



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

35 E 76TH ST #1418
ADVERTISING AND
MARKETING PROGRAM



COLDWELL BANKER
REALTY

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

ADVERTISING
BRANDING
MARKETING

NATIONAL & GLOBAL EXPOSURE 88 PARTRICK ROAD

SKY Advertising is excited to present to Coldwell Banker Warburg a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to 35 E 76th St #1418.

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 New York, NY.

Approaching the marketing strategy from these different directions 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

JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com



COLDWELL BANKER
REALTY

Digital Offerings

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

7 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

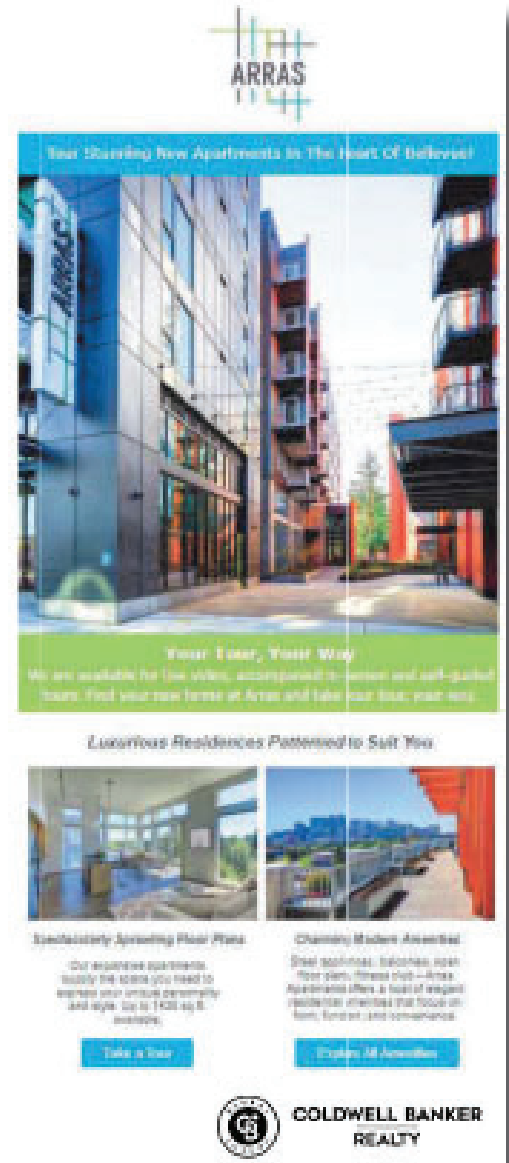
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295



NYTIMES.COM

» FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between **0.36-0.55%**

\$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@uneresidences.com

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

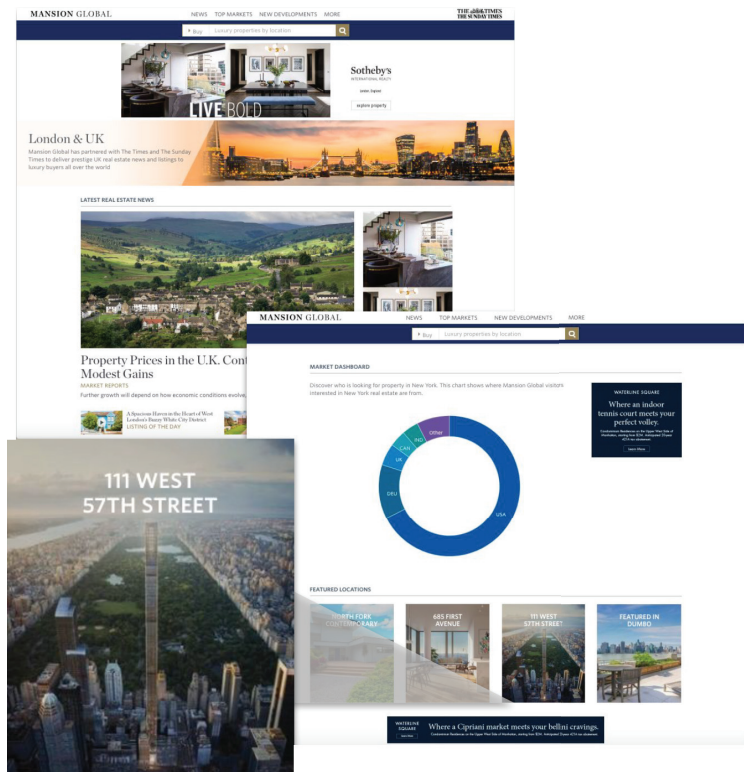
» MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

AVAILABLE MARKETS:

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

\$575/MONTH



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

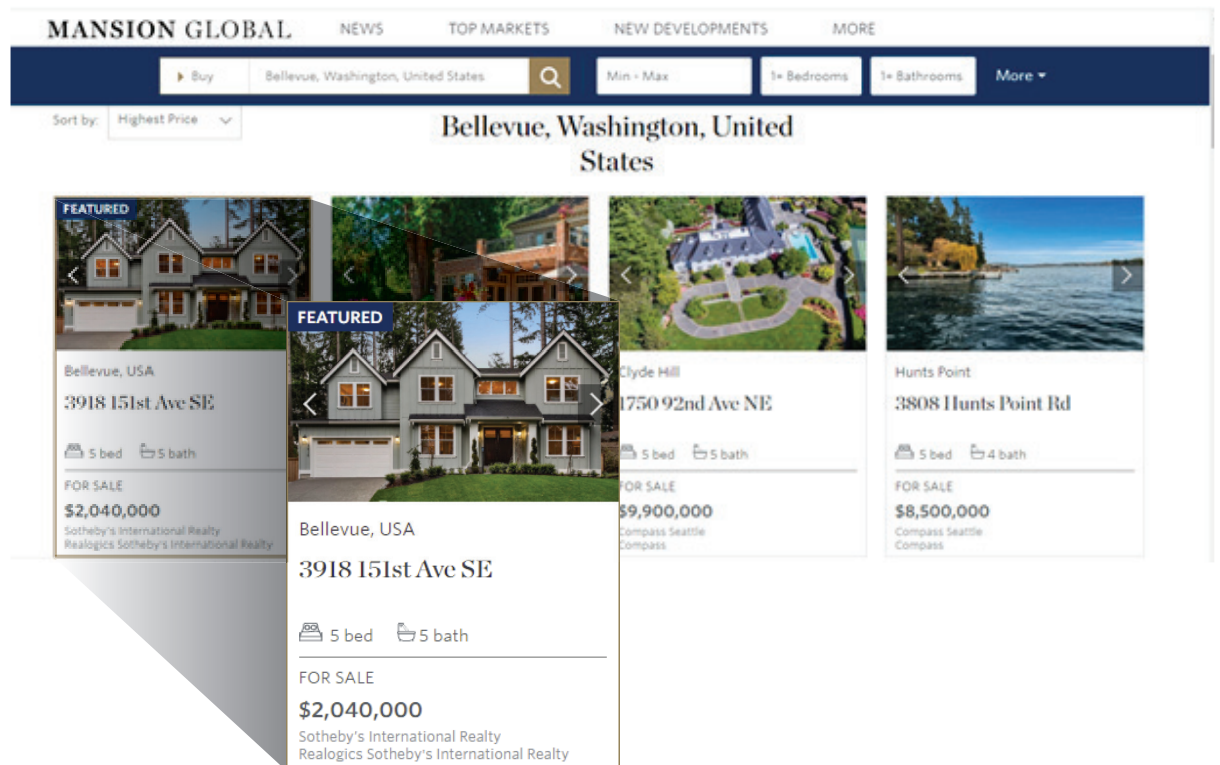
» FEATURED PROPERTY UPGRADES

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
- BONUS WITH PRINT PLACEMENT

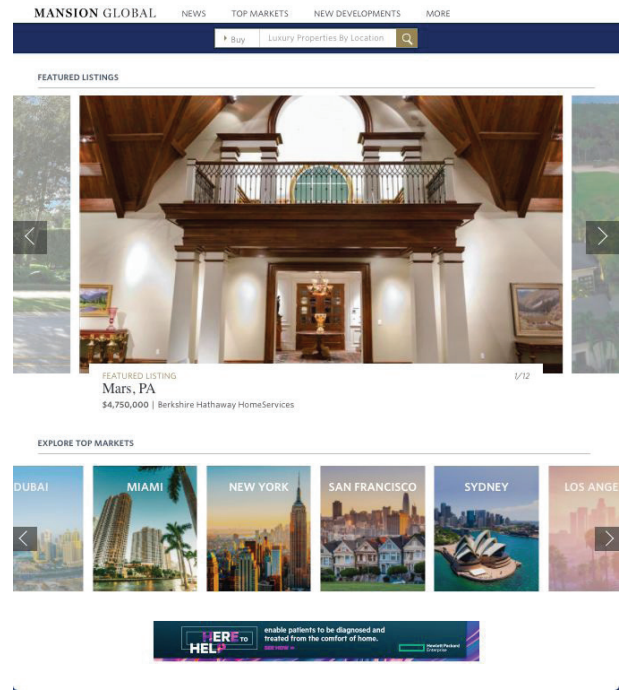


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» 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

NY REGION
\$1,000 / 2X7

NATIONAL PROPERTY PORTFOLIO
\$2,355

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52

Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes action since '08 crisis

What's News

Business & Finance

- The Fed increased an emergency half-point rate cut after a surprise report that the coronavirus spread in the U.S. is likely to be widespread.
- The SEC is investigating whether the sale of shares of a biotech company violated securities laws.
- The House passed a bill to allow the U.S. to use force against Iran.
- The Supreme Court agreed to hear a case about the constitutionality of the Affordable Care Act.
- The Justice Dept. announced it will prosecute a former aide of the president.
- The Fed cut rates to a range between 1% and 1.25% in the first rate change in a decade.
- The Fed also announced a new program to buy \$600 billion of Treasury bills and \$200 billion of Treasury notes.
- The Fed also announced a new program to buy \$500 billion of Treasury bonds.

Shaky Ground

• **How much money will the Fed spend to buy Treasury bills?**

• **Will the Fed buy more Treasury bills than it sells?**

• **Will the Fed buy more Treasury notes than it sells?**

• **Will the Fed buy more Treasury bonds than it sells?**

Tennessee Twisters Kill at Least 25

By Susan Coates-Foxon
An American Crisis

Twisters tore through Tennessee on Tuesday, killing at least 25 people as the twisters carried a path through the state, leaving a trail of destruction and devastation.

Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries.

Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries.

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Booming regions mask fiscal weakness in places tethered to shrinking industries.

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 GROSS
2X \$1,180 GROSS
3X \$1,000 GROSS

6 | 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.

By NANCY BAYREN
Sarah Stiles's first address in New York was the Strand Annex, an Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. About a decade ago, she moved to the Strand Annex. "I was in my 20s, and I was just starting to get into the art world," she says. "I was looking for a place that was affordable and had a lot of character." She found it in the Strand Annex, a building that was once a school for the blind. "It was a really interesting space, and I loved the history of it."



Mr. Stiles says that, while he has one bedroom, he has a second bedroom that he uses as an office. "I love the space, and I love the history of it," he says. "I love the fact that it was once a school for the blind, and I love the fact that it has a lot of character."

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<p>PARK SLOPE, BROOKLYN \$2,750,000 This is a rare opportunity to own one of Park Slope's most renowned and best preserved pre-war homes. This is a truly classic townhouse, complete with an elevator, office space, and a large garden. For more information, please contact us at jane@janeandjohn.com 212.555.0990</p>	<p>MIDTOWN, MANHATTAN \$2,340,000 This is a 2,500 sq. ft. 2-bedroom, 2-bathroom corner unit with a large terrace. It is a rare opportunity to own a prime location in Midtown Manhattan. For more information, please contact us at jane@janeandjohn.com 212.555.0990</p>	<p>CHINATOWN, MANHATTAN \$4,800,000 This is a rare opportunity to own a prime location in Chinatown, Manhattan. It is a 2,500 sq. ft. 2-bedroom, 2-bathroom unit with a large terrace. For more information, please contact us at jane@janeandjohn.com 212.555.0990</p>
<p>LOWER EAST SIDE, NYC \$1,100,000 This is a rare opportunity to own a prime location in the Lower East Side of NYC. It is a 1,500 sq. ft. 1-bedroom, 1-bathroom unit with a large terrace. For more information, please contact us at jane@janeandjohn.com 212.555.0990</p>	<p>FINANCIAL DISTRICT, MANHATTAN \$1,100,000 This is a rare opportunity to own a prime location in the Financial District of Manhattan. It is a 1,500 sq. ft. 1-bedroom, 1-bathroom unit with a large terrace. For more information, please contact us at jane@janeandjohn.com 212.555.0990</p>	<p>MIDTOWN WEST, MANHATTAN \$1,100,000 This is a rare opportunity to own a prime location in Midtown West, Manhattan. It is a 1,500 sq. ft. 1-bedroom, 1-bathroom unit with a large terrace. For more information, please contact us at jane@janeandjohn.com 212.555.0990</p>

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 GALLERY: \$1,250
Global





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Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Facebook Mini-Lead Campaign	
14 Day Social Campaign -guaranteed 16-32 leads	
Smart Solutions Eblast	
Custom Email	20,001
NYTimes.com	
NYTimes.com Property Module	55,603
WSJ.com	
Top Markets page tiles -New York	164,000
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Print	
The Wall Street Journal	
2 x 7	68,798
Property Portfolio	644,424
The New York Times	
Featured Listing	762,536
Financial Times	
Property Gallery	193,337
GRAND TOTAL	2,072,699



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	February	March	April	Media Total
Digital					
Facebook Mini-Lead Campaign					
Facebook Mini-Lead Campaign	14 Day Social Campaign -guaranteed 1	\$ 500.00			\$ 500.00
Smart Solutions Eblast					
Smart Solutions Eblast	Custom Email		\$ 2,295.00		\$ 2,295.00
NYTimes.com					
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00			\$ 3,000.00
WSJ.com					
Mansion Global Top Markets page tile	Top Markets page tiles -New York	\$ 575.00			\$ 575.00
Property upgrades	Property upgrades		CBW Inventory		\$ -
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module		\$ 1,275.00		\$ 1,275.00
Print					
The Wall Street Journal					
The Wall Street Journal - NY Region	2 x 7		\$ 1,000.00		\$ 1,000.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00
The New York Times					
The New York Times	Featured Listing	\$ 1,180.00		\$ 1,180.00	\$ 2,360.00
Financial Times					
Financial Times	Property Gallery	\$ 1,250.00			\$ 1,250.00
TOTAL					\$ 14,610.00

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