



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

LUXURY DEVELOPMENT
ADVERTISING AND
MARKETING PROGRAM

COMPASS

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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

NATIONAL & GLOBAL EXPOSURE LUXURY DEVELOPMENT

We are excited to present to your company our proposed marketing plan for your luxury development. Our focus is on a robust digital program complemented by select print media options to attract an affluent audience.

Our goal is to work together as a team, continually refining all elements of the program (digital, print, out of home) to keep it relevant to reaching the right people. We also understand advertising campaigns can shift. SKY doesn't require a set media spend or schedule, and we are open to adjust both as necessary. Our focus is ultimately on the big picture and the culmination of success.

SKY looks forward to partnering together to achieve great strides in bringing awareness to this special property and directing a strong flow of buyers to your door.

LET'S DO GREAT THINGS TOGETHER

PHIL KAMINOWITZ
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Event Offerings

EVENTS

LOCATION EVENTS

Hosted events on the property are a great way to both promote the property and bring in potential buyers . Some suggested events are:

SPONSORED GOLF EVENT

- Host rounds of golf
- Tours of amenities
- Lunch/Catering
- Open house showings
- Shuttle from campus
- Lakeside activities

BROKER OPEN HOUSE

- Invite local brokers to view property
- Tour of amenities
- Lunch/Catering

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COMPASS

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: Luxury Development

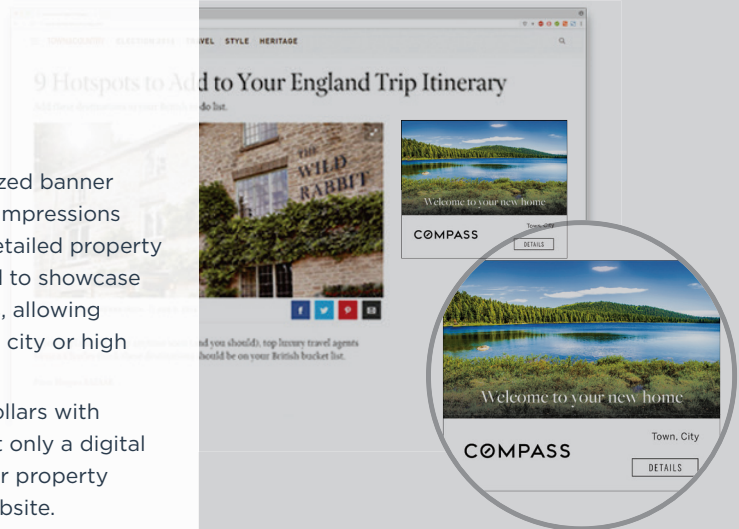
Flight Dates: April 2020 - September 2020

Impressions: 5,337,000 impressions

[Click 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.

» REGIONAL NEWS:

The Charlotte Observer

The Post and Courier

FOUNDED 1803 @ WINNER OF THE PULITZER PRIZE

GoUpstate.com

AJC
Atlanta. News. Now.

The State

Citizen Times
PART OF THE USA TODAY NETWORK

Greenville News
PART OF THE USA TODAY NETWORK

» NATIONAL NEWS:



» BUSINESS/FINANCE:



Forbes

THE BUSINESS JOURNALS

THE WALL STREET JOURNAL.

BloombergMarkets

Many more websites available for local to global targeting.

» GOLF

GOLF

GolfDigest



» FISHING/OUTDOORS



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.



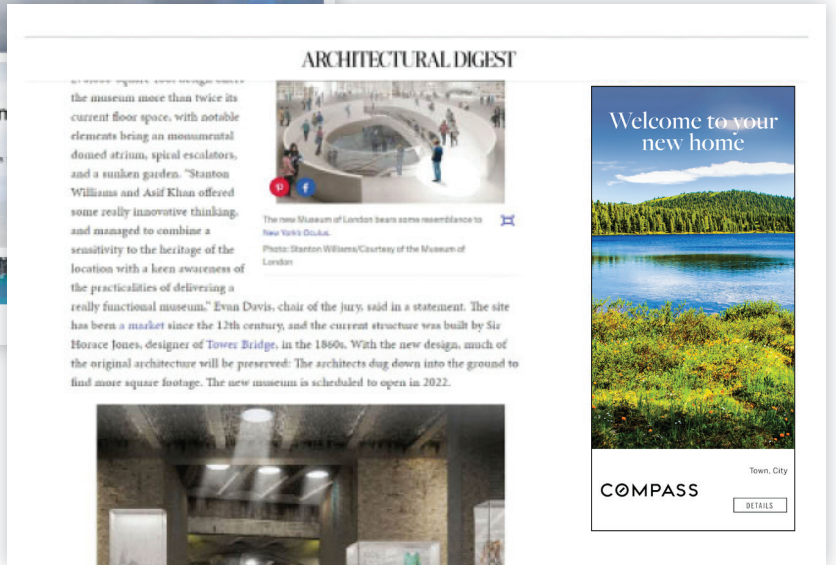
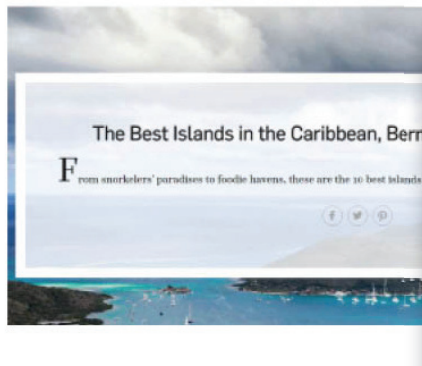
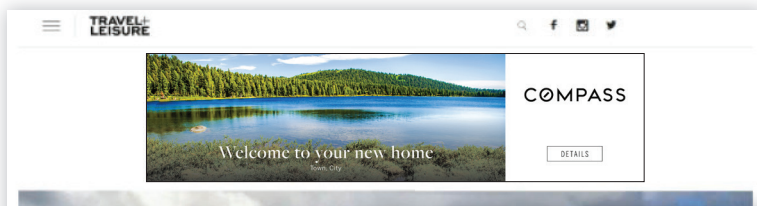
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

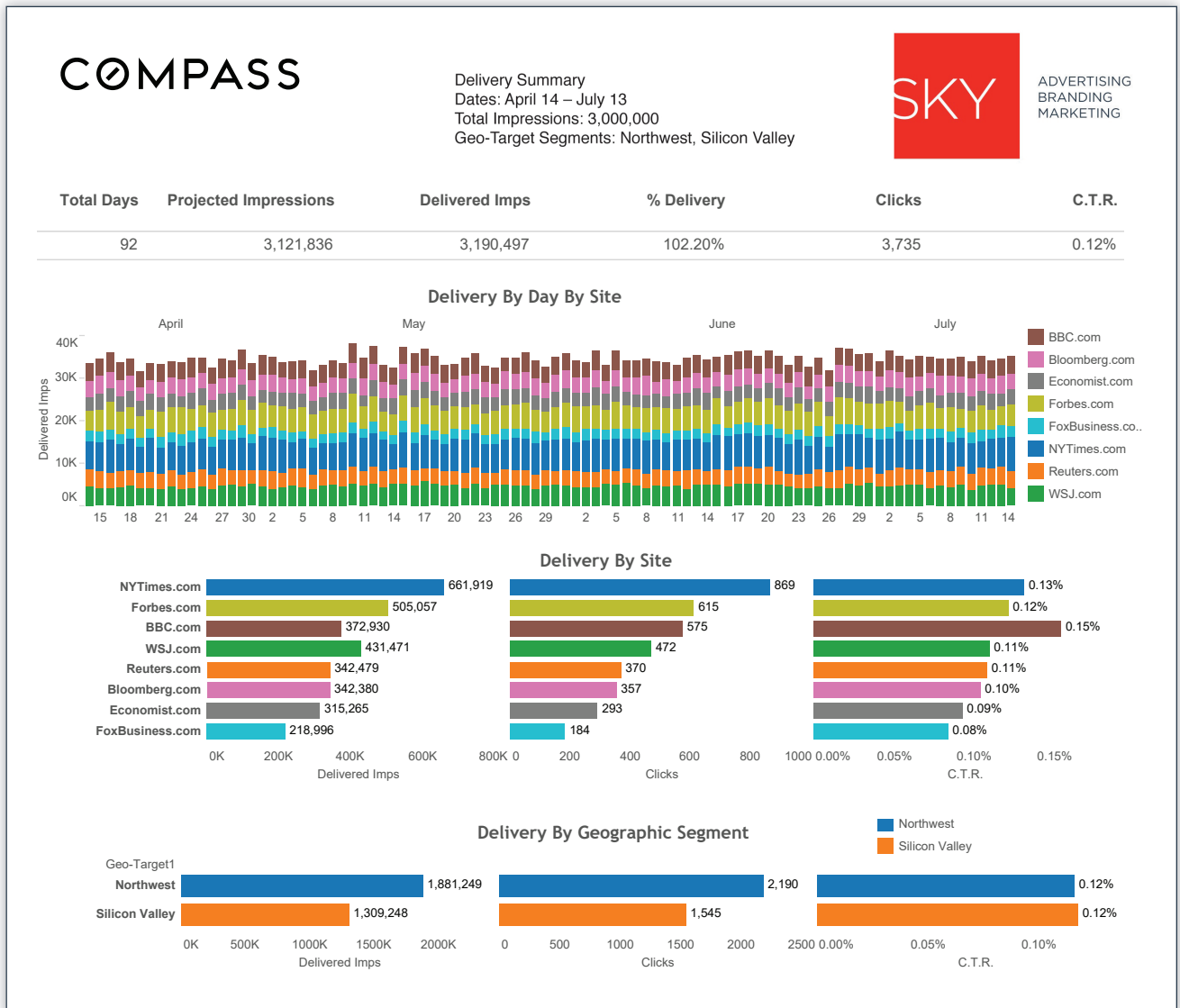


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 doing some research, we have put together an integrated program that targets a high net worth audience (top 10% of Household income (HHI)) A50+ primarily in a 150 mile radius from your property.

We have put together a six month program scheduled to run from April 1 through September 30th. The plan will deliver an estimated 5 million impressions.

This recommendation includes:

- Site specific segment that allows to us reach a high net worth audience in a premium editorial environment in leading national news, business, finance and lifestyle websites targeting A50+, Top 10% HHI who are actively in the market for residential real estate.
- Site specific segments focused on the key lifestyle categories of golf and bass fishing.
- A paid search (AdWords)
- Retargeting

» SITE SPECIFIC

This segment consists of premium websites with income and geo-targeting to extend the overall reach of the program. For this segment we have recommended readers A25+ in top 10% HHI living in a 150 mile radius of your property using premium regional news, national news, business/finance and key vertical segments.

They include:

Regional News

- AJC.com
- PostandCourier.com
- charlotteobserver.com
- thestate.com
- goupstate.com
- greenvilleonline.com
- citizen-times.com

National News

- FoxNews.com
- CNN.com

Business/Finance

- CNBC.com
- Bloomberg.com
- WSJ.com
- Forbes.com
- bizjournals.com

Golf

- Golf.com
- GolfDigest.com
- PGATour.com

Fishing/Outdoors

- goneoutdoors.com
- bassresource.com
- bassmaster.com

» **GOOGLE ADWORDS**

Paid search ads based keywords focused on:

- Broad South Carolina Real Estate
- Regional/Upstate South Carolina Real Estate
- Real Estate in your area (General and competitive)
- Lake Communities
- Golf Communities

» **RE-TARGETING**

This allows us to cost-effectively reinforce our messaging to people who have visited the property's site / listing.

» **MEASUREMENT**

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), 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.

LEVEL I: IMPRESSIONS SCHEDULE

Site	Demographic	April	May	June	July	August	September	Impressions
AdWords		2,000	2,000	2,000	2,000	2,000	2,000	12,000
AJC.com	A50+, Top 10%HHI, In-market Real Estate	80,000	80,000	80,000	80,000	80,000	80,000	480,000
PostandCourier.com	A50+, Top 10%HHI, In-market Real Estate	20,000	20,000	20,000	20,000	20,000	20,000	120,000
charlotteobserver.com	A50+, Top 10%HHI, In-market Real Estate	27,500	27,500	27,500	27,500	27,500	27,500	165,000
thestate.com	A50+, Top 10%HHI, In-market Real Estate	18,000	18,000	18,000	18,000	18,000	18,000	108,000
goupstate.com	A50+, Top 10%HHI, In-market Real Estate	22,000	22,000	22,000	22,000	22,000	22,000	132,000
greenvilleonline.com	A50+, Top 10%HHI, In-market Real Estate	31,000	31,000	31,000	31,000	31,000	31,000	186,000
citizen-times.com	A50+, Top 10%HHI, In-market Real Estate	18,000	18,000	18,000	18,000	18,000	18,000	108,000
FoxNews.com	A50+, Top 10%HHI, In-market Real Estate	75,000	75,000	75,000	75,000	75,000	75,000	450,000
CNN.com	A50+, Top 10%HHI, In-market Real Estate	60,000	60,000	60,000	60,000	60,000	60,000	360,000
CNBC.com	A50+, Top 10%HHI, In-market Real Estate	50,000	50,000	50,000	50,000	50,000	50,000	300,000
Bloomberg.com	A50+, Top 10%HHI, In-market Real Estate	70,000	70,000	70,000	70,000	70,000	70,000	420,000
WSJ.com	A50+, Top 10%HHI, In-market Real Estate	50,000	50,000	50,000	50,000	50,000	50,000	300,000
Forbes.com	A50+, Top 10%HHI, In-market Real Estate	75,000	75,000	75,000	75,000	75,000	75,000	450,000
bizjournals.com	A50+, Top 10%HHI, In-market Real Estate	50,000	50,000	50,000	50,000	50,000	50,000	300,000
Golf.com	A50+, Top 10%HHI, Avid Golfers	50,000	50,000	50,000	50,000	50,000	50,000	300,000
GolfDigest.com	A50+, Top 10%HHI, Avid Golfers	50,000	50,000	50,000	50,000	50,000	50,000	300,000
PGATour.com	A50+, Top 10%HHI, Avid Golfers	50,000	50,000	50,000	50,000	50,000	50,000	300,000
goneoutdoors.com	A50+, Top 10%HHI, Avid Fishing	30,000	30,000	30,000	30,000	30,000	30,000	180,000
bassresource.com	A50+, Top 10%HHI, Avid Fishing	30,000	30,000	30,000	30,000	30,000	30,000	180,000
bassmaster.com	A50+, Top 10%HHI, Avid Fishing	30,000	30,000	30,000	30,000	30,000	30,000	180,000
Retargeting	All	1,000	1,000	1,000	1,000	1,000	1,000	6,000
		889,500	889,500	889,500	889,500	889,500	889,500	5,337,000

» BLOOMBERG MARKETS E-NEWSLETTERS

5 Things e-Newsletter

Five Things to Start Your Day. Get up to speed with the most important business & markets news each morning in our Five Things roundup.

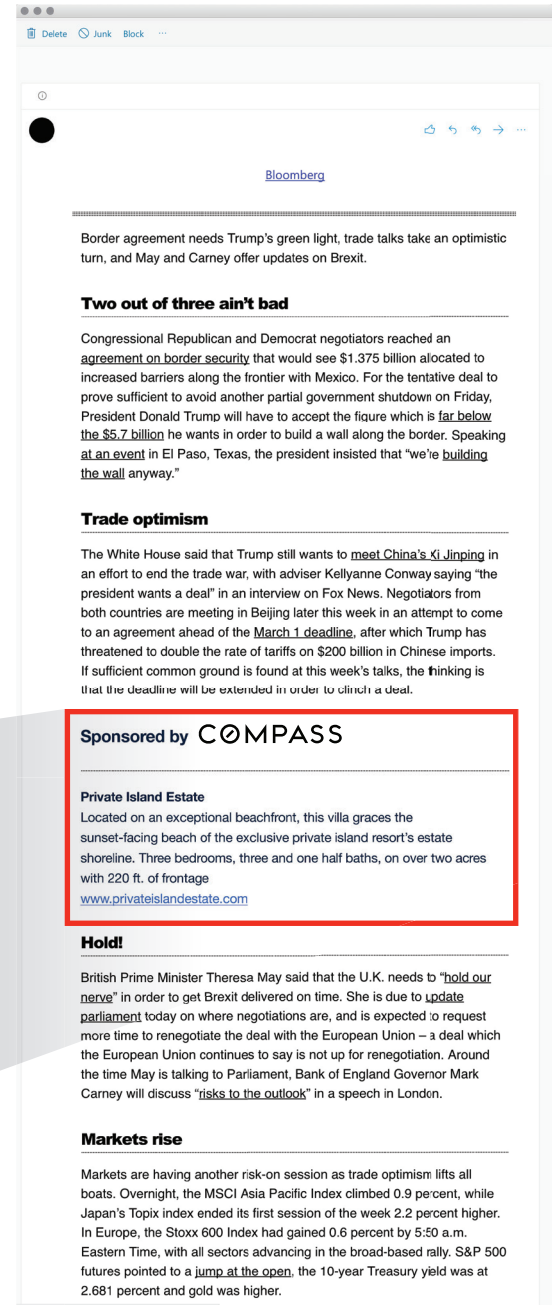
PRICE: \$4,100

- Subscribers: **197,483**
- Open Rate: **43%**
- Frequency: **Daily**

Sponsored by COMPASS

Private Island Estate

Located on an exceptional beachfront, this villa graces the sunset-facing beach of the exclusive private island resort's estate shoreline. Three bedrooms, three and one half baths, on over two acres with 220 ft. of frontage
www.privateislandestate.com



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Hold!

British Prime Minister Theresa May said that the U.K. needs to "hold our nerve" in order to get Brexit delivered on time. She is due to update parliament today on where negotiations are, and is expected to request more time to renegotiate the deal with the European Union – a deal which the European Union continues to say is not up for renegotiation. Around the time May is talking to Parliament, Bank of England Governor Mark Carney will discuss "risks to the outlook" in a speech in London.

Markets rise

Markets are having another risk-on session as trade optimism lifts all boats. Overnight, the MSCI Asia Pacific Index climbed 0.9 percent, while Japan's Topix index ended its first session of the week 2.2 percent higher. In Europe, the Stoxx 600 Index had gained 0.6 percent by 5:50 a.m. Eastern Time, with all sectors advancing in the broad-based rally. S&P 500 futures pointed to a jump at the open, the 10-year Treasury yield was at 2.681 percent and gold was higher.

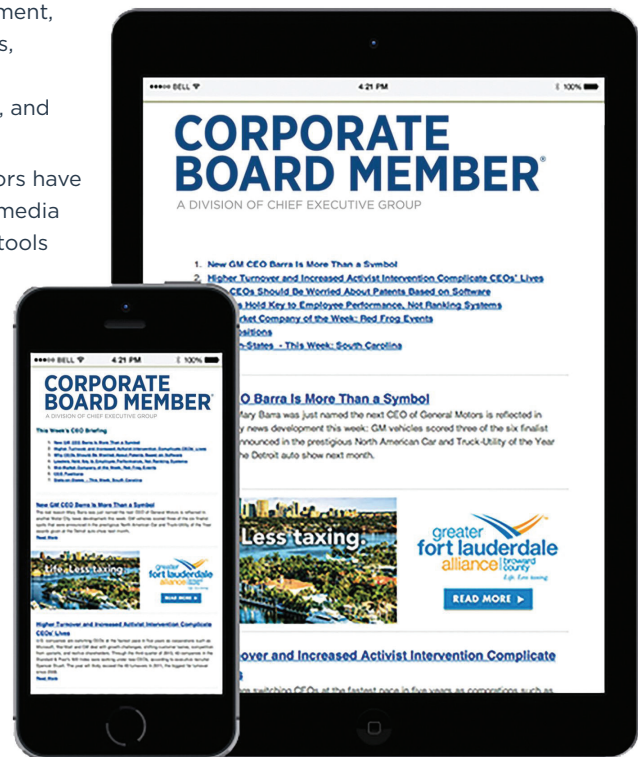
» CHIEF EXECUTIVE/CORPORATE BOARD MEMBER E-NEWSLETTER

Corporate Board Member is the definitive digital resource for timely news, education, and thoughtful perspectives on topics critical to board members. Corporate Board Member's must-read e-newsletter provides corporate executives and directors with original stories on pressing corporate governance topics such as risk management, strategic planning, board trends and best practices, executive and director compensation, shareholder engagement and activism, audit committee issues, and much more.

Since 1998, public company executives and directors have looked to the Corporate Board Member's suite of media for the valuable information and decision-making tools they need to deal with issues confronting their boards. Corporate Board Member's e-newsletter delivers this information directly to their inboxes weekly.

- Current Distribution: 11,423
- Total Open Rate 40.4%
- Total Click-Through Rate 6.64%
- Frequency: Weekly

PRICE: \$3,825



» GOLF DIGEST E-NEWSLETTER

GOLF WORLD

Golf World Daily gives in depth analysis, tournament coverage, and more. Their insiders are part of an exclusive online community of outspoken golf aficionados who are passionate about the game and want to share their thoughts with Golf Digest.

Subscribers: **255,000**

PRICE: \$9,400



» ROBBREPORT.COM

REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$950 PER 30 DAYS
(\$1,895 OPEN RATE)

The screenshot shows the Robb Report website's Real Estate section. At the top, there are social media icons and the Robb Report logo. Below the logo is a navigation bar with links for CARS, AVIATION, MARINE, TRAVEL, WATCH COLLECTOR, STYLE, SHELTER, and FOOD & DRINK. The main heading is 'REAL ESTATE', followed by sub-categories: ART & COLLECTIBLES, VACATION HOMES, CELEBRITY HOMES, NEW CONSTRUCTION, SPACES, and HOME DESIGN. A carousel of 'LUXURY REAL ESTATE PROMOTIONS' is featured, with the current slide showing a large estate in Atlanta. Below the carousel is a search filter section with the text 'There are 63,637 properties available.' and various dropdown menus for filtering properties by country, bedrooms, bathrooms, etc. A 'MODA OPERANDI' advertisement is also present on the right side of the filter section.

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBE HOMEPAGE

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

PRICE: \$2,800/MONTH



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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 resonating results than ever before.

- **Circulation:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

1/8 PAGE, COLOR
1/4 PAGE, COLOR
1/2 PAGE, COLOR
Southern Region

THE WALL STREET JOURNAL
FRIDAY, AUGUST 11, 2017 • VOL. CCLXX NO. 35
NEW YORK, N.Y. • \$4.00

What's News
Business & Finance

Investor Sues Uber Ex-CEO Kalanick
Benchmark Capital sued Uber's former chief executive officer in a lawsuit over the company's most powerful and controversial decisions over the last two years.

Trump Steps Up Rhetoric
President says his "fire and fury" threat to North Korea "wasn't tough enough."

FBI Says ISIS Used eBay To Send Terror Cash to U.S.
The FBI says it has identified a global financial network that funneled money to an al-Qaeda affiliate in the U.S. through the use of eBay.

Fed Has 6,200 Tons of Gold in New York Basement—Or Does It?
Central bank's parsimony among gold bugs feels endless conspiracy among gold bugs.

INSIDE
A PRIVATE LIFT TO YOUR FRONT DOOR
MANSION

VISA CURBS TEST SEASONAL HIRING
Shortage of H-2Bs squeezes Martha's Vineyard, sparking search for U.S. workers and other fixes.

THE LIFE AND DEATH OF A SECRET AGENT
LIFE & ARTS

Google Tumult
Google's new chief executive officer, Sundar Pichai, is facing a wave of criticism from investors and analysts.

Snap's Troubled Path
Snapchat's parent said it has more than doubled its debt ratio in the second quarter. Competitor with Facebook has opened search and growth over Facebook but losing Snapchat's popular features.

World-Wide
Trump said he threatened to "fire and fury" North Korea "wasn't tough enough" and warned that he would "totally obliterate" the country if it didn't stop its nuclear program.

Business & Finance
Benchmarks Capital sued Uber's former chief executive officer in a lawsuit over the company's most powerful and controversial decisions over the last two years.

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» 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:

- **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%



» GOLF DIGEST

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 Golf Digest.

FULL PAGE, COLOR



Additional Marketing Options

ADDITIONAL MARKETING OPTIONS

There are many additional outlets for marketing the Reserve beyond digital and print advertising. SKY can work with your team to help execute these ideas.

» DIRECT MAIL

Postcards

Postcard mailings to high income zip codes to market the property and property events to draw buyers

» REFERRALS

Refer a friend program

Reach out to the community for referrals offering some type of incentive for both the owner and the referral. For example: free round of golf, dining credit, gift certificate to the pro shop, etc.

» OUT OF HOME

Luxury Shopping areas

High end shopping malls continue to attract shoppers and they have many digital advertising displays usually at a very reasonable cost. An effective and continuous way to reach the target market.

Billboards

Billboards are a great vehicle to bring awareness to a large number of people who are traveling near the area.

Airports and Transit

Airports offer a wide variety of advertising platforms and the regional airports and other transit hubs can be good options to reach your audience.



COMPASS

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2020

Media	Circulation
DIGITAL	
Impressions & PPC*	5,337,000
Bloomberg Markets e-Newsletter	
5 Things Briefing	592,449
Chief Executive e-Newsletter	190,000
Corporate Board Member e-Newsletter	50,000
Golf Digest E-newsletter	510,000
Robbreport.com	36,000
Mansion Global Homepage	820,000
PRINT	
The Wall Street Journal - Southern Region	1,162,986
The Wall Street Journal - Southern Region	775,324
The Wall Street Journal - Southern Region	193,831
Architectural Digest - Atlanta Region	13,000
Architectural Digest - Charlotte Region	6,000
Architectural Digest - State of N. Carolina Region	34,000
Architectural Digest - State of S. Carolina Region	8,000
Golf Digest - Atlanta Region	41,000
Golf Digest - Charlotte Region	10,000
Golf Digest - State of N.Carolina Region	37,000
Golf Digest - State of S. Carolina Region	19,000
GRAND TOTAL	9,835,590

COMPASS

Schedule and Pricing

PRODUCTION & GRAPHIC DESIGN



» DIGITAL PRODUCTION

Landing Pages	\$1,250 first page	\$625 each additional page
Banner Ads (4 sizes)	\$300 single creative	

» PRINT PRODUCTION

Display ad creation	\$350 full page
	\$300 Half Page
	\$250 Less than Half Page
Billboard	\$400 board

» COPY WRITING AND DESIGN SERVICES

Graphic Design:	\$125/hour
Copywriting:	\$ 65/hour
Videoeediting:	\$ 95/hour

PROPOSED MEDIA SCHEDULE & PRICING 2020

Media	Ad Description	April	May	June	July	August	September	Media Total
DIGITAL								
Impressions & PPC*	Digital Banner Program Georgia, South Carolina, North Carolina			\$42,500.00				\$ 42,500.00
Bloomberg Markets e-Newsletter								
5 Things Briefing	5 Things Briefing e-Newsletter	\$ 4,140.00	\$ 4,140.00	\$ 4,140.00	\$ 4,140.00	\$ 4,140.00	\$ 3,825.00	\$ 12,420.00
Chief Executive e-Newsletter		\$ 3,825.00						\$ 7,650.00
Corporate Board Member e-Newsletter					\$ 3,125.00			\$ 3,125.00
Golf Digest E-newsletter	Golf World	\$ 9,400.00			\$ 9,400.00			\$ 18,800.00
Robbreport.com	Real Estate media bar	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 5,700.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 14,000.00
PRINT								
The Wall Street Journal - Southern Region	1/8 Page, Color	\$ 2,715.00	\$ 2,715.00	\$ 2,715.00	\$ 2,715.00	\$ 2,715.00	\$ 2,715.00	\$ 16,290.00
The Wall Street Journal - Southern Region	1/4 Page, Color	\$ 5,250.00	\$ 5,250.00	\$ 5,250.00	\$ 5,250.00	\$ 5,250.00	\$ 5,250.00	\$ 21,000.00
The Wall Street Journal - Southern Region	1/2 Page, Color	\$ 9,595.00						\$ 9,595.00
Architectural Digest - Atlanta Region	Full Page			\$ 2,180.00				\$ 2,180.00
Architectural Digest - Charlotte Region	Full Page		\$ 2,180.00					\$ 2,180.00
Architectural Digest - State of N. Carolina Region	Full Page	\$ 5,220.00				\$ 5,220.00		\$ 10,440.00
Architectural Digest - State of S. Carolina Region	Full Page			\$ 2,180.00				\$ 2,180.00
Golf Digest - Atlanta Region	Full Page		\$ 4,930.00					\$ 4,930.00
Golf Digest - Charlotte Region	Full Page			\$ 2,180.00				\$ 2,180.00
Golf Digest - State of N.Carolina Region	Full Page			\$ 4,940.00				\$ 4,940.00
Golf Digest - State of S. Carolina Region	Full Page			\$ 2,460.00				\$ 2,460.00
TOTAL								\$ 182,570.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Prices are representational actual prices may vary

The logo for SKY, featuring the word "SKY" in white, uppercase letters on a red square background.

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
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LET'S DO GREAT THINGS TOGETHER

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