



ADVERTISING
BRANDING
MARKETING

NEW YORK
14 East 33rd Street
New York, NY 10016
212-677-2500

SKYAD.COM

VILLA TESTAROSSA ADVERTISING AND MARKETING PROGRAM



**COLDWELL
BANKER**

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ADVERTISING
BRANDING
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NEW YORK 14 East 33rd Street, New York, NY 10016, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

NATIONAL & GLOBAL EXPOSURE FIT FOR VILLA TESTAROSSA

SKY Advertising® is excited to present exclusively to Coldwell Banker, a curated marketing selection of offerings to bring awareness of Villa Testarossa to the ultra-high net worth population.

This blueprint is composed of strategic digital products that are highly targeted and measurable reaching the elusive, hard to find luxury property buyer looking for high-end living in Sonoma, CA.

This plan when combined with the Coldwell Banker brand's unparalleled syndication and global marketing puts your unique property front and center.

Approaching the marketing strategy from this direction will effectively bring deserved recognition to your unique and rare property.

LET'S DO GREAT THINGS TOGETHER

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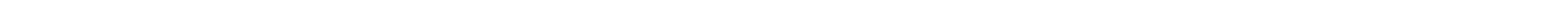
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**COLDWELL
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Digital Offerings



DIGITAL

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, city or high income zip code, 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 Testarossa

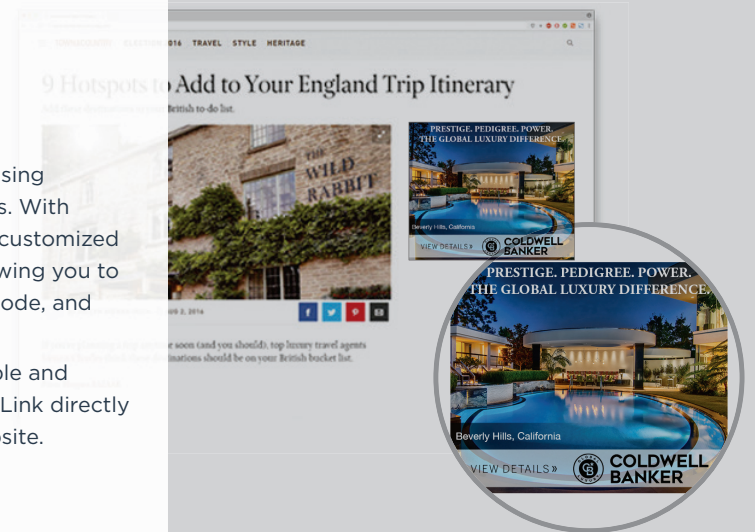
Flight Dates: May 2020 - October 2020

Impressions: 5,775,000

Click throughs to the website of your choice.



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.

Decanter

Forbes

FOOD & WINE

Bloomberg
Markets

 REUTERS



South China Morning Post

Wine Spectator



Many more websites available for local to global targeting.

GEO TARGETING

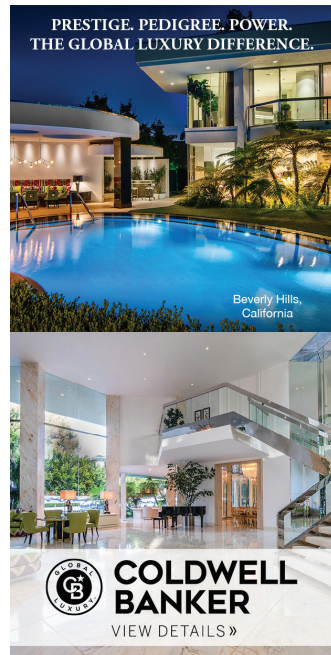
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



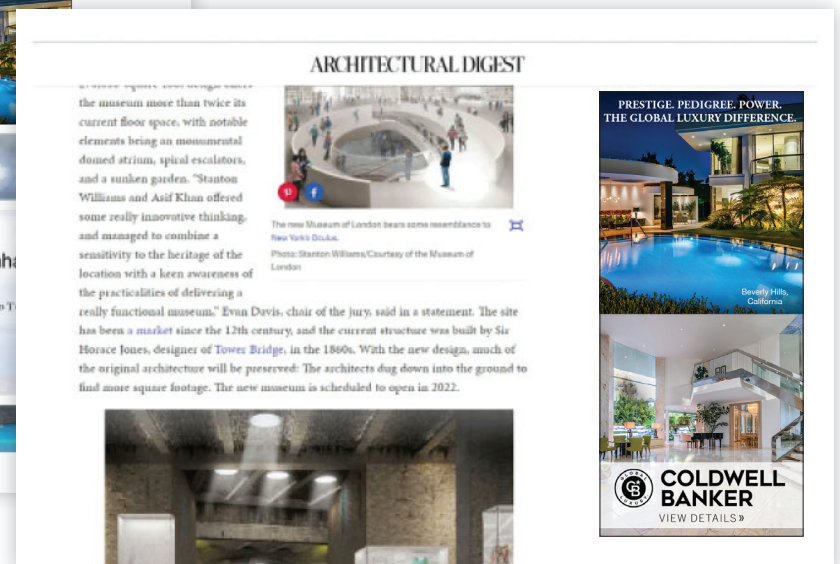
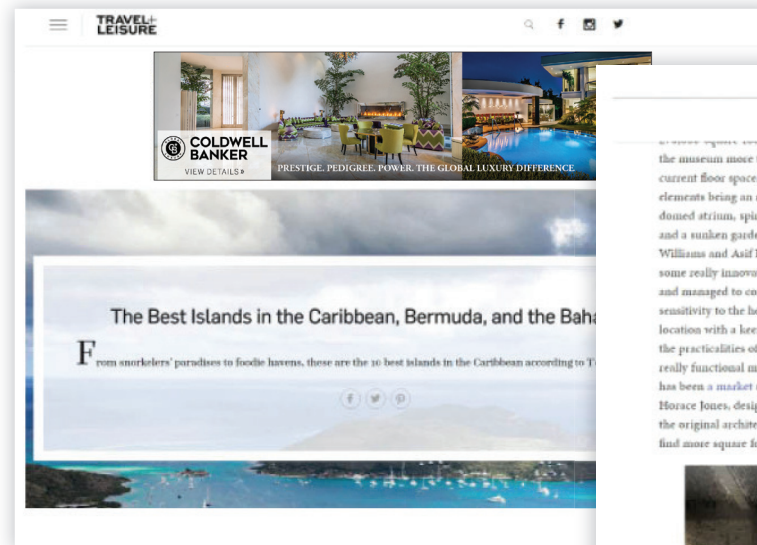
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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.



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

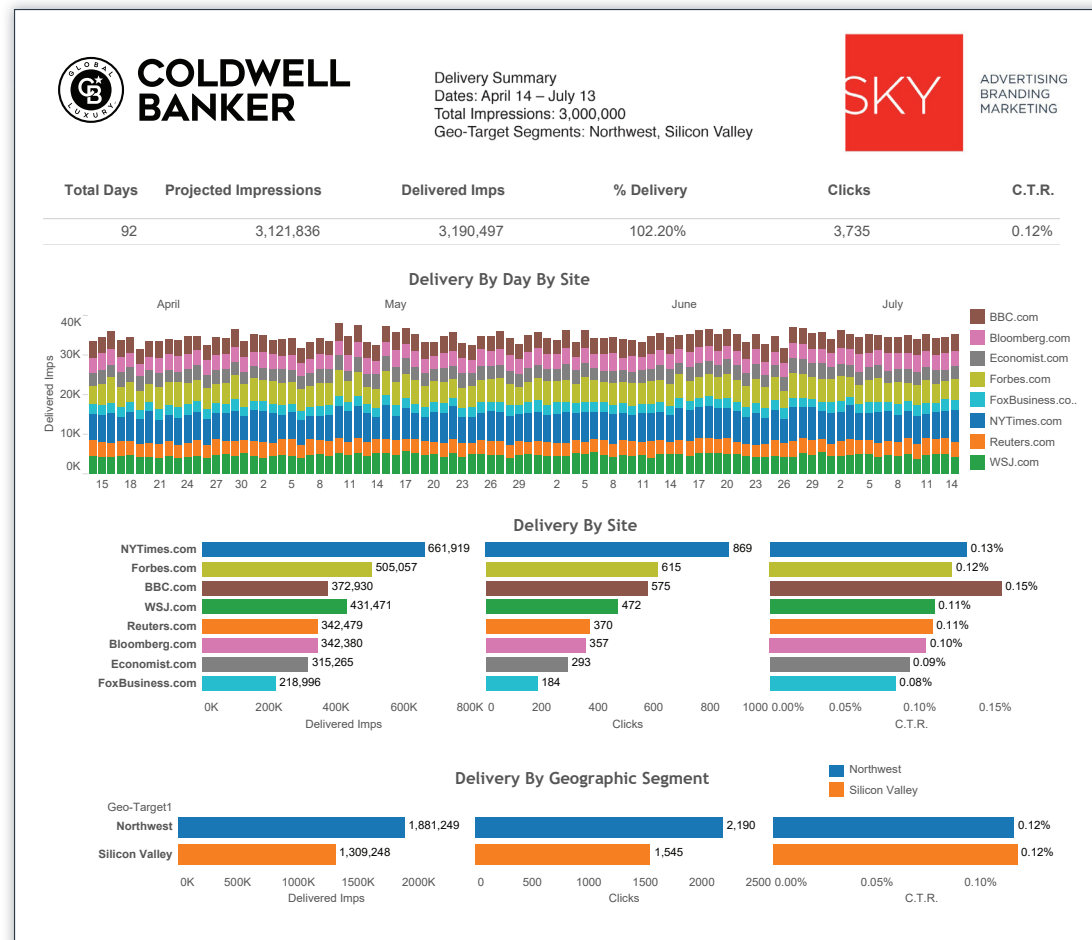


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 & PRICING

After researching, we have put together an integrated program that targets a high net worth audience (top 10% of Household income (HHI)) A25+ San Francisco DMA (including Silicon Valley and Sonoma), Hong Kong/China.

The plan is projected to deliver over 5.8 million impressions between May 1st and October 30th 2020.

This recommendation includes:

- Site specific segments that allow us reach to a high net worth audience in a premium editorial environment in leading national news, wine aficionado, epicurean and business/finance websites.
- A behavioral targeted custom in-market segment, that will allow us to reinforce and show banners to people who are considered actively looking for real estate across the San Francisco DMA.

» SITE SPECIFIC

This segment consists of premium websites with income and geo-targeting to extend the overall reach of the program. For this segment we have recommended readers A25+ in top 10% HHI living in the target markets with premium sites business/finance, wine, epicurean and equestrian sites like WSJ.com, Bloomberg.com, Decanter.com, FoodandWine.com and CNBC.com.

» BEHAVIORAL TARGETING - IN MARKET

We are able to target A25+ in the top 10% of HHI who are actively searching for Real Estate based on their online behavior (sites visited, content consumed and search activity) across the San Francisco DMA (including Silicon Valley and Sonoma)

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 "white list" 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. Sites include top regional news sites and premium national sites (e.g. cnn.com, nytimes.com, NJ.com, espn.com) and leading tech websites and blogs (to reach the venture/tech community).

» 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

Media	Geo-Target	May				June					July				August				September					October				Impressions
		01	08	15	22	29	05	12	19	26	03	10	17	24	31	07	14	21	28	04	11	18	25	02	09	16	23	
Forbes.com	San Francisco DMA (including Silicon Valley and Sonoma), Hong Kong/China																											575,000
Bloomberg.com																												575,000
CNBC.com																												600,000
WSJ.com																												550,000
Reuters.com																												525,000
SCMP.com																												600,000
Decanter.com	San Francisco DMA (including Silicon Valley and Sonoma), Hong Kong/China																											400,000
Winespectator.com																												375,000
foodandwine.com																												275,000
Google - In Market Residential Real Estate	San Francisco DMA																											1,250,000
Google - Retargeting	All																											-
																												-
Total Digital																												5,775,000

DECANTER E-NEWSLETTER

Decanter.com is the world's leading online source for up-to-date information on fine wine with a passionate and active following of international wine enthusiasts numbering 540,000 users per month and 1.2 million page views.

- 21,000 daily subscribers
- 28,000 weekly subscribers

PRICE: \$585

Decanter

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: \$1,110

The screenshot shows the Mansion Global website interface. At the top, there are navigation links: MANSION GLOBAL, NEWS, TOP MARKETS, NEW DEVELOPMENTS, and MORE. Below this is a search bar with a dropdown menu set to 'Buy' and a location filter set to 'Bellevue, Washington, United States'. There are also filters for 'Min - Max', '1+ Bedrooms', and '1+ Bathrooms', along with a 'More' dropdown. The search results are sorted by 'Highest Price'. The main heading is 'Bellevue, Washington, United States'. Below this, there is a grid of property listings. The first listing is highlighted with a 'FEATURED' badge and is for a property at 3918 151st Ave SE, Bellevue, USA, with 5 bedrooms and 5 bathrooms, listed for sale at \$2,040,000. Other listings include Clyde Hill (1750 92nd Ave NE, \$9,900,000) and Hunts Point (3808 Hunts Point Rd, \$8,500,000).





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Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2020

Media	Circulation
DIGITAL	
Million Impressions*	5,775,000
Decanter E-Newsletter	294,000
WSJ.com Property Upgrades	8,539,860
GRAND TOTAL	14,608,860



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Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2020

Media	Ad Description	May	June	July	August	September	October	Media Total
DIGITAL								
Million Impressions*	Digital Banner Program Targeting - San Francisco DMA (including Silicon Valley and Sonoma), Hong Kong/China	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 13,200.00
Decanter E-Newsletter	Wine Enewsletter	\$ 585.00	\$ 585.00	\$ 585.00	\$ 585.00	\$ 585.00	\$ 585.00	\$ 3,510.00
WSJ.com								
Property Upgrades	Property Upgrades - 10	\$ 1,100.00						\$ 1,100.00
TOTAL								\$ 17,810.00

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