



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

THE MORGAN ESTATE ADVERTISING AND MARKETING PROGRAM



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NEW YORK 477 Madison Avenue, 6th Floor, New York, NY 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

NATIONAL & GLOBAL EXPOSURE THE MORGAN ESTATE

SKY Advertising is excited to present to The Morgan Estate a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the The Morgan Estate.

Your strategic blueprint is composed of strategic print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Saint Eustatius.

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

JANINE JONES
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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, 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: The Morgan Estate

Flight Dates: May 2021 - July 2021

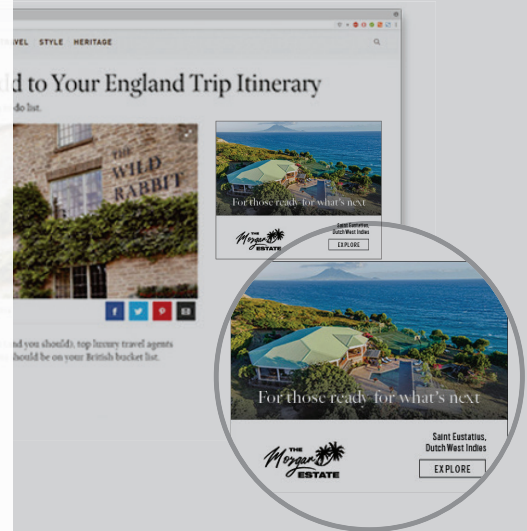
Impressions: 750,000

Clicks through to the website of your choice.

250K Impressions per month: \$1,195
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

THE WALL STREET JOURNAL.

THE NEW YORKER **Forbes**

CNN **Bloomberg Markets**

ARCHITECTURAL DIGEST

AD

FT

FINANCIAL TIMES
Business

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.



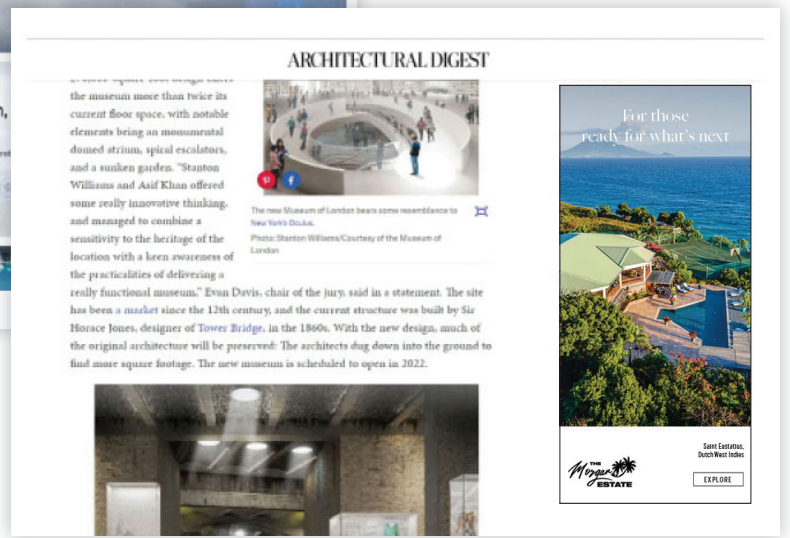
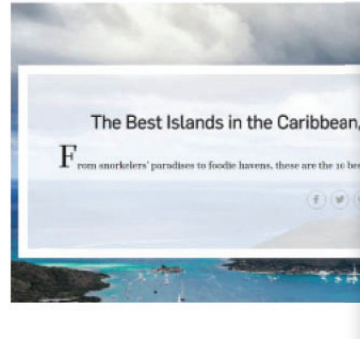
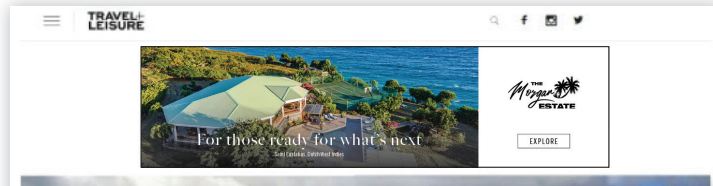
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

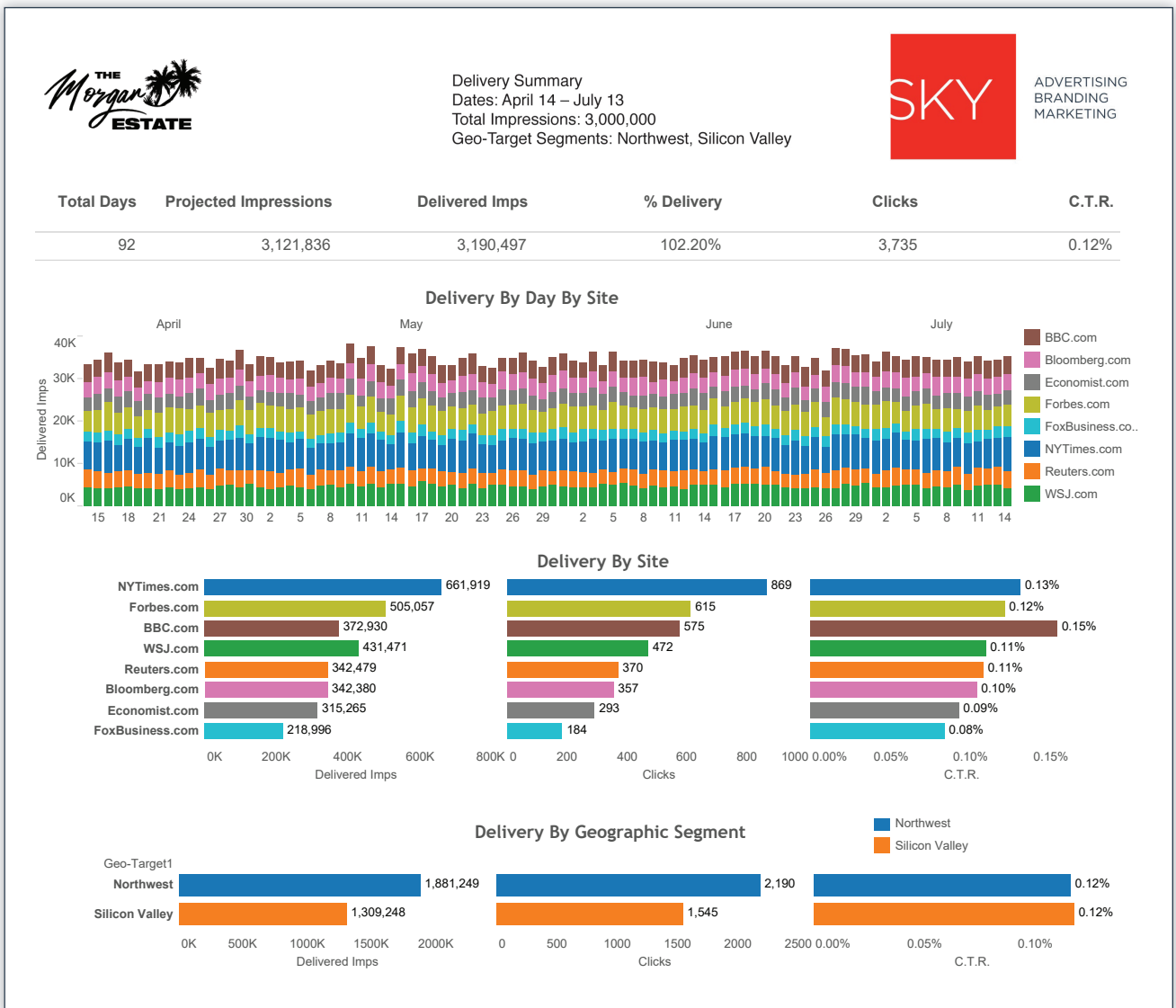


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 a program that targets a high-net-worth audience in the New York Metro, Netherlands, Houston Metro and Galveston TX.

The program, which will run from May 1st - July 31st and is projected to deliver an estimated 750,000 impressions in total.

This recommendation is focused on a Custom Intent segment of people who are actively looking for Caribbean Real Estate based on their web based behavior (sites visited, content consumed and search activity). The search activity will include keywords such as:

- Caribbean beach property for sale
- Caribbean beachfront property for sale
- Caribbean luxury homes for sale
- Caribbean homes for sale
- Caribbean estates for sale
- Caribbean home for sale
- Caribbean villas for sale

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 “white list” of sites. Ads will only show to people who are have met our targeting criteria (In-Market, 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

Saint Eustasius - The Morgan Estate - 108 White Wall Road

Media	Geo-Target	MAY					JUNE					JULY			Impressions		
		01	08	15	22	29	05	12	19	26	03	10	17	24			
Custom Intent - Caribbean Real Estate	New York Metro, Netherlands, Houston Metro, Galveston TX																730,000
	United States, The Netherlands																20,000
Total Digital																	
750,000																	

JAMES EDITION.COM

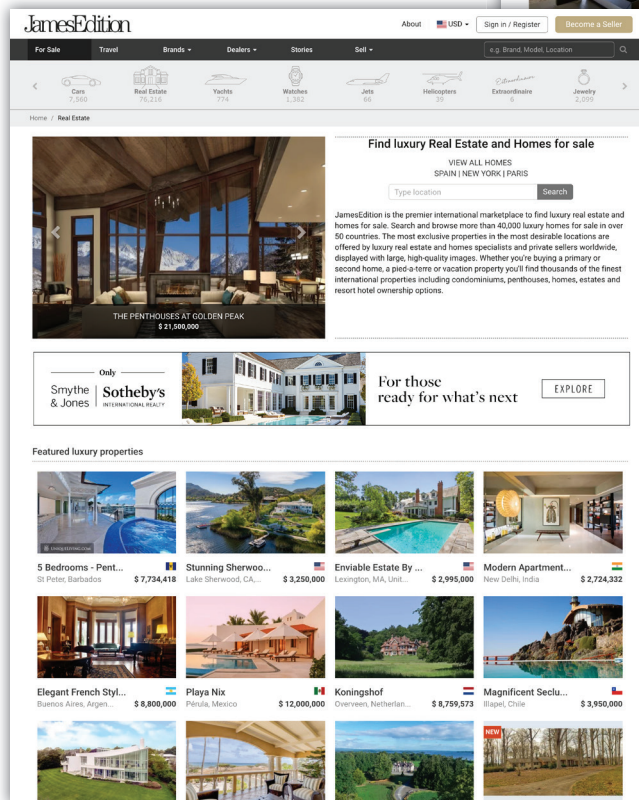
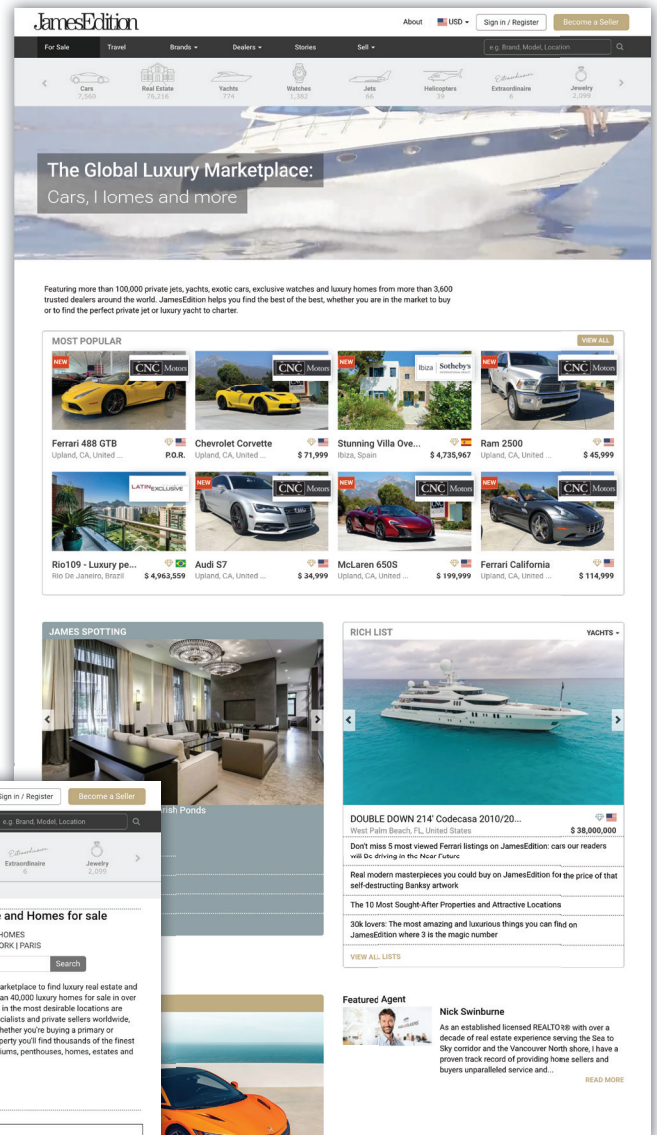
» PROPERTY LISTING

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.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

PROPERTY LISTING \$150



JAMES EDITION.COM

» ROTATING GALLERY

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.

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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

REAL ESTATE PAGE
\$800-\$1,300/MONTH



JAMES EDITION.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.

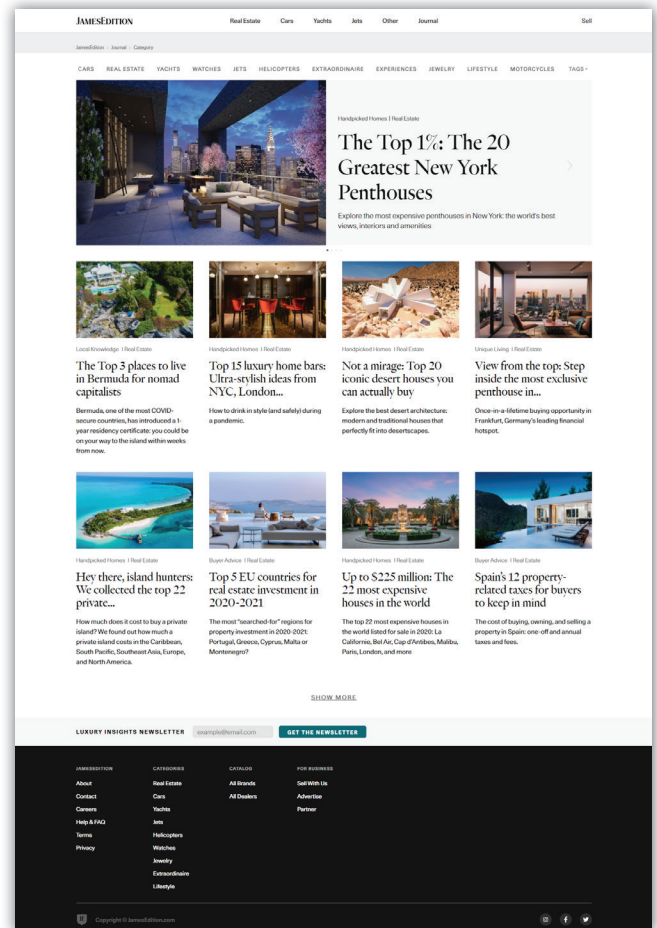
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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 \$3,600**



JAMES EDITION.COM

» SOCIAL MEDIA POST

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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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.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- **Instagram 74.8K**
- **Facebook 31.3K**

SOCIAL MEDIA POST
\$350 PER POST



HUISEN AANBOD.NL

» PROPERTY LISTING

Dutch website for advertising international and second homes.

PRICE \$295/12 MONTHS

HUISEN AANBOD.nl

HUISEN AANBOD.nl
International properties • second homes • emigration

LOW HUIS VERKOPEN ?

Home
Artikelen
Zoek een makelaar
Makelaars
Advertenties
Inloggen

Gevonden: 45.431 objecten
Bewaarijst is leeg
326 Makelaars en Particulieren

Populaire landen

- Spanje
- Frankrijk
- Portugal
- Italië
- Hongarije
- Oostenrijk
- Duitsland
- Nederland
- België
- Europa
- België
- Bulgarije
- Cyprus
- Duitsland
- Frankrijk
- Griekenland
- Hongarije
- Ierland
- Italië
- Kroatië
- Luxemburg
- Macedonië
- Malta
- Monaco
- Nederland
- Noorwegen
- Oostenrijk
- Polen
- Portugal
- Roemenië
- Slowakije
- Spanje
- Tsjechia

Bungalow te koop in Pedraça **€ 290.000**

Portugal → Braga → Cabecinhos de Basto

Te koop aangekondigd B&B Toekomstig voor ondernemende en avontuurlijke mensen. In het noorden van Portugal nabij Cabecinhos de Basto in het natuurgebied Cabreira - Minho geheel vrij en rustig gelegen met een panoramisch uitzicht op B&B Casa Toekomstig met 2 aparte logeerkamers met eigen toegang en badk. [Lees Verder >>](#)

Appartement te koop in Nordenau **€ 130.050**

Duitsland → Nordfriesland Westfalen → Sauerland

Regio Westerberg/Schmallenberg. 8 barrierevrije appartementen & de mogelijkheid om zelf uw appartement te plannen! Uniek NIEUWOORN project, met schitterend uitzicht over het Kurpark van Nordenau, en in de directe omgeving van Westerberg. ... Centrale ligging in het zeer authentieke dorp No. [Lees Verder >>](#)

Villa te koop in Hoogstraten **€ 1.275.000**

België → Vlaanderen → Antwerpen

Stratige KASTEELVILLA, zeer rustig en gunstig gelegen nabij het centrum van Hoogstraten. Frachtig breed en ruim perceel van 2.223 m² met bijbehorend vrij uitzicht over de velden. Duurzame afwerking met de beste materialen. DWARSKEL : tegelwerk, gipsplaat, ingemaakte kast. WOONKAMER : eikesh. [Lees Verder >>](#)

B & B / Pension te koop in Languedoc **€ 998.000**

Frankrijk → Languedoc-Roussillon → 30 - Gard

Schitterend gelegen Bed and Breakfast te koop in de Provence regio met 15 hectare grond. De 16de-eeuwse domein is geheel gerenoveerd en zeer fraai ingericht. Er is een ruim zwembad en 72m² terras met adembenemend uitzicht heeft over de bergen en de vallei. Er is een garage voor 5 auto's en ee. [Lees Verder >>](#)

Appartement te huur in Willemstad **€ 4.901**

Antillen → Curaçao

Cocobara Resort gelegen in de wijk Cas Grinid. Op Cocobara Resort Curaçao bieden wij diverse prachtige en zeer goed onderhouden complete gemeubileerde en ruime 2 slaapkamer appartementen te huur aan. Inhoud van de appartementen Die appartementen beschikken ieder over twee slaapkamers met aircon. [Lees Verder >>](#)

Appartement te koop in Castagneto Carducci **Speciale aanbieding - € 109.000**

Italië → Toscane

Near Castagneto Carducci in a picturesque medieval village of Monteverdi Marittimo (Pisa) situated on the top of the hills overlooking the sea and beaches of the Etruscan Coast. Just 20 minute drive. An apartment consisting of a living room with a kitchenette, one bedroom, a bathroom, terrace of. [Lees Verder >>](#)

Woonhuis te koop in Yeh Kuning Negara **€ 49.990**

Indonesië → Bali

Een schitterende ruime bungalow - Door het gebruik van veel glas, heeft deze bungalow een zeer open en lichte uitstraling. Deze bungalow kunnen wij overal op Bali voor u bouwen. Dit type bungalow komt het beste tot zijn recht op een land van minimaal 315 vierkante meter. U. [Lees Verder >>](#)

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)

» FEATURED LISTING

\$1185/90 DAYS

The screenshot shows the Mansion Global website interface. At the top, there is a navigation bar with links for 'MANSION GLOBAL', 'NEWS', 'TOP MARKETS', 'NEW DEVELOPMENTS', and 'MORE'. Below this is a search bar with a dropdown menu set to 'Buy' and a search icon. The main content area is titled 'FEATURED LISTINGS' and features a large, high-quality photograph of a grand, two-story interior with a balcony and classical architectural details. Below the image, the text reads 'FEATURED LISTING Mars, PA \$4,750,000 | Berkshire Hathaway HomeServices'. A small '1/12' indicator is visible in the bottom right corner of the image area. Below the featured listing is a section titled 'EXPLORE TOP MARKETS' with a horizontal carousel of six market cards: DUBAI, MIAMI, NEW YORK, SAN FRANCISCO, SYDNEY, and LOS ANGELES. At the bottom of the page, there is a banner for 'HER to HELIX' with the text 'enable patients to be diagnosed and treated from the comfort of home.' and the 'ThermoFisher' logo.



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
- **Average age:** 50

FULL COLOR, NEW YORK METRO REGION
2X7 \$1,015

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52

Fed Cuts Rates Amid Virus Fears

What's News
Reserve Cut
The Fed lowered its benchmark rate to 0.25% on Wednesday, the first time since 2008. The move was widely expected and was seen as a response to concerns about the economy and the spread of the virus.

Shaky Ground
The Fed's move to cut rates to 0.25% on Wednesday was widely expected. The move was seen as a response to concerns about the economy and the spread of the virus.

The world's most...
The Fed's move to cut rates to 0.25% on Wednesday was widely expected. The move was seen as a response to concerns about the economy and the spread of the virus.

Stocks, bond yields fall after central bank takes action since '08 crisis
The S&P 500 rose 1.1% to 2,114.75, and the 10-year Treasury yield fell 0.01 to 1.62%.

Shaky Ground
The Fed's move to cut rates to 0.25% on Wednesday was widely expected. The move was seen as a response to concerns about the economy and the spread of the virus.

Tennessee Twisters Kill at Least 25
A severe twister storm in Tennessee killed at least 25 people and destroyed homes and businesses.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
Joe Biden won the Nevada caucus, and Bernie Sanders won the California caucus.

Shaky Ground
The Fed's move to cut rates to 0.25% on Wednesday was widely expected. The move was seen as a response to concerns about the economy and the spread of the virus.

Tennessee Twisters Kill at Least 25
A severe twister storm in Tennessee killed at least 25 people and destroyed homes and businesses.

Minnesota Resorts Are On Thin Ice
The state's ski resorts are facing a difficult season due to a lack of snow.

Many U.S. Cities See Downturn at Hand
Booming regions may face fiscal weakness in places tethered to shrinking industries.

Salesforce. #1 CRM.

Year	Market Share (%)
2013	12.1
2014	13.1
2015	14.1
2016	17.1

20

SKYAD.COM

THE NEW YORK TIMES

» THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- **Circulation:** 403,748
- **Sunday:** 972,774
- **Male / Female:** 51% / 49%
- **Median HHI:** \$193,586
- **Average HHI:** \$359,826
- **Median Age:** 50

PRICE: TBD

OPINION | ARTS & CULTURE | BUSINESS

RealEstate

The New York Times



REAL ESTATE CLASS

THE HAMPTONS NORTH?








The Hudson Valley is starting to resemble that stretch of Long Island.

BY JILL COLANTON

For decades, the Hudson Valley has been the go-to place for wealthy New Yorkers seeking a second home. But in recent years, the region has seen a surge in interest from a new breed of buyer: the millennial professional. These buyers, many of whom have grown up in the city, are looking for a place to raise a family or a quiet retreat from the bustle of Manhattan. They are drawn to the region's scenic beauty, historic architecture, and sense of community. In some ways, the Hudson Valley is starting to resemble that stretch of Long Island that once drew the wealthy to its shores. The region's real estate market is booming, with prices rising and inventory remaining low. This is a sign that the Hudson Valley is becoming a more desirable place to live for a wider range of buyers.

An Instant Community in the Catskills

BY JILL COLANTON

A family of five finds a sense of community in the Catskills. The region has long been a popular destination for those seeking a quiet escape from the city. But in recent years, it has become a place where a new breed of buyer is finding a sense of community. These buyers, many of whom have grown up in the city, are looking for a place to raise a family or a quiet retreat from the bustle of Manhattan. They are drawn to the region's scenic beauty, historic architecture, and sense of community. In some ways, the Catskills is starting to resemble that stretch of Long Island that once drew the wealthy to its shores. The region's real estate market is booming, with prices rising and inventory remaining low. This is a sign that the Catskills is becoming a more desirable place to live for a wider range of buyers.

Manhattan's Finest Rental Residences In Your Favorite Neighborhood


1100 Ave. of the Americas • 1100 Ave. of the Americas • 1100 Ave. of the Americas


Call: 212.512.1000

GLENWOOD

Call: 212.512.1000

For those seeking an exceptional life






Downtown Greenville


488 Greenwich Street

J. Colonna • N. Based at \$1,175,000




488 Greenwich Street

J. Colonna • N. Based at \$1,175,000




488 Greenwich Street

J. Colonna • N. Based at \$1,175,000




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488 Greenwich Street

J. Colonna • N. Based at \$1,175,000

sothebysrealty.com

21

SKYAD.COM

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
DIGITAL	
Million Impressions*	750,000
JamesEdition	
Property Listing	
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
HuisenAAANBOD.nl	
WSJ.com	
Mansion Global Homepage	164,000
Property Listing and Featured Property upgrade	
PRINT	
The Wall Street Journal - NY Region	480,000
The New York Times	403,748
GRAND TOTAL	2,784,848

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	May	June	July	Media Total
DIGITAL					
Million Impressions*	Digital Banner Program Targeting - New York Metro, Netherlands, Houston Metro and Galveston TX.	\$ 1,545.00	\$ 1,195.00	\$ 1,195.00	\$ 3,935.00
JamesEdition					
Property Listing	Site Listing	\$ 150.00	\$ 150.00	\$ 150.00	\$ 450.00
Rotating Gallery Real Estate Page	Featured Banner	\$ 800.00			\$ 800.00
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 3,600.00			\$ 3,600.00
Social Media Post - Instagram	Post	\$ 350.00			\$ 350.00
Social Media Post - Facebook	Post	\$ 350.00			\$ 350.00
HuisenAAANBOD.nl	Property listing		\$295		\$ 295.00
WSJ.com					
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00
Property Listing and Featured Property upgrade	Property upgrade		\$1,185		\$ 1,185.00
PRINT					
The Wall Street Journal - NY Region	2 x 7	\$ 2,030.00	\$ 2,030.00	BONUS	\$ 4,060.00
The New York Times	1/2 page, 1/4 page - Sunday	TBD			\$ -
TOTAL					\$ 17,175.00

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

Pricing Subject to Change