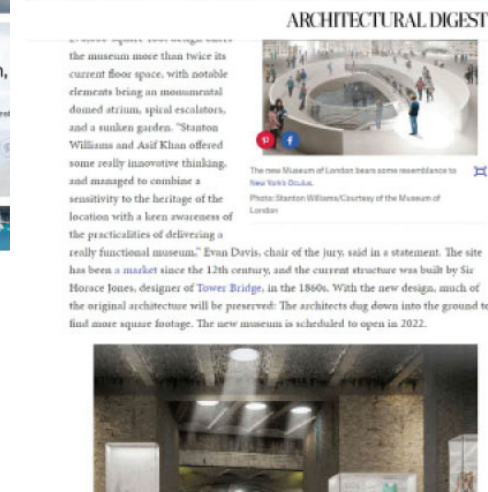
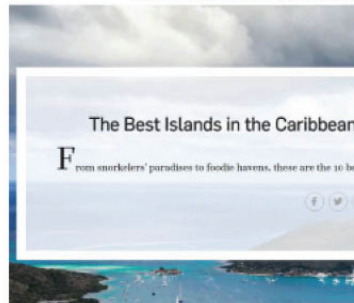
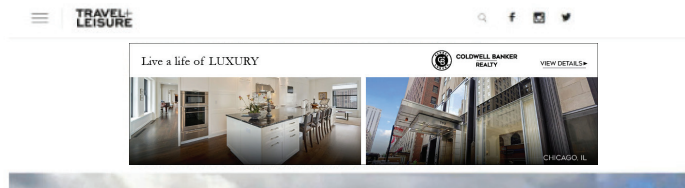
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites



Comprehensive Reporting For Your Customized Campaign

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

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

IMPRESSIONS PROGRAM SAMPLE REPORT

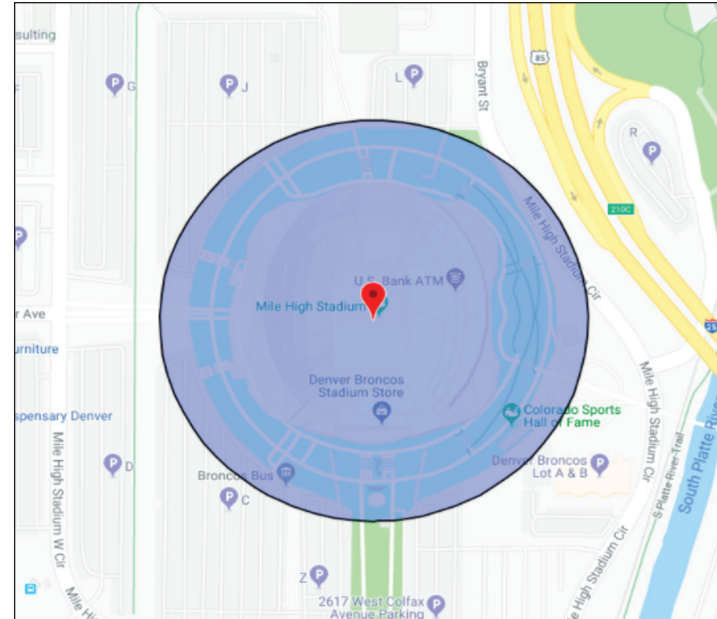


Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- Event targeting - Target customers who attend specified events within a specific time frame.
- Custom audiences - Target customers that are within or have recently visited a specific Geo-Fenced location.

GEOFENCE SELECT LOCATIONS



OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1500/month

Comprehensive Digital

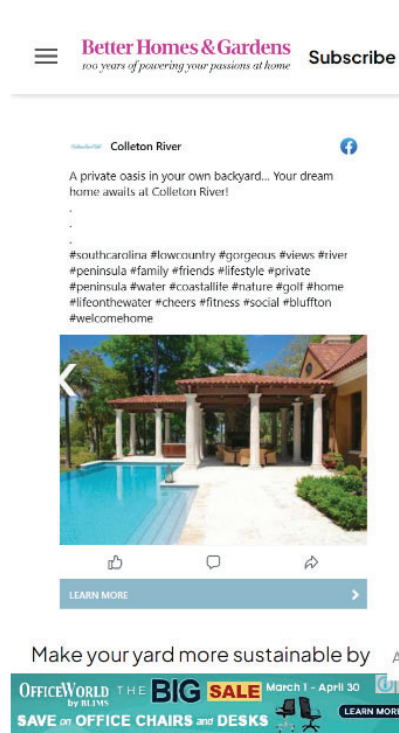
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

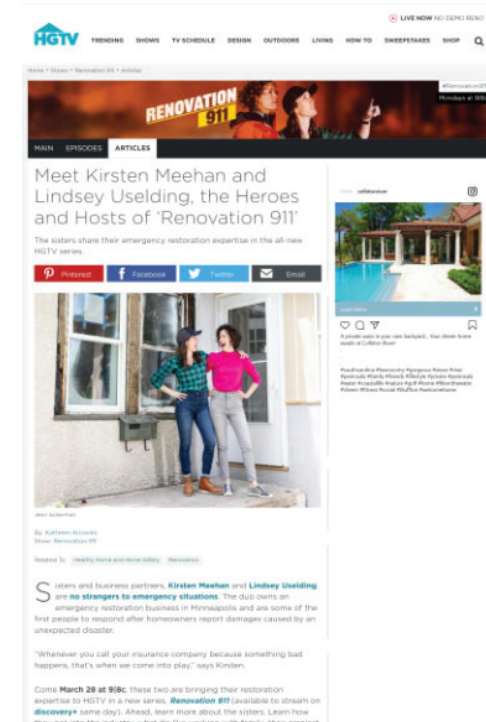
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: STARTING AT \$1,500 PER MONTH



DIGITAL

Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.

AUDIENCE

Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295

ARRAS

Your Stunning New Apartments In The Heart Of Bellevue

Your Tour, Your Way
We are available for live video, accompanied in-person and self-guided tours. Find your new home at Arras and take your tour, your way.

Luxurious Residences Patterned to Suit You

Exclusively, Stunning Floor Plans
Our exclusive apartments supply the space you need to impress your urban sensibility and style. Up to 1,000 sq. ft. available.

Charming Modern Amenities
Great golfing, relaxing spa, floor plans, fitness club—Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Take a Tour](#) [Explore All Amenities](#)

GOLDWELL BANKER REALTY

Google AdWords

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

PROGRAM COST:

PROGRAM SETUP: \$750

MONTHLY MANAGEMENT:

\$350/MONTH (6 MONTH MINIMUM)

MEDIA: SPEND BASED ON PROGRAM

Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL 50K: \$1,1200

CUSTOM EMAIL 100K: \$1.950

CUSTOM EMAIL 150K: \$2.375



PAID SOCIAL 2 SOCIAL PLATFORMS

Paid social campaign creation and management for two social platforms. Includes ad creation (2 ad creatives), optimization, monthly reporting, and a dedicated social campaign analyst.

PRICE: \$2,025

Elite Traveler

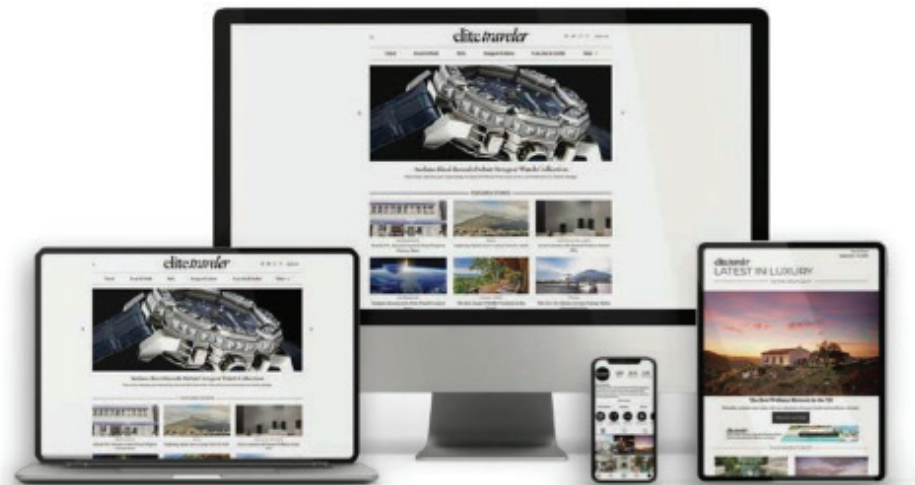
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



jamesedition.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.

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'JamesEdition' logo, 'About', 'USD', 'Sign in / Register', and 'Become a Seller'. Below this is a secondary navigation bar with categories like 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. A main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, a section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world...' is followed by a 'MOST POPULAR' grid of luxury cars including a Ferrari 488 GTB, Chevrolet Corvette, and McLaren 550C. Further down, there are sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (featuring an orange McLaren supercar).

This screenshot displays the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a featured property 'THE PENTHOUSES AT GOLDEN PEAK' with a price of \$2,900,000. A prominent banner for 'Nothing compares.' by St. Kitts & Nevis Sotheby's is also visible. The 'Featured luxury properties' section includes a grid of various listings such as '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate By...', and 'Modern Apartment...'. A 'News about luxury real estate' section at the bottom provides articles on exclusive neighborhoods in Hong Kong, the Bahamas, and Algarve, Portugal.

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.

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 with a Social Post

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

PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS



VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

DIGITAL

The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- 164,000 Unique Visitors
- 1.75% Click-Through Rate
- 2.5% Share of Voice
- Can rotate up to 5 properties

PRICE: \$2,150/MONTH OR \$2.650/W VIDEO

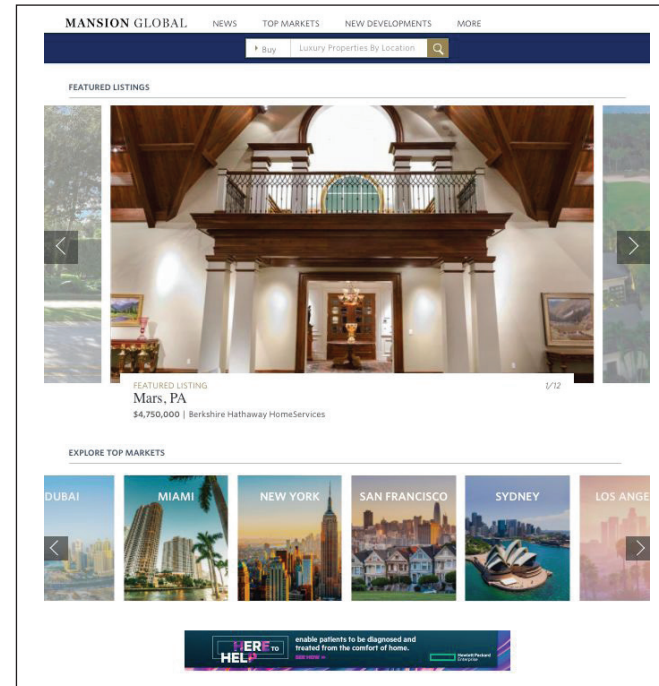


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



Print Offerings



COLDWELL BANKER
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The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

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

2X7 MIDWEST, COLOR: \$2,265

BUY 4 GET 1 FREE

PROPERTY PORTFOLIO, NATIONAL: \$2,355

2X4 DISTINCTIVE PROPERTIES - MIDWEST: \$1,433

THE WALL STREET JOURNAL

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

NEW YORK 295.42 7519.2 1.6 NASDAQ 984.00 3.00 \$700.00 10.12 1.0 50-YR TREAS. 2.5712 48.0 1.0075 06.47.18 4.3045 GULF 12.642.30 4.5810 EURO 11.1212 VND 30.72
WSJ.com

What's News

Business & Finance

The Fed executed an emergency rate cut and injected \$200 billion into the market, reflecting worries that the coronavirus outbreak is raising recession risks. Major U.S. stock indexes fell around 7%. The Dow Jones 30-year U.S. Treasury bond futures fell for the first time in 11 years.

The Fed is investigating sales and accounting practices at Boeing, that company's parent firm said.

Tencent, Alibaba and other retailers that posted better-than-expected results were downgraded by analysts.

Boeing's 737 MAX 8 jets are grounded in 10 countries as the airline chief orders an internal safety review.

Theresa Fisher agreed to pay about \$1.1 billion to acquire another drug, says company official.

The Supreme Court ruled that it may be difficult to sue the company and regulators over violations of securities laws passed through legislation.

An outage that hit people's credit cards and payment methods on Monday extended into part of Tuesday.

A widely posted record of a company's financials was found to be incorrect.

Qualcomm sold a record amount of financing bonds as the firm's stock fell.

Fed Cuts Rates Amid Virus Fears

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

By Nick Timony

WASHINGTON—The Federal Reserve executed an emergency rate cut and injected \$200 billion into the market, reflecting worries that the coronavirus outbreak is raising recession risks for the U.S. and global economies.

The Fed reduced the federal funds rate to a range between 0% and 0.25% in the first rate change in a series of scheduled policy meetings since the 2008 financial crisis. Stock markets fell sharply, and major market indexes in other areas fell as well. The Fed's move came as the U.S. Treasury dipped below 0% for the first time in its history.

The central bank has typically reserved such moves for times when the economic outlook has quickly deteriorated, as in early 2001 and early 2008, when the U.S. economy was

The market's moves Tuesday showed the extent to which investors worry the central bank can't do enough to prevent a sharp drop in confidence and spending, reducing public health authorities and other government agencies.

The rate cut was approved by the Fed's seven-member governing committee, which met by videoconference on Monday night. The move followed a public health emergency declared by the World Health Organization on Tuesday.

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

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

By Chad Davis, Julie Rovinsky and Geoffrey F. Saxe

Tuesday underwent the biggest opening ceremony of former New York City Mayor Michael Bloomberg, who had hoped to

Tennessee Twisters Kill at Least 25

By Anne Greer Flores and Jennifer Carlson

Tornadoes ripped through Tennessee on Tuesday, killing at least 25 people in the Nashville area and leaving a trail of destruction in a heavily populated neighborhood.

A line of street signs began falling across Tennessee on Monday, according to the National Weather Service. They smashed homes and businesses and left tens of thousands of residents without power.

The storm hit the Nashville area, including some schools, about 40 miles east of Nashville and closer to parts of Kentucky.

Former Country Music Radio Personality and one of the most popular radio personalities in many people died in the Nashville area and left a trail of destruction in a heavily populated neighborhood.

The number of deaths was the highest in the Nashville area since the 1970s, according to the Nashville Area Chamber of Commerce.

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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.

FULL PAGE, COLOR:

- 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%**

FULL PAGE, COLOR

CHICAGO METRO: \$3.230



Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone “House & Home” section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world’s only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PROPERTY GALLERY: \$1,250

Global



Circulation/
Distribution/
Reach



COLDWELL BANKER
REALTY

Circulation/ Distribution/ Reach 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - local and feeder markets	
Google Adwords	
Digital PPC program	
Comprehensive Digital	
Behavioral Custom program	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	40,000
Elite Traveler	
Online Real Estate Showcase	100,000
JamesEdition	
e-Newsletter	294,000
Listing Feature	148,000
WSJ.com	
Mansion Global Homepage Featured Listing Module	164,000
Chicago Tribune	
Custom Email 100k	200,000
Paid Social 2 Platforms	
Print	
The Wall Street Journal	
2 x 7	124,875
Property Portfolio	644,424
2 x 4	124,875
Conde Nast Magazines	
Full Page	22,000
Financial Times	
Property Gallery	210,457
GRAND TOTAL	3,182,631

Schedule and Pricing



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2023

Media	Ad Description	August	September	October	November	Media Total
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00
Million Impressions	Targeting - local and feeder markets					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00
JamesEdition						
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00
Social Media	Listing Feature	\$ 500.00				\$ 500.00
WSJ.com						
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00
Chicago Tribune						
Chicago Tribune	Custom Email 100k	\$ 1,950.00	\$ 1,950.00			\$ 3,900.00
Chicago Tribune	Paid Social 2 Platforms	\$ 2,025.00				\$ 2,025.00
Print						
The Wall Street Journal						
The Wall Street Journal - Midwest	2 x 7		\$ 2,265.00			\$ 2,265.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00				\$ 2,355.00
The Wall Street Journal - Distinctive F	2 x 4	\$ 1,435.00				\$ 1,435.00
Conde Nast Magazines						
Architectural Digest - Chicago Metro	Full Page				\$ 3,230.00	\$ 3,230.00
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00				\$ 1,250.00
TOTAL						\$ 37,415.00

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