



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

COMPANY PLAN ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

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NATIONAL & GLOBAL EXPOSURE COMPANY PLAN

SKY Advertising is excited to present to Sotheby's International Realty® a Canada curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Coldwell Banker Warburg properties.

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 your properties.

LET'S DO GREAT THINGS TOGETHER

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COLDWELL BANKER
REALTY

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.

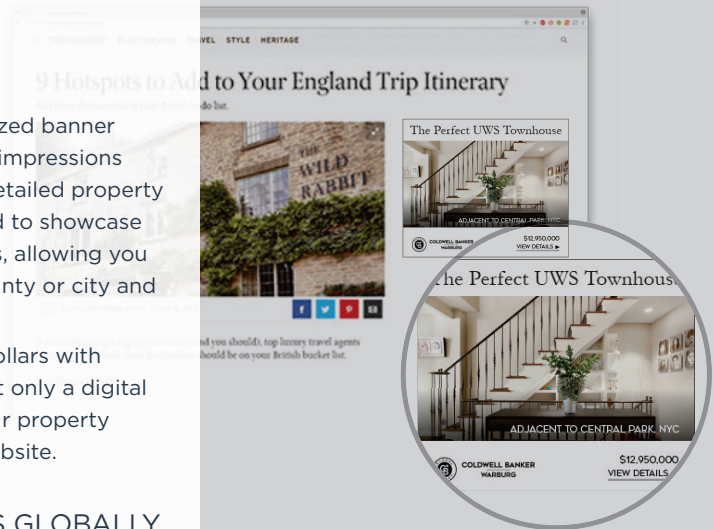
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Company Plan
Flight Dates: June 2022 - December 2022
Impressions: 7,000,000
 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 New York Times

Telegraph.co.uk

THE WALL STREET JOURNAL.

THE ECONOMIC TIMES



South China Morning Post

Forbes

Bloomberg Markets



REUTERS

The Economist

GULF NEWS



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.

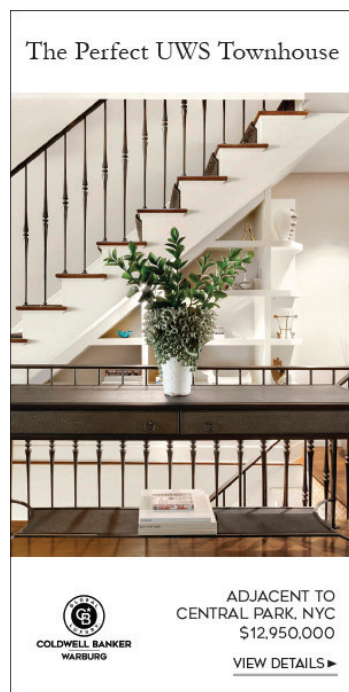
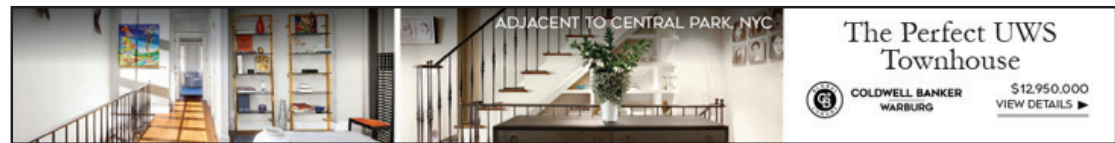
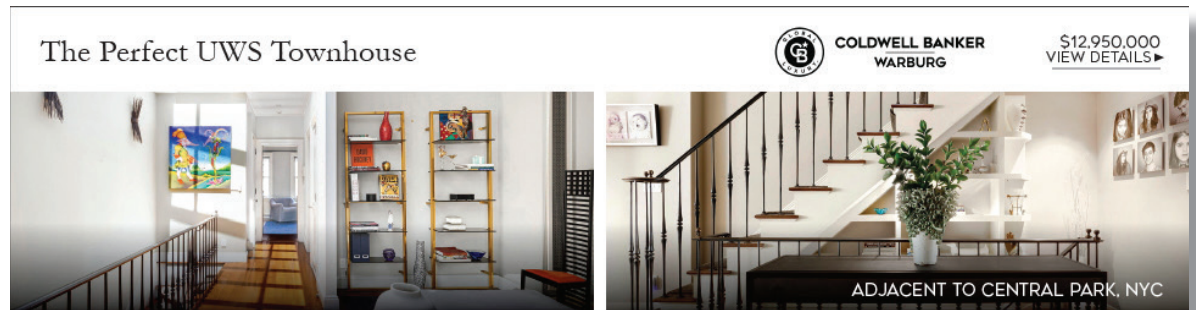


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

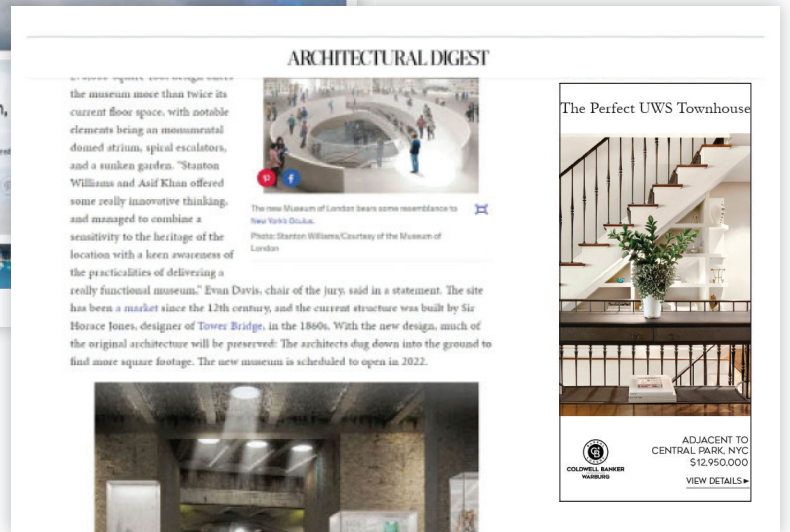
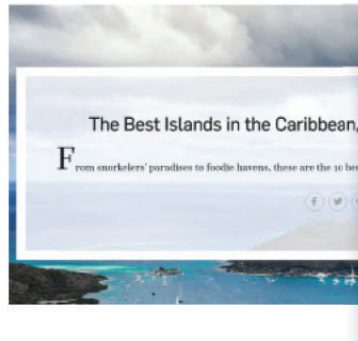
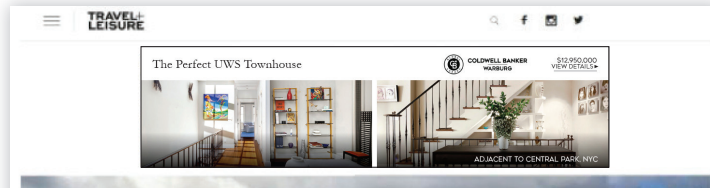
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

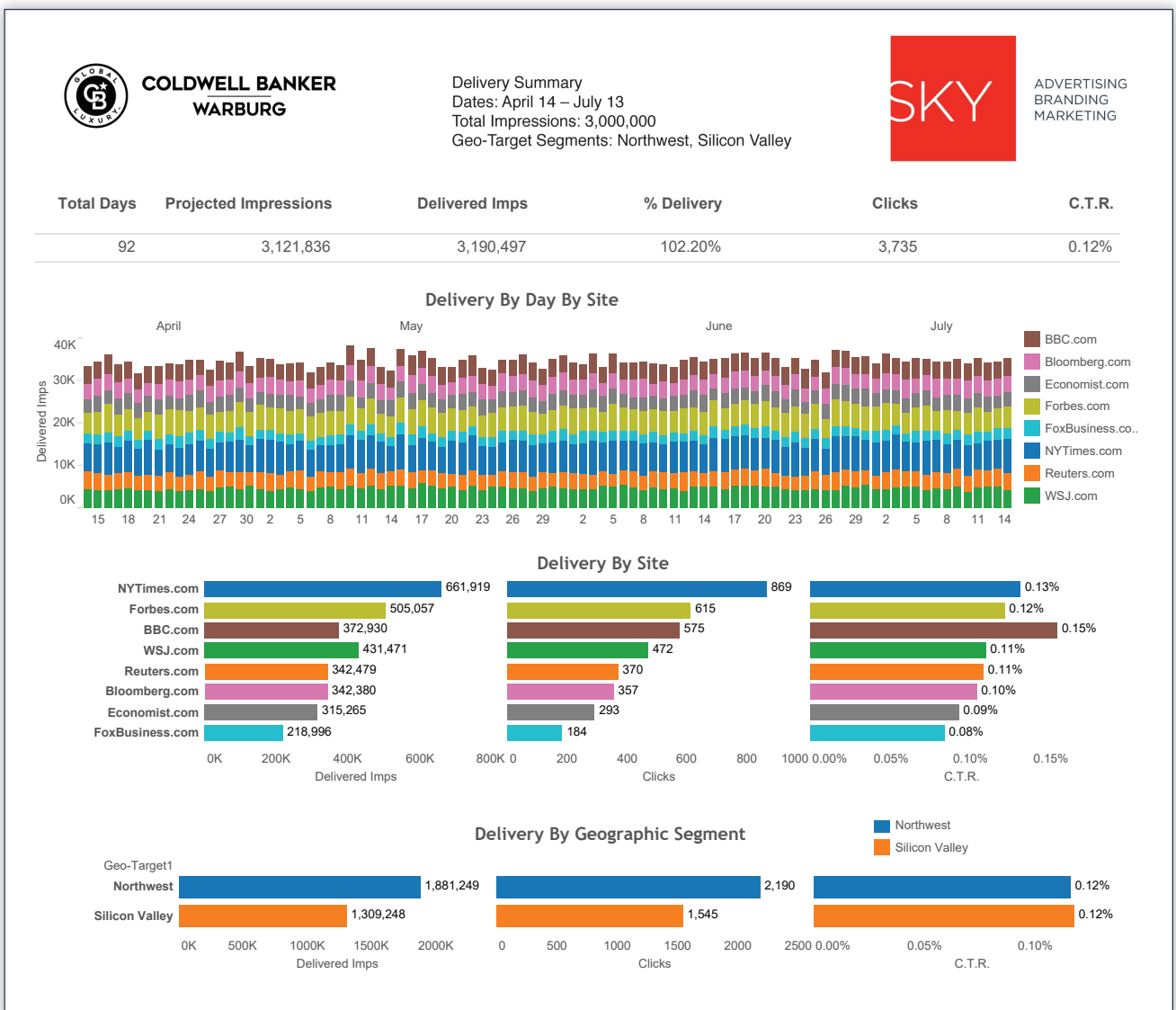


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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



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

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

facebook®



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

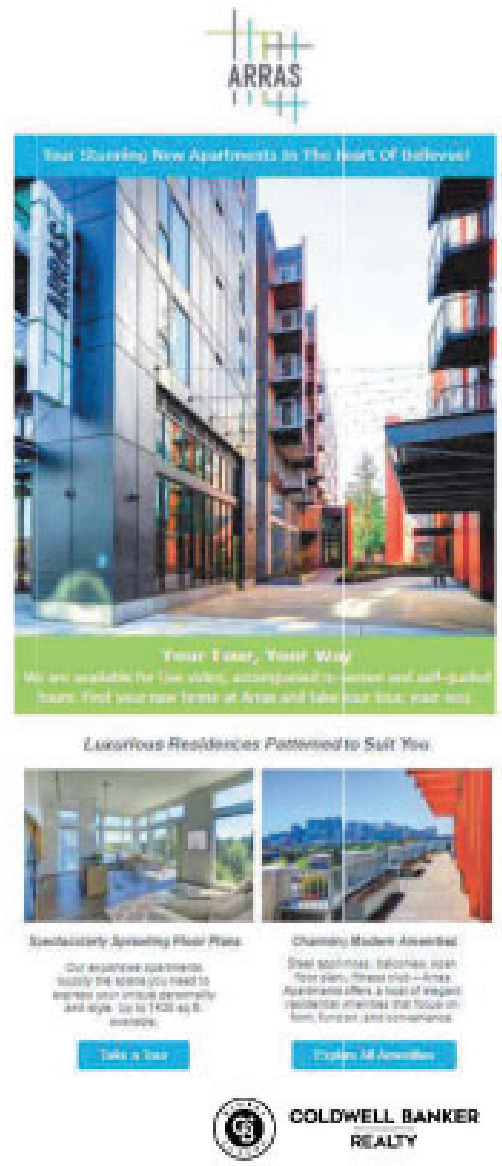
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

**CUSTOM EBLAST AND FOLLOW UP EMAIL:
\$2,275**



JAMESEDITION.COM

» FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

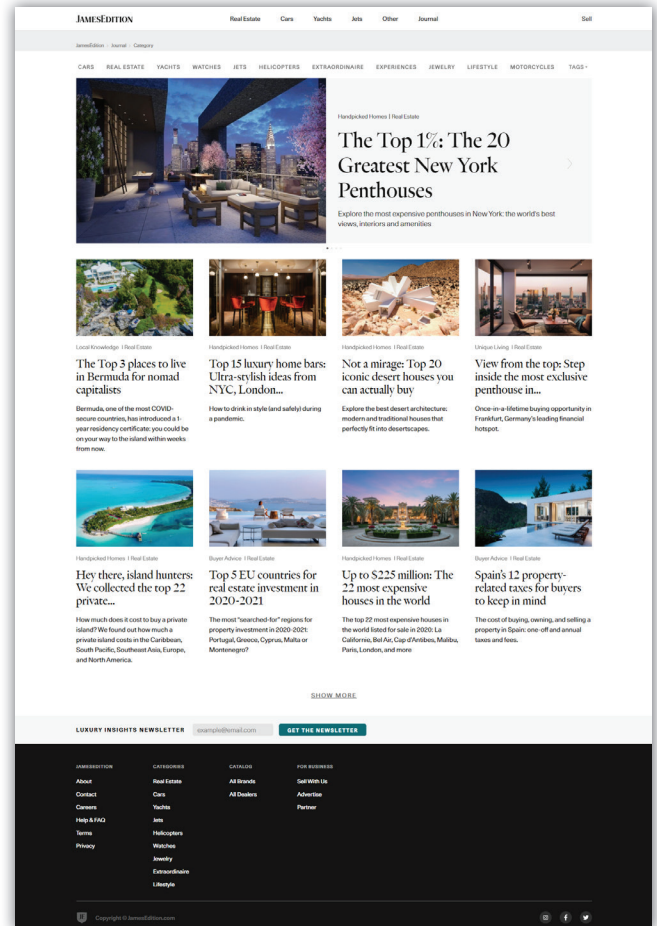
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**FEATURED STORY IN THE JOURNAL
CUSTOM CONTENT ARTICLE +
NEWSLETTER PROMOTION \$4,500**



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

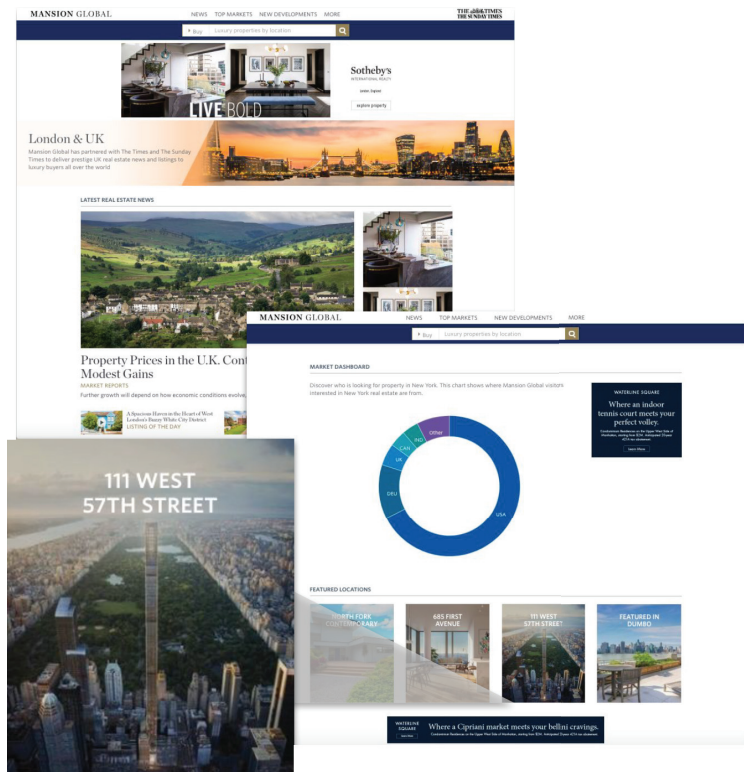
» MANSION GLOBAL TOP MARKETS PAGE TILES

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)

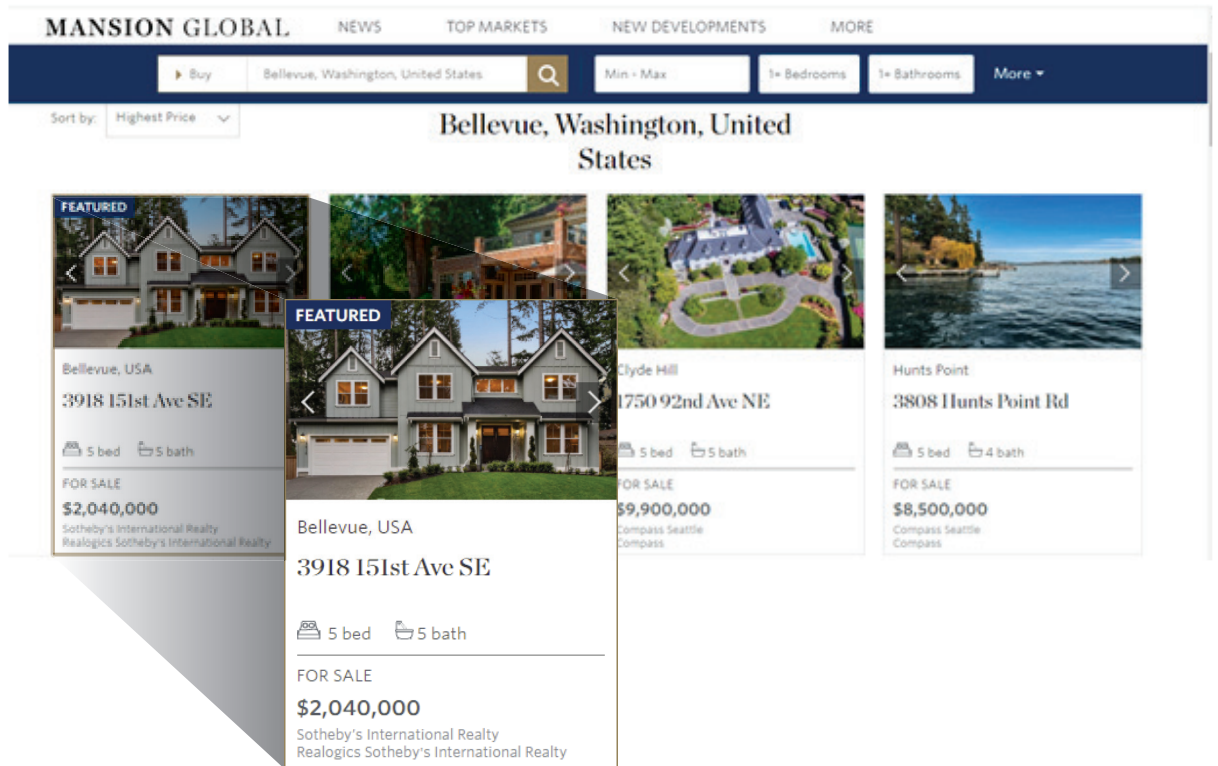
» FEATURED PROPERTY UPGRADES

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)

» 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

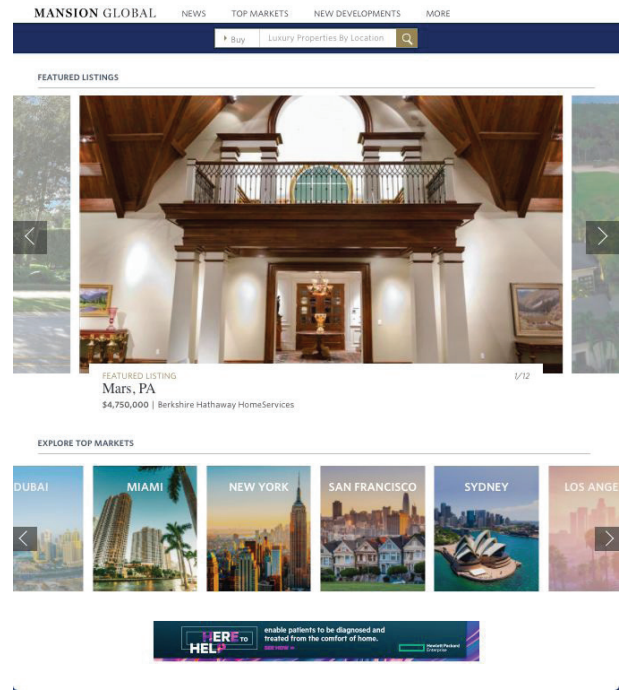


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» 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

ARCHITECTURAL DIGEST REGIONAL PAGES

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 Architectural Digest.

MANHATTAN
FULL PAGE, COLOR: \$2,350
3X: \$2,230

- **Circulation Per Region:** up to 16,000
- **Readership Per Region:** up to 117,390
- **Median Household Income:** \$134,318
- **Median Age:** 54
- **Male / Female:** 46% / 54%



Sotheby's
REAL ESTATE

550+ acres in Litchfield County

Villa Carlotta - A grand Tuscan-style estate spectacularly situated on 550+ acres in the heart of Litchfield County offers unparalleled privacy and security as well as magnificent views of MA, CT and NY. Inviting terraces and formal gardens complete this enchanting property with dramatic views of the surrounding wooded hillsides.

<p>3416 1/2 Mile Road 950.000.000 VILACarnatic.com</p>	<p>Joseph Barbieri Senior Advisor Real Estate Advisor 203.840.2025 joseph.barbieri@sothebysrealty.com</p>	<p>Diana Imperatore Biscicce Senior Advisor Real Estate Advisor 975.519.5031 dibiscicce@sotheby.com</p>
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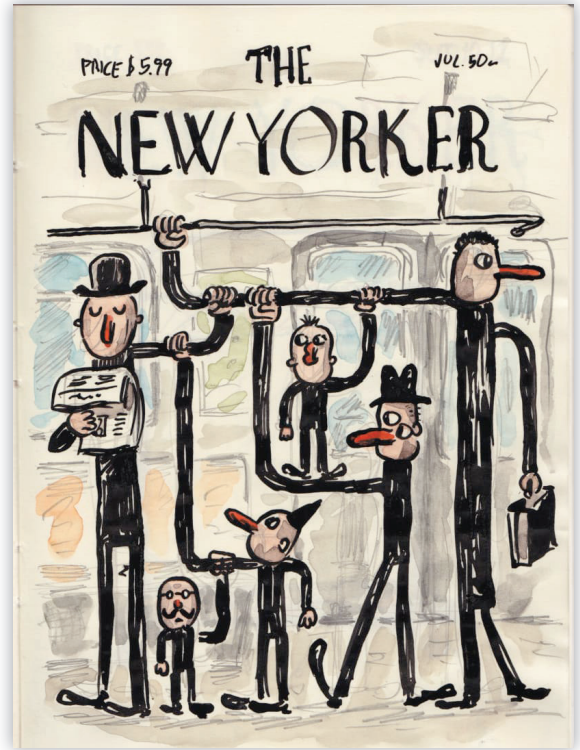
SOtheby's INTERNATIONAL REALTY - GREEDWICH BROKERAGE | WILLIAM FITZ SOtheby's INTERNATIONAL REALTY

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THE NEW YORKER

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 The New Yorker.

FULL PAGE, COLOR
MANHATTAN: \$ 6,430



Sotheby's
INTERNATIONAL REALTY

550+ acres in Litchfield County Villa Catarina - A grand Tuscan-style estate spectacularly situated on 550+ acres in the heart of Litchfield County offers unparalleled privacy and security as well as magnificent views of MA, CT and NY. Inviting terraces and formal gardens complete this enchanting property with dramatic views of the surrounding wooded hillsides.

<p>Joseph Barbieri Senior Global Real Estate Advisor 203.940.2035 joseph.barbieri@sothebys.realty</p>	<p>Diana Imperatore Bisselle Senior Global Real Estate Advisor 917.539.5021 dbisselle@sothebys.com</p>
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1/2 Mile Road
 10,000
 #starnaCT.com

SOtheBY'S INTERNATIONAL REALTY - GREENWICH BROKERAGE | WILLIAM PITT SOtheBY'S INTERNATIONAL REALTY

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Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
DIGITAL	
Million Impressions*	7,000,000
Facebook Mini-Lead Campaign	
Facebook Mini-Lead Campaign	
Facebook Mini-Lead Campaign	
Smart Solutions Eblast	240,000
JamesEdition	
Featured Article and e-Newsletter promotion	294,000
WSJ.com	
Mansion Global Top Markets page tile	1,148,000
Mansion Global Homepage	1,148,000
Property upgrades	
Mansion Global Homepage Featured Listing Mod	1,148,000
PRINT	
Architectural Digest - Manhattan	52,000
The New Yorker - Manhattan	47,000
GRAND TOTAL	11,077,000



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	June	July	August	September	October	November	December	Media Total
DIGITAL									
Million Impressions*	Digital Banner Program Targeting - add targeted areas here	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 17,150.00
Facebook Mini-Lead Campaign	3 Day Social Campaign - guaranteed 4-8 lea	\$ 275.00							\$ 275.00
Facebook Mini-Lead Campaign	7 Day Social Campaign - guaranteed 8-12 leads	\$	\$ 425.00						\$ 425.00
Facebook Mini-Lead Campaign	14 Day Social Campaign -guaranteed 16-32 leads		\$	\$ 500.00					\$ 500.00
Smart Solutions Eblast	Custom Email	\$	\$ 2,275.00	\$ 2,275.00	\$ 2,275.00	\$ 2,275.00	\$ 2,275.00	\$ 2,275.00	\$ 13,650.00
JamesEdition									
Featured Article and e-Newsletter promotion	e-Newsletter			\$ 4,500.00					\$ 4,500.00
WSJ.com									
	Top Markets page tiles -New York London & UK Los Angeles Dubai Miami Sydney San Francisco	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 4,025.00
Mansion Global Top Markets page tile	Mansion Global Homepage	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 15,050.00
Property upgrades	Property upgrades	\$	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 2,070.00
Mansion Global Homepage Featured Listing Module		\$	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 1,275.00	\$ 8,925.00
PRINT									
Architectural Digest - Manhattan	Full Page			\$ 2,230.00	\$ 2,230.00	\$ 2,230.00	\$ 2,230.00	\$ 2,230.00	\$ 8,920.00
The New Yorker - Manhattan	Full Page			\$ 6,430.00					\$ 6,430.00
TOTAL									\$ 81,920.00

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