



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2829 TWENTY FIFTH STREET IMPRESSIONS MARKETING PROGRAM



TABLE OF CONTENTS

INTRO	3
DIGITAL	
Impressions Campaign.....	5
Impressions Scheduling & Pricing	11

NATIONAL EXPOSURE FIT FOR 2829 TWENTY FIFTH STREET

SKY Advertising® is excited to present exclusively to Polaris Realty, a Custom Impressions Program to bring awareness of 2829 Twenty Fifth Street to the ultra-high net worth population.

This plan is highly targeted and measurable reaching the elusive, hard to find luxury property buyer looking for high-end living in San Francisco, CA.

This plan when combined with the Polaris Realty brand's unparalleled marketing puts your unique property front and center.

LET'S DO GREAT THINGS TOGETHER

JANINE JONES
Executive Vice President

212-677-2500 x114
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

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, 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.

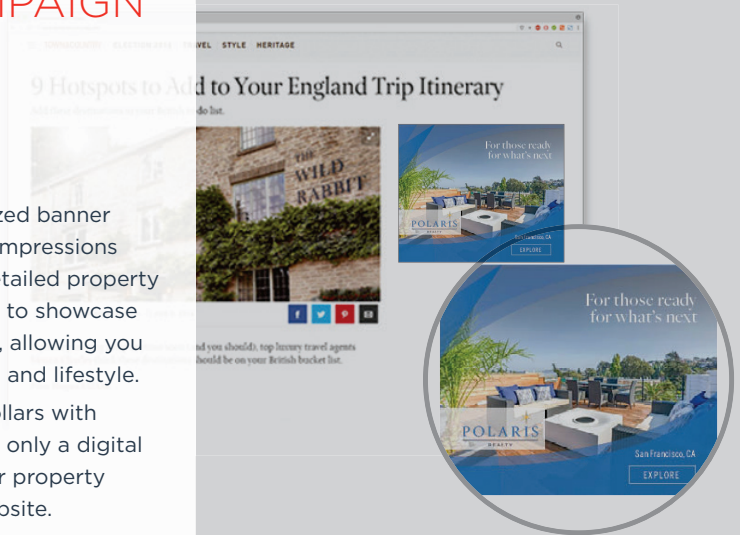
- » IMPRESS LOCALLY. IMPRESS GLOBALLY.

CAMPAIGN OVERVIEW AND BUDGET

Campaign: 2829 Twenty Fifth St
Flight Dates: September 2021 - December 2021
Impressions: 750,000
Clicks through to the website of your choice.
Price: \$1,075/month



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**

Forbes



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.



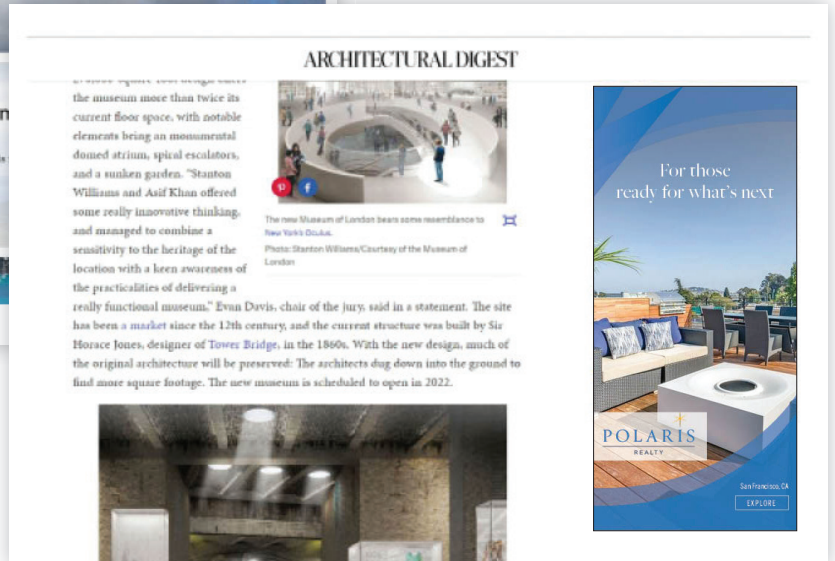
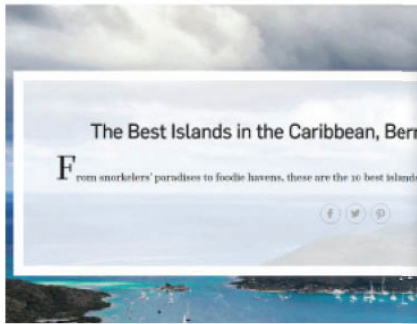
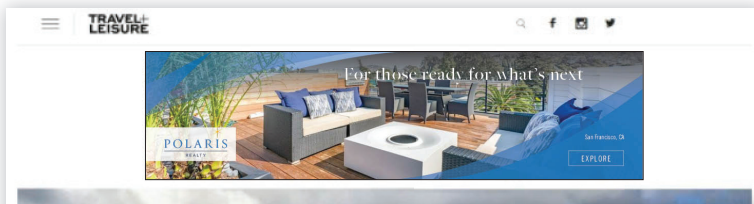
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

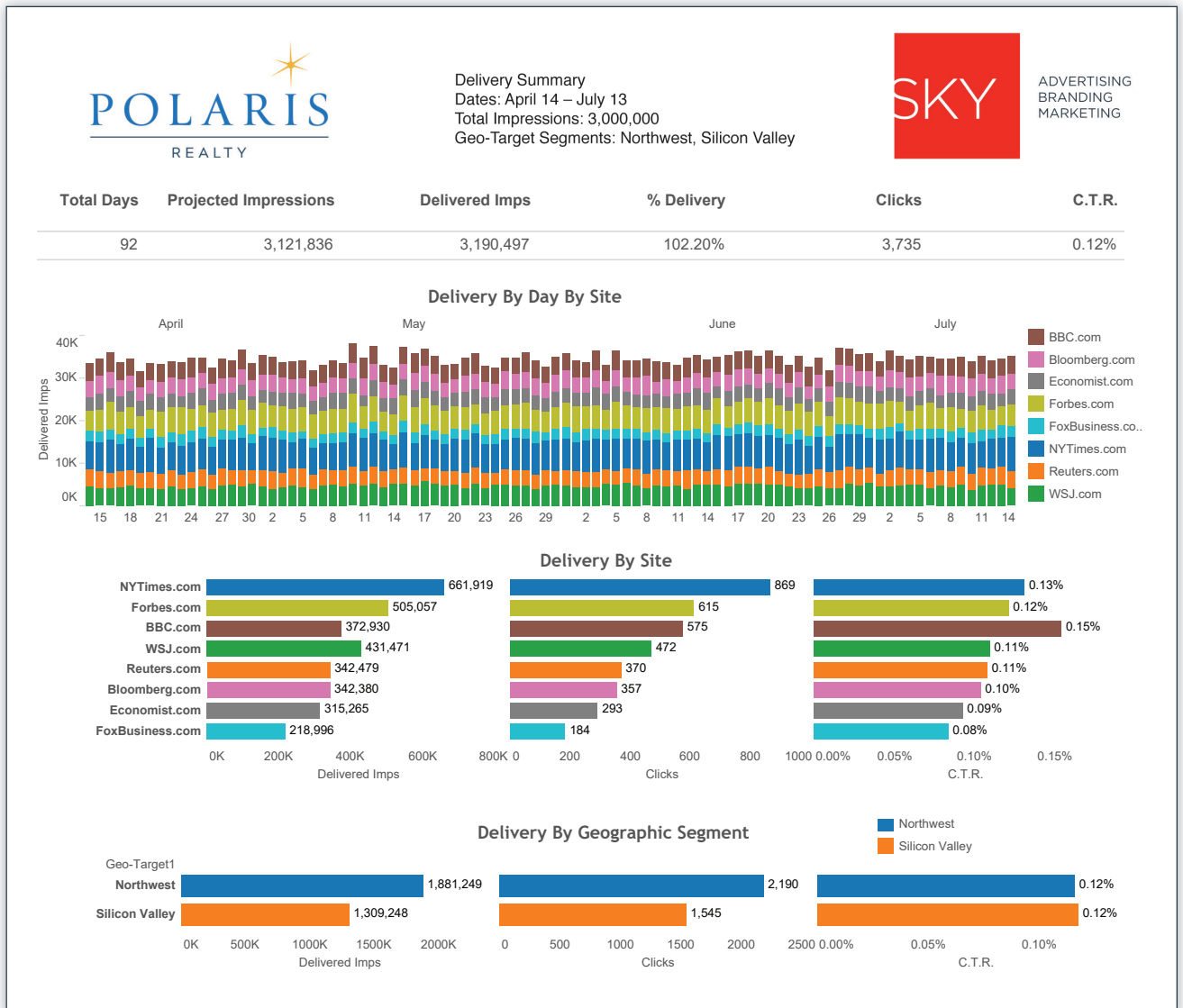


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 San Francisco DMA

The program, which will run from September 21st - December 20th and 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 sites.
- An in-Market segment that will allow us to target a top 10% HHI audience in the San Francisco DMA who are actively looking to purchase Apartments/Condos.

» SITE SPECIFIC

For this segment we will target readers top 10% HHI living across the target markets on global leading business finance websites WSJ.com, Bloomberg.com, CNBC.com and Forbes.com

» BEHAVIORAL TARGETING - IN MARKET - SAN FRANCISCO DMA WHO ARE ACTIVELY LOOKING TO PURCHASE APARTMENTS/CONDOS

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

Since the In-Market 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. SFChronicle.com, cnn.com, VanityFair.com, LATimes.com, NYTimes.com and top tech blogs and websites)

» 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.



NEW YORK 14 East 33rd Street, New York, NY 10016, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

LET'S DO GREAT THINGS TOGETHER

JANINE JONES
Executive Vice President
212-677-2500 x114
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