



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# VILLA BELLAVISTA ADVERTISING AND MARKETING PROGRAM



**COLDWELL BANKER**  
**REALTY**

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## NATIONAL & GLOBAL EXPOSURE VILLA BELLAVISTA

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SKY Advertising is excited to present to Coldwell Banke Premier a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Villa BellaVista.

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 Keswick, VA.

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**

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# Digital Offerings

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# 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.

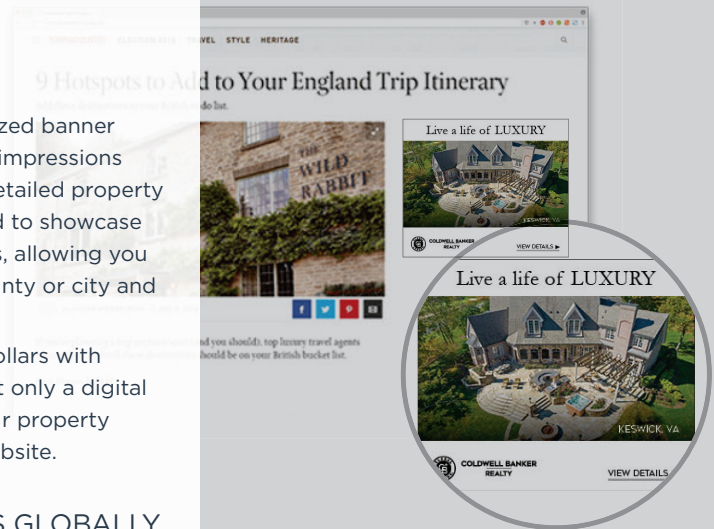
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** Villa BellaVista  
**Flight Dates:** August 2022 - October 2022  
**Impressions:** 1,500,000  
 Clicks through to the website of your choice.

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



Minimum 3 month commitment



## IMPRESSIONS PROGRAM TARGETING SITES

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

**THE WALL STREET JOURNAL.**

**The Washington Post**



**FOX BUSINESS**

**Forbes**

**Golf Digest**

**GOLF**

**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.

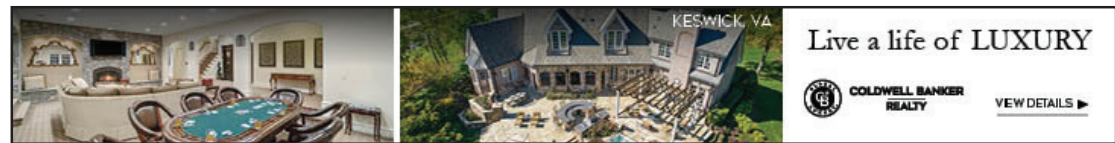
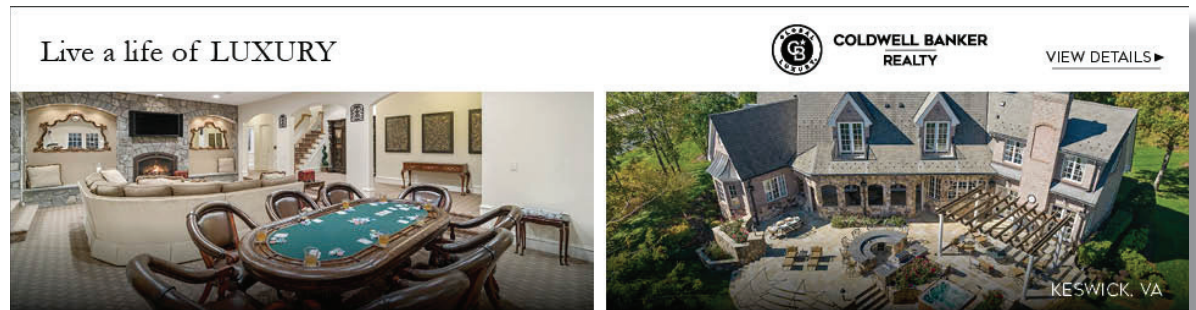


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

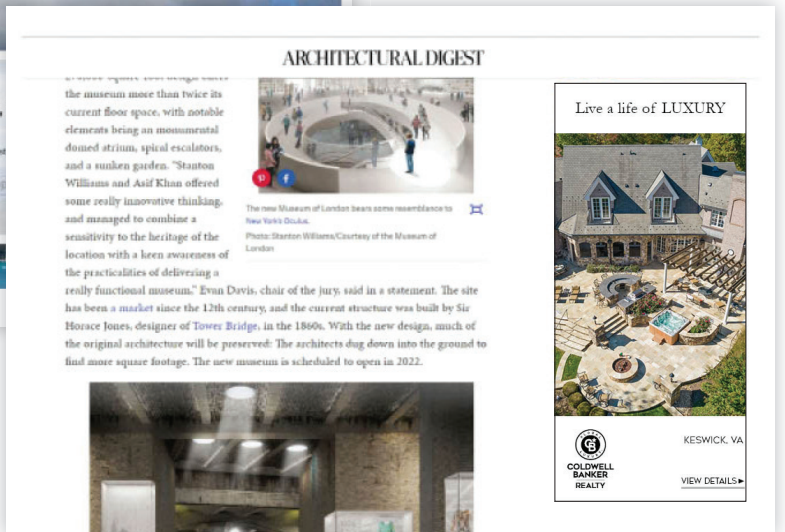
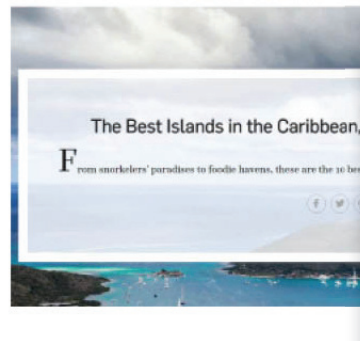
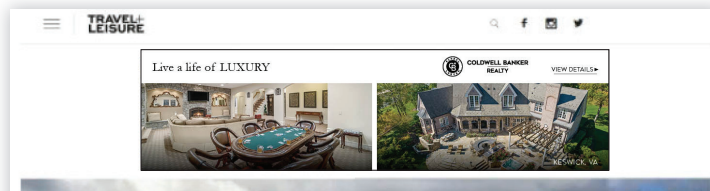
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



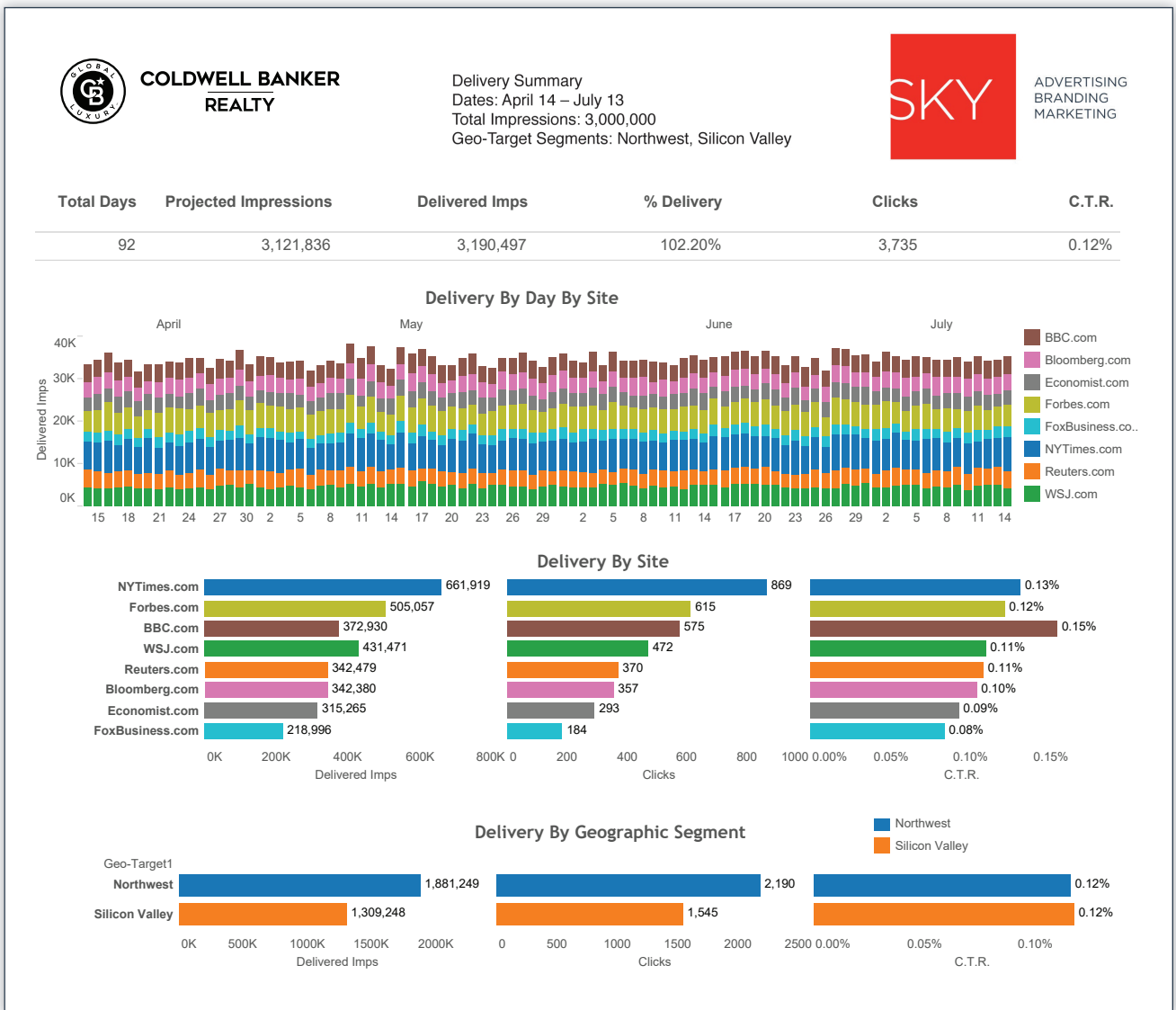


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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

## » IMPRESSIONS PROGRAM SAMPLE REPORT



## IMPRESSIONS SCHEDULING

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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 three months and deliver 1,500,000 impressions.

This recommendation includes:

- A site-specific segment of national leading news websites.
- A site-specific segment of Global leading business finance websites.
- A site-specific segment of premier Golf websites.
- 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.

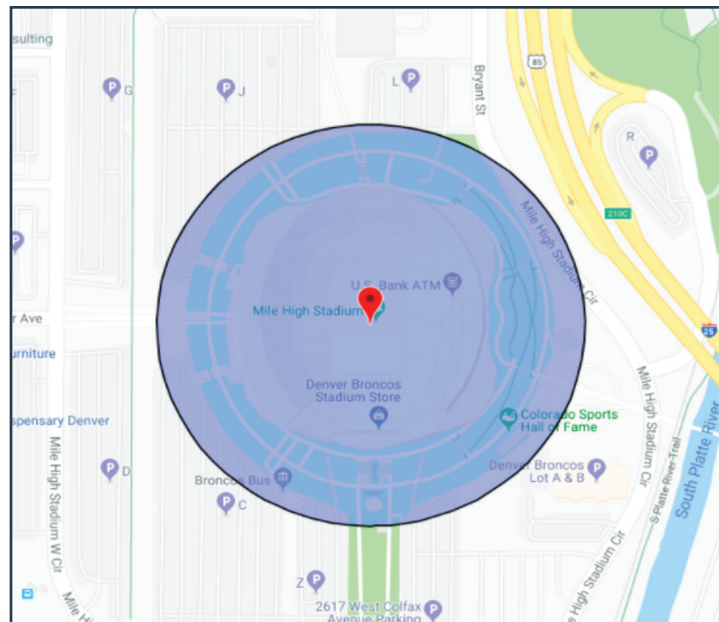
IMPRESSIONS SCHEDULE

		August							September							October							31	Impressions
Media	Geo-Target	1	8	15	22	29	5	12	19	26	3	10	17	24	31	Impressions								
FoxNews.com	Washington DC Metro, Virginia (Charlottesville, Hot Springs)															225,000								
WashingtonPost.com																								
Bloomberg.com																								
Forbes.com																								
WSJ.com																								
Reuters.com																								
FinancialPost.com	Washington DC Metro, Virginia (Charlottesville, Hot Springs)															475,000								
FoxBusiness.com																								
FT.com																								
Economist.com																								
PGATour.com																								
Golf.com	Washington DC Metro, Virginia (Charlottesville, Hot Springs)															225,000								
GolfDigest.com																								
Custom Intent - Charlottesville Area Real Estate	Washington DC Metro, Hot Springs VA, Atlantic City, Indianapolis, Minneapolis, Los Angeles, Atlanta															225,000								
In-Market - Charlottesville Residential Real Estate	Washington DC Metro, Hot Springs VA, Atlantic City, Indianapolis, Minneapolis, Los Angeles, Atlanta															350,000								
<b>Total Impressions</b>																<b>1,500,000</b>								

## 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



# 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

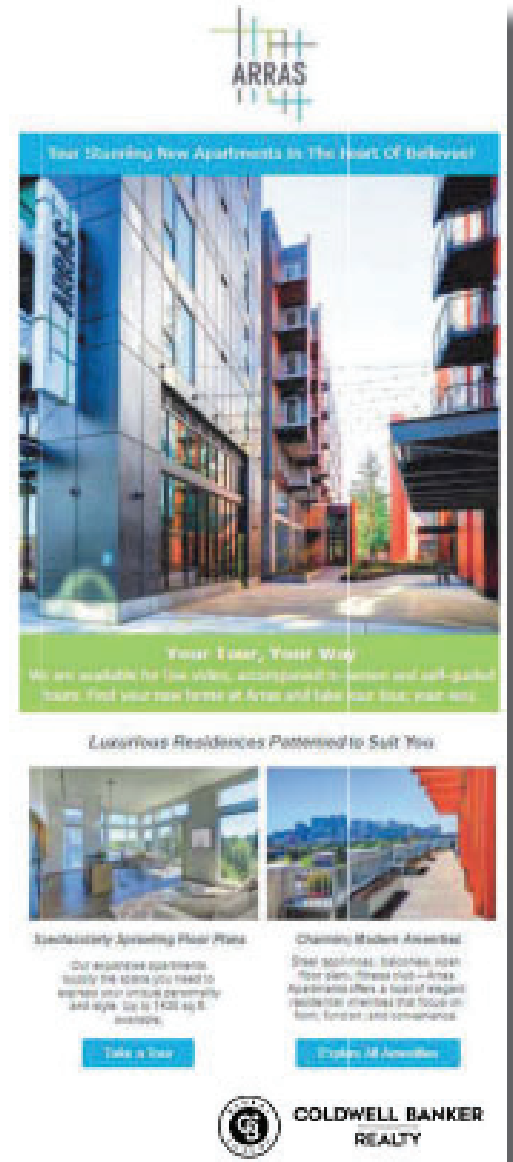
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST: \$2,275



## 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: \$425/LISTING

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



# JAMES EDITION.COM

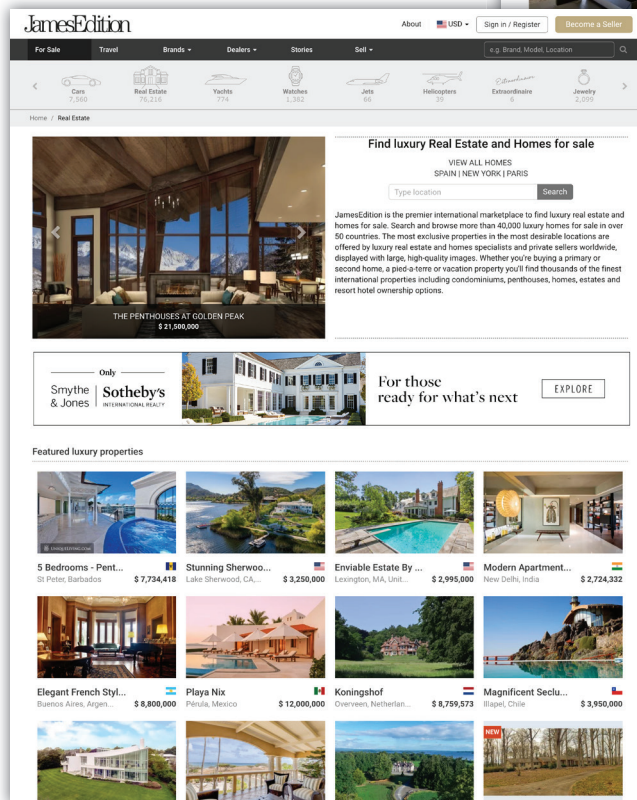
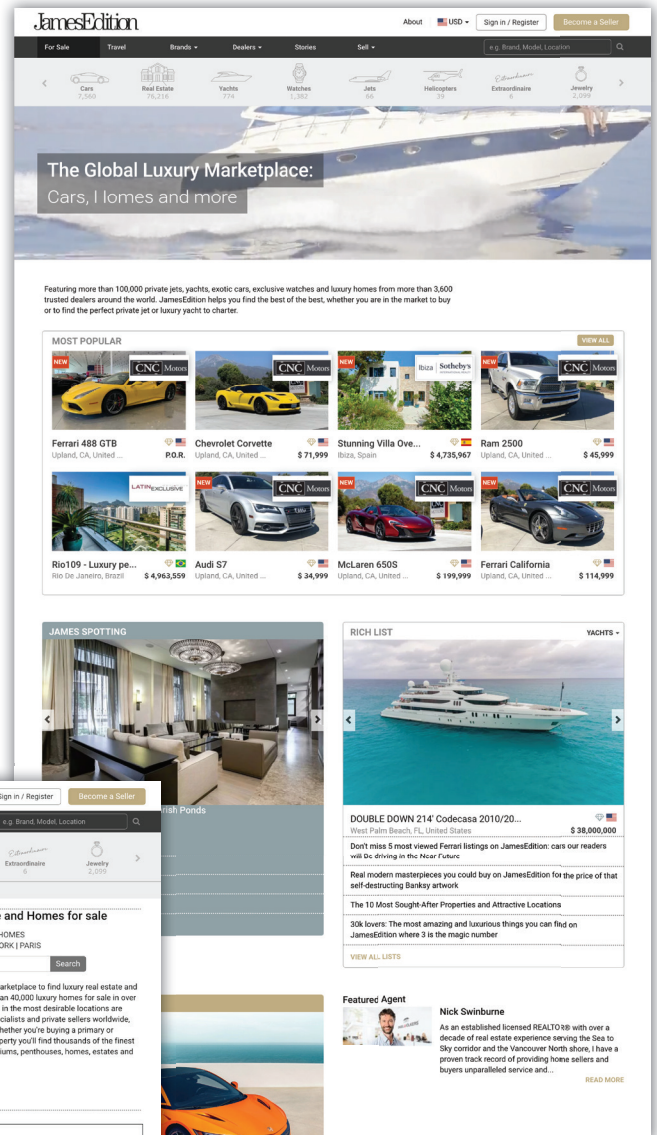
## » E-NEWSLETTER

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

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

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

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



# JAMES EDITION.COM

## » ROTATING GALLERY

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

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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE  
\$1,500/MONTH

REAL ESTATE PAGE  
\$1,300/MONTH



# ROBBREPORT.COM

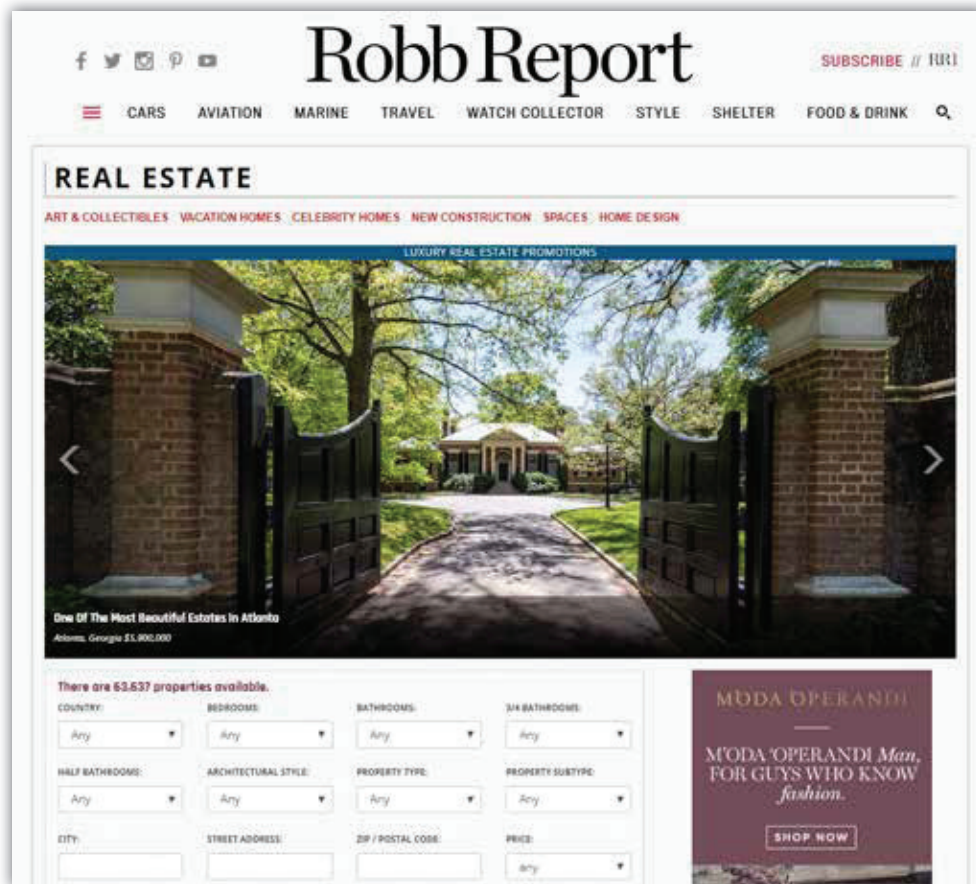
## » REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$950 PER 30 DAYS  
(\$1,895 OPEN RATE)





# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » MANSION GLOBAL HOMEPAGE HERO

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

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



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



## THE WALL STREET JOURNAL ONLINE (WSJ.COM)

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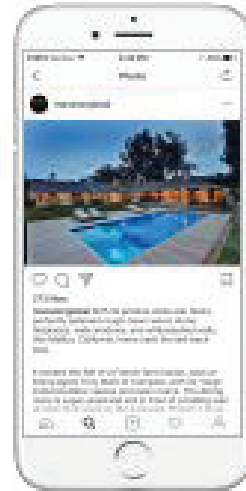
### » @MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

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\$1,775



## Print Offerings

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## GOLF DIGEST

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 Golf Digest.

FULL PAGE, COLOR  
 WASHINGTON DC: \$3,920  
 CENTRAL/COASTAL VIRGINIA: \$5,860



Only  
 Smythe & Jones | Sotheby's  
 INTERNATIONAL REALTY

For those just getting started

Only one real estate brand holds the keys to your most exceptional home and life. With (feature 1) and (feature 2), this (X-bedroom, Y-bathroom), location home is made for lifestyle aspect or activity. The (feature 3) and (feature 4) are best experienced on a private tour, which can be arranged by contact details.

123 MAIN ST CITY, STATE SXXX,XXX sothebysrealty.com   ID: XXXXXX	JANE SMYTHE Title 123.456.7890 jane.smythe@sothebys.realty	JANE SMYTHE Title 123.456.7890 jane.smythe@sothebys.realty
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# 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**



# Circulation/Distribution/Reach

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## CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	1,500,000
<b>Facebook Mini-Lead Campaign</b>	
Geofencing - Event and Location	66,890
Smart Solutions Eblast	29,000
<b>JamesEdition</b>	
Rotating Gallery Real Estate Page	750,000
e-Newsletter	294,000
Robbreport.com	6,000
<b>WSJ.com</b>	
Mansion Global Homepage	164,000
Mansion Global Instagram	76,200
<b>PRINT</b>	
The Wall Street Journal - Washington DC Region	148,000
The Wall Street Journal - National	786,294
The New York Times	1,269,333
Golf Digest - Washington DC	25,000
Golf Digest - Central/Coastal Virginia	41,000
Financial Times	193,337
<b>GRAND TOTAL</b>	<b>5,349,054</b>

# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	August	September	October	November	Media Total
<b>DIGITAL</b>						
Million Impressions*	Digital Banner Program Targeting - add targeted areas here	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$	\$ 4,875.00
Facebook Mini-Lead Campaign	7 Day Social Campaign - guaranteed 8-12 lk	\$ 425.00			\$	\$ 425.00
Geofencing - Event and Location	Target specific events and locations	\$ 1,325.00			\$	\$ 1,325.00
Smart Solutions Eblast	Custom Email	\$ 2,275.00			\$	\$ 2,275.00
JamesEdition						
Rotating Gallery Real Estate Page e-Newsletter	Featured Banner e-Newsletter	\$ 1,300.00	\$ 1,200.00		\$	\$ 1,300.00 \$ 1,200.00
Robbreport.com	Real Estate media bar	\$ 950.00			\$	\$ 950.00
WSJ.com						
Mansion Global Homepage Mansion Global Instagram	Mansion Global Homepage	\$ 2,150.00	\$ 1,775.00		\$	\$ 2,150.00 \$ 1,775.00
<b>PRINT</b>						
The Wall Street Journal - Washington DC Region	Quarter page	\$ 2,000.00			\$	\$ 2,000.00
The Wall Street Journal - National	Featured Property Listing	\$	\$ 2,355.00		\$	\$ 2,355.00
The New York Times	Featured Listing - National	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$	\$ 3,000.00
Golf Digest - Washington DC	Full Page			\$ 3,920.00	\$	\$ 3,920.00
Golf Digest - Central/Coastal Virginia	Full Page			\$ 5,860.00	\$	\$ 5,860.00
Financial Times	Propety Listing	\$	\$ 1,200.00		\$	\$ 1,200.00
<b>TOTAL</b>					\$	\$ 34,610.00

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