



ADVERTISING
BRANDING
MARKETING

NEW YORK
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SKYAD.COM

ROYAL PALMS TOWNHOMES ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

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ADVERTISING
BRANDING
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NATIONAL & GLOBAL EXPOSURE ROYAL PALMS TOWNHOMES

SKY Advertising is excited to present to Vetere Group Coldwell Banker a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Royal Palms Townhomes.

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in Ft. Myers, FL.

Approaching the marketing strategy digitally 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

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.

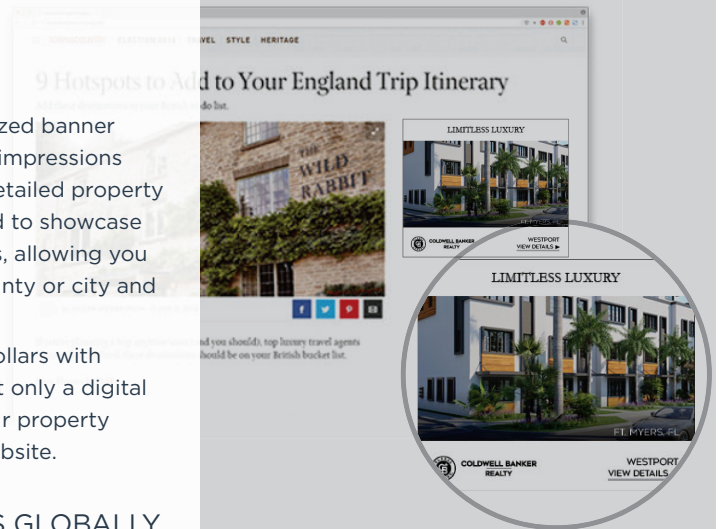
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Royal Palms Townhomes
Flight Dates: June 2023 - August 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.

THE WALL STREET JOURNAL.

INVESTOR'S BUSINESS DAILY®

Forbes



REUTERS



BARRON'S

**Bloomberg
Markets**

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.

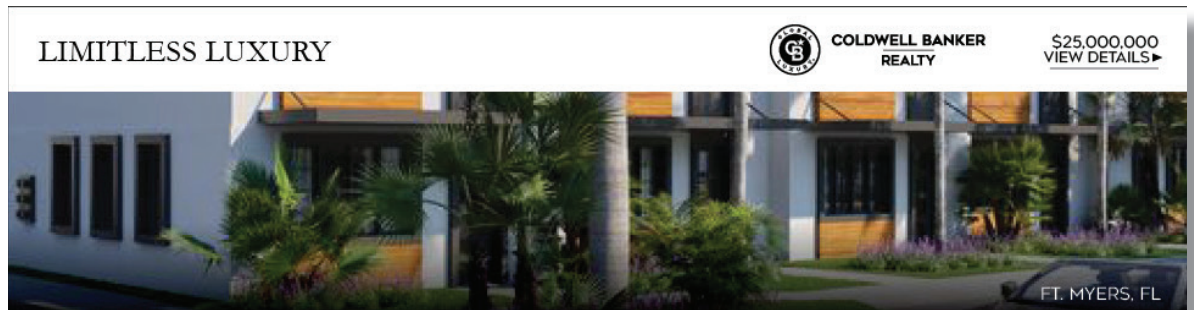


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

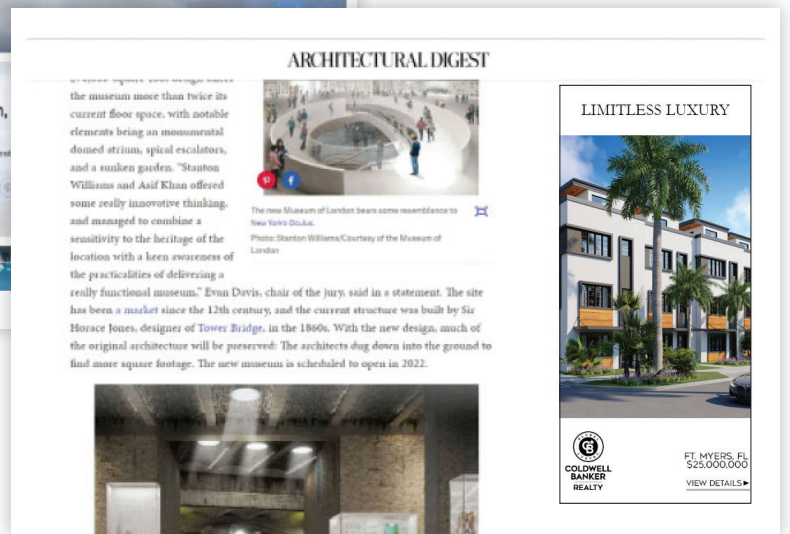
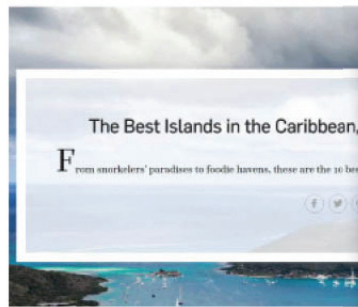
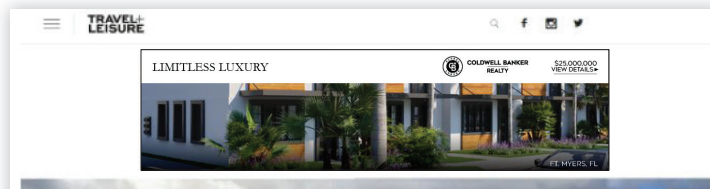
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

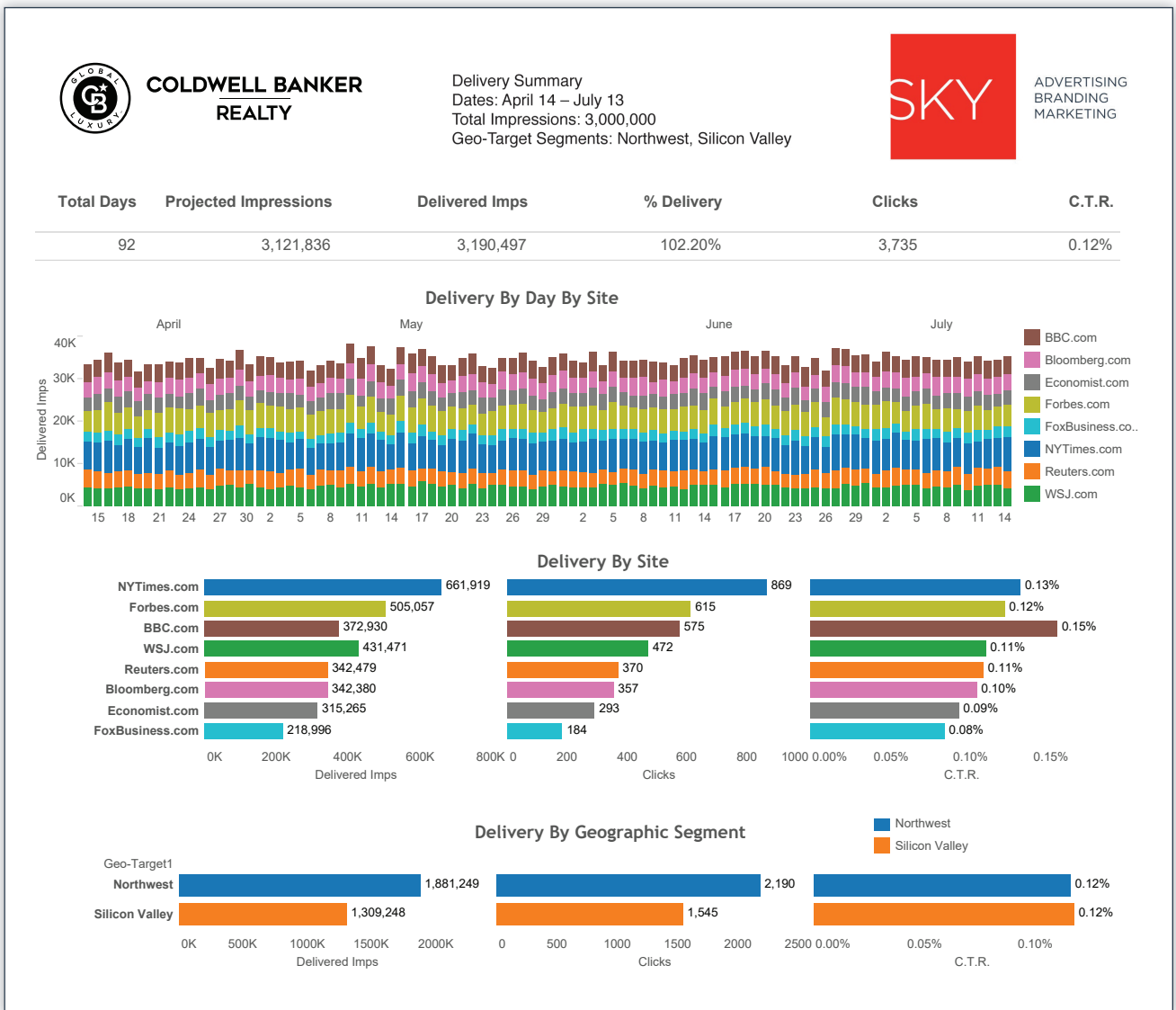


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

After researching, we have put together an integrated program that targets a high-net-worth audience across New York, Philadelphia, Boston, Chicago, and Minneapolis.

The program, with a projected start date of June 1st will run for three months and deliver an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in New York, Philadelphia, Boston, Chicago, and Minneapolis in a premium editorial environment on top news and business/finance and news websites.
- A custom intent targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are actively searching for Ft Myers-Cape Coral area real estate and living in New York, Philadelphia, Boston, Chicago, and Minneapolis.
- A behavioral targeted banner segment, that will allow us to show banners to Business Professionals in the top 10% HHI who are In-Market for Residential Real Estate and living in New York, Philadelphia, Boston, Chicago, and Minneapolis.

» SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, LATimes.com, Reuters.com and more to extend the overall reach of the program.

» BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets 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 (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

» 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 page) 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

CB Vetere Team Royal Palms

Media	June				July				August			Impressions	
	29	05	12	19	26	03	10	17	24	31	07		14
Forbes.com	Geo-Target												325,000
Bloomberg.com													
Investors.com													
Barrons.com	New York, Philadelphia, Boston, Chicago, and Minneapolis												
Reuters.com													
CNBC.com													
WSJ.com													
Custom Intent - Ft Myers-Cape Coral area Real Estate	New York, Philadelphia, Boston, Chicago, and Minneapolis												250,000
Behavioral - Business Professionals	New York, Philadelphia, Boston, Chicago, and Minneapolis												175,000
Total Digital													750,000

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

Higher Engagement:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.

Targeting Options Include:

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 Native ads on the web pages where they appear. **A.I.**

Targeting – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.

Custom Audience Matching & Lookalike Audiences– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

Cross Platform Targeting available from Mobile Conquesting.

Native ads come in many forms, but all share the common goal of not “looking” like an ad.

Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.



**BEHAVIORAL CUSTOM PROGRAM:
\$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.

**BEHAVIORAL CUSTOM PROGRAM:
\$1,500/MONTH**

DIGITAL CAMPAIGN PLANNER

Client: CB The Vetere Team

Digital Campaign Planner



Date Created: 5/16/2023

GEOGRAPHIC TARGET:

Ft. Meyers FL, NYC, Philadelphia, Boston, Chicago, Twin Cities

Campaign Duration: 6/01/2023 - 9/01/2023

	Jun-23	Jul-23	Aug-23	Total
NATIVE DISPLAY ADS				
Retargeting				
Behavioral Targeting: High Net Worth AND High End Real Estate Researchers; Millionaires; Multi-Millionaires; Millionaire Next Door; Young Millionaire - Young Investors; Wealthy Households > Families With School Age Children; Home and Family Activities > Luxuries of the Wealthy; Recent New Construction Permit; High End HomeOwner; Smart Home; Smart Home Product Researchers; Home Security & Automation; Young Professionals; Real Estate > Luxury and Family; Real Estate Behaviour - Lap Of Luxury; Interior furnishing -> Upscale/Luxury; Home & Household - Attitudinal - Luxury First; Residential Luxury Rentals - Consumer pays \$5000 or greater monthly rent; Affluent Households; Single-Family Home; Trendy Homemakers AI Targeting	150,000 \$10,000 \$1,500.00	150,000 \$10,000 \$1,500.00	150,000 \$10,000 \$1,500.00	450,000 \$10,000 \$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth AND High End Real Estate Researchers; Millionaires; Multi-Millionaires; Millionaire Next Door; Young Millionaire - Young Investors; Wealthy Households > Families With School Age Children; Home and Family Activities > Luxuries of the Wealthy; Recent New Construction Permit; High End HomeOwner; Smart Home; Smart Home Product Researchers; Home Security & Automation; Young Professionals; Real Estate > Luxury and Family; Real Estate Behaviour - Lap Of Luxury; Interior furnishing -> Upscale/Luxury; Home & Household - Attitudinal - Luxury First; Residential Luxury Rentals - Consumer pays \$5000 or greater monthly rent; Affluent Households; Single-Family Home; Trendy Homemakers AI Targeting	100,000 \$15,000 \$1,500.00	100,000 \$15,000 \$1,500.00	100,000 \$15,000 \$1,500.00	300,000 \$15,000 \$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	250,000	250,000	250,000	750,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Native Available Monthly Impressions Estimate	1,327,471
Percentage of Targeted Native inventory purchased with this campaign:	11.30%
Social Mirror Ads Available Monthly Impressions Estimate	788,579
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	12.68%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) - not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.



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Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting -New York, Philadelphia, Boston, Chicago, and Minneapolis	
Comprehensive Digital	
Behavioral Custom program	300,000
Behavioral Custom program	450,000
GRAND TOTAL	1,500,000



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Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	June	July	September	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 -New York, Philadelphia, Boston, Chicago, and Minneapolis				
Comprehensive Digital					
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Native Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
TOTAL					\$ 12,585.00

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