SKY

ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Sky Impressions Advertising and Marketing Program

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, county or 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.

250K Impressions per month:	$1,195
500K Impressions per month:	$1,625
1 Million Impressions per month:	$2,450

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.

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.

The New York Times   THE ECONOMIC TIMES   Telegraph.co.uk

THE WALL STREET JOURNAL.   South China Morning Post   Forbes

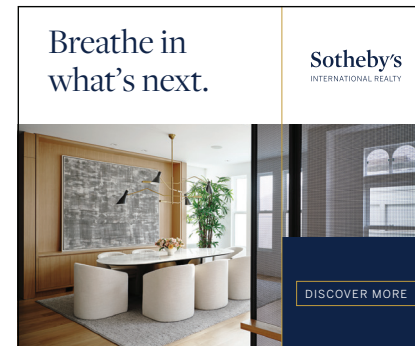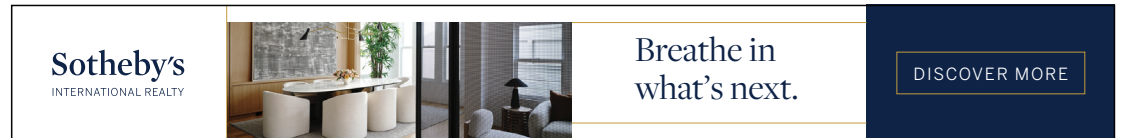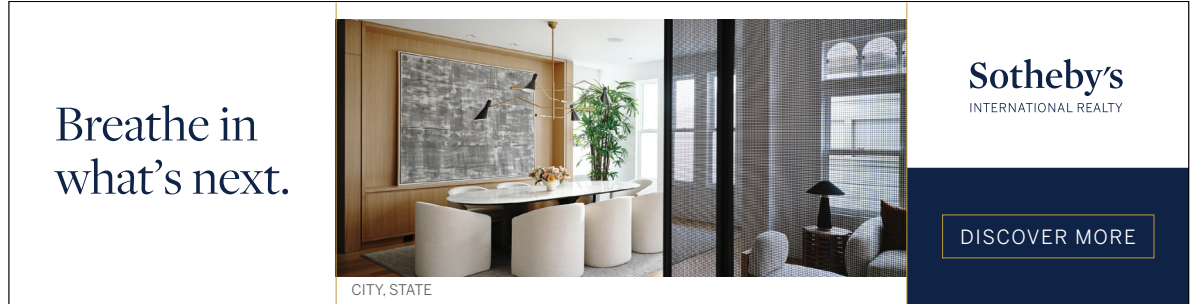Bloomberg Markets   REUTERS   The Economist

GULF NEWS

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: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: $350

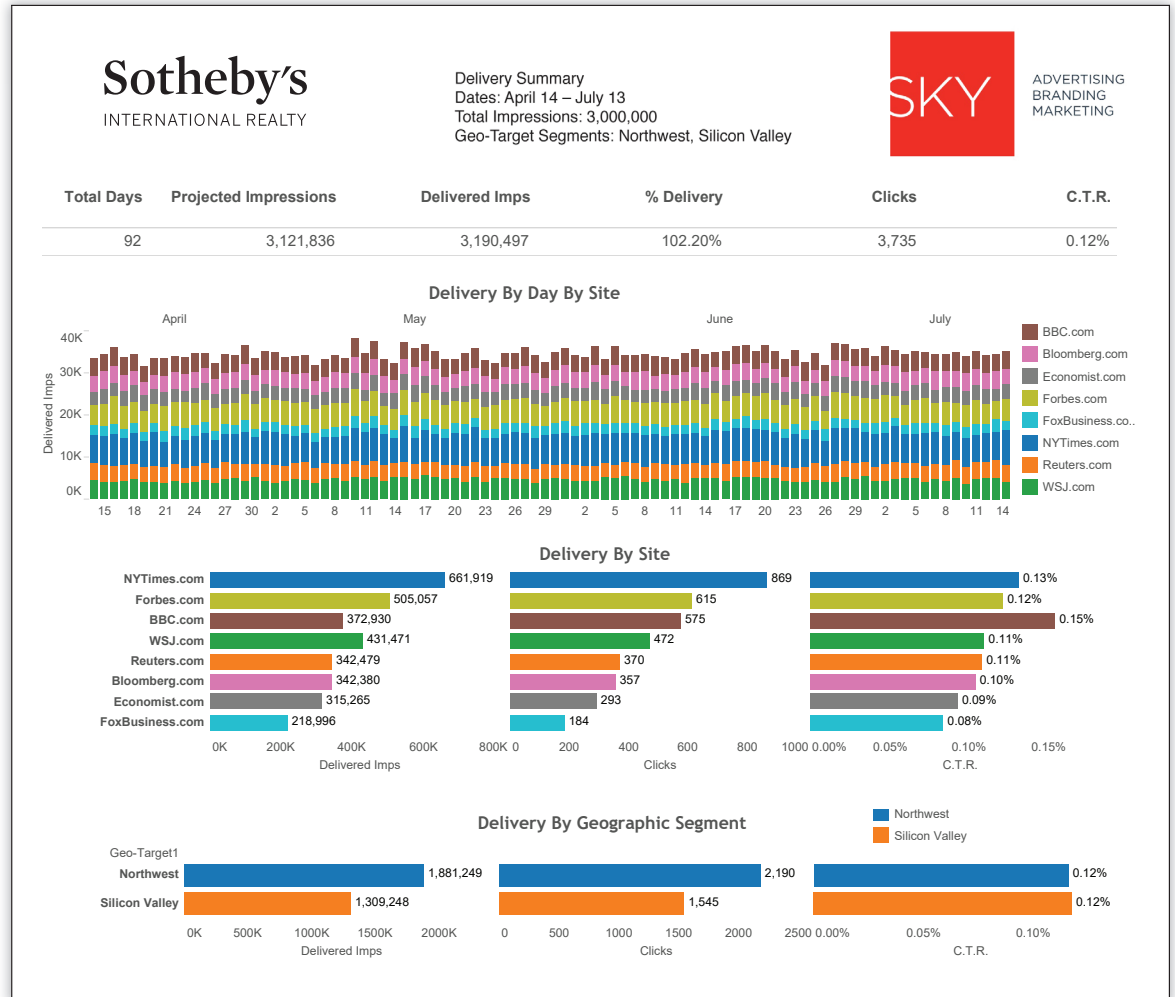# Sample Banners For Impressions Programs As They Appear On Sites
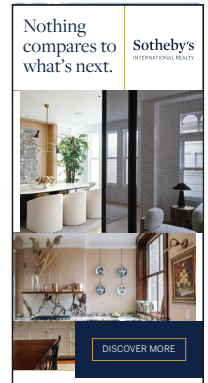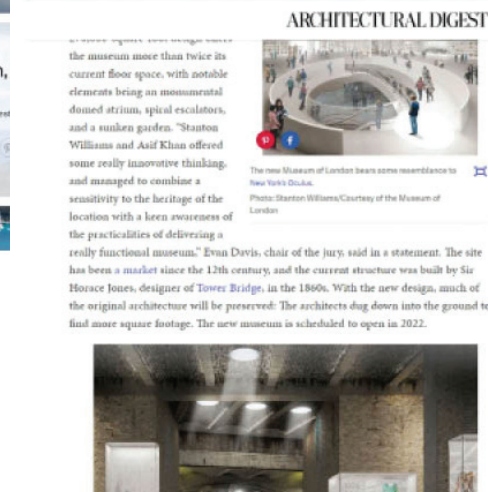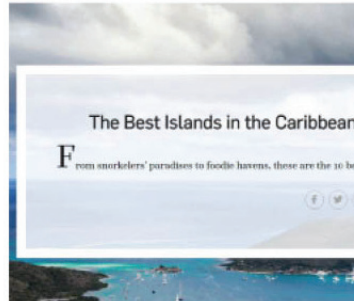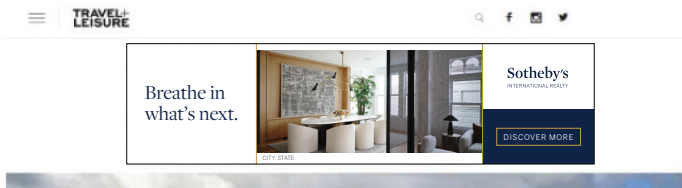
Comprehensive Reporting For Your Customized Campaign

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

Sotheby's
INTERNATIONAL REALTY

Delivery Summary
Dates: April 14 – July 13
Total Impressions: 3,000,000
Geo-Target Segments: Northwest, Silicon Valley

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Total Days	Projected Impressions	Delivered Imps	% Delivery	Clicks	C.T.R.
92	3,121,836	3,190,497	102.20%	3,735	0.12%

Delivery By Day By Site

Legend: BBC.com, Bloomberg.com, Economist.com, Forbes.com, FoxBusiness.co.., NYTimes.com, Reuters.com, WSJ.com

Delivery By Site

Site	Delivered Imps	Clicks	C.T.R.
NYTimes.com	661,919	869	0.13%
Forbes.com	505,057	615	0.12%
BBC.com	372,930	575	0.15%
WSJ.com	431,471	472	0.11%
Reuters.com	342,479	370	0.11%
Bloomberg.com	342,380	357	0.10%
Economist.com	315,265	293	0.09%
FoxBusiness.com	218,996	184	0.08%

Delivery By Geographic Segment

Legend: Northwest, Silicon Valley

Geo-Target1	Delivered Imps	Clicks	C.T.R.
Northwest	1,881,249	2,190	0.12%
Silicon Valley	1,309,248	1,545	0.12%

Impressions Scheduling

AUDIENCE TARGETING

We can target a high-net-worth audience of homeowners in your target geos and feeder markets and those living in a premium editorial environment on top lifestyle, travel, design, and business/finance and news websites.

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). 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 "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, 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.