



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

THE DISTRICT LOFTS ADVERTISING AND MARKETING PROGRAM



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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

EXPOSURE FOR THE DISTRICT LOFTS

SKY Advertising® is excited to present exclusively to KW Domain, 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 and select print placements reaching the luxury property buyer looking for high-end living in Birmingham, MI.

This plan when combined with the Keller Williams brand's unparalleled syndication and global marketing puts development front and center.

Approaching the marketing strategy from this direction will effectively bring deserved recognition to the district Lofts.

LET'S DO GREAT THINGS TOGETHER

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REALTY

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.

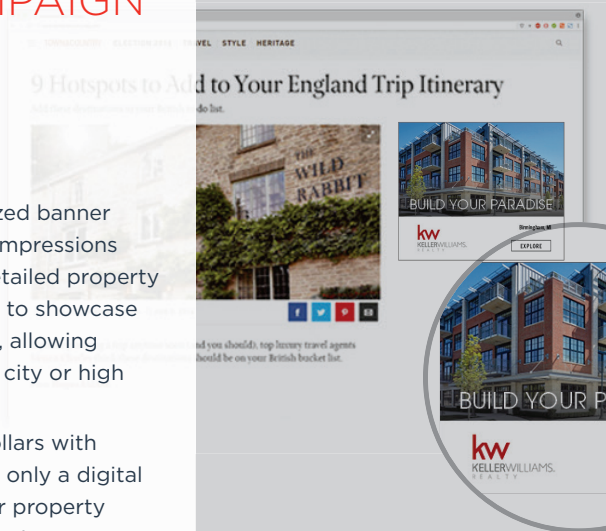
CAMPAIGN OVERVIEW AND BUDGET

Campaign: District Lofts

Flight Dates: January 2021 - March 2021

Impressions: 750,000

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.

**Bloomberg
Markets**

ARCHITECTURAL DIGEST



Many more websites available for local to global targeting.

GEO TARGETING

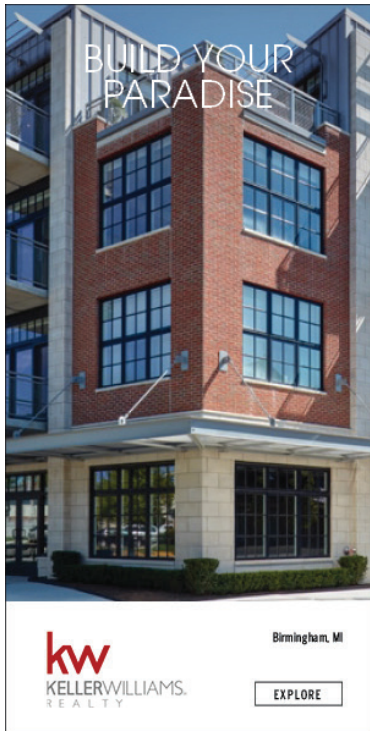
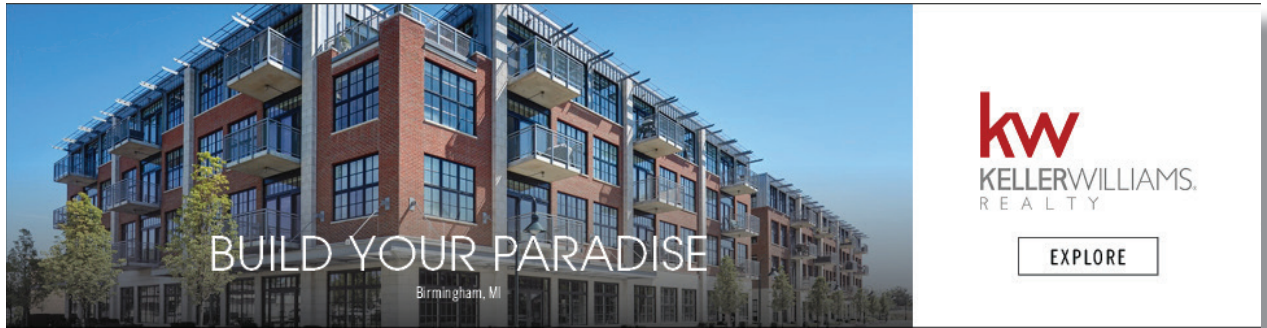
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



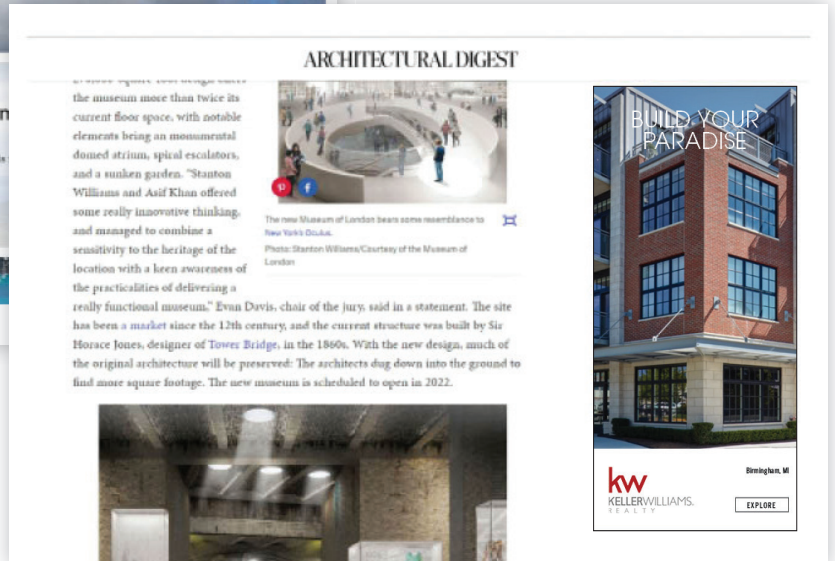
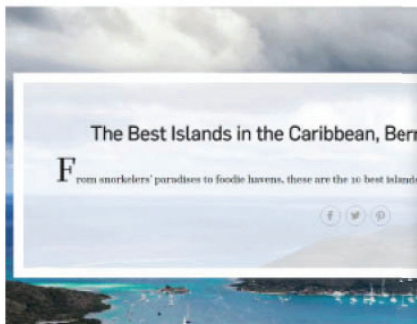
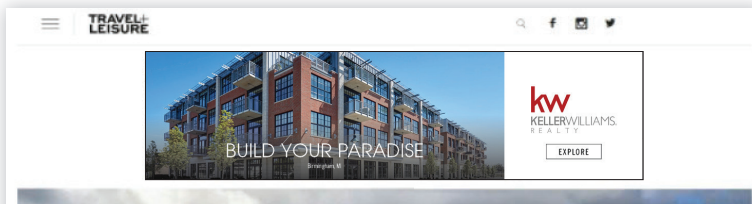
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

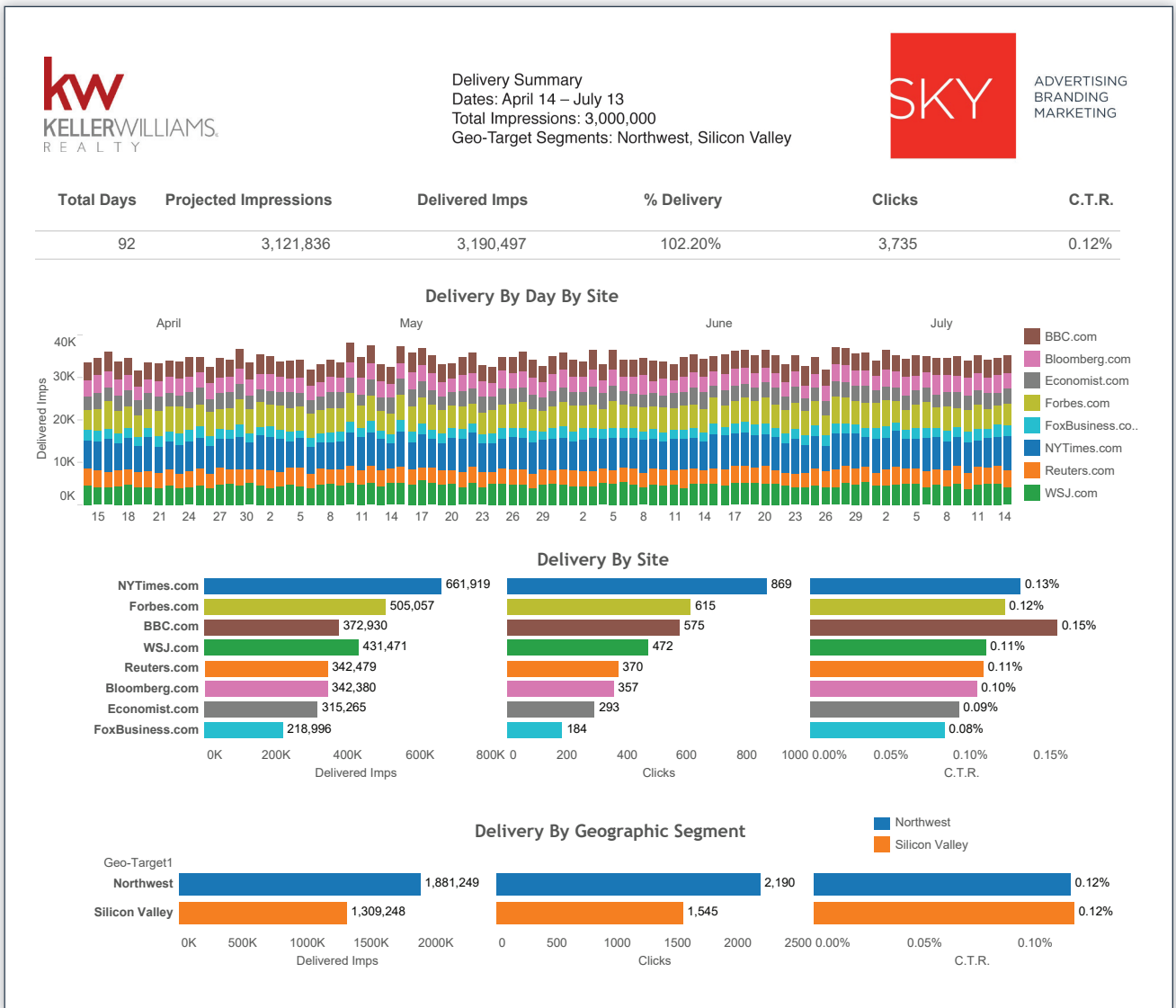


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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)) in the Detroit DMA

The program, which will run from January 1st - March 31st 2021 is projected to deliver an estimated 750,000 impressions.

This recommendation includes:

- A Site specific segment that allows us to reach a top 10% HHI audience in a premium editorial environment on leading business/finance and lifestyle sites.
- An in-Market segment that will allow us to target a top 10% HHI audience in the Detroit DMA who are actively looking to purchase residential real estate .

» SITE SPECIFIC

For this segment we will target readers top 10% HHI living across the target markets on global leading business finance websites (i.e. WSJ.com, Bloomberg.com, CNBC.com and more) and top Lifestyle website ArchitecturalDigest.com.

» BEHAVIORAL TARGETING - IN MARKET - DETROIT RESIDENTIAL REAL ESTATE

For this segment we will target readers in top 10% HHI living in the Detroit DMA who are actively searching for Residential Real Estate

Since the In-Market Detroit Residential Real Estate 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 premium local and national sites (e.g. Freep.com, cnn.com, VanityFair.com, LATimes.com, NYTimes.com, WSJ.com, BBC.com, VanityFair.com)

» 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

Keller Williams - Domain District Lofts

Media	Geo-Target	January					February					March					Impressions	
		01	08	15	22	29	05	12	19	26	05	12	19	26				
Bloomberg.com	Detroit DMA																	150,000
CNBC.com																		175,000
WSJ.com																		125,000
ArchitecturalDigest.com	Detroit DMA																	100,000
Google - In Market Residential Real Estate	Detroit DMA																	200,000
Total Digital																		750,000

SOCIAL MEDIA CAMPAIGN

We recommend a campaign using Facebook as the advertising channel.

Facebook

Miami-Ft Luaderdale DMA and Top New York zip codes targeting.

We will drive the audiences to The Point of America landing page.

» **Retargeting**

We will re-target the audiences who visit the site but do not convert.

We will revise and optimize campaign based on performance.

PRICE:

DIGITAL BANNER PROGRAM: \$500/MONTH



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



\$2,375 OF \$2,650/W VIDEO AFTER



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

Includes

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

COST: \$1,260 PER 3 MONTHS
(\$420/MONTH, 3 MONTH MINIMUM)

The screenshot displays a high-end real estate listing for '706 Mission' in San Francisco. The page layout includes a search bar at the top with the text 'Buy' and 'Luxury properties by location'. Below the search bar is a large hero image of a modern skyscraper at dusk. The main heading is '706 Mission' with the subtitle 'FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE'. To the right of the hero image is a 'VIEW MEDIA' button. Below the hero image is a 'SHARE' button with social media icons and a 'SAVE' button. The 'DESCRIPTION' section contains text about the property's location and service. The 'AMENITIES' section lists features like 'Intimate bar and lounge', 'Grand outdoor terrace', 'Bespoke fitness and wellness', and 'Fully equipped game room'. The 'NEIGHBORHOOD' section includes a 'View Gallery' link and an image of the building. A 'SHOP NOW' button is prominently displayed next to a '100,000+ ★★★★★ reviews' badge. The bottom of the page mentions 'YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT'.



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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.

FULL PAGE, COLOR

- **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%



Only
Smythe & Jones | Sotheby's
INTERNATIONAL REALTY

For those with a vision

Only one real estate brand holds the keys to your most exceptional home and life. With feature 1 and feature 2, this N-bedroom, 1-bathroom, location home is made for lifestyle aspect or activity. The feature 3 and feature 4 are best experienced on a private tour, which can be arranged by contact details.

123 MAIN ST CITY, STATE \$300,000 sothebysrealty.com ID: XXXXXX	JANE SMYTHE Title 123.456.7890 jane.smythe@sothebys.realty	JANE SMYTHE Title 123.456.7890 jane.smythe@sothebys.realty
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CONDE NAST TRAVELER

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 Conde Nast Traveler

FULL PAGE, COLOR



Only
Smythe & Jones | Sotheby's
INTERNATIONAL REALTY

For those just getting started Only one real estate brand holds the keys to your most exceptional home and life. With feature 1 and feature 2, this X-bedroom, Y-bathroom, location home is made for lifestyle aspect or activity. The feature 3 and feature 4 are best experienced on a private tour, which can be arranged by contact details.

123 MAIN ST CITY, STATE XXXX,XXX sothebysrealty.com ID: XXXXXX	JANE SMYTHE Title 122.456.7890 jane.smythe@sothebysrealty	JANE SMYTHE Title 122.456.7890 jane.smythe@sothebysrealty
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Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
DIGITAL	
Million Impressions*	750,000
Google Adwords	
Facebook Advertising	
WSJ.com	
Mansion Global Homepage	164,000
Mansion Global New Development Profile	
PRINT	
Architectural Digest - region	9,000
Conde Nast Traveler - Detroit	12,000
GRAND TOTAL	935,000

Circulation is based on 2019 numbers and may change.



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REALTY

Schedule and Pricing



PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	January	February	March	Media Total
DIGITAL					
Million Impressions*	Digital Banner Program Targeting - Detroit DMA	\$ 1,075.00	\$ 1,075.00	\$ 1,075.00	\$ 3,225.00
Google Adwords	Digital PPC program	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
Facebook Advertising	Digital Banner program	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
WSJ.com					
Mansion Global Homepage	Mansion Global Homepage	\$ 2,375.00			\$ 2,375.00
Mansion Global New Development Profile	Profile page - 3 months		\$1,260		\$ 1,260.00
PRINT					
Architectural Digest - region	Full Page	\$ 2,140.00			\$ 2,140.00
Conde Nast Traveler - Detroit	Full Page	\$ 2,180.00			\$ 2,180.00
TOTAL					\$ 14,180.00

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



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