



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 542 Queen Street Advertising and Marketing Program



Kurfiss

Sotheby's  
INTERNATIONAL REALTY

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28 2023-2024



**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 542 Queen Street

SKY Advertising is excited to present to Kurfiss Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the 542 Queen Street.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Philadelphia, PA.

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**

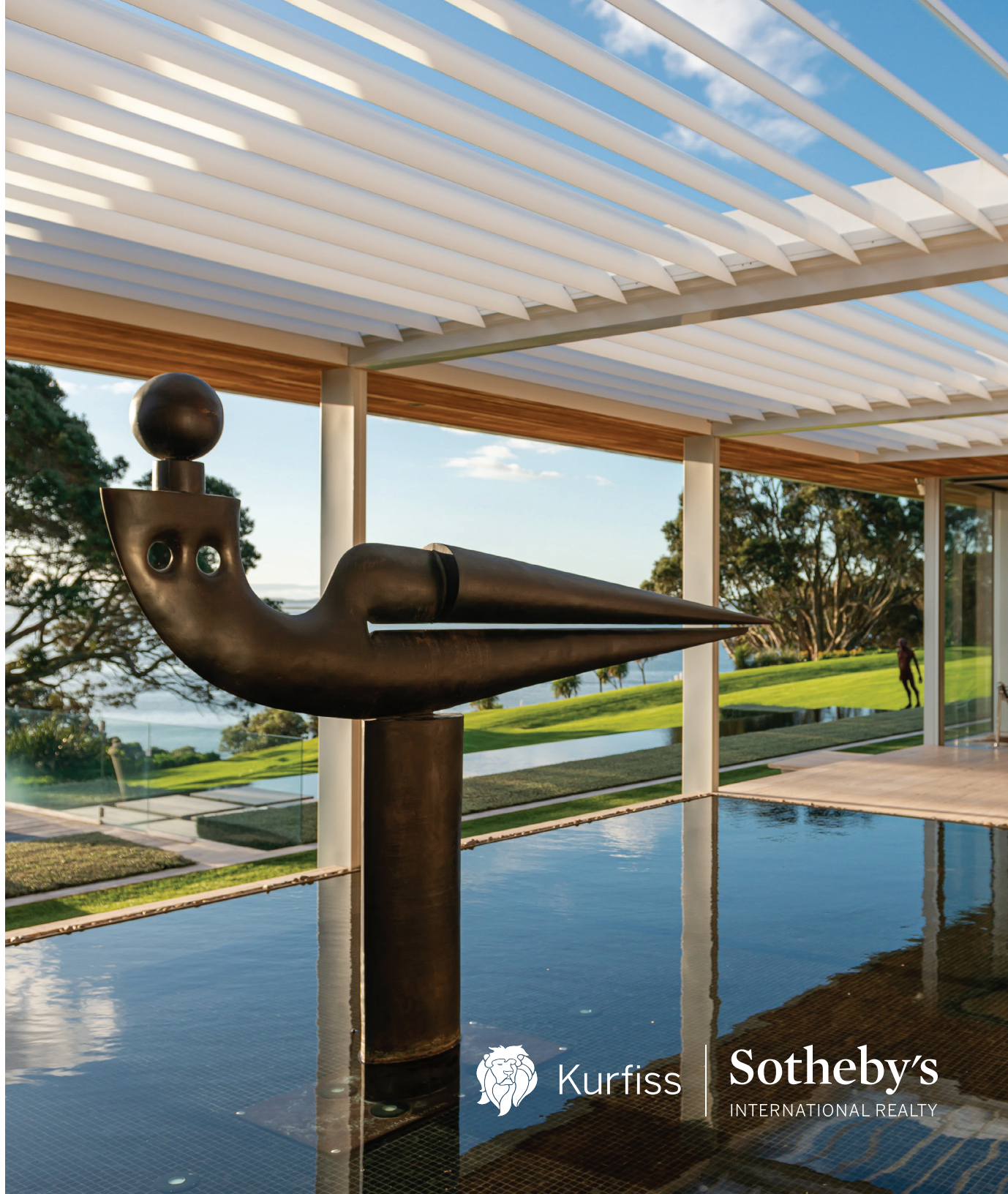
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# Sotheby's Auction House Offerings



Kurfiss

Sotheby's  
INTERNATIONAL REALTY

## DIGITAL

### SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

### TARGETED AREAS

Pennsylvania, New York, New Jersey

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



Kurfiss

Sotheby's  
INTERNATIONAL REALTY

# 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.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **542 Queen Street**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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.

INVESTOR'S BUSINESS DAILY®



FOX BUSINESS

THE WALL STREET JOURNAL.

BARRON'S

Forbes

FORTUNE



INQUIRER.NET

phillyburbs.com





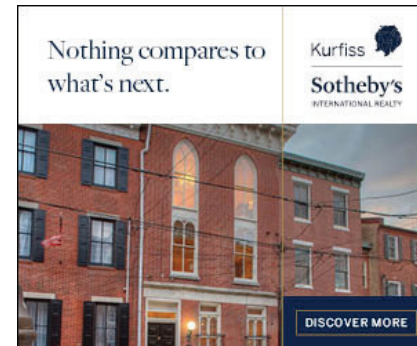
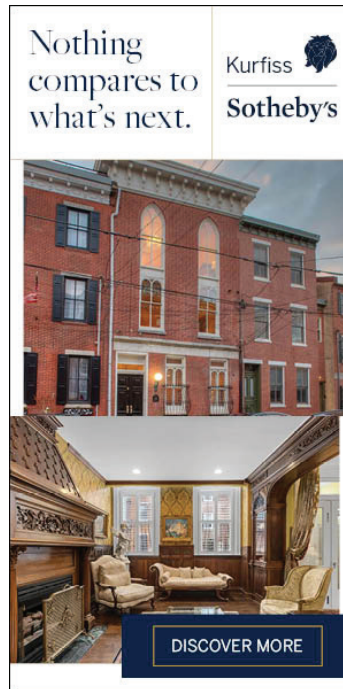
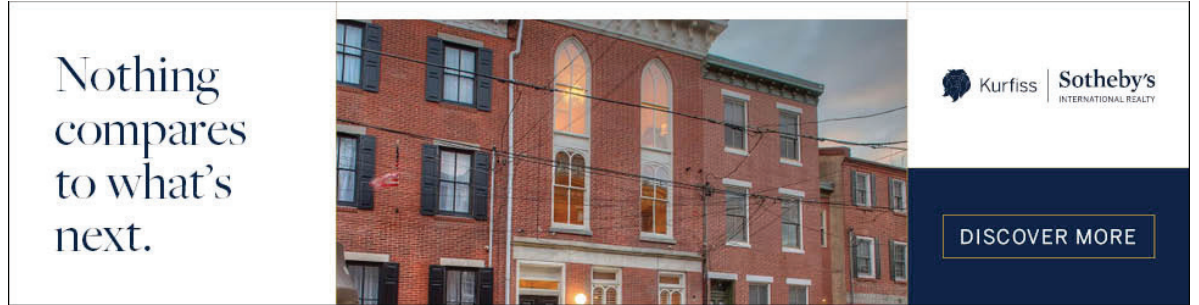
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

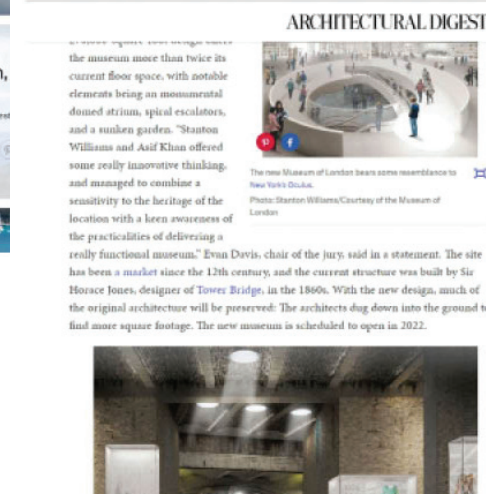
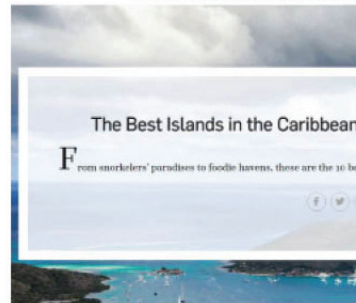
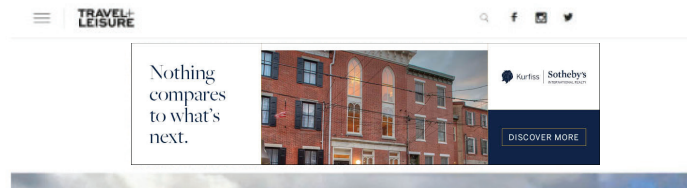
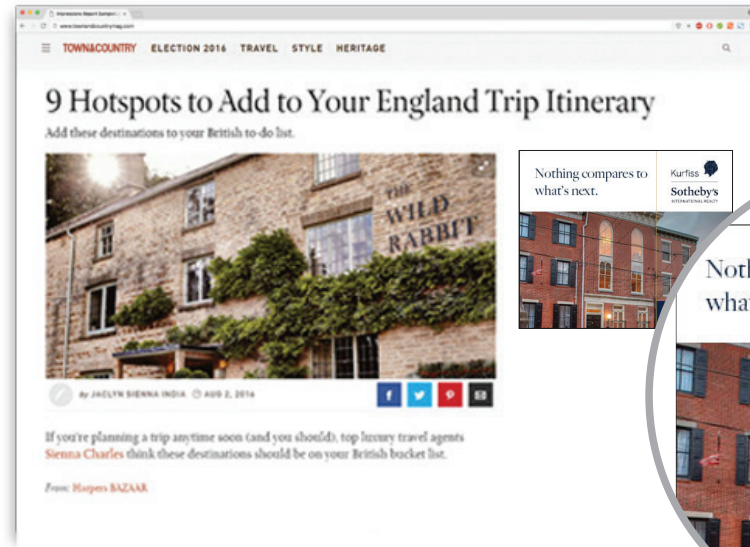
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

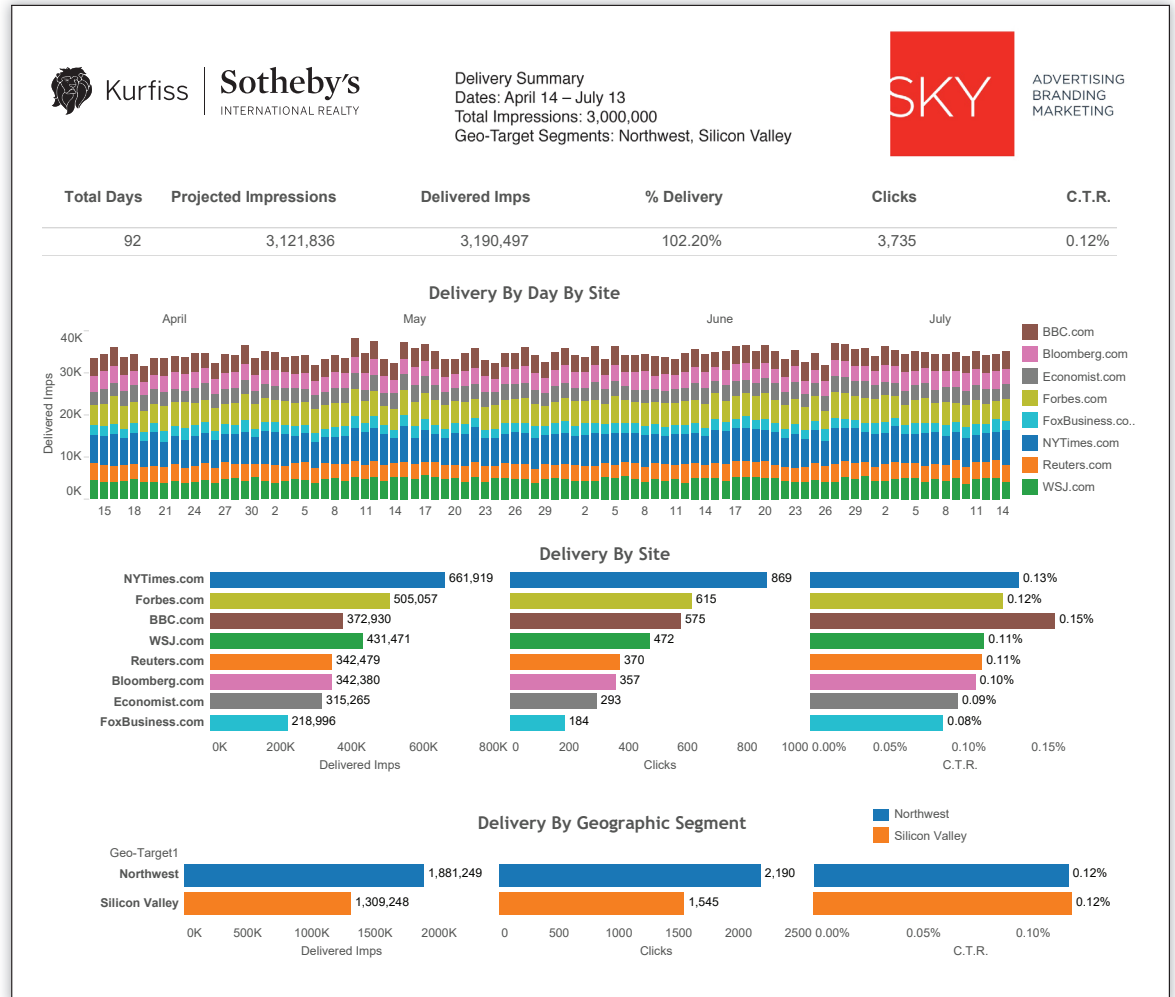


# Comprehensive Reporting For Your Customized Campaign

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



# Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across the New York Metro and Philadelphia DMA.

The programs are scheduled to start on January 1st and run for three months and deliver an estimated 750,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance and local news websites.
- A custom intent segment, that will allow us to show banners to people living in the New York Metro who are searching for Philadelphia area real estate.
- An In-Market segment that will allow us to show banners are living in the Philadelphia metro and are actively in-market for residential real estate.

## SITE SPECIFIC

This segment consists of premium global business, finance architecture and design websites such as WSJ.com, inquirer.com, Forbes.com and more to extend the overall reach of the program.

## 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.

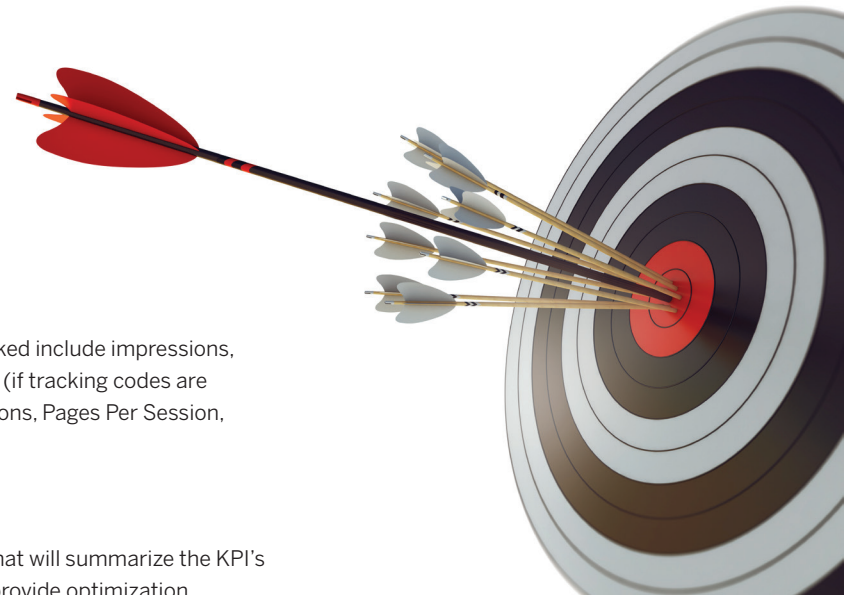
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech 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.



# Impressions Scheduling

**Kurfiss SIR -542 Queen Street**

Media	Geo-Target	January					February				March				Impressions
		01	08	15	22	29	05	12	19	26	04	11	18	25	
Fortune.com	New York Metro, Philadelphia DMA														225,000
WSJ.com															
Barrons.com															
Investors.com															
Reuters.com															
Forbes.com															
FoxBusiness.com															
CNBC.com															
Inquirer.com	New York Metro, Philadelphia DMA														100,000
PhillyBurbs.com															
Custom Intent - Philadelphia Area Real Estate	New York Metro														225,000
In Market Residential Real Estate	Philadelphia DMA														200,000
<b>Total Digital</b>															<b>750,000</b>

# Comprehensive Digital

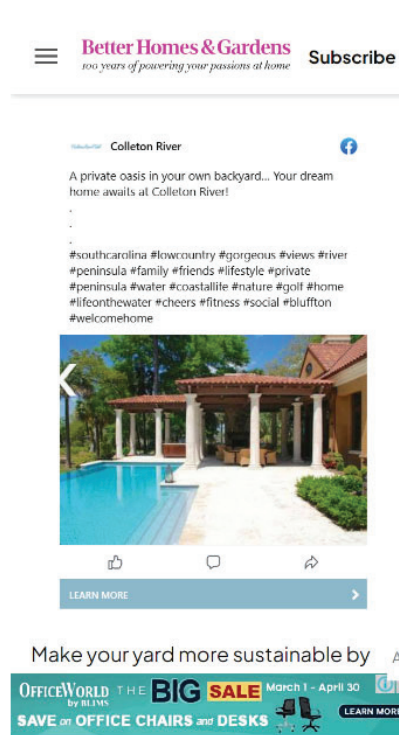
## SOCIAL MIRROR ADS

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.

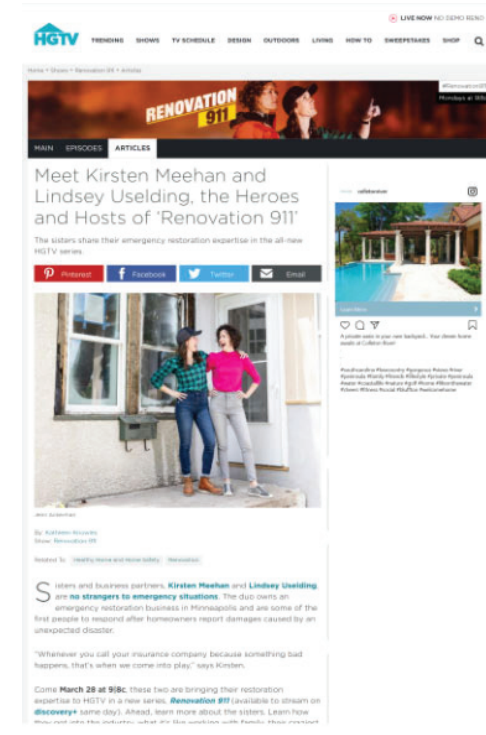
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



PRICE: FROM \$1,500/MONTH

# Circa Old Houses

CIRCA's core mission is to connect real estate agents and homeowners selling old houses to people specifically looking to buy a property with history and character. From fixer-uppers to luxury estates, colonial architecture, to mid-century masterpieces – all homes of extraordinary quality built before 1971 are on their radar. CIRCA's audience trusts their expertise in showcasing only the most visually stunning historical homes currently on the market.

## CIRCAOLDHOUSE.COM

- Monthly page views: **2M**
- Instagram: **386K**
- Facebook: **105K**
- YouTube: **44K**

## SOCIAL MEDIA MARKETING OPPORTUNITIES

- @circahouses
- 90-day listing with Instagram Story.

PRICE: \$270/LISTING



# jamesedition.com

## SOCIAL MEDIA POST

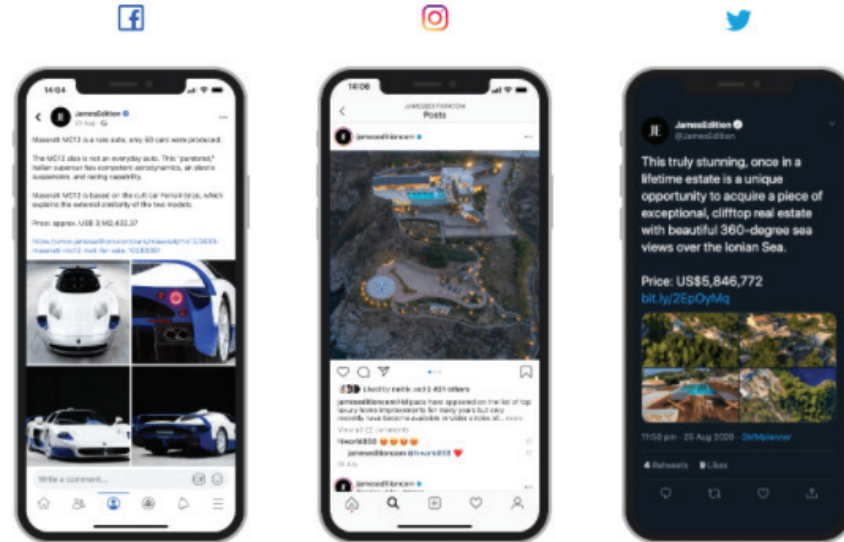
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- Instagram **74.8K**
- Facebook **31.3K**



## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800



# The Wall Street Journal Online (WSJ.com)

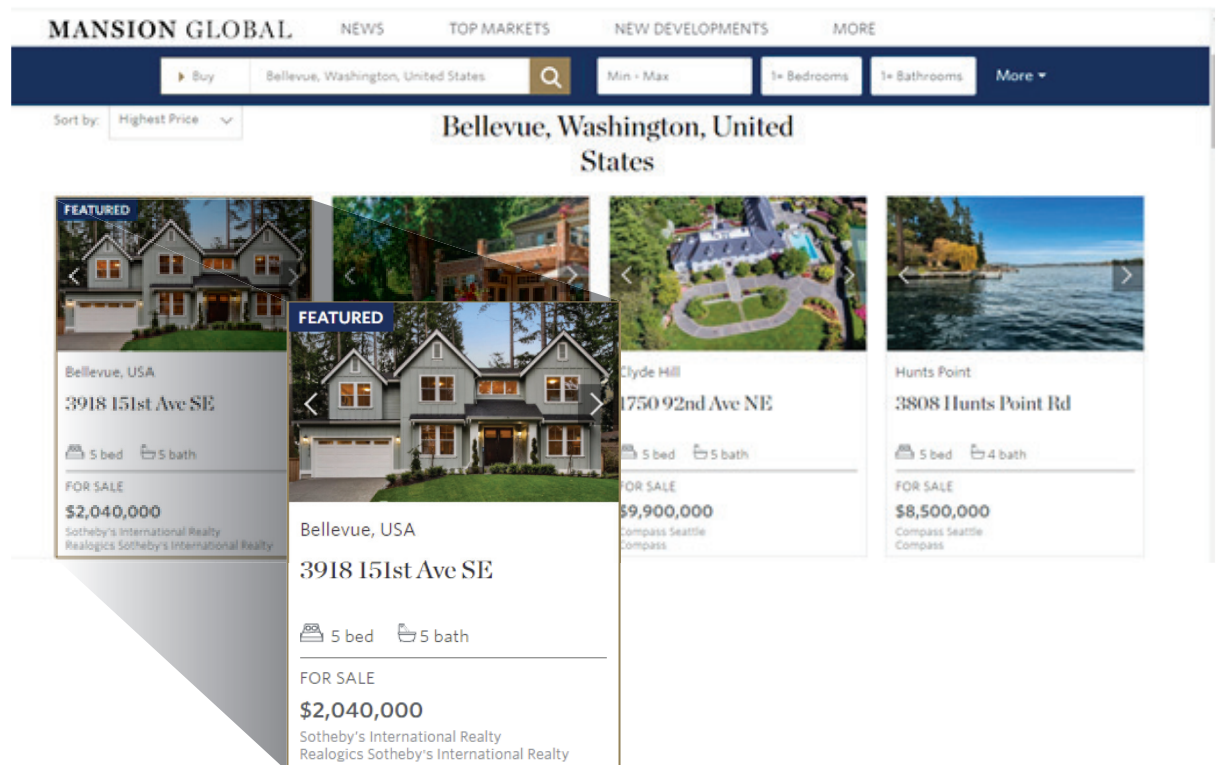
## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

**Included with print placement**



# 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

PRICE: \$650/LISTING  
SHARED BANNER WITH 5 PROPERTIES

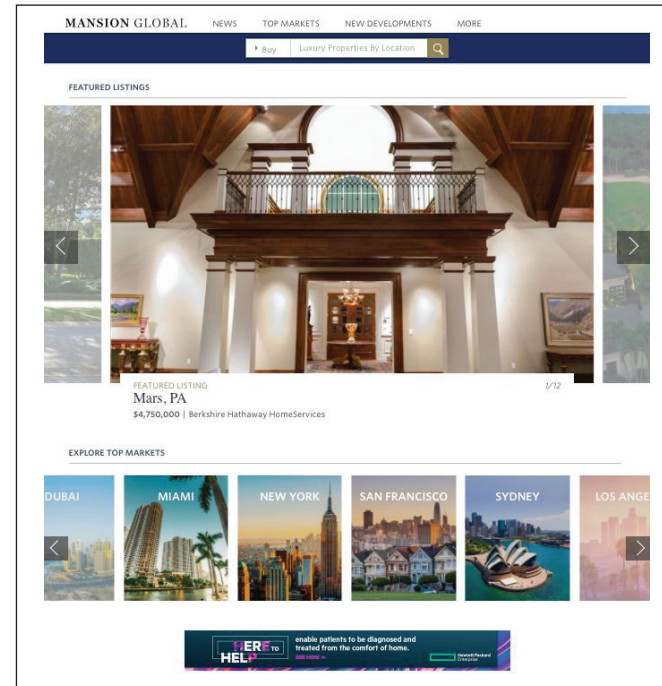


# The Wall Street Journal Online (WSJ.com)

## THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



# Print Offerings



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INTERNATIONAL REALTY

# 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 resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

**EXUMA, THE BAHAMAS**



**Leaf Cay**  
\$19,995,000 USD | sirbahamas.com/id/46931  
Bahamas Sotheby's International Realty  
**GEORGE DAMIANOS**  
george.damianos@sirbahamas.com  
+1 242.424.9699

## THE WALL STREET JOURNAL

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52 • WSJ.com • \$4.00

**What's News**

**Business 2-Financier**

**The Fed** expanded an emergency half percent rate cut and cut its reserve ratio, reducing interest rate risk. The Fed also cut its reserve ratio to 1% from 1.75% to help banks lend more. The Fed also cut its reserve ratio to 1% from 1.75% to help banks lend more. The Fed also cut its reserve ratio to 1% from 1.75% to help banks lend more.

**Fed Cuts Rates Amid Virus Fears**

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

**Shaky Ground**

A sharp rally in stocks and bond yields followed the Fed's move to cut rates. The rally was short-lived, however, as investors worried about the economic impact of the virus.

**Tennessee Twisters Kill at Least 25**

Tornadoes ripped through the state while many residents were in the middle of the storm. At least 25 people were killed and many more injured.

**World-Wide**

**Iran** has rejected a string of offers to return to nuclear talks. The country's leadership has said it will not return to negotiations until its demands are met.

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**









































Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests. In California, Bernie Sanders won a decisive victory.

**U.S. Economy**

The U.S. economy is expected to contract in the second quarter of 2020 due to the impact of the virus. However, the Fed's rate cut is expected to help stimulate growth.

### Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

<p><b>LEAF CAY, THE BAHAMAS</b></p>  <p>Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699</p>	<p><b>PARADISE VALLEY, ARIZONA</b></p>  <p>4129 East Sandy Mountain Road \$1,200,000 USD   sirbahamas.com/id/46932 Arizona Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.388.0260</p>	<p><b>SCOTTSDALE, ARIZONA</b></p>  <p>10778 East Hornbeck Drive \$1,200,000 USD   sirbahamas.com/id/46933 Arizona Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.388.0260</p>	<p><b>SCOTTSDALE, ARIZONA</b></p>  <p>6202 North 43rd Street \$1,200,000 USD   sirbahamas.com/id/46934 Arizona Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.388.0260</p>	<p><b>ATHLETON, CALIFORNIA</b></p>  <p>151 Via Vista Road \$1,200,000 USD   sirbahamas.com/id/46935 California Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.1841</p>
<p><b>PALM ALTO, CALIFORNIA</b></p>  <p>12776 Verleye Court \$1,200,000 USD   sirbahamas.com/id/46936 California Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.1841</p>	<p><b>POMONA, CALIFORNIA</b></p>  <p>3011 Longwood Road \$1,200,000 USD   sirbahamas.com/id/46937 California Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.1841</p>	<p><b>ROSE GLEN, CALIFORNIA</b></p>  <p>2715 Golden Hill \$1,200,000 USD   sirbahamas.com/id/46938 California Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.1841</p>	<p><b>SAN DIEGO, CALIFORNIA</b></p>  <p>2710 Ocean Street \$1,200,000 USD   sirbahamas.com/id/46939 California Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.1841</p>	<p><b>SAN FRANCISCO, CALIFORNIA</b></p>  <p>1001 Hyde Street \$1,200,000 USD   sirbahamas.com/id/46940 California Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.1841</p>
<p><b>GREENSBORO, CONNECTICUT</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46941 Connecticut Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>HARTFORD, CONNECTICUT</b></p>  <p>2000 Main Street \$1,200,000 USD   sirbahamas.com/id/46942 Connecticut Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>MILFORD, CONNECTICUT</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46943 Connecticut Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>MIAMI BEACH, FLORIDA</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46944 Florida Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>MIAMI BEACH, FLORIDA</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46945 Florida Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>
<p><b>ALPINE, MASSACHUSETTS</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46946 Massachusetts Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>BOSTON, MASSACHUSETTS</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46947 Massachusetts Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>LENOX, MASSACHUSETTS</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46948 Massachusetts Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>SPRINGFIELD, MASSACHUSETTS</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46949 Massachusetts Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>PRINCETON, NEW JERSEY</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46950 New Jersey Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>
<p><b>NEW YORK, NEW YORK</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46951 New York Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>NEW YORK, NEW YORK</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46952 New York Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>NEW YORK, NEW YORK</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46953 New York Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>NEW YORK, NEW YORK</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46954 New York Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>	<p><b>ROSELAND, NEW YORK</b></p>  <p>1000 Main Street \$1,200,000 USD   sirbahamas.com/id/46955 New York Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743</p>
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**The New York Times**

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**Web's Far Right Can Hear Itself As Trump Talks**

**Edge in Polls Might Not Tip House Seats**

**Chorus of Spread of Once-Fringe Views**

**Outcome Hinges on a Handful of States**

**It's Not Heaven. It's Brooklyn.**

**Spending Millions in a Bid to Avoid Sanctions**

**Partisan Rerun Of New Query On The Census**

**Called to Serve, Utah Mayor Always Answered**

**By Kevin Weisman and Jill Iovino**  
**On Wednesday**, a new era of political conservatism in America is under way. It's not just the White House and the Supreme Court, but a wide array of state and local officials, many of whom have spent years in the White House or in the Trump administration. They are now in charge of some of the most important jobs in the country.

**By Matt Rosenberg**  
The House of Representatives is expected to pass a bill on Wednesday that would strip federal funding from the states that refuse to accept the 2020 census. The measure is part of a broader effort to challenge the results of the 2020 census, which is scheduled for late 2020.

**By Peter Himmelfarb**  
The Utah mayor, who has served in the position since 1986, was asked to appear at a hearing on Wednesday to testify about his role in the state's efforts to challenge the results of the 2020 census.

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**Offering Little Pool, Reaction Accuses Georgia Rival of 'Hack'**

**By Richard Burrett**  
Atlanta — In the wake of the Georgia election, a new pool of voters is being formed. It's a group of people who are not yet fully committed to either candidate, but who are looking for a way to break the tie. This group is being formed by a new pool of voters who are not yet fully committed to either candidate, but who are looking for a way to break the tie.



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Million Impressions	Digital Banner Program		\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - New York, Philadelphia, Tri-state area						
<b>Comprehensive Digital</b>							
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Circa Old Houses	Social Media Post	\$ 270.00				\$ 270.00	
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Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000
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Mansion Global Homepage	Shared Spot		\$ 650.00	\$ 650.00		\$ 1,300.00	328,000
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<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade			\$ 650.00		\$ 650.00	644,424
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00		\$ 760.00	423,111
The New York Times	Featured Listing	\$ 1,500.00				\$ 1,500.00	381,268
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
<b>Conde Nast Magazines</b>							
Architectural Digest - Philadelphia	Full Page				\$ 2,340.00	\$ 2,340.00	12,000
<b>Modern Luxury</b>							
Modern Luxury	Full page - Philadelphia Style			\$ 4,500.00		\$ 4,500.00	35,000
<b>TOTAL</b>						<b>\$ 24,430.00</b>	<b>3,378,803</b>

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