



ADVERTISING
BRANDING
MARKETING

NEW YORK
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SKYAD.COM

THE DISTRICT LOFTS ADVERTISING AND MARKETING PROGRAM



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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 the District Lofts to the 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 your 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.

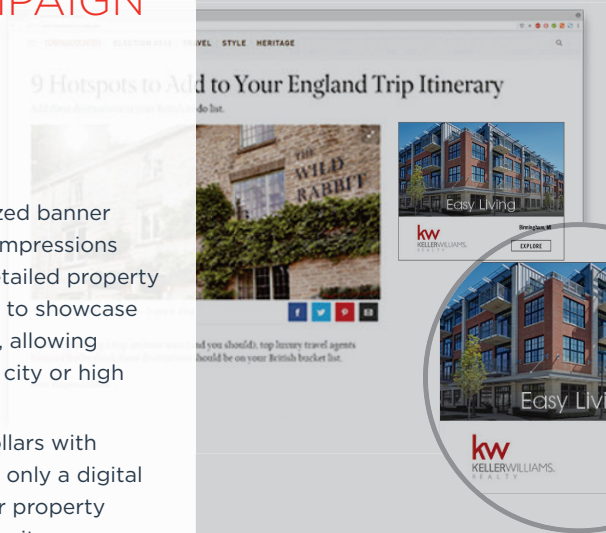
CAMPAIGN OVERVIEW AND BUDGET

Campaign: District Lofts

Flight Dates: January 2021 - March 2021

Impressions: 750,000

Clicks through 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

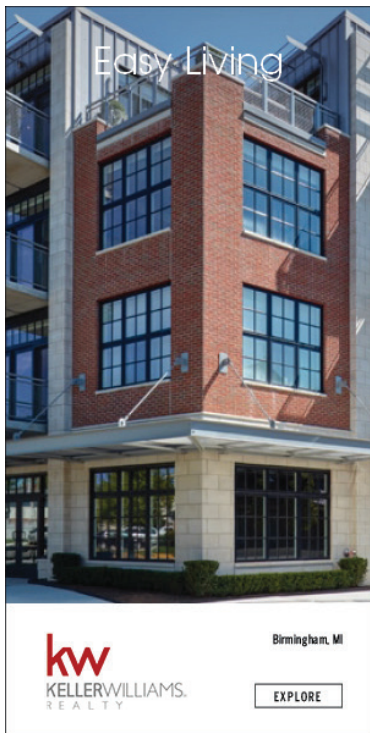
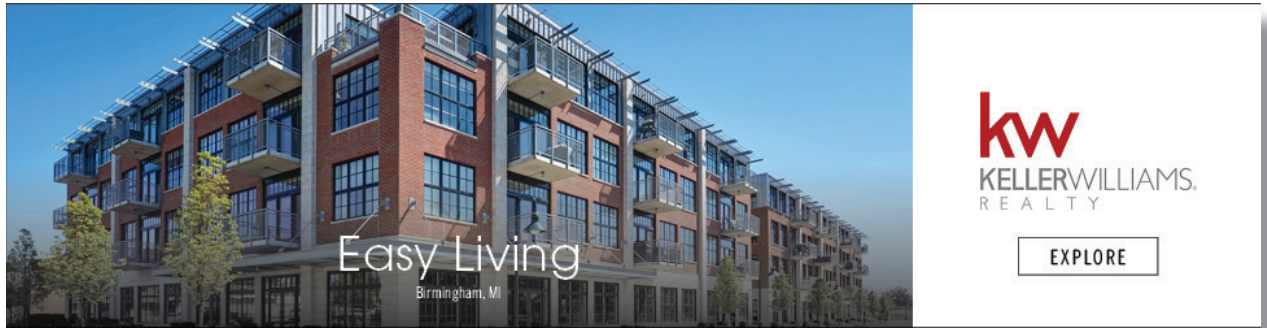
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



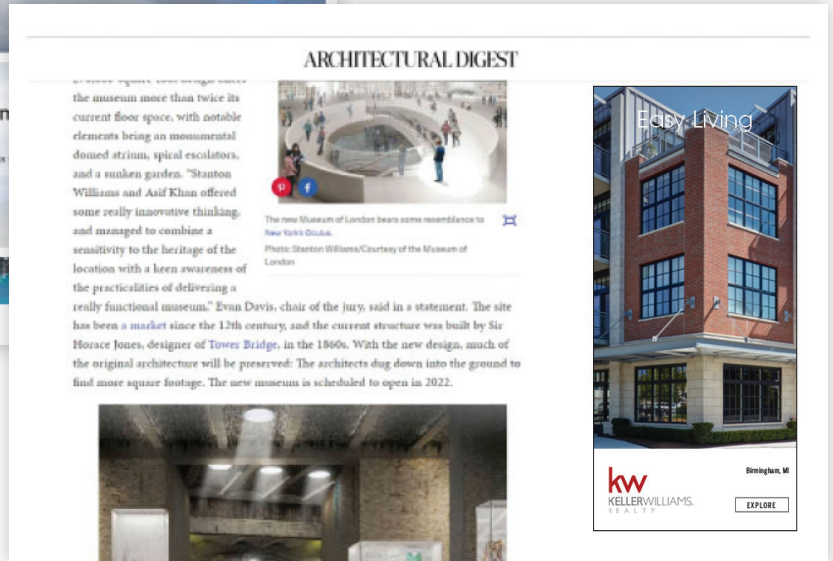
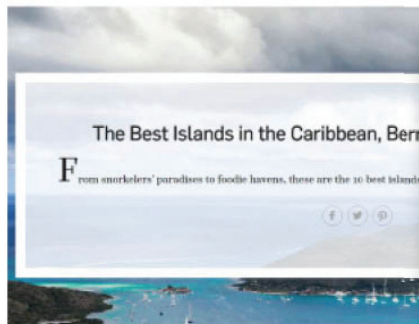
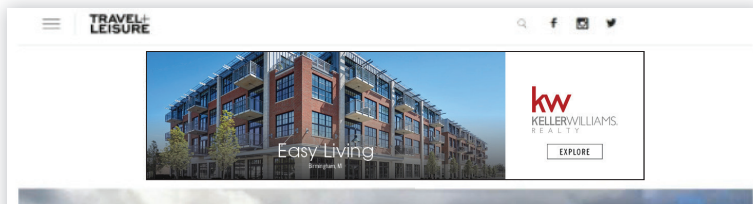
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

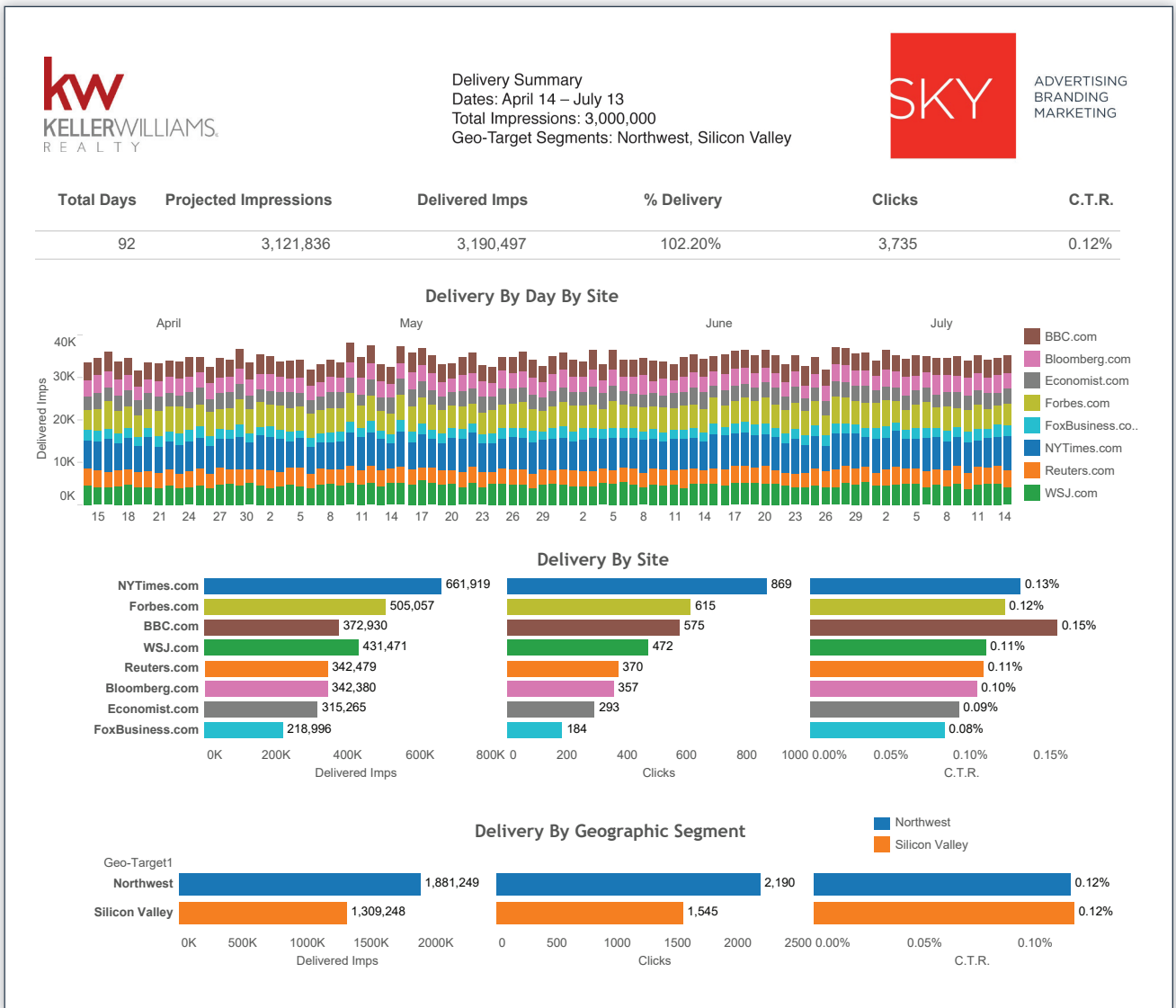


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

GOOGLE ADWORDS

- 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

SOCIAL MEDIA CAMPAIGN

We recommend a campaign using Facebook as the advertising channel.

Facebook

Detroit DMA targeting.

We will drive the audiences to the District Lofts 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





KELLERWILLIAMS.
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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:
\$2,140 DETROIT METRO**

- **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, 3-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:
\$2180 DETROIT METRO



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@sothebys.realty	JANE SMYTHE Title 122.456.7890 jane.smythe@sothebys.realty
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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
PRINT	
Architectural Digest - Detroit	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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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
PRINT					
Architectural Digest - Detroit	Full Page	\$ 2,140.00			\$ 2,140.00
Conde Nast Traveler - Detroit	Full Page	\$ 2,180.00			\$ 2,180.00
TOTAL					\$ 12,920.00

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



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