



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Tony Bartos Advertising and Marketing Program

Pacific | **Sotheby's**
INTERNATIONAL REALTY

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14 2023



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Tony Bartos

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Tony Bartos.

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**

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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, FuboTV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

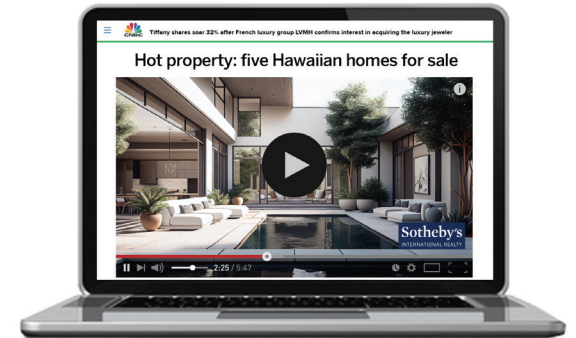


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

PRICE: STARTING AT \$1,500

Comprehensive Digital

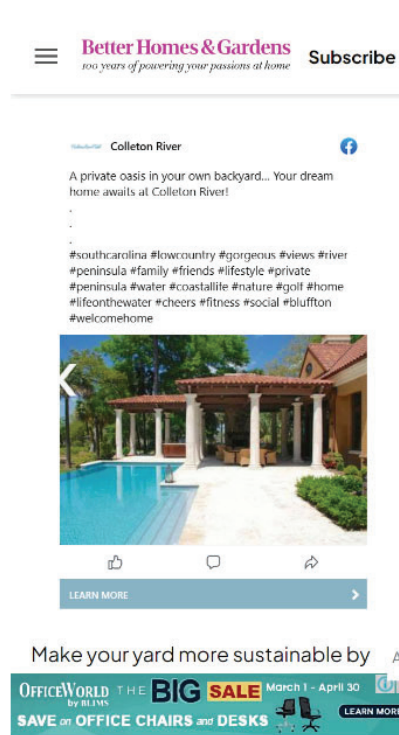
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

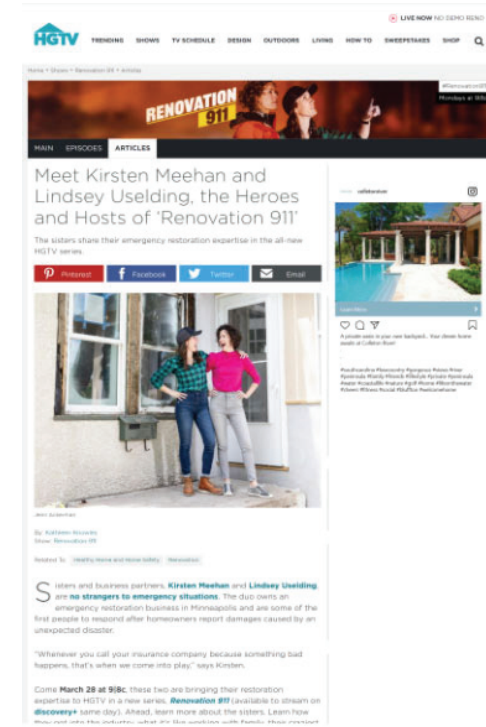
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500

Comprehensive Digital

Digital Campaign Planner

Date Created: 9/12/2023

Client: Pacific SIR



GEOGRAPHIC TARGET:

92663

Campaign Duration: 11/15/2023-02/15/2024	Nov-23	Dec-23	Jan-24	Total
VIDEO PRE-ROLL TARGETING				
Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; High End Home Owner; Real Estate Buying and Selling				
AI Targeting				
Keyword Targeting				
All Device Geo-Fencing + Geo-Retargeting				
Total Potential Impressions	80,000	80,000	80,000	240,000
Cost Per Thousand	\$25.00	\$25.00	\$25.00	\$25.00
Investment Projection	\$2,000.00	\$2,000.00	\$2,000.00	\$6,000.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; High End Home Owner; Real Estate Buying and Selling				
AI Targeting				
Keyword Targeting				
All Device Geo-Fencing + Geo-Retargeting				
Total Potential Impressions	133,333	133,333	133,333	400,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$2,000.00	\$2,000.00	\$2,000.00	\$6,000.00
TOTAL CAMPAIGN IMPRESSIONS:	213,333	213,333	213,333	640,000
TOTAL CAMPAIGN INVESTMENT:	\$4,000.00	\$4,000.00	\$4,000.00	\$12,000.00

Video Pre-roll Available Monthly Impressions Estimate:	389,268
Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	20.55%
Social Mirror Ads Available Monthly Impressions Estimate:	151,928
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	87.76%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

Geo-Fencing, Geo-Retargeting:
 0.1 mile radius of address unless otherwise stated:
 TBD

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local 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 or website.

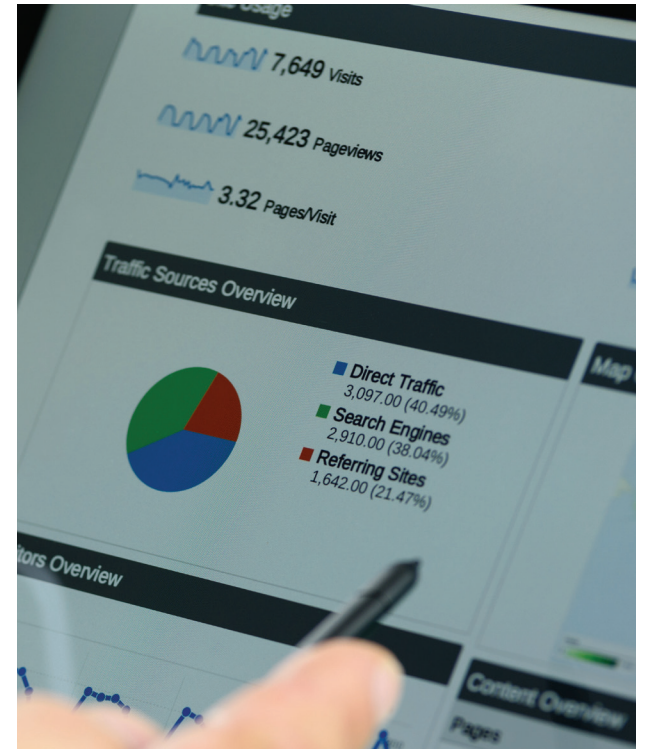


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

PROGRAM COST
\$750 SET UP \$850/MONTH



Google AdWords

GEOTARGETING

- 92663 & 15 Mile Radius

AUDIENCES & DEMOGRAPHICS

Which can include:

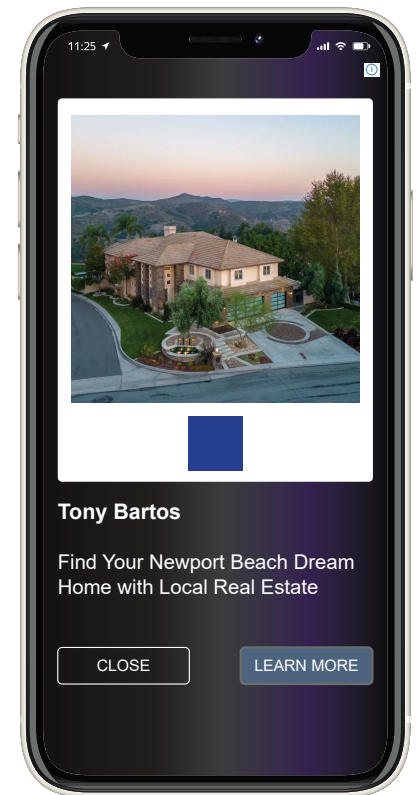
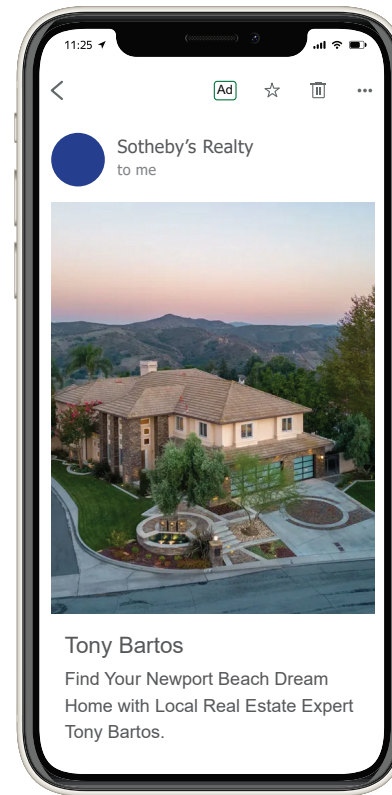
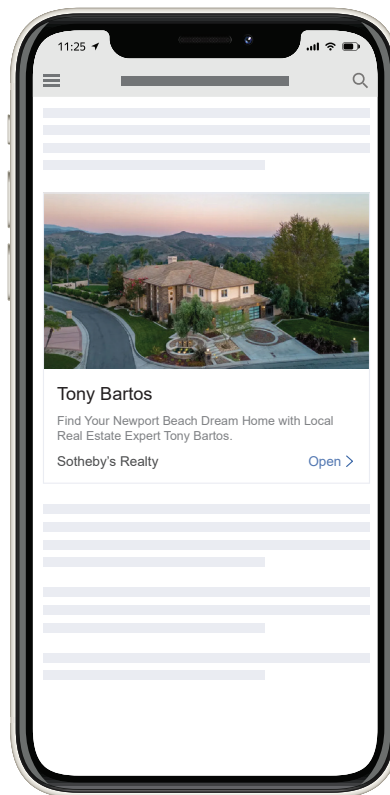
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Tony Bartos is an Experienced Real Estate Broker in Orange County with Over 450 Personal Transactions and Extensive Appraisal Experience. Whether You're Buying or Selling in Newport Beach, Contact Tony for Your Real Estate Needs.
- Find Your Newport Beach Dream Home with Local Real Estate Expert Tony Bartos.
- Experience Personalized Service and Expert Insights with Tony Bartos as your Newport Beach Real Estate Guide.

SHORT HEADLINES

- Tony Bartos
- Tony Bartos, Your Trusted Newport Beach Realtor
- Meet Tony Bartos: Your Expert Guide to Newport Beach Realty
- Sotheby's International Realty
- Local Expertise. Global Connections.



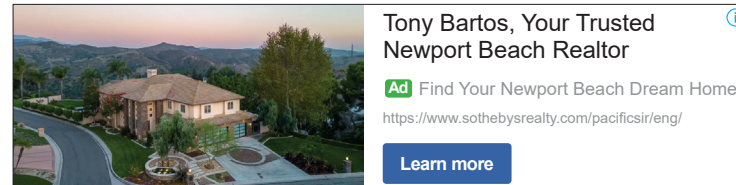
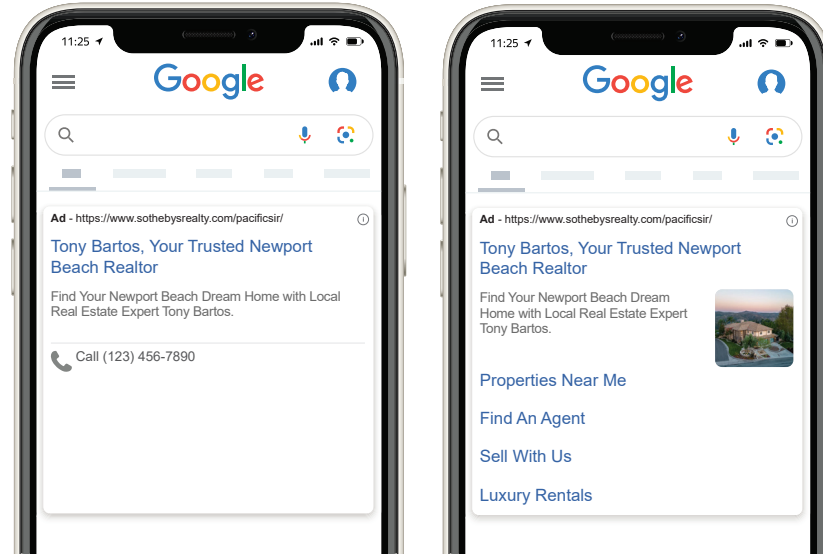
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 14,200

KEYWORD SAMPLE:

- "luxury home for sale newport beach"
- "92663 houses for sale"
- "sothebys international realty newport beach"
- "waterfront homes for sale newport beach"
- "luxury house for sale near me"
- "newport beach luxury real estate"
- "best realtor newport beach"
- "luxury realtor near me"



Ad - <https://www.sothebysrealty.com/pacificsir> (123) 456-7890

Tony Bartos, Your Trusted Newport Beach Realtor

Find Your Newport Beach Dream Home with Local Real Estate Expert Tony Bartos.

Properties Near Me
Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us
List Your Home
Be Where the World is Looking

Find An Agent
Worldwide Agents
Local Experts

Luxury Rentals
Homes for Rent in Your Area
Exclusive Listings



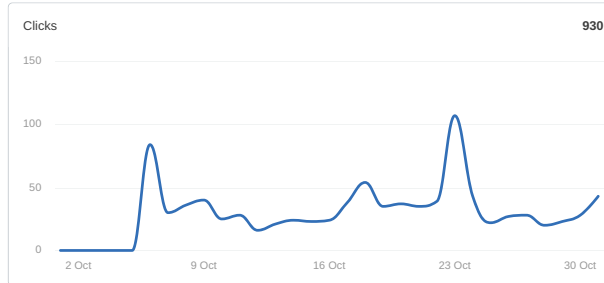
Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

Tony Bartos

Google Ads Impressions 85,229	Google Ads Clicks 930	Google Ads CTR 1.09%	Google Ads Phone Calls 9	Average Cost-Per-Click \$1.52	Google Ads Interaction R... 1.14%
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Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"real estate boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

MONTHLY REPORTING

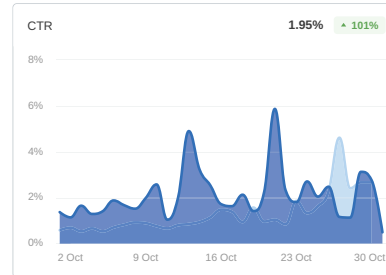
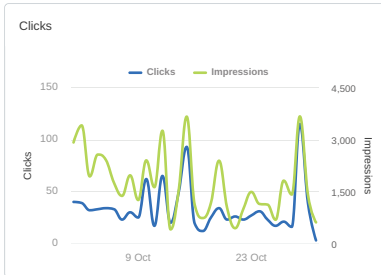
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



October 2023

October 2023

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
michael rankin dc	40	114	40
va real estate agent	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	Price	December	January	February	Media Total	Reach
Digital							
Google Adwords							
Google Adwords	Digital PPC program	\$750 set up \$850/month	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	42,600
Comprehensive Digital							
Video Pre-Roll	OTT	Starting from \$1500	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	240,000
Social Mirror Ads	Facebook Instagram Social Mirror	Starting from \$1500	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	399,999
TOTAL						\$ 15,300.00	682,599

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

Pricing Subject to Change