



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Anthem Reserve Advertising and Marketing Program



COLDWELL BANKER
REALTY

Table of Contents

03 INTRO

04 DIGITAL

- 05 Impressions Campaign
 - 9 Impressions Scheduling
- 10 Geofencing - Event and Location
- 11 Comprehensive Digital
- 12 Smart Solutions Eblast
- 13 Facebook Advertising
- 14 Nob Hill Gazette
- 15 JamesEdition.com
- 16 WSJ.com

18 PRINT

- 19 The Wall Street Journal
- 20 Architectural Digest
- 21 Financial Times

22 CIRCULATION/DISTRIBUTION/REACH

- 23 2023

24 SCHEDULE & PRICING

- 25 Media 2023



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 Anthem Reserve

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

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 Broomfield, CO.

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

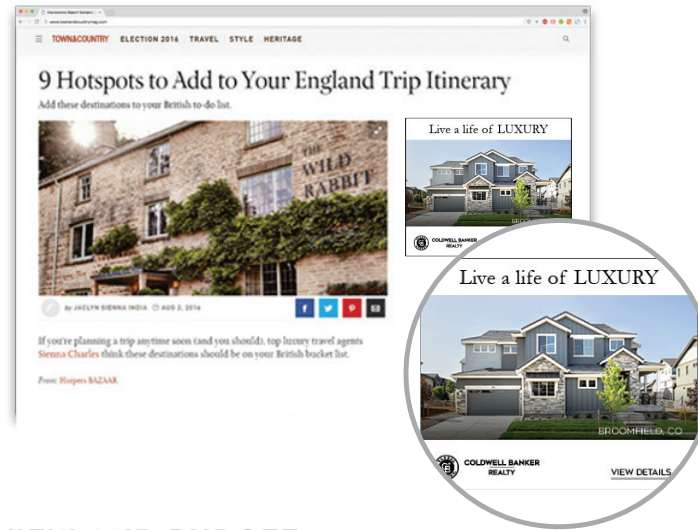
Impressions Campaign

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: **Anthem Reserve**
- Flight Dates: **July 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

Telegraph.co.uk

THE WALL STREET JOURNAL.


South China Morning Post

Forbes

Bloomberg
Markets

 REUTERS

The
Economist

GULF NEWS 



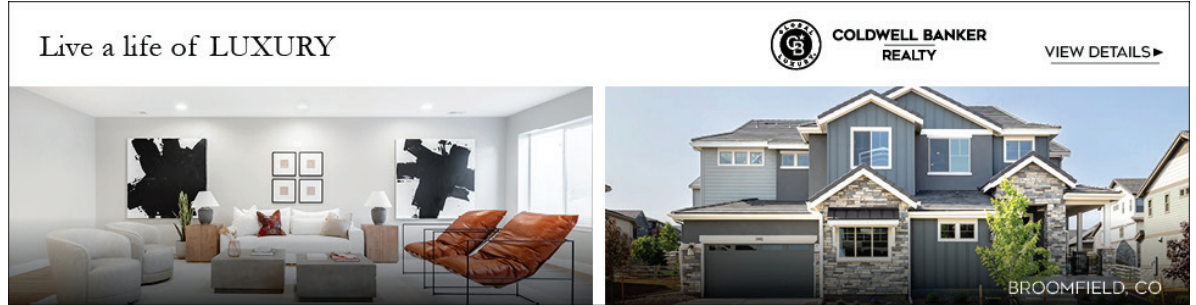
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

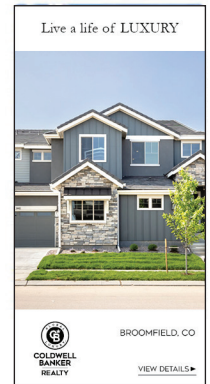
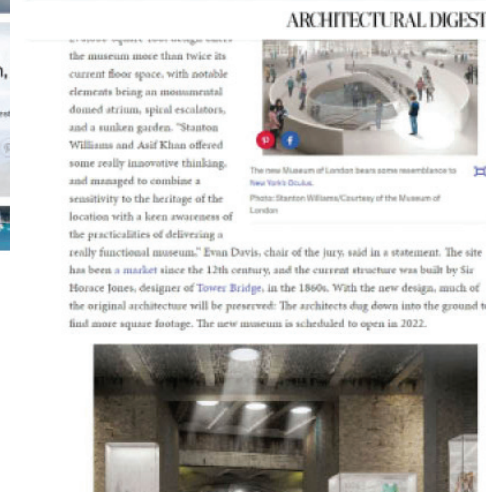
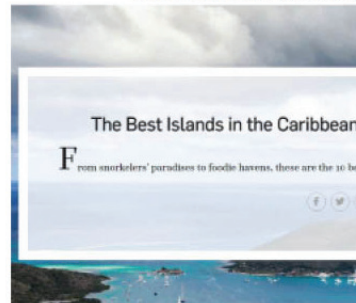
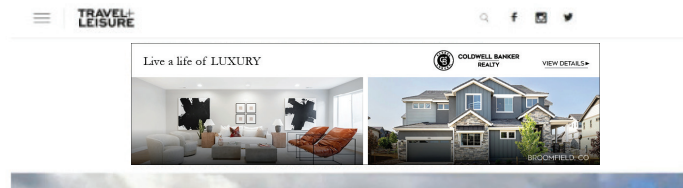
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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.

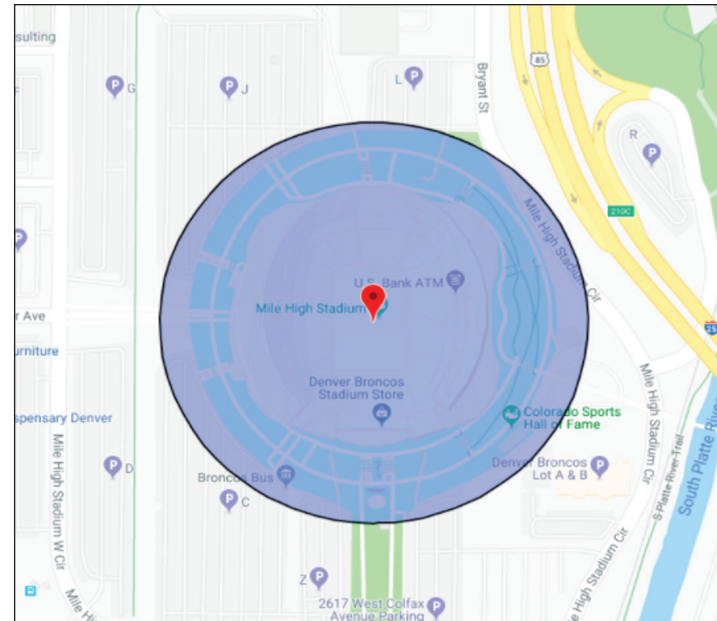
IMPRESSIONS PROGRAM SAMPLE REPORT



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 \$1,500/month

Comprehensive Digital

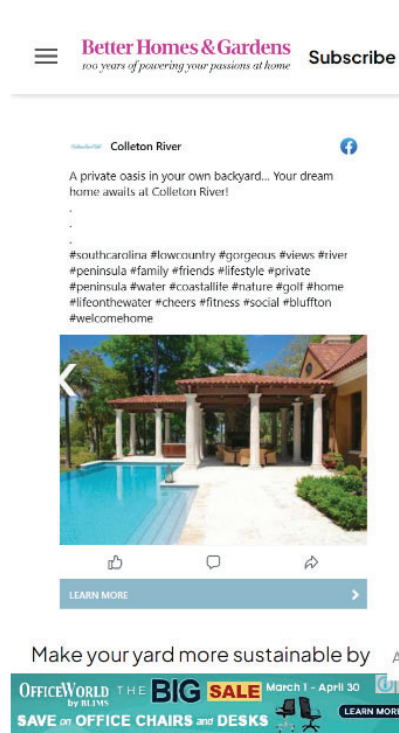
SOCIAL MIRROR ADS

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

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

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

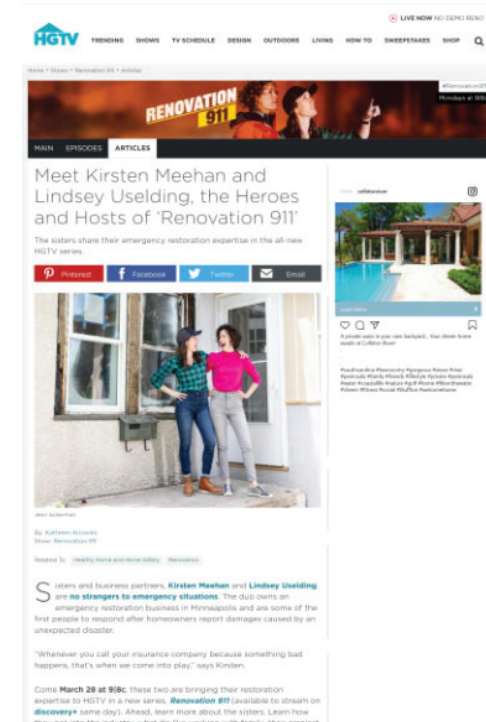
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

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

Spectacularly Spacious Floor Plans

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

[Take a Tour](#)

Charming Modern Amenities

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

[Explore All Amenities](#)

GOLDWELL BANKER REALTY

Facebook Advertising

MINI-LEAD CAMPAIGN

REAL ESTATE LEADS MADE SIMPLE

Not just a promoted post! These campaigns use Likely Mover Profile to display your ads to qualified people in the area.

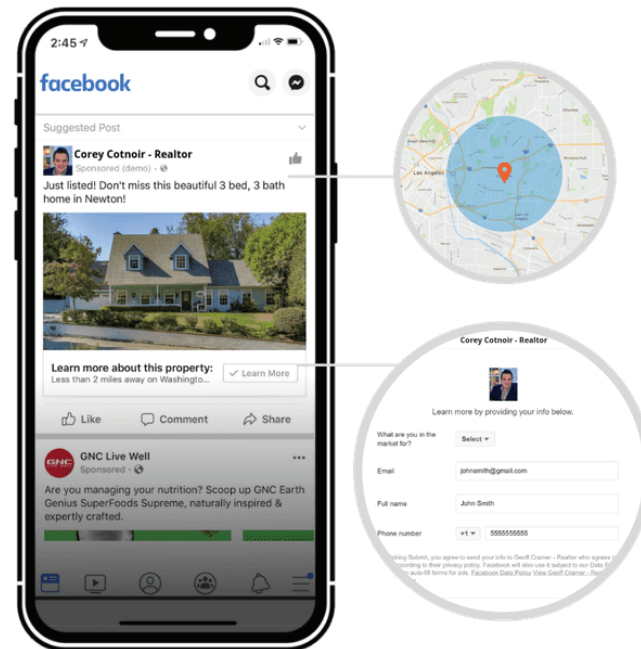
LEADS YOU OWN IN REAL TIME

Using new 'Lead Capture' technology, these ads simplify the process for a user to become a lead and you get immediate notifications.

**3 DAY SOCIAL CAMPAIGN,
GUARANTEED 4-8 LEADS: \$275/LISTING**

**7 DAY SOCIAL CAMPAIGN,
GUARANTEED 8-12 LEADS: \$475/LISTING**

**7 DAY SOCIAL CAMPAIGN,
GUARANTEED 16-32 LEADS: \$500/LISTING**



DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



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

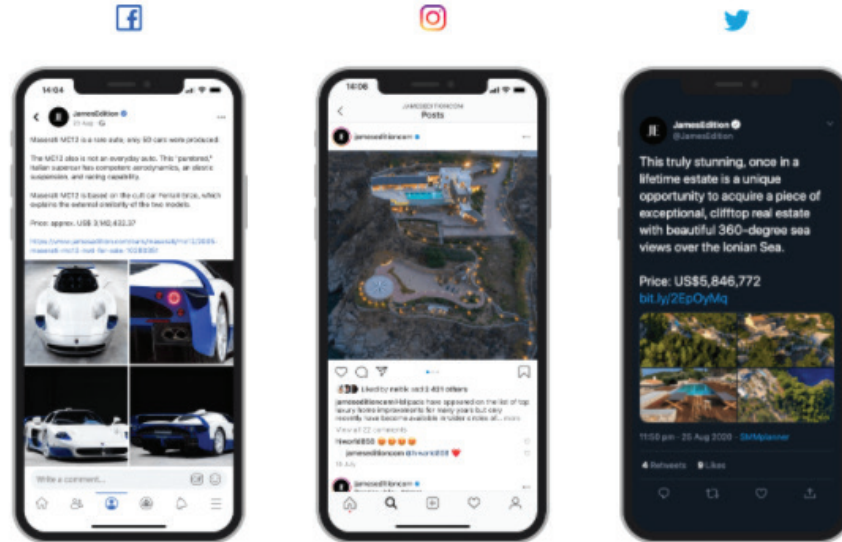
- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

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



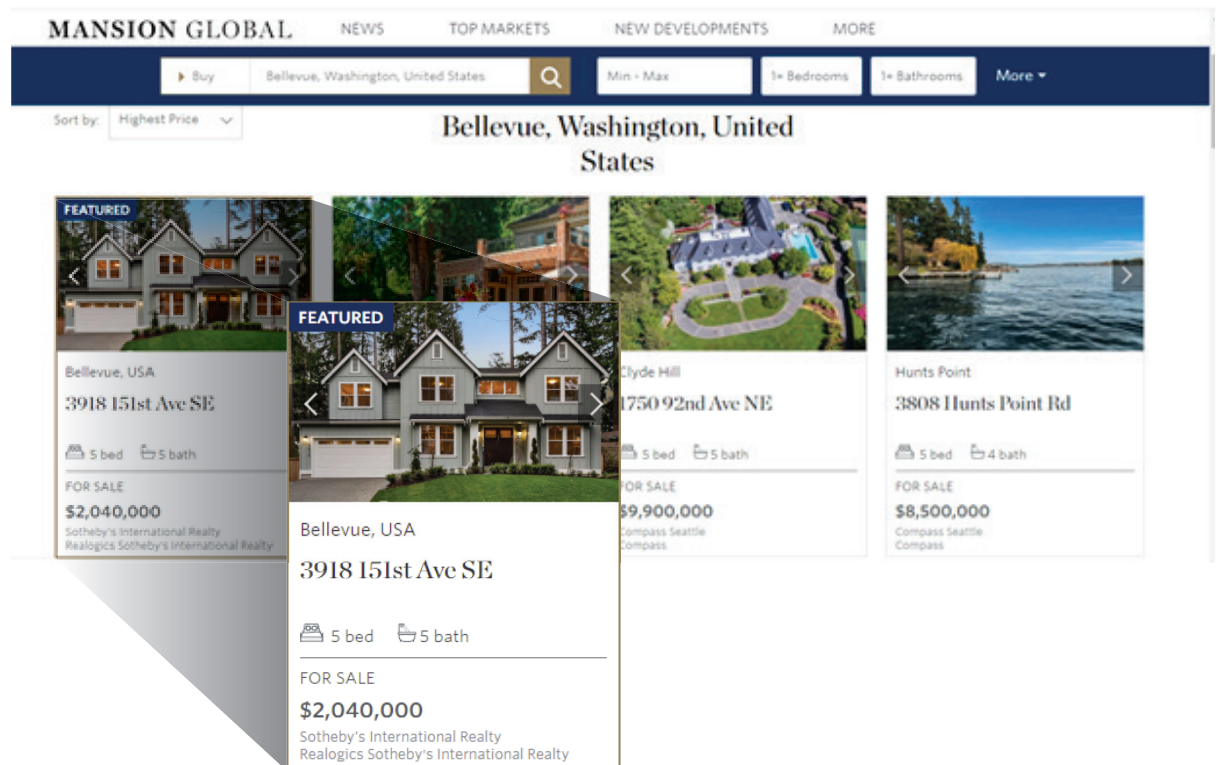
The Wall Street Journal Online (WSJ.Com)

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
- Included with print placment

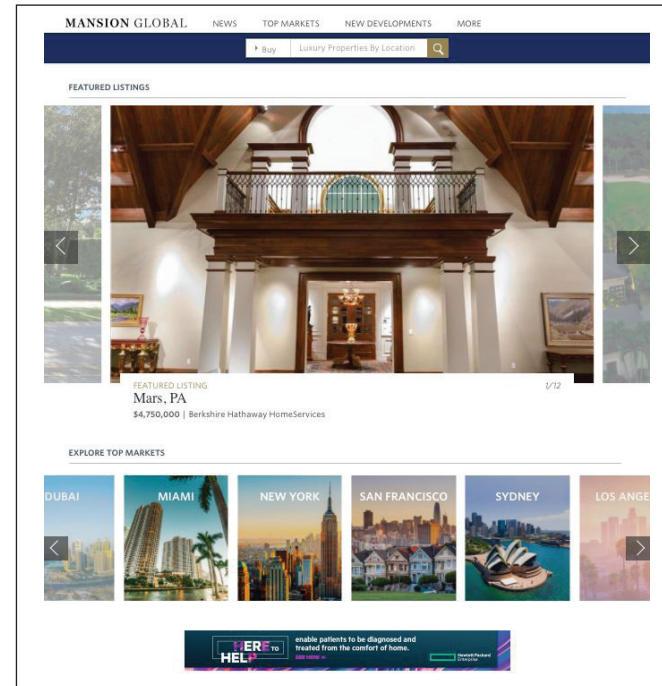


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



COLDWELL BANKER
REALTY

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, WESTERN SOUTH COLOR: \$1,075

BUY 4 GET 1 FREE

PROPERTY PORTFOLIO, NATIONAL: \$2,355

Includes Bonus 30 Digital - Featured Property Upgrade

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 4, 2020 - VOL. CCLXXV NO. 52 WSJ.com

What's News

Reserve of Finance

The Fed executed an emergency half-percentage-point rate cut and markets rallied, reflecting the coronavirus epidemic.

The SEC is investigating whether the coronavirus outbreak is a material risk to investors.

Target, Kohl's and other retailers have announced they will not open new stores for at least a year.

Banking regulators are reviewing whether banks are adequately prepared for a potential recession.

The Treasury Department is considering whether to issue new Treasury securities to help fund the government's response to the crisis.

The Fed is considering whether to purchase more Treasury securities to help fund the government's response to the crisis.

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Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '09 crisis

The Federal Reserve cut its benchmark interest rate by half a percentage point on Wednesday, the first time it has done so since 2008. The move was aimed at helping to ease financial conditions and support economic activity as the coronavirus epidemic spreads.

The Fed also announced that it would purchase up to \$500 billion of Treasury securities and up to \$200 billion of corporate bonds. The purchases would be made through open market operations.

The Fed's actions were widely expected, as markets had been trading on the possibility of a rate cut since the outbreak of the virus.

The move was seen as a strong signal of the Fed's commitment to supporting the economy during this difficult time.

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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.

Joe Biden picked up a string of victories in Super Tuesday primary contests, including wins in Virginia, North Carolina, and California. His closest competitor, Bernie Sanders, won a decisive victory in California.

The results are seen as a strong endorsement of Biden's campaign strategy and a setback for Sanders.

Biden's wins in Virginia and North Carolina were particularly significant, as they are traditionally swing states.

The California win for Sanders was a major upset, as Biden was expected to win the state.

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Minnesota Resorts Are On Thin Ice

Shah fees new ways to reach fishing spots

Minnesota's tourism industry is facing a difficult time as the coronavirus epidemic has led to a sharp decline in travel. The state's tourism industry is particularly hard hit, as many tourists have canceled their trips.

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Many U.S. Cities See Downturn at Hand

Booming regions make fiscal wellness in places tethered to shrinking industries

Many U.S. cities are facing a difficult time as the coronavirus epidemic has led to a sharp decline in economic activity. Cities that are heavily dependent on tourism and other industries that have been hit hard are particularly vulnerable.

The impact of the epidemic is being felt in many cities across the country.

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Salesforce. #1 CRM.

Booming regions make fiscal wellness in places tethered to shrinking industries

Salesforce is the leading provider of cloud-based software solutions, particularly in the CRM space. The company has seen strong growth in recent years, despite the challenges of the coronavirus epidemic.

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skypad.com | 19

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

DENVER: \$2,190

COLORADO: \$3,830



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 - Texas, Nebraska, CA	
Facebook Mini-Lead Campaign	
7 Day Social Campaign - guaranteed 8-12 leads	12
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
Nob Hill Gazette	
OTM On the Market eNewsletter	6,500
JamesEdition	
Listing Feature	148,000
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Print	
The Wall Street Journal	
2 x 7	148,000
Property Portfolio	644,424
Conde Nast Magazines Regional Pages	
Full Page	12,000
Financial Times	
Property Gallery	210,457
GRAND TOTAL	2,483,393

Schedule and Pricing



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2023

Media	Ad Description	July	August	September	October	Media Total
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00
Million Impressions	Targeting - Texas, Nebraska, CA					
Facebook Mini-Lead Campaign						
Facebook Mini-Lead Campaign	7 Day Social Campaign - guaranteed	\$ 425.00				\$ 425.00
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
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin: OTM On the Market eNewsletter		\$ 500.00				\$ 500.00
JamesEdition						
Social Media	Listing Feature		\$ 500.00			\$ 500.00
WSJ.com						
Property upgrades	Property upgrades		\$1,200			\$ 1,200.00
Mansion Global Homepage Featured	Mansion Global Homepage Featured	\$ 1,275.00				\$ 1,275.00
Print						
The Wall Street Journal						
The Wall Street Journal - Western Sol 2 x 7		\$ 1,075.00				\$ 1,075.00
The Wall Street Journal - National	Property Portfolio		\$ 2,355.00			\$ 2,355.00
Conde Nast Magazines Regional Pages						
Architectural Digest - Colorado	Full Page				\$ 3,830.00	\$ 3,830.00
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00				\$ 1,250.00
TOTAL						\$ 24,290.00

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