



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

COMPANY PLAN ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

TABLE OF CONTENTS

INTRO	3
DIGITAL	
Impressions Campaign.....	5
Facebook Advertising	12
Smart Solutions Eblast.....	13
JamesEdition	14
WSJ.com.....	15
PRINT	
Wall Street Journal.....	19
New York Times.....	20
Architectural Digest.....	21
Financial Times.....	22
CIRCULATION/DISTRIBUTION/REACH	
2022-2023.....	24
SCHEDULE & PRICING	
Media 2022-2023	26

NATIONAL & GLOBAL EXPOSURE COMPANY PLAN

SKY Advertising is excited to present to Coldwell Banker Premier a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Coldwell Banker Premier’s properties.

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 Washington DC and Virginia.

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

LET’S DO GREAT THINGS TOGETHER

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COLDWELL BANKER
REALTY

Digital Offerings

IMPRESSIONS CAMPAIGN

» CUSTOMIZABLE. AFFORDABLE. MEASURABLE.

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

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

» IMPRESS LOCALLY. IMPRESS GLOBALLY.

CAMPAIGN OVERVIEW AND BUDGET

Campaign: Company Plan

Flight Dates: August 2022 - January 2023

Impressions: 6,000,000

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.

The Washington Post



FINANCIAL TIMES
Business

Forbes

FOX BUSINESS

**Bloomberg
Markets**



REUTERS

**The
Economist**

FINANCIAL POST

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.

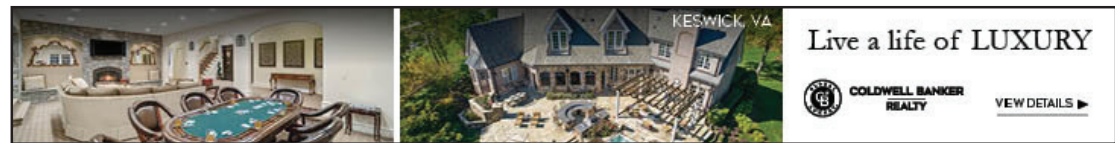
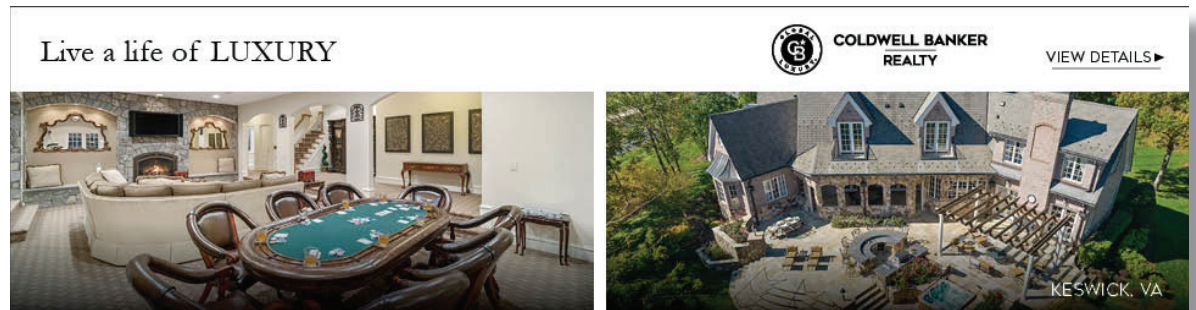


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

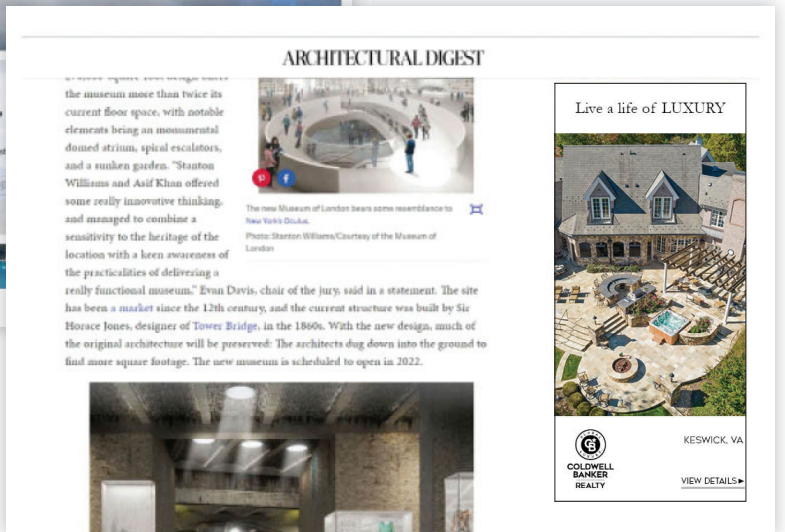
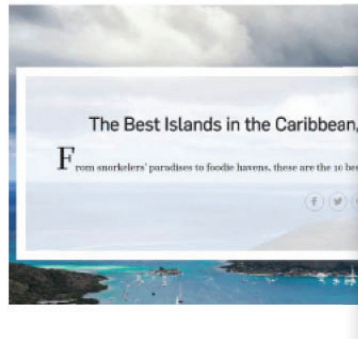
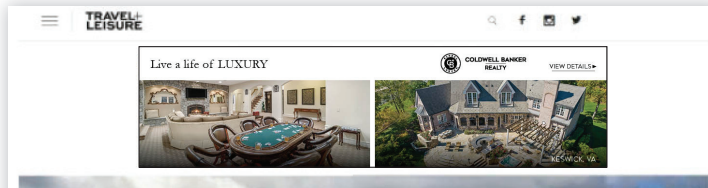
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

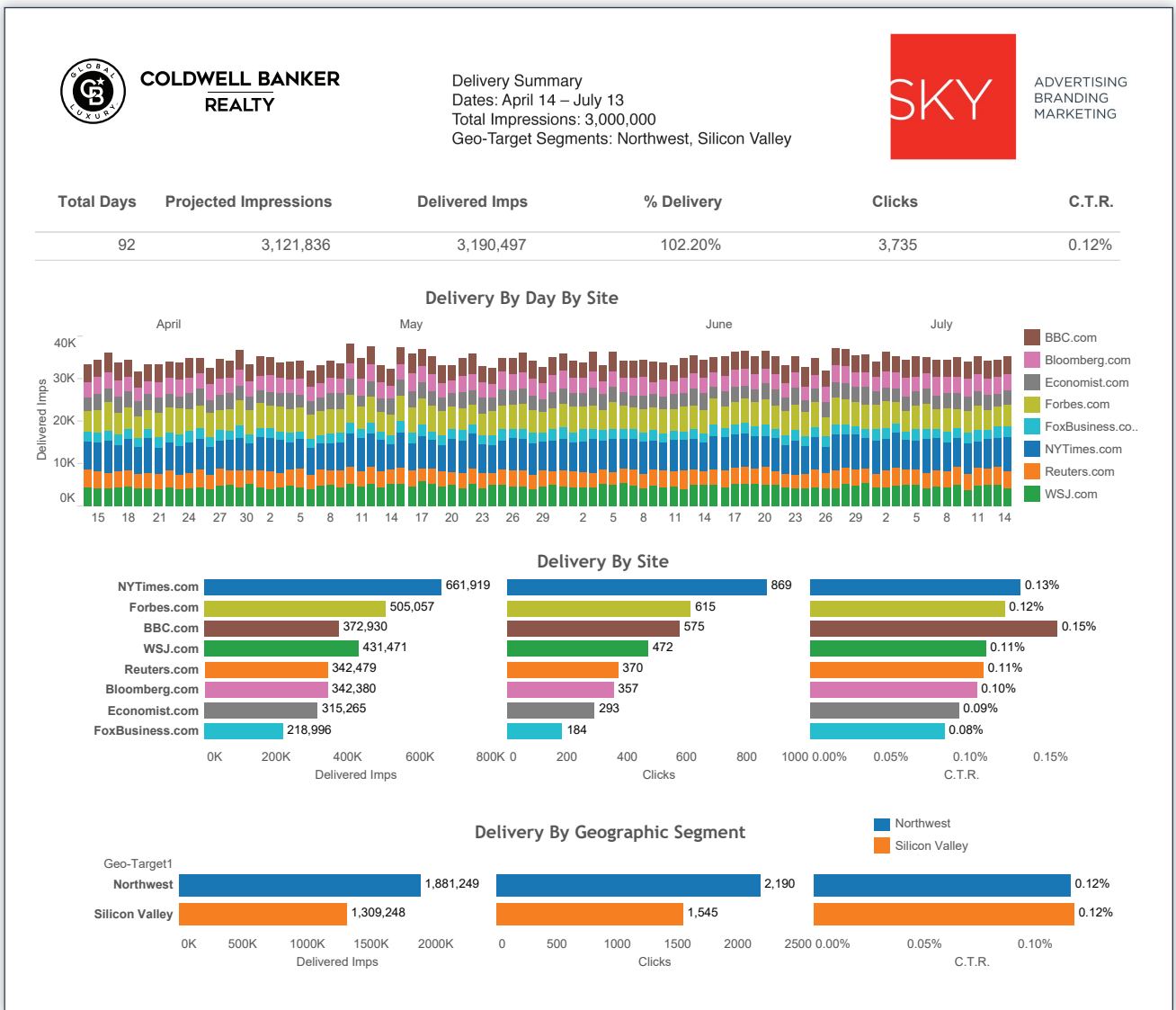


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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

» IMPRESSIONS PROGRAM SAMPLE REPORT



IMPRESSIONS SCHEDULING

After researching, we have put together an integrated program that targets a high-net-worth audience in Washington DC Metro, Virginia (Charlottesville, Hot Springs), Atlantic City, Indianapolis, Minneapolis, Los Angeles and Atlanta.

The programs are scheduled to start on August 1st, run for six months and deliver 6,000,000 impressions.

This recommendation includes:

- A site-specific segment of national leading news websites.
- A site-specific segment of Global leading business.
- A custom intent segment, that will allow us to show banners to adults who are actively searching for Charlottesville area Real Estate and living in our target geographical areas outside of the Charlottesville DMA.
- An In-Market segment, that will allow us to show banners to adults who are actively searching for Charlottesville area Real Estate and living in the Charlottesville DMA.

» BEHAVIORAL TARGETING

Since these segments target behavior first, the banners could end up showing on any site across the web. To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (In-Market, income and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics and tech sites (i.e. VanityFair.com, BBC.com, NYTimes.com, Economist.com, etc.).

» MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), And (if tracking codes are installed on the landing) Sessions, Pages Per Session, Average Time Spent, Conversions.

» REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.

IMPRESSIONS SCHEDULE

Media	CP Premier Moves												IMPRESSIONS
	August	September	October	November	December	January							
6th Street Washington DC, Metro, Virginia Facebook.com WashingtonPost.com													1,115,000
Bloomberg.com Forbes.com WSJ.com Reuters.com FinancialPost.com FoxBusiness.com FT.com Economist.com													2,175,000
Washington DC, Metro, NY Springs VA, Atlantic City Indianapolis, Minneapolis, Los Angeles, Atlanta													1,115,000
Custom Intent - Charlotteville Area Real Estate In-Market - Charlotteville Residential Real Estate													1,453,000
Total Impressions													6,900,000

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

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



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

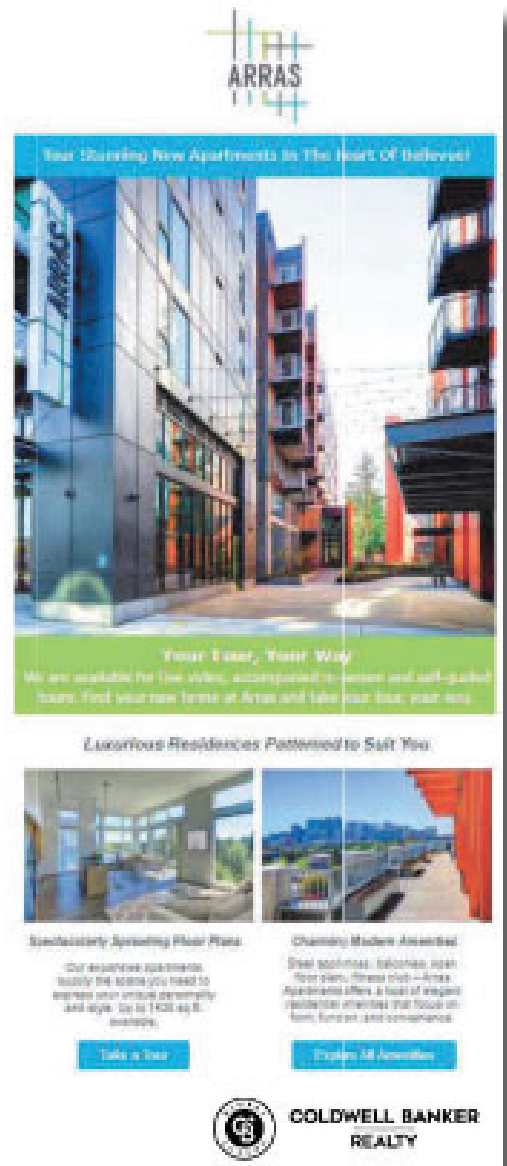
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

**CUSTOM EBLAST AND FOLLOW UP EMAIL:
\$2,275**



JAMES EDITION.COM

» FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

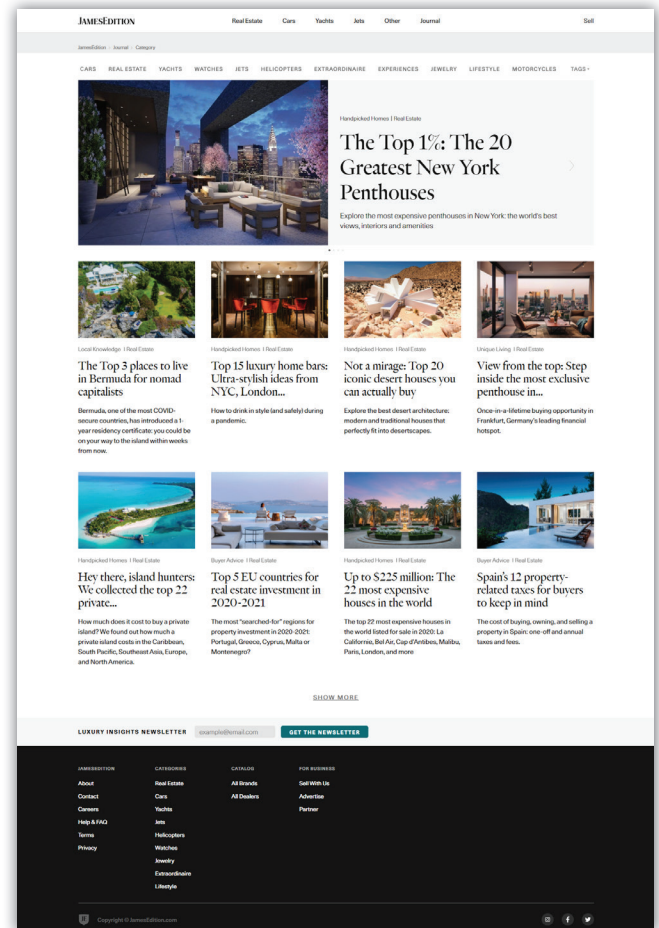
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

**FEATURED STORY IN THE JOURNAL
CUSTOM CONTENT ARTICLE +
NEWSLETTER PROMOTION \$4,500**



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

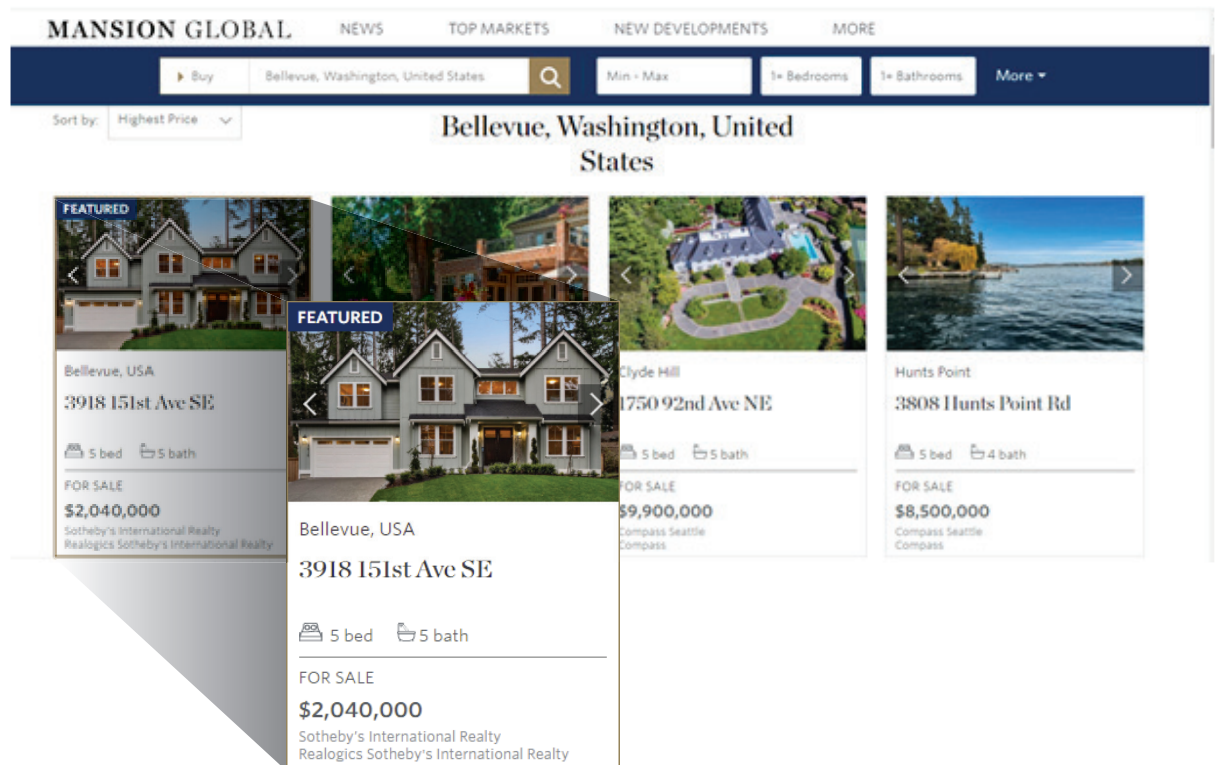
» FEATURED PROPERTY UPGRADES

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

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



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



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL HOMEPAGE HERO

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

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



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

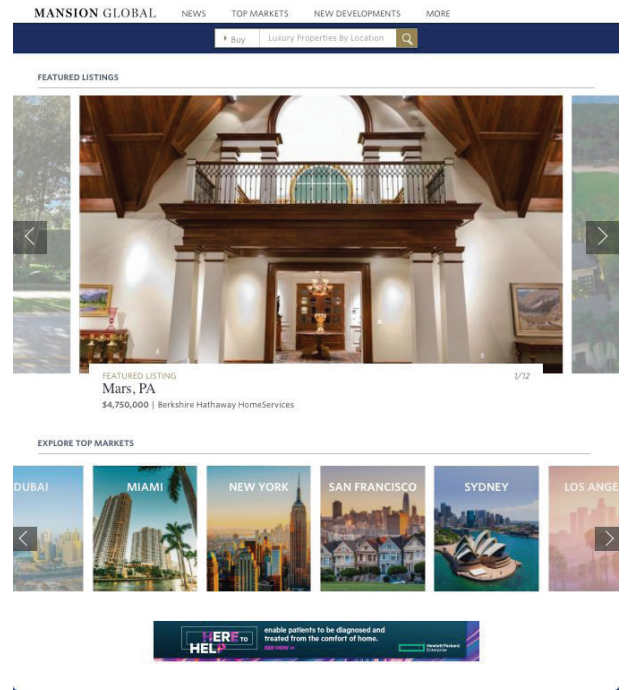


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» THE HOMEPAGE FEATURED LISTING

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

\$1,275/MONTH





COLDWELL BANKER
REALTY

Print Offerings

THE WALL STREET JOURNAL

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

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

QUARTER PAGE, WASHINGTON DC REGION, COLOR: \$2,000
BUY 4 GET 1 FREE

FEATURED PROPERTY LISTING, NATIONAL, COLOR: \$2,355

THE NEW YORK TIMES

» FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

1X: \$1,475
2X: \$1,180
3X: \$1,000

THE NEW YORK TIMES, SUNDAY, MARCH 21, 2010
WHAT I LOVE
SARAH STILES

Restrained Palettes Are for Other People

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

So, in this first address in New York was the former home of Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. As a former resident, the experience had a clear of history.

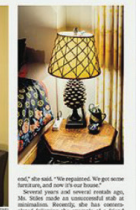
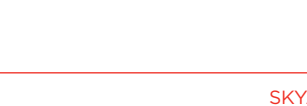
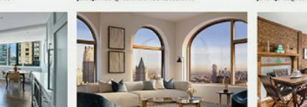
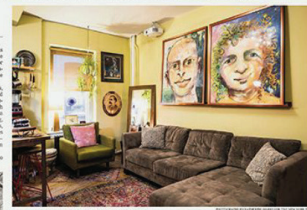


Home South St. No. 41.

Home context: This is the first person who really shows up in the story. It's a window into the life of a person who is living in a great place.

So, in this second address in New York, the house is a beautiful example of a restrained palette. The house is a beautiful example of a restrained palette. The house is a beautiful example of a restrained palette.

And, in this third address in New York, the house is a beautiful example of a restrained palette. The house is a beautiful example of a restrained palette. The house is a beautiful example of a restrained palette.



<p>PARK Slope, BROOKLYN \$2,750,000</p> <p>Firstly, the opportunity to live in the heart of Park Slope's most renowned neighborhood. This is a classic Colonial mansion, complete with an elevator, office and a large building. For those who want a piece of the neighborhood's history.</p> <p>jane@jane.com 212.555.0990</p>	<p>MIRAGE, MANHATTAN \$2,340,000</p> <p>This is a 2,500 sq. ft. 2-bedroom, 2-bathroom corner unit with a great view of the city. The unit is in a great location, close to the subway and the park. The unit is in a great location, close to the subway and the park.</p> <p>jane@jane.com 212.555.0990</p>	<p>CHINATOWN, MANHATTAN \$4,800,000</p> <p>This is a 2,500 sq. ft. 2-bedroom, 2-bathroom unit with a great view of the city. The unit is in a great location, close to the subway and the park. The unit is in a great location, close to the subway and the park.</p> <p>jane@jane.com 212.555.0990</p>
<p>LONG ISLAND CITY, QUEENS \$1,100,000</p> <p>How does one live in the heart of the city? This is a great opportunity to live in the heart of the city. This is a great opportunity to live in the heart of the city.</p> <p>jane@jane.com 212.555.0990</p>	<p>FINANCIAL DISTRICT, MANHATTAN \$2,100,000</p> <p>This is a 2,500 sq. ft. 2-bedroom, 2-bathroom unit with a great view of the city. The unit is in a great location, close to the subway and the park. The unit is in a great location, close to the subway and the park.</p> <p>jane@jane.com 212.555.0990</p>	<p>MIDTOWN, MANHATTAN \$1,100,000</p> <p>This is a 2,500 sq. ft. 2-bedroom, 2-bathroom unit with a great view of the city. The unit is in a great location, close to the subway and the park. The unit is in a great location, close to the subway and the park.</p> <p>jane@jane.com 212.555.0990</p>

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.

WASHINGTON DC
 FULL PAGE, COLOR: \$2,970
 3X: \$2,450

CENTRAL COASTAL VIRGINIA
 FULL PAGE, COLOR: \$2,190
 3X: \$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%



FINANCIAL TIMES

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

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

PROPERTY LISTING, COLOR: \$1,200 Global





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022-2023

Media	Circulation
DIGITAL	
Million Impressions*	6,000,000
Facebook Mini-Lead Campaign	
Facebook Mini-Lead Campaign	
Facebook Mini-Lead Campaign	
Smart Solutions Eblast	240,000
JamesEdition	
Featured Article and e-Newsletter promotion	294,000
WSJ.com	
Mansion Global Homepage	984,000
Property upgrades	
Mansion Global Homepage Featured Listing Mod	984,000
PRINT	
The Wall Street Journal - Washington DC Region	888,000
The Wall Street Journal - National	4,717,764
The New York Times	2,538,666
Architectural Digest - Central/ Coastal Virginia	45,000
Architectural Digest - Washington DC	33,000
Financial Times	1,160,022
GRAND TOTAL	16,724,430



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022-2023

Media	Ad Description	August	September	October	November	December	January	Media Total
DIGITAL								
Million Impressions*	Digital Banner Program Targeting - add targeted areas here	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 14,700.00
Facebook Mini-Lead Campaign	3 Day Social Campaign - guaranteed 4-8 lea	\$ 275.00						\$ 275.00
Facebook Mini-Lead Campaign	7 Day Social Campaign - guaranteed 8-12 leads	\$ 425.00						\$ 425.00
Facebook Mini-Lead Campaign	14 Day Social Campaign - guaranteed 16-32 leads		\$ 500.00					\$ 500.00
Smart Solutions Eblast	Custom Email	\$ 2,275.00	\$ 2,275.00	\$ 2,275.00	\$ 2,275.00	\$ 2,275.00	\$ 2,275.00	\$ 13,650.00
JamesEdition								
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 4,500.00						\$ 4,500.00
WSJ.com								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 12,900.00
Property upgrades	Property upgrades		\$2,070					\$ 2,070.00
Mansion Global Homepage Featured Listing Module		\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 7,650.00
PRINT								
The Wall Street Journal - Washington DC Region	Quarter page	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	BONUS	\$ 2,000.00	\$ 10,000.00
The Wall Street Journal - National	Featured Property Listing	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 14,130.00
The New York Times	Featured Listing - National	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,000.00
Architectural Digest - Central/ Coastal Virginia	Full Page				\$ 1,990.00	\$ 1,990.00	\$ 1,990.00	\$ 5,970.00
Architectural Digest - Washington DC	Full Page				\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 7,350.00
Financial Times	Property Listing	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 7,200.00
TOTAL								\$ 100,120.00

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