



ADVERTISING
BRANDING
MARKETING

skyad.com

COMPASS

Digital Advertising Program

in Partnership with Sky Advertising

Why Digital

- People spend 24 hours per week online consuming media
- Up to 10 hours per day connected to a screen
- Up to 5 hours per day on their mobile devices
- 90% of home buyers use the Internet as a primary part of the search process

Key Ways to Reach People

Banner Ads

- Prime national and local websites
- Premium editorial environment to enhance listings and personal brand

Target Sites

TOWN&COUNTRY

HouseBeautiful

VERANDA

AD
ARCHITECTURAL DIGEST

Condé Nast
Traveller

FOOD&WINE

TRAVEL+
LEISURE

TRADITIONAL
HOME.

Targeting



Key Ways to Reach People

Banner Ads

- Guaranteed impressions and guaranteed clickthrough's
- Highly Cost Effective
- Minimal waste with zip code level targeting
- Ability to adjust plans in real time based on performance, creative change or client need
- Good for high profile listings support, traffic generation and brand building
- Minimum commitment – 3 months



The One Million Impressions Campaign

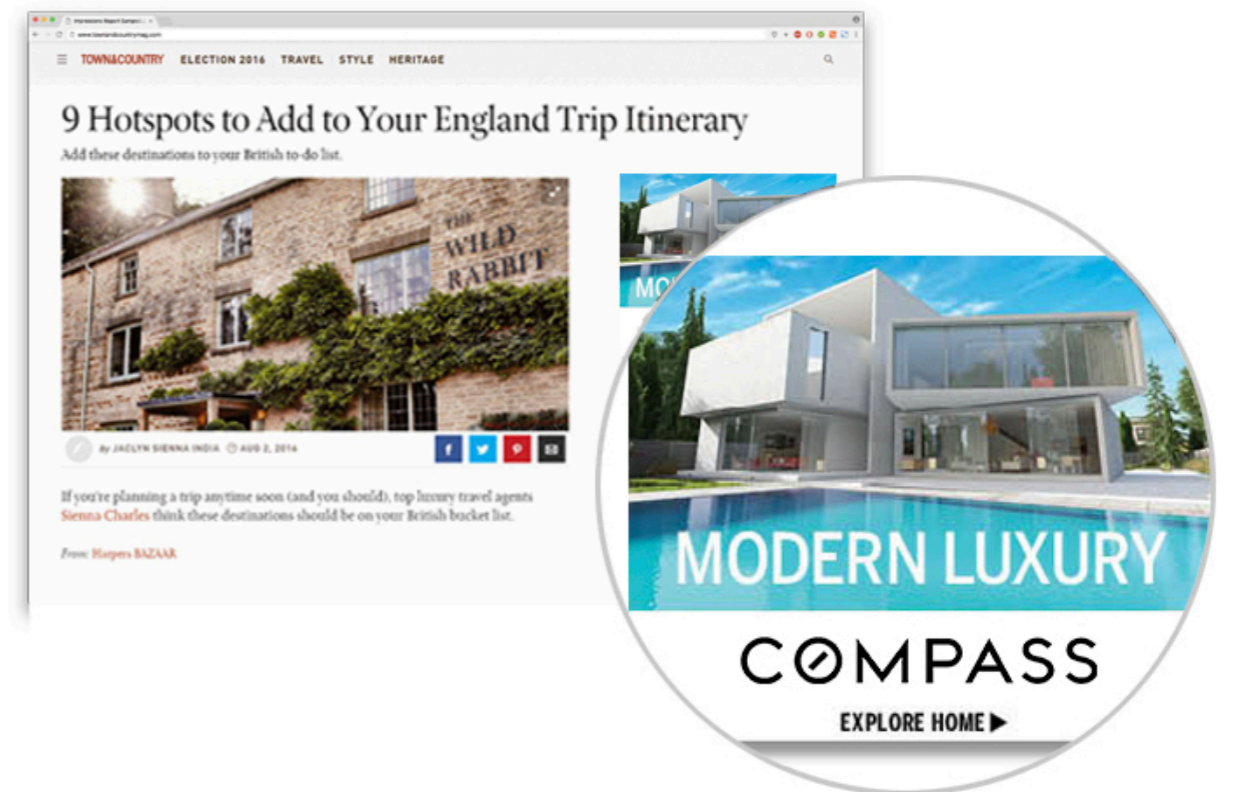
Customizable. Affordable. Measurable.

The One Million 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, zip or postal 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. Detailed analytic reports on advertising performance provided monthly.

Impress locally. Impress globally.

Custom programs available.





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The One Million Impressions Campaign

A simple property/development focused program targeting premium local and global white listed websites at a fraction of the direct cost.

Many more websites available for local and global targeting.

Typical Costs

Prime Websites • Guaranteed Click-Throughs • Low CPM

Reach the right buyers

2,000,000 Impressions	\$3,875 per month	2,000 Guaranteed Click-Throughs
1,000,000 Impressions	\$1,999 per month	1,000 Guaranteed Click-Throughs
500,000 Impressions	\$1,250 per month	500 Guaranteed Click-Throughs
250,000 Impressions	\$875 per month	250 Guaranteed Click-Throughs

3 month minimum purchase. One time Banner generation fee : \$300

Impressions Program

Reaching the Right Buyers

| Targeting

- Target by Geography
- Target by Lifestyle
- Re-Target



Target by Geography

United Kingdom



News

The Telegraph

THE  TIMES

THE  TIMES
THE SUNDAY TIMES

Business/Finance

FT
FINANCIAL
TIMES

The
Economist



REUTERS

Bloomberg

Lifestyle/Real Estate

COUNTRY LIFE

MANSSION GLOBAL

ARCHITECTURAL DIGEST

Target by Geography

Germany



WELT

Frankfurter Allgemeine SPIEGEL ONLINE ZEIT  ONLINE

Capital Handelsblatt **Bloomberg**
WIRTSCHAFT IST GESELLSCHAFT

MANSION GLOBAL ARCHITECTURAL DIGEST

Target by Geography

Canada



BBC

Bloomberg

Forbes
.com

FORTUNE

The New York Times  **REUTERS** **THE WALL STREET JOURNAL.**

The Washington Post

**The
Economist**

The Telegraph

**LA
PRESSE**

**MONTREAL
GAZETTE**

THE VANCOUVER SUN

THE GLOBE AND MAIL

ARCHITECTURAL DIGEST

Target by Geography

China

Bloomberg

Forbes
.com

FORTUNE



REUTERS

THE WALL STREET JOURNAL.

The Washington Post

The
Economist

BBC

The New York Times

PropGOLuxury.com
Luxury Properties Worldwide

South China Morning Post
scmp.com

 **居外**TM
Juwai.com

中国经济网 ENGLISH
CHINA ECONOMIC NET

Target by Lifestyle

Golf



**GOLF
MONTHLY**

Golf Digest

GOLF





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Target by Lifestyle

Wine & Vineyard



FOOD & WINE

 wine-searcher

 Wine Folly

Wine Spectator

 snooth
DRINK GREAT WINE

WINE ENTHUSIAST

Decanter

 Robert Parker
WINE ADVOCATE

 cellar
TRACKER

 French
Scout

 Fiona Beckett
Matching food & wine



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Target by Lifestyle

Beach/Waterfront



COASTAL
LIVING

OCEAN
HOME

Waterfront
Not just another magazine.

Condé Nast
Traveler

TRAVEL+
LEISURE

HOUSE
& GARDEN

TORONTO
waterfront

The
New York
Times
NYTIMES.COM

WSJ
.com

Forbes
.com

FT
FINANCIAL
TIMES

ARCHITECTURAL DIGEST

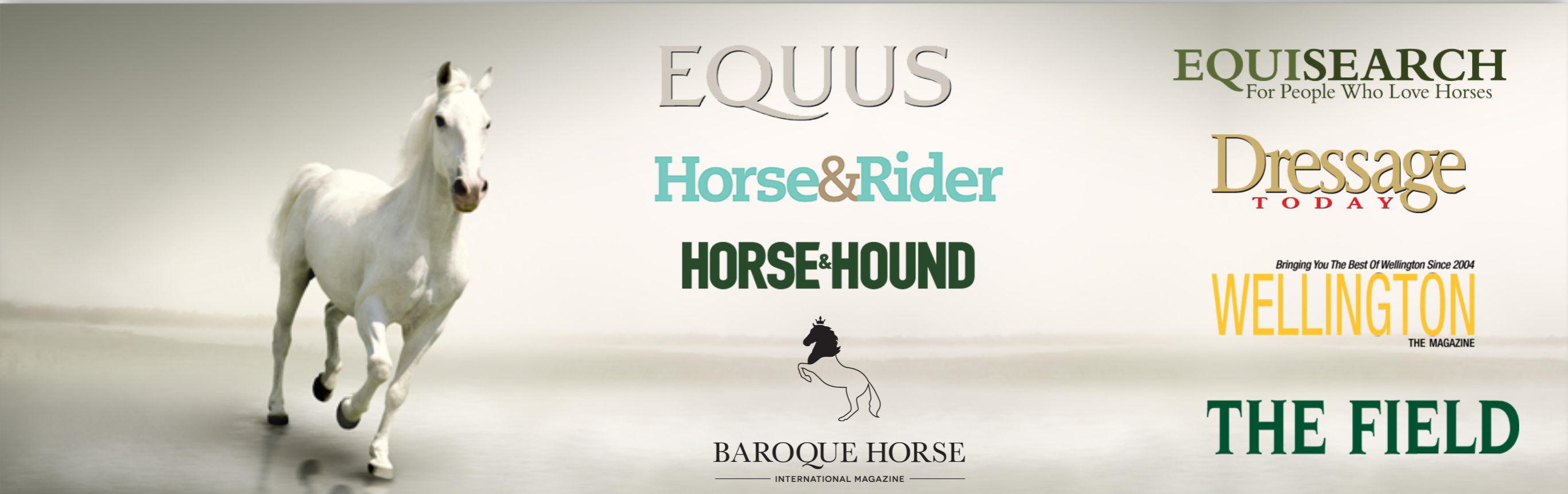


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Target by Lifestyle

Equestrian



EQUUS

Horse&Rider

HORSE&HOUND



BAROQUE HORSE
INTERNATIONAL MAGAZINE

EQUISEARCH
For People Who Love Horses

Dressage
TODAY

Bringing You The Best Of Wellington Since 2004
WELLINGTON
THE MAGAZINE

THE FIELD

PRACTICAL
HORSEMAN

American
Cowboy

the HORSE
YOUR GUIDE TO EQUINE HEALTH CARE

equine.com

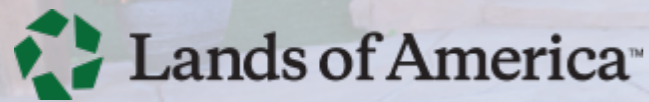


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Target by Lifestyle

Farm & Ranch



LandWatch™

FARMFLIP

Land And Farm

COUNTRY LIFE

CountryLiving

SHOOTING
GAZETTE

COUNTRY LIFE
INTERNATIONAL

THE FIELD



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Target by Lifestyle

Waterfront Living



CRUISING
WORLD

YACHTS
INTERNATIONAL

Yachting

POWER
& MOTOR YACHT

SUPERYACHTS.COM
LUXURY YACHTING & LIFESTYLE

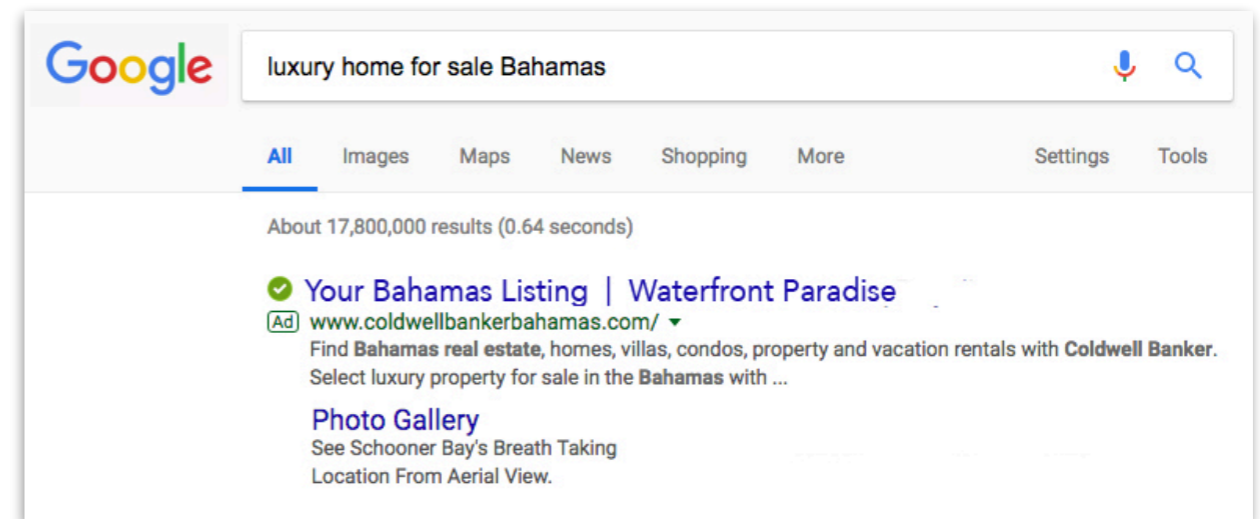
SuperYachtWorld
The global magazine for superyacht owners

FT
FINANCIAL
TIMES

Yachting World

Paid Search


- Reach people who are, "in the moment" actively searching for property
- Guaranteed clickthrough's
- Ability to adjust plans "in real time" based on performance, creative change or client need
- Good for long term brand and lead management
- Minimum commitment - 6 months



Social Media

- Highly engaged audience
- Guaranteed clickthroughs
- Drive traffic to Facebook page or direct to listings
- Minimal waste with zip code level targeting
- Micro targeting based on age, lifestyle
- Flexibility to adjust plans in real time
- Good for traffic generation and brand building
- Minimum commitment - 3 months

facebook®



The image shows a Facebook advertisement for Compass Modern Luxury. At the top left is a circular logo with a compass needle. To its right is the text "Your Page Name" and "Sponsored". On the far right is a "Like Page" button. Below this is a large image of a modern, two-story house with a swimming pool in the foreground. The house has large glass windows and a contemporary design. The text "COMPASS MODERN LUXURY" is overlaid on the bottom of the image. Below the image, it says "Just Listed!" followed by a short description of the property. At the bottom right is a "Learn More" button.

COMPASS MODERN LUXURY

Just Listed!

Learn More

Compass Real Estate Media Partners

Leverage the relationship between Compass Real Estate and its media partners by participating in advertising upgrades for a fraction of the cost.



Google Ad Words

- Target consumers who are "in-market", active in the Real Estate market, when they are searching and motivated to take action.
- No other medium can target as effectively.
- Pay only when people click through to your listing/site.
From \$500 per month (6 month minimum)

Budget, commitment and target geography can effect pricing.



Facebook

- No other advertising provides the breadth of targeting options that Facebook does (Age, lifestyle segment).
- No other medium can target as precisely.
- Pay only when people click through to your listing/site.
From \$500 per month (3 month minimum)

Budget, commitment and target geography can effect pricing.



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Other Available Digital Media

PropGOLUXURY.com
Luxury Properties Worldwide

Prop Go Luxury.com

Display Banners on regional Home Page
and Search Results Page
\$575/month - 125,000 impressions

THE WALL STREET JOURNAL.

WSJ.com

Property Upgrades
Put your property on top of the search
results page
\$1,100 for ten 30-day upgrades to use
within one year

Robb Report MAGAZINE FOR THE LUXURY LIFESTYLE

Robb Report.com

Real Estate Media Bar
Display ad on Real Estate Home Page
\$950 for 30 days



Juwai.com

China Pro 5+ Agent Page

- A broker profile page that entices Chinese consumers to inquire for assistance in buying their next property. Active for 12 months. Includes five 30 day property listings to use within a year. \$600 (each additional listing \$400).

China Professional 50 + Agent Page

- Includes an annual Agent Page and 50 listings to use within a year. Plus 1 free Featured Property listing that puts your listing on the top of the search results for 1 month.
\$1650



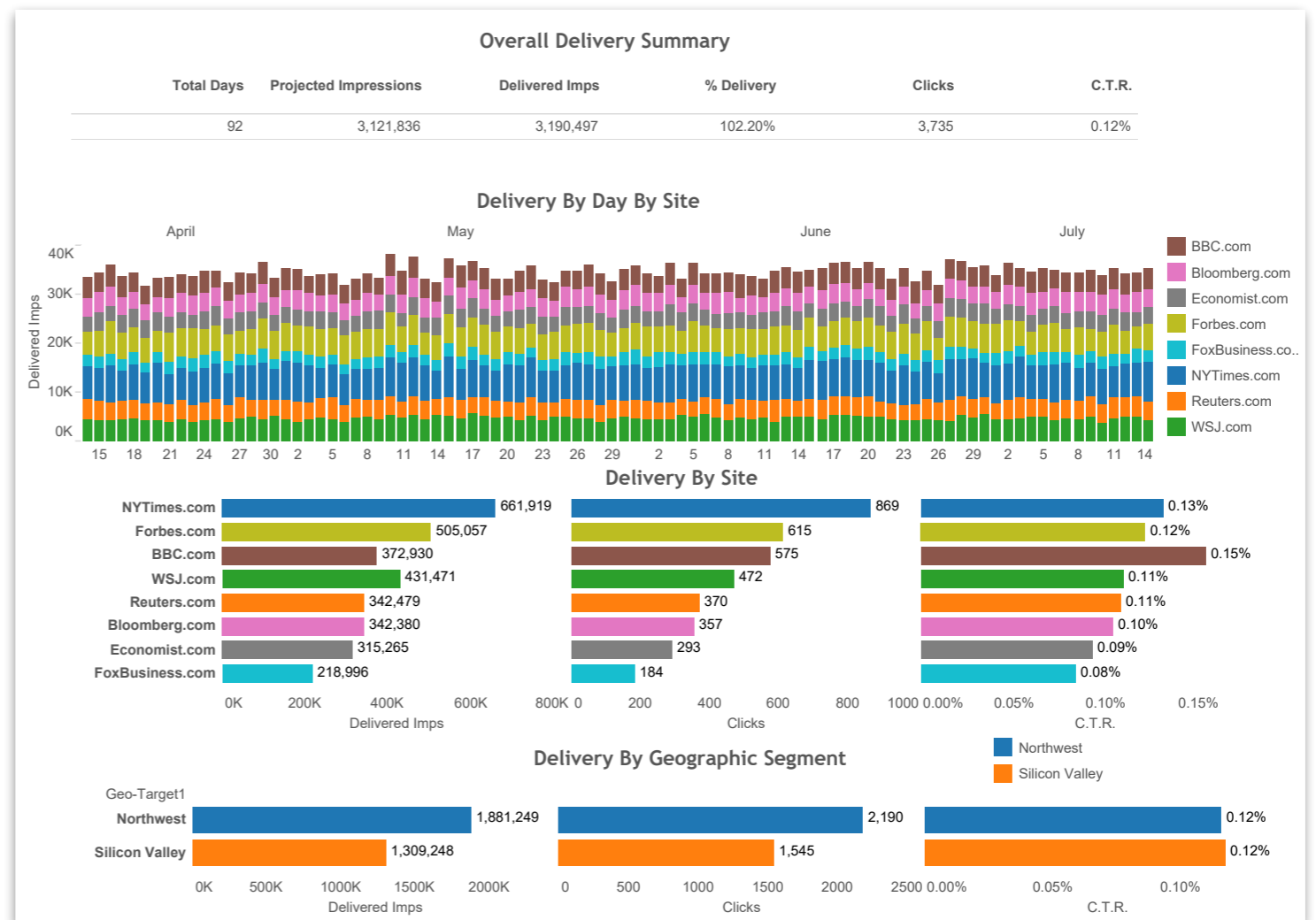
James Edition.com

- Banner Ad on Real Estate Home Page \$1,625/month - 150,000 Impressions
- Banner Ad in Bi-Weekly E-Newsletters \$1050/per newsletter - 35,316 subscribers



The Process

- Completely Turn Key
- Select
 - Platform
 - Monthly Spend
 - Geography
 - Targeting preferences
 - Banners – sites
 - AdWords – keywords
 - Facebook – targeting criteria
- Ad Creatives provided for approval
- Campaign Planning
- Launch report
- Monthly Delivery Reports

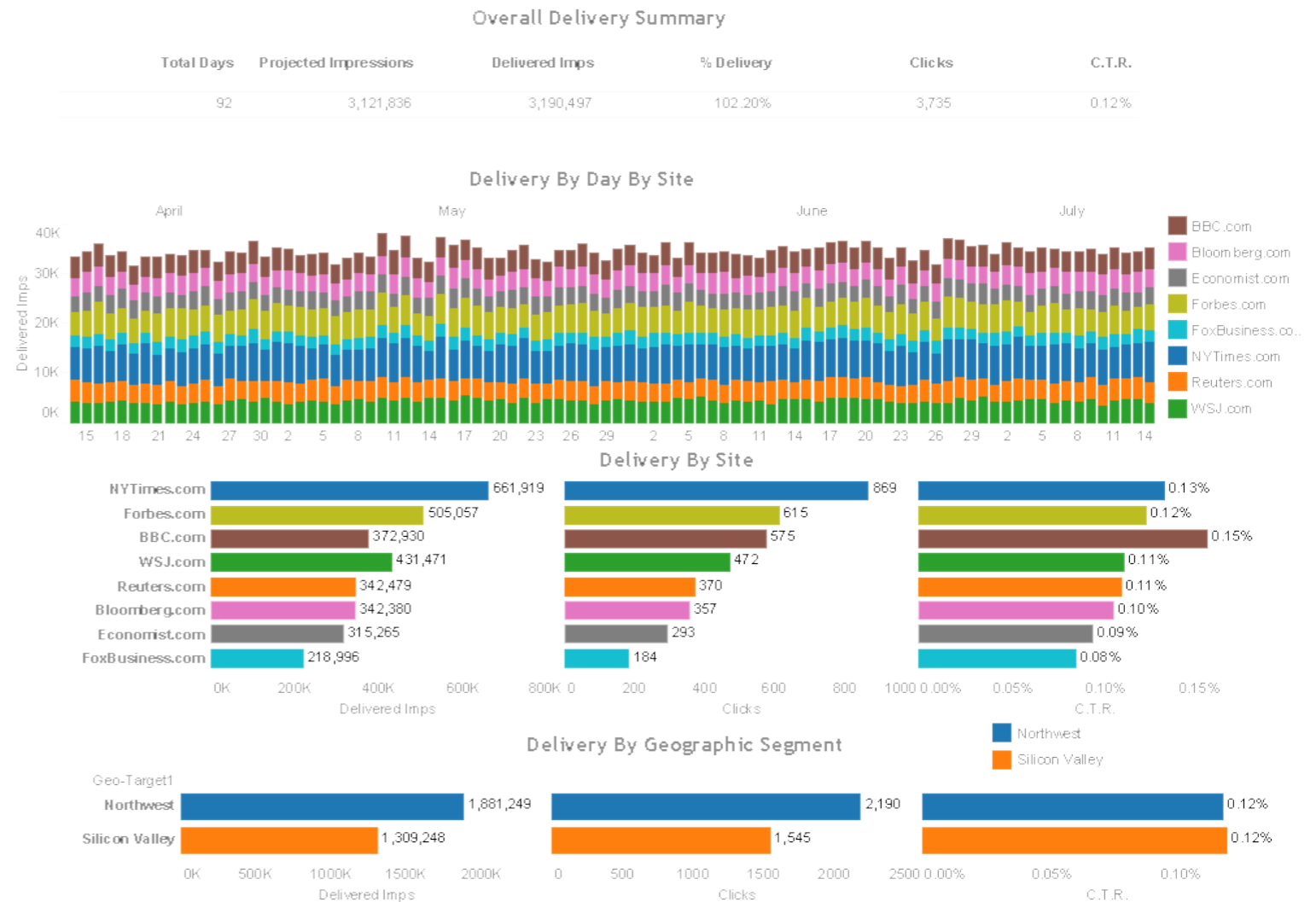


Ensure Efficiency

Receive a detailed monthly report

- Impressions
- Click-through-rates
- Geo-target delivery

Adjust the program to OPTIMIZE
(websites, content and ad units)



Caldwell Banker: April 14 - July 13


Total Impressions: 3,000,000 : Target -Northwest, Silicon Valley

Simple Creative - Increased Brand SOV


Advertising created to brand standards by Sky Advertising

ARCHITECTURAL DIGEST

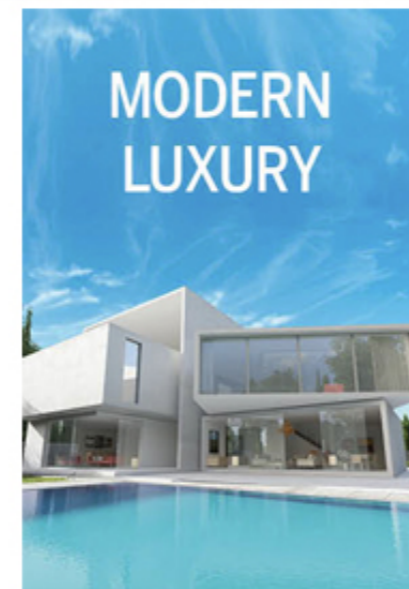
27,000 square foot design... the museum more than twice its current floor space, with notable elements being an monumental domed atrium, spiral escalators, and a sunken garden. "Stanton Williams and Asif Khan offered some really innovative thinking, and managed to combine a sensitivity to the heritage of the location with a keen awareness of the practicalities of delivering a really functional museum," Evan Davis, chair of the jury, said in a statement. The site has been a market since the 12th century, and the current structure was built by Sir Horace Jones, designer of Tower Bridge, in the 1860s. With the new design, much of the original architecture will be preserved: The architects dug down into the ground to find more square footage. The new museum is scheduled to open in 2022.



The new Museum of London bears some resemblance to New York's Oculus. Photo: Stanton Williams/Courtesy of the Museum of London

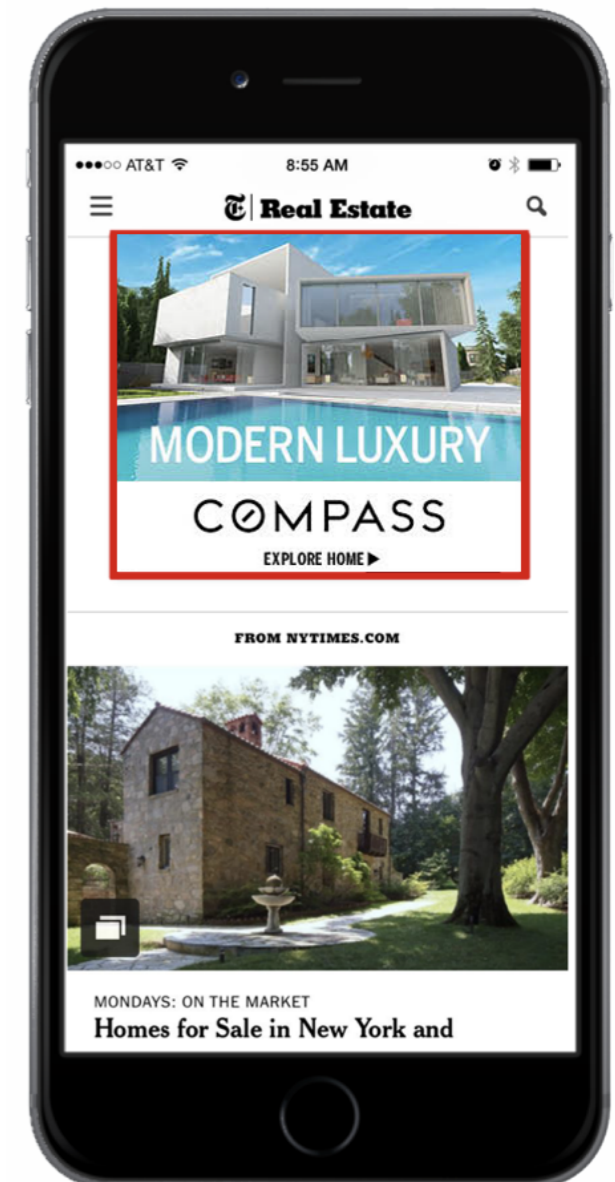


RELATED STORIES ▾



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EXPLORE HOME ►



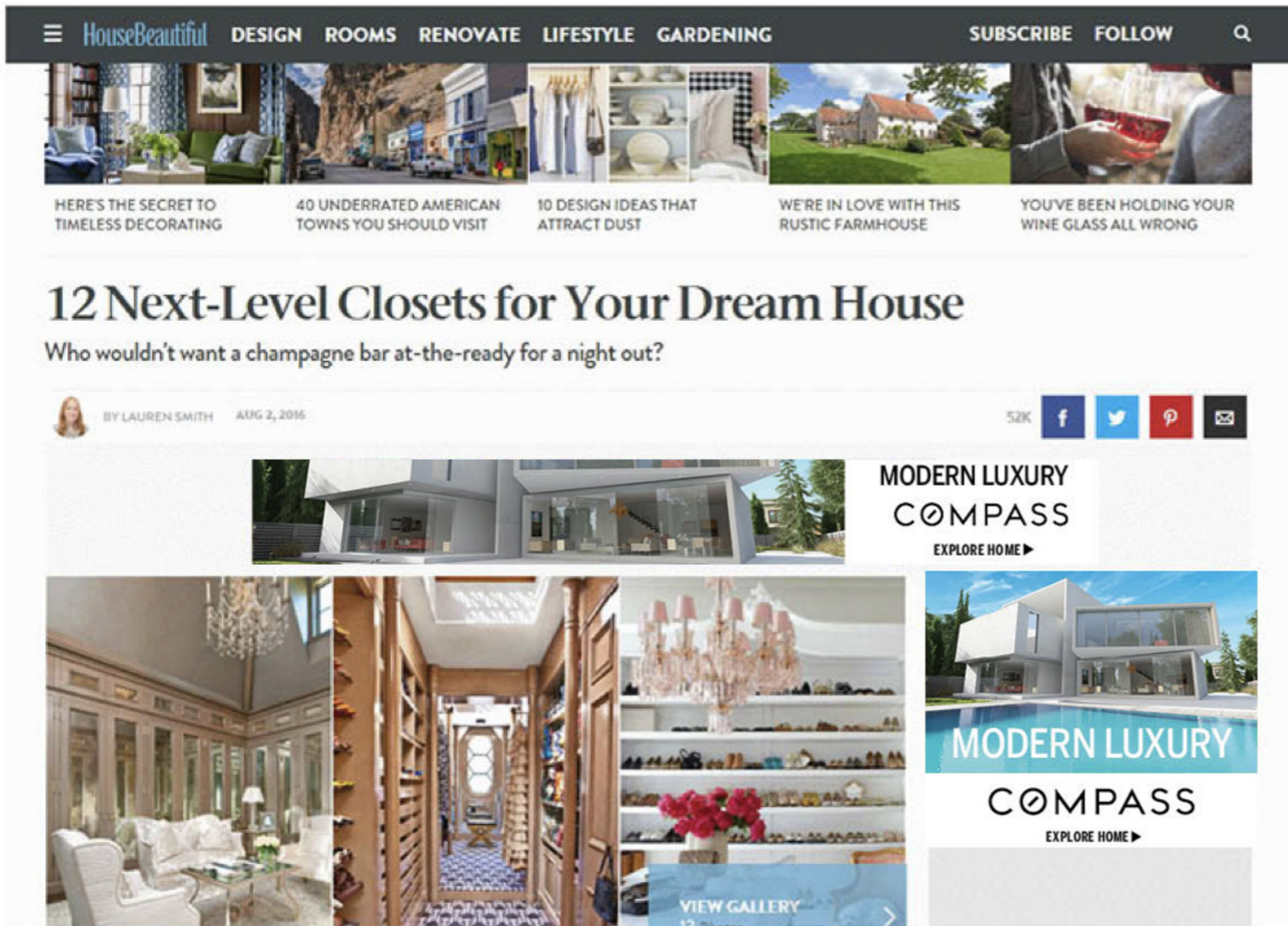


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Simple Creative - Increased Brand SOV

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Sample Ads



300 x 600



300 x 250



728 x 90



920 x 250



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Let's Do Great Digital Campaigns Together.

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