



ADVERTISING
BRANDING
MARKETING

NEW YORK
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SKYAD.COM

15 BURR FARMS ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

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NATIONAL & GLOBAL EXPOSURE 15 BURR FARMS

SKY Advertising is excited to present to Westport Coldwell Banker Westport a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 15 Burr Farms.

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 Westport.

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

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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.

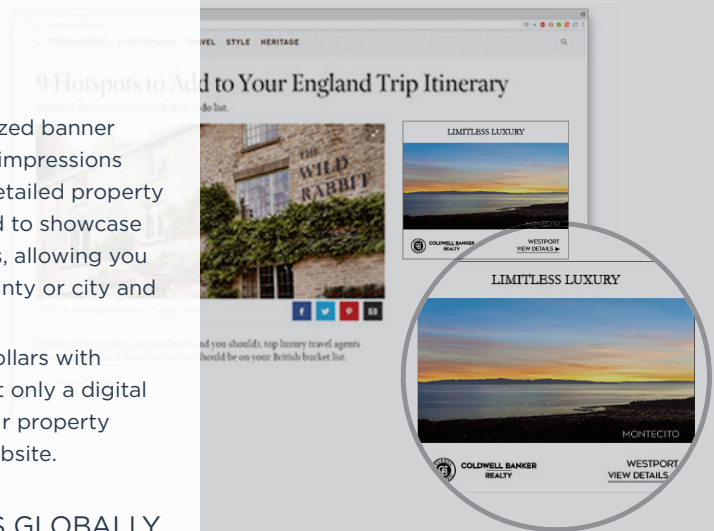
CAMPAIGN OVERVIEW AND BUDGET

Campaign: 15 Burr Farms
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 New York Times

Forbes

THE WALL STREET JOURNAL.

**Bloomberg
Markets**

INVESTOR'S BUSINESS DAILY®



REUTERS

BARRON'S

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.

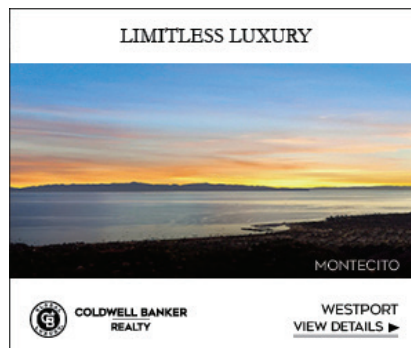
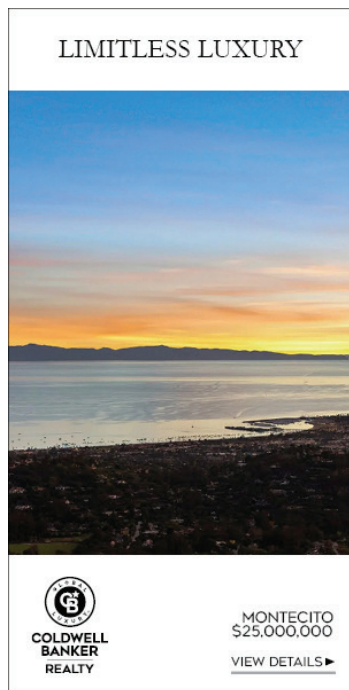
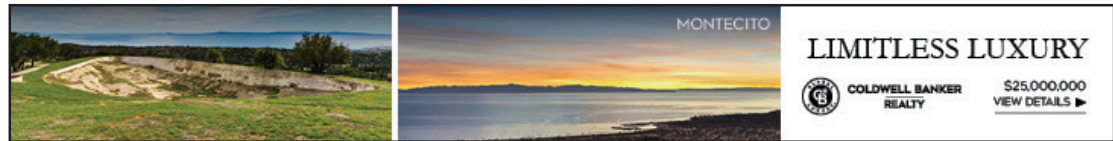
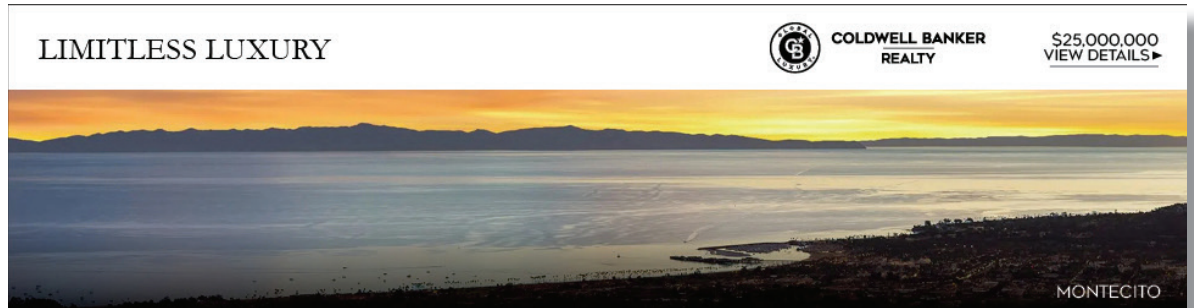


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

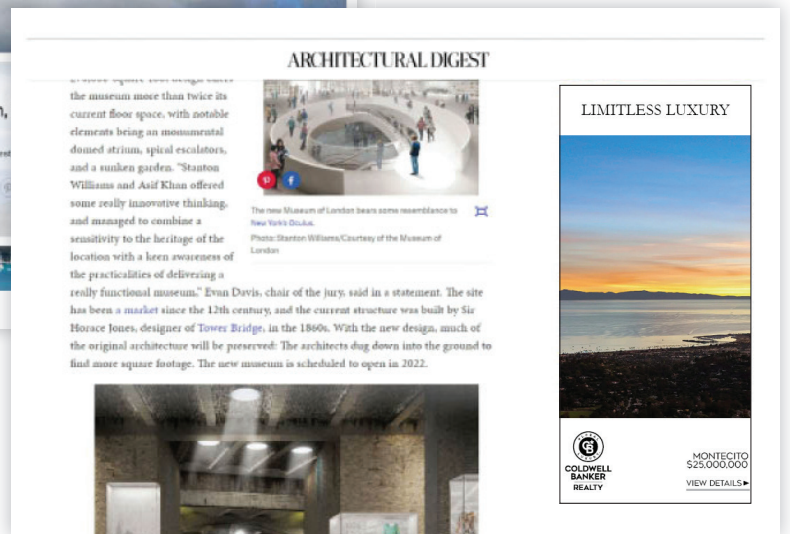
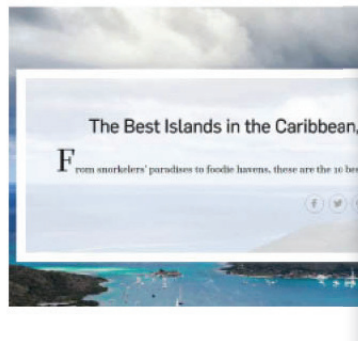
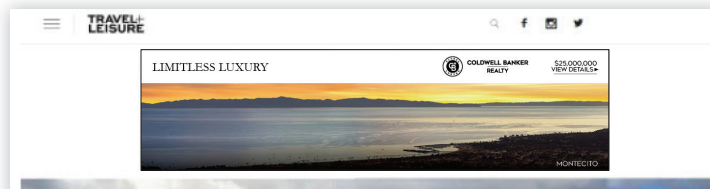
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

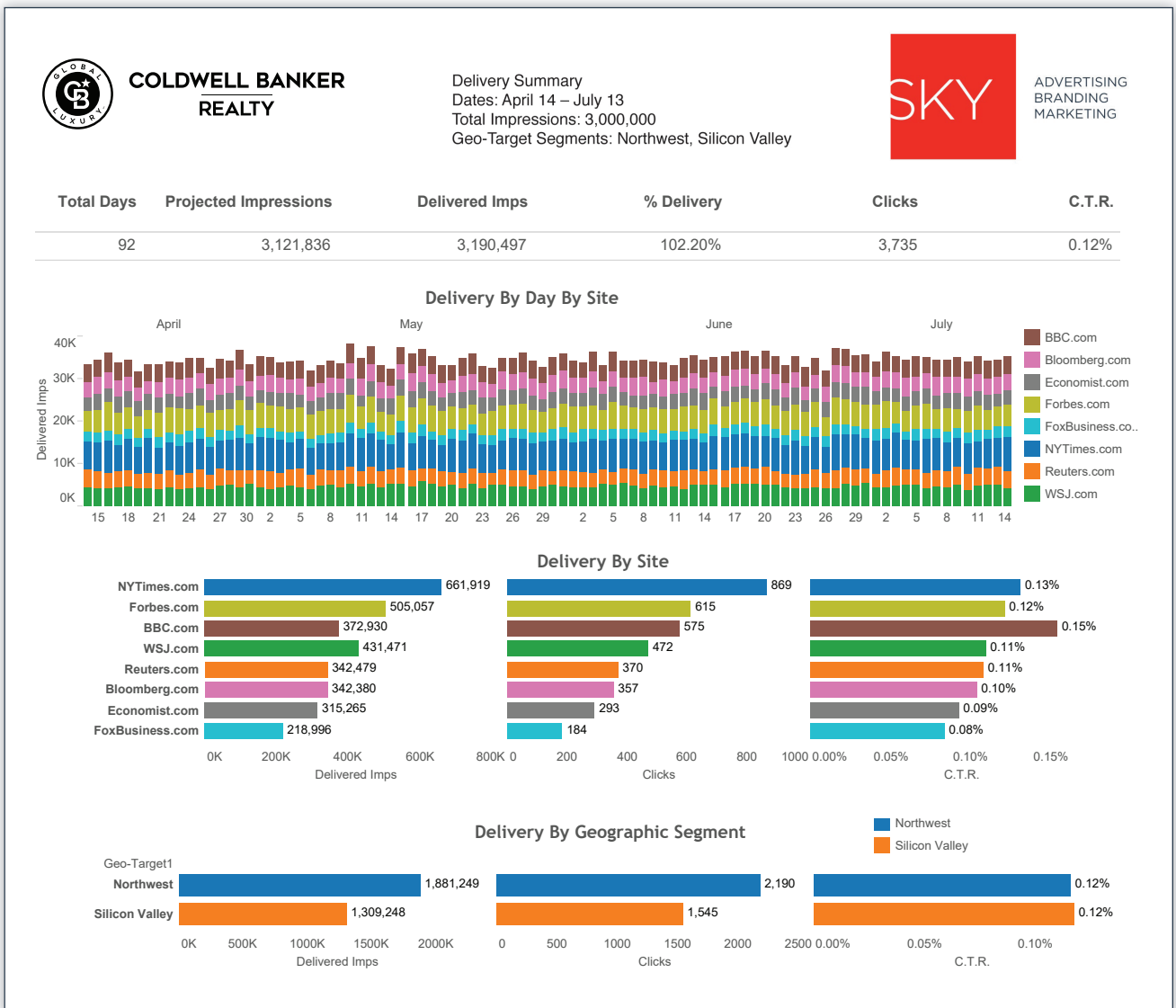


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 NYC and Fairfield County.

The program, with a projected start date of January 15th 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 NYC and Fairfield County in a premium editorial environment on top news and business/finance and news websites.
- A behavioral targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are In-Market for Residential Real Estate and living in Fairfield County.
- 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 Connecticut real estate and living in NYC, The Hamptons, Westchester, Hong Kong, China, Singapore.

» SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, NYTimes.com, Bloomberg.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 Westport - 15 Burr Farm

Media	June					July					August			Impressions	
	29	05	12	19	26	03	10	17	24	31	07	14	21		
	Geo-Target														
NYTimes.com															
WSJ.com															
Reuters.com															
Bloomberg.com															325,000
Forbes.com															
Barrons.com															
Investors.com															
Custom Intent - Connecticut Real Estate															250,000
In-Market Residential Real Estate															175,000
Total Digital														750,000	

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

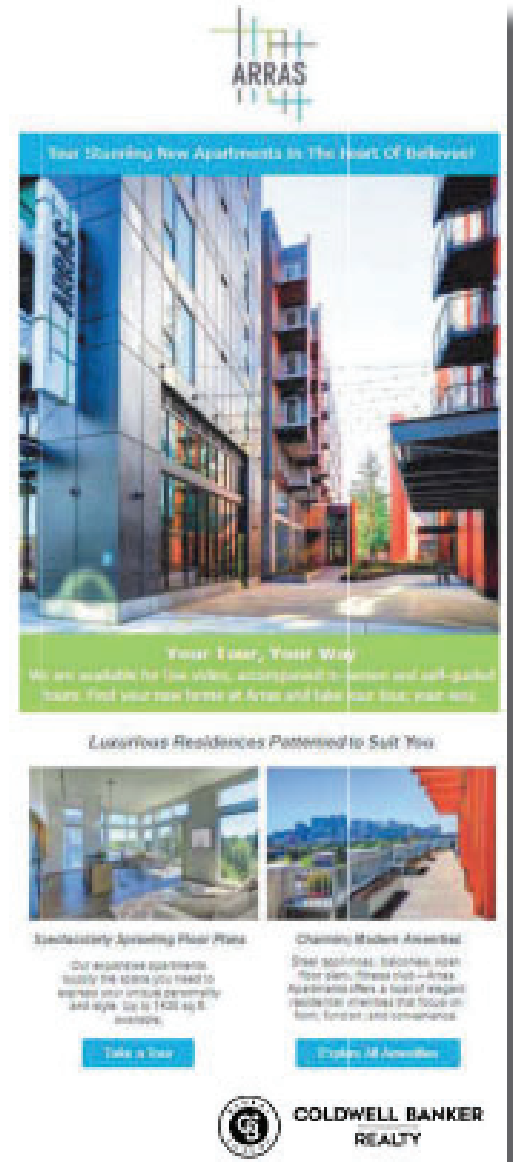
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EMAIL: \$2,295



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: \$425/LISTING

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



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)

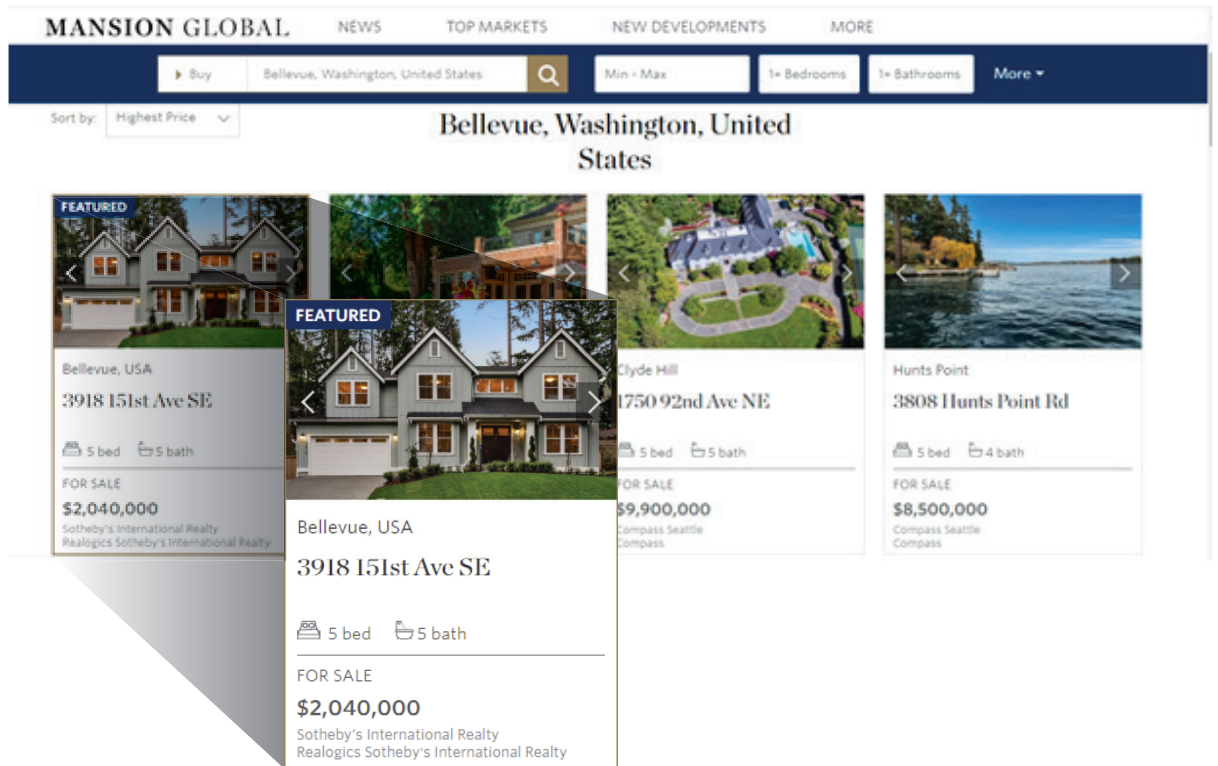
» FEATURED PROPERTY UPGRADES

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

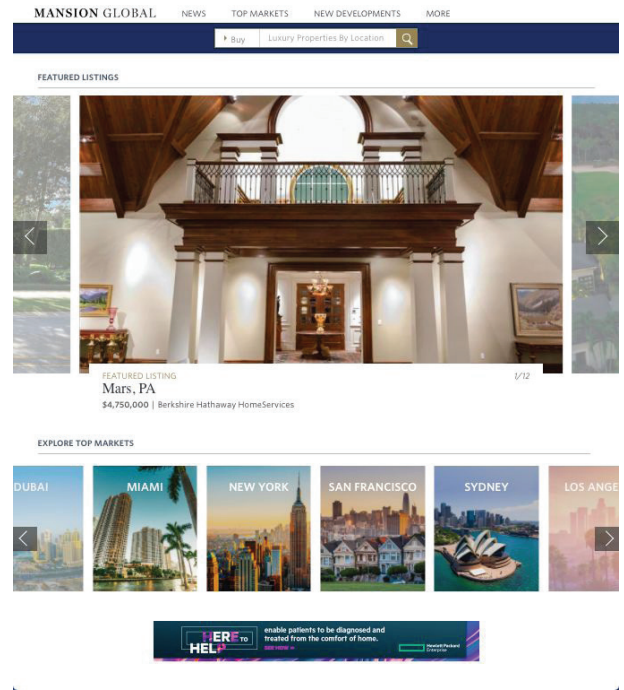


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

\$1,275/MONTH





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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:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000

2X7, NEW YORK METRO, COLOR: \$1,050
BUY 4 GET 1 FREE

PROPERTY PORTOLIO, NATIONAL: \$2,355

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.

FULL PAGE, COLOR
WESTCHESTER/FAIRFIELD: \$2,190
MANHATTAN: \$2,350



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	
Million Impressions*	
Digital Banner Program	750,000
Targeting - NYC and Fairfield County	
Facebook Mini-Lead Campaign	
7 Day Social Campaign - guaranteed 8-12 leads	12
Smart Solutions Eblast	
Custom Email	20,000
NYTimes.com	
NYTimes.com Property Module	55,603
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Print	
The Wall Street Journal	
New York Metro	50,000
Property Portfolio	644,424
The New York Times	
Featured Listing	762,536
Conde Nast Magazines Regional Pages	
Architectural Digest - Westchester/Fairfield	9,000
Architectural Digest - Manhattan	13,000
Financial Times	
Property Gallery	193,337
GRAND TOTAL	2,661,912



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Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	June	July	August	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 - NYC and Fairfield County				
Facebook Mini-Lead Campaign					
Facebook Mini-Lead Campaign	7 Day Social Campaign - gu	\$ 425.00			\$ 425.00
Smart Solutions Eblast					
Smart Solutions Eblast	Custom Email	\$ 2,295.00			\$ 2,295.00
NYTimes.com					
NYTimes.com Property Module	NYTimes.com Property Mo	\$ 3,000.00			\$ 3,000.00
WSJ.com					
Property upgrades	Property upgrades		\$1,200		\$ 1,200.00
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage	\$ 1,275.00			\$ 1,275.00
Print					
The Wall Street Journal					
The Wall Street Journal - New York Metro	2 x 7	\$ 1,050.00			\$ 1,050.00
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
Conde Nast Magazines Regional Pages					
Architectural Digest - Westchester/Fairfield	Full Page			\$ 2,190.00	\$ 2,190.00
Architectural Digest - Manhattan	Full Page			\$ 2,350.00	\$ 2,350.00
Financial Times					
Financial Times	Property Gallery	\$ 1,250.00			\$ 1,250.00
TOTAL					\$ 23,335.00

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