



ADVERTISING  
BRANDING  
MARKETING

NEW YORK  
477 Madison Ave  
New York, NY 10022  
212-677-2500

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SKYAD.COM

TAIWAN RELATIONS ACT  
45TH ANNIVERSARY  
PUBLIC RELATIONS  
PROGRAM

Taipei Economic and  
Cultural Office in New York

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**NEW YORK** 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
**PHILADELPHIA** 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

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# Taiwan Relations Act 45th Anniversary Public Relations Program

Sky Advertising is a full service 35-year-old advertising/marketing firm headquartered in Manhattan with offices in Philadelphia and Westchester County NY. Founded in 1989, Sky was built on the sound principles of offering its clients outstanding creative and all-encompassing multi-channel media strategies coupled with a high level of personalized customer service.

From day one, the focus of the agency and its overriding philosophy has been on doing what is best for its clients.

Today Sky provides excellence in business-to-business, real estate, recruitment, and consumer marketing to companies from the Fortune 500 to smaller non-profits.

**LET'S DO  
GREAT THINGS TOGETHER**

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# Project Overview

## CAMPAIGN GOALS

To commemorate the historic Taiwan Relations Act's 45th anniversary, a public relations campaign is proposed to highlight this key partnership agreement with the United States.

The campaign's main goals are to publicize the TRA and strengthen Taiwan-US ties among the general public.

## TARGET MARKET

The message will reach a broad US audience, specifically in the tri-state New York area to bring awareness of the TRA.

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GRAPHIC: TRI STATE MAP OF NY, NJ AND CT



# Scope of Services

## CREATIVE

At Sky Advertising we will develop creative that delivers a distinct, memorable experience for your target audience and create a consistent message for your marketing efforts.

The creative will be uniform across all elements of the project, from print to online. We will develop a design that incorporates the TRA 45 logo with a similar tagline to highlight an “Enduring Partnership.”

SKY will look for input on the creative design as no creative strategy can be effective if it is not a true representation of the client.

## TARGET MARKET

The message will reach a broad US audience, specifically in the tri-state New York area to bring awareness of the TRA.

GRAPHIC: TRI STATE MAP OF NY, NJ AND CT



YOUR COMPANY'S  
**GATEWAY TO THE LUCRATIVE**  
ASIA-PACIFIC MARKET.

[CLICK HERE FOR DETAILS](#)



YOUR COMPANY'S  
**GATEWAY TO THE LUCRATIVE**  
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# Scope of Services

## CREATIVE DEVELOPMENT

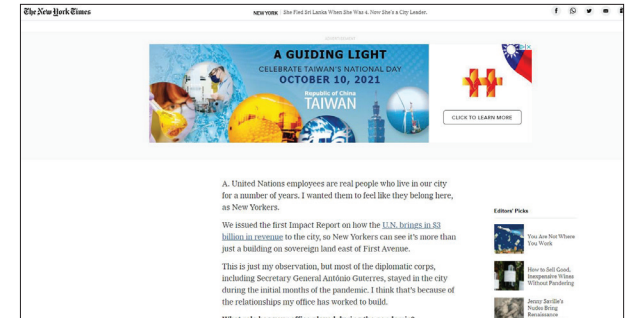
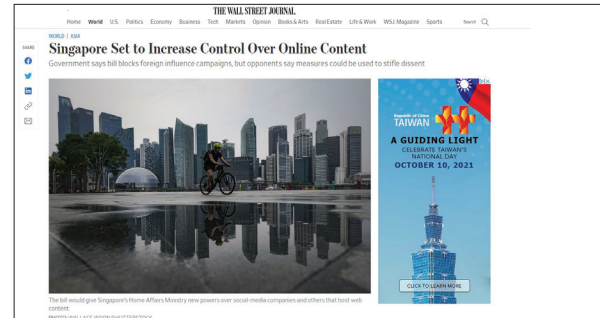
- Print ad – two designs with up to 3 rounds of changes
- Banner Production – two sets of banners with up to 3 rounds of changes

## PRINT CAMPAIGN

Recommended Flight: Print: For optimum reach in the New York area, the Sunday New York Times, circulation of 745,000 with 9.7 million digital only subscribers.

### PRINT CAMPAIGN

**\$41,550 FOR 1/2 PAGE SUNDAY NY REGIONAL BLACK AND WHITE AD IN THE NEW YORK TIMES**  
**\$74,250 FOR 1/2 PAGE SUNDAY NY REGIONAL COLOR AD IN THE NEW YORK TIMES**

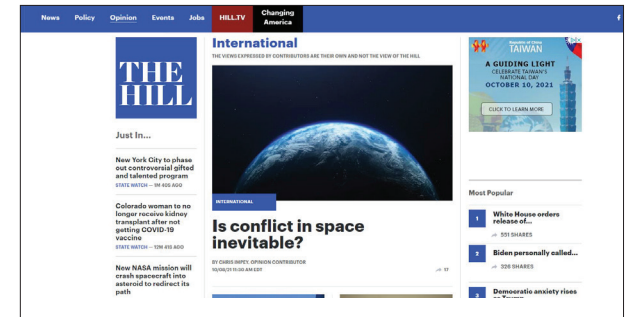


## ONLINE CAMPAIGN OPTIONS

### Specific Site Banner Impressions

- As a way to target specific high circulation online media in the tri-state New York area, we recommend a campaign that utilizes the online sites of the New York Times, New Yorker, National Review, Washington Post, Wall Street Journal, New York Post, New York Magazine, Time, Newsweek, ABC7, NCB NY, CBS NY, New York Daily News, USA Today (tri-state), Connecticut Post, NJ.com.
- Focusing on impressions and clicks to build both awareness and engagement, we will serve banners to a wide range of online users in the tri-state New York area.

**BANNER IMPRESSIONS \$6,000/ 2.5 MILLION IMPRESSIONS OVER ONE MONTH TIMEFRAME**



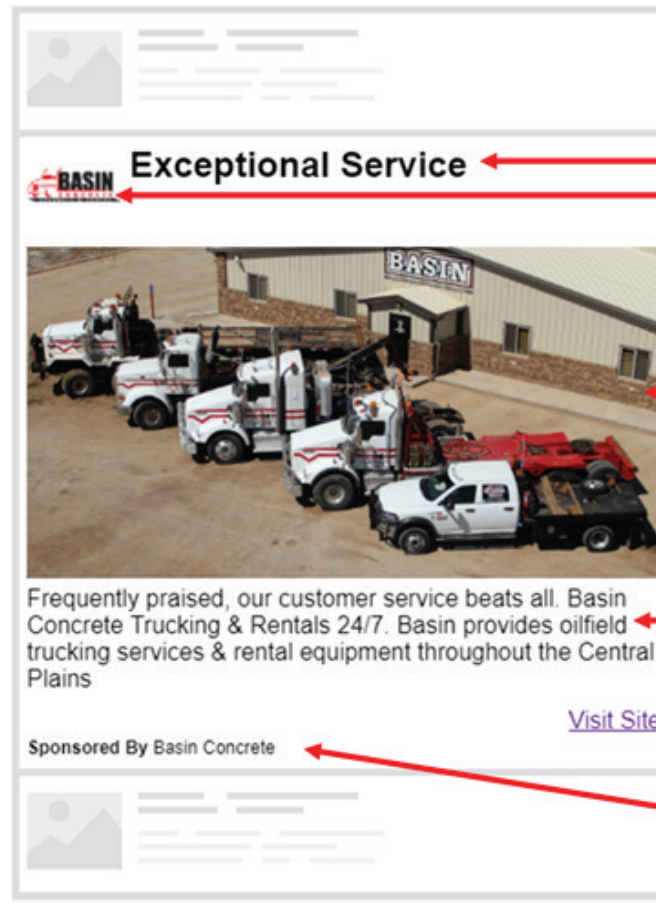
# Scope of Services

## AUDIENCE SPECIFIC BANNER IMPRESSIONS

- As a way to target specific audiences we will utilize artificial intelligence, behavioral targeting, keyword targeting, and retargeting. Ads will show on any site according to our parameters.
- Focusing on impressions and clicks to build both awareness and engagement, we will serve banners to a wide range of online users in the tri-state New York area.

BANNER IMPRESSIONS \$5,500/ 450,000  
IMPRESSIONS OVER ONE MONTH TIMEFRAME

**\*NO TEXT OR LOGO WITHIN THE MAIN IMAGE**



**1. Title**

**5. Icon Image (Logo) won't show on all iterations of ad**

**4. Main Image (no text or logo)**

**3. Body Text**

**6. Call-To-Action**

**2. Sponsored By: Business Name**

# Timeline

## PROJECT TIMELINE

Research and Creative Development:	1 Week
Campaign Implementation:	2 Weeks

Timeline may adjust based on communication as we move through each stage of the development process.





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