



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 323 EAST 52ND STREET PENTHOUSE DIGITAL IMPRESSIONS PROGRAM



**COLDWELL BANKER**  
**WARBURG**

# 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.

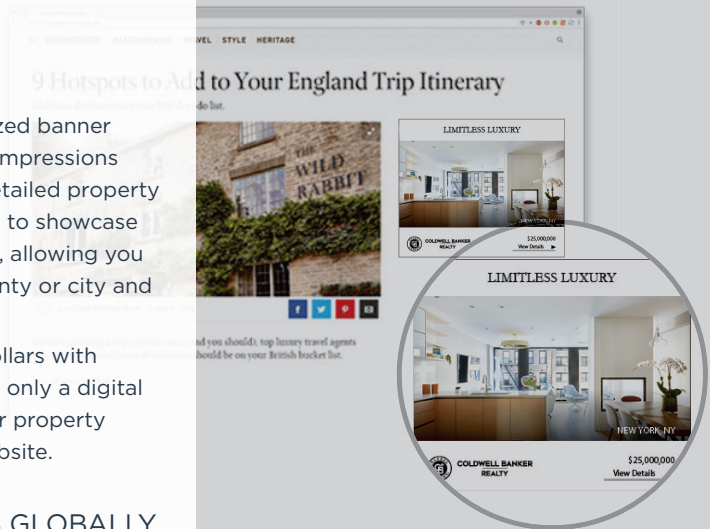
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** 323 East 52nd Street  
**Flight Dates:** May 2022 - August 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.



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.

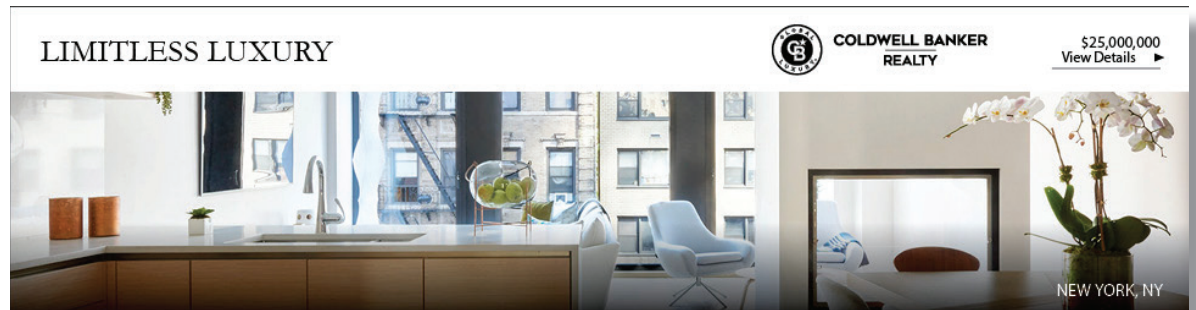


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

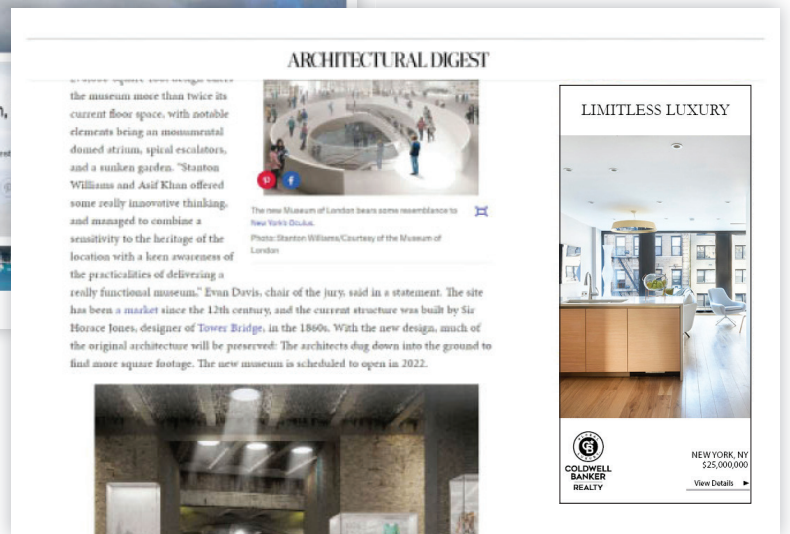
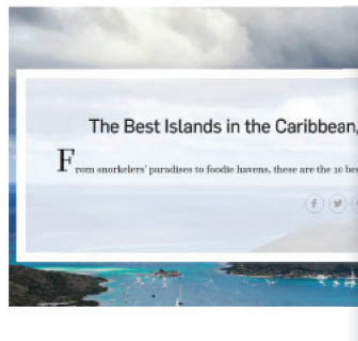
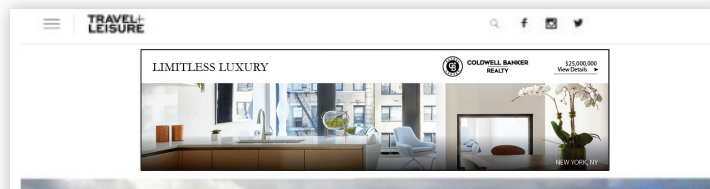
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

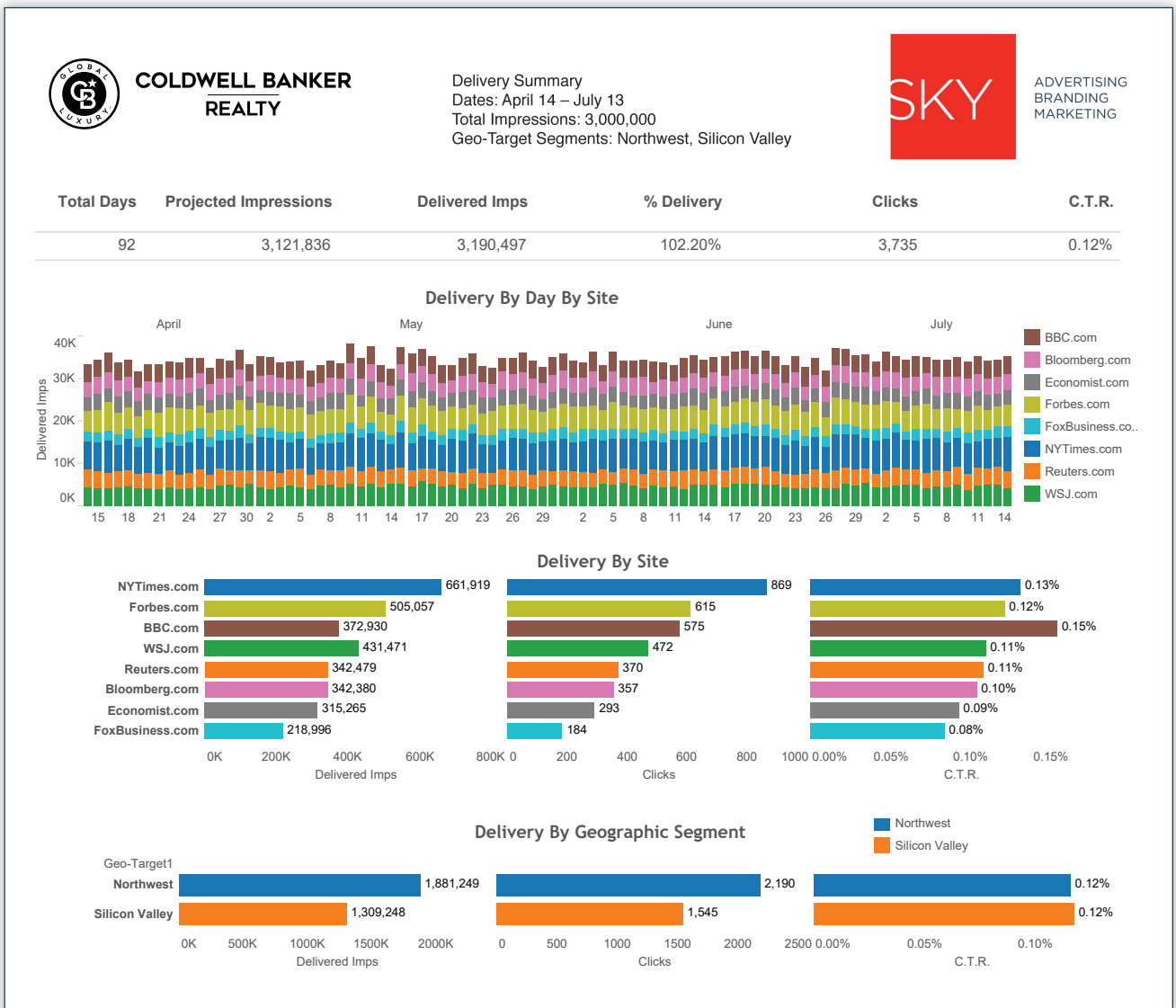


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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After researching, we have put together an integrated program that targets a high-net-worth audience in London, Paris, Zurich, Frankfurt, Rome, Madrid, Brussels.

The program, with a projected start date of May 15th will run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience in the targeted European markets on top New York news sites and global business/finance websites.
- Top news and business sites in each of the targeted European markets with dedicated segment focused on Paris.
- A custom intent segment that allows us to reach an audience of Adults in the top 10% HHI in a premium editorial environment that are actively searching for Manhattan Luxury Condos and Apartments.

### » BEHAVIORAL TARGETING

The audience's intent is based their online behavior (search activity, sites visited and content consumed). We are able to target people on behavior first. 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 from the US, United Kingdom, France, Germany, Italy, Spain and Belgium.

### » 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.

IMPRESSIONS SCHEDULE

		Coldwell Banker Warburg 323 E 52nd St PH																									
Media	Geo-Target	May			June			July			August			impressions													
		01	08	15	22	29	05	12	19	26	03	10	17		24	31	07	14	21	28							
Telegraph.co.uk	London																							85,000			
NZZ.ch	Zurich																								70,000		
FAZ.net	Frankfurt																								90,000		
Corriere.it	London																								85,000		
Expansion.com	Zurich																								65,000		
staandard.be	Frankfurt																								50,000		
LeMonde.fr	Paris																								170,000		
LeFigaro.fr																											
LesEchos.fr																											
NVTimes.com	London, Paris, Zurich, Frankfurt, Rome, Madrid, Brussels																								385,000		
NYPest.com																											
Forbes.com																											
Bloomberg.com																											
Reuters.com																											
CNBC.com																											
WSJ.com																											
Custom Intent - New York Luxury Condos/Apartments	London, Paris, Zurich, Frankfurt, Rome, Madrid, Brussels																								500,000		
<b>Total Digital</b>																					<b>1,500,000</b>						





NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

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## LET'S DO GREAT THINGS TOGETHER

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