



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Prominent Properties Advertising and Marketing Program

Prominent
Properties

Sotheby's
INTERNATIONAL REALTY

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- 25 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 Prominent Properties

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

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in Northern New Jersey.

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 Real Estate Firm.

**LET'S DO
GREAT THINGS TOGETHER**

JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

CHLOE STEELY
Account Executive
212-677-2557
chloe@skyad.com

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

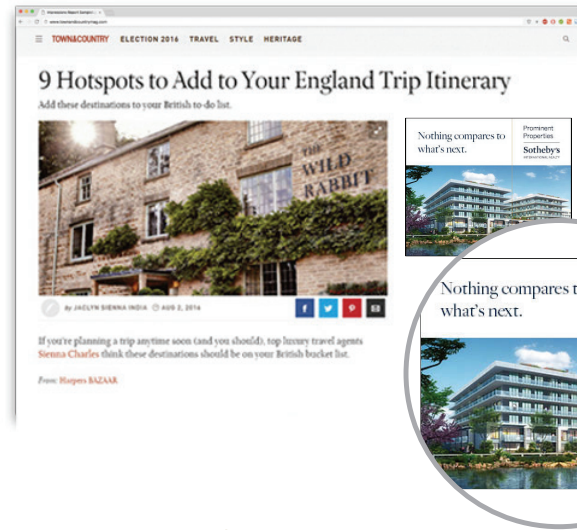
Impressions Campaign

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: **Prominent Properties**
- Flight Dates: **March 1 2024 - May 31 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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.

FORTUNE

FOX BUSINESS



THE WALL STREET JOURNAL.

BARRON'S

Forbes



INVESTOR'S BUSINESS DAILY



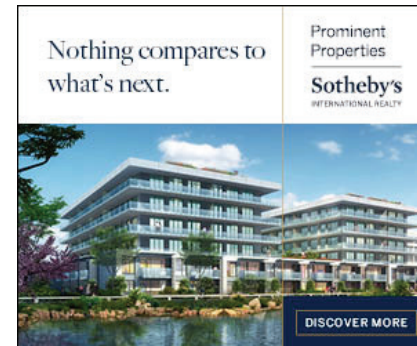
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

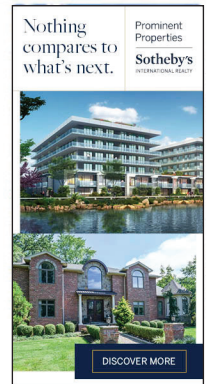
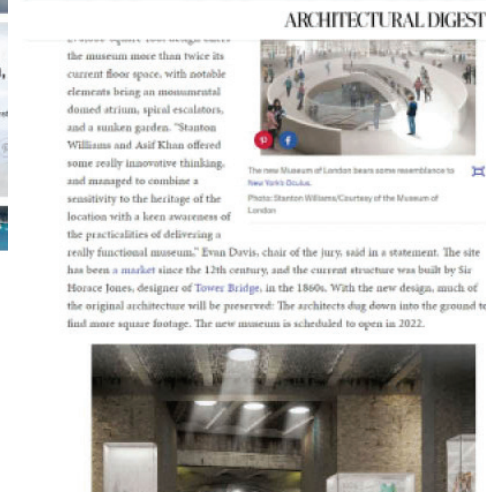
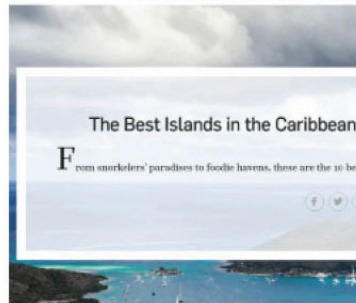
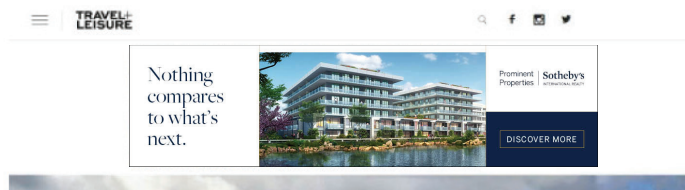
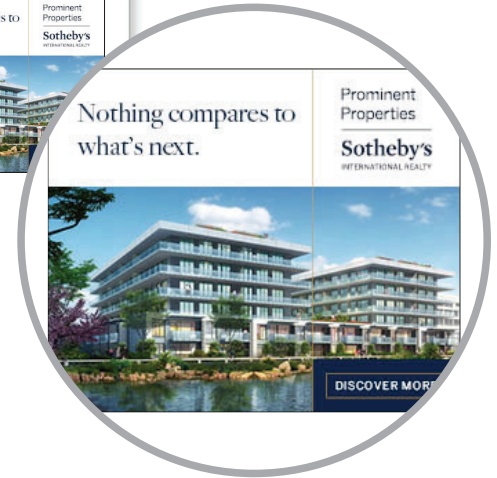
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

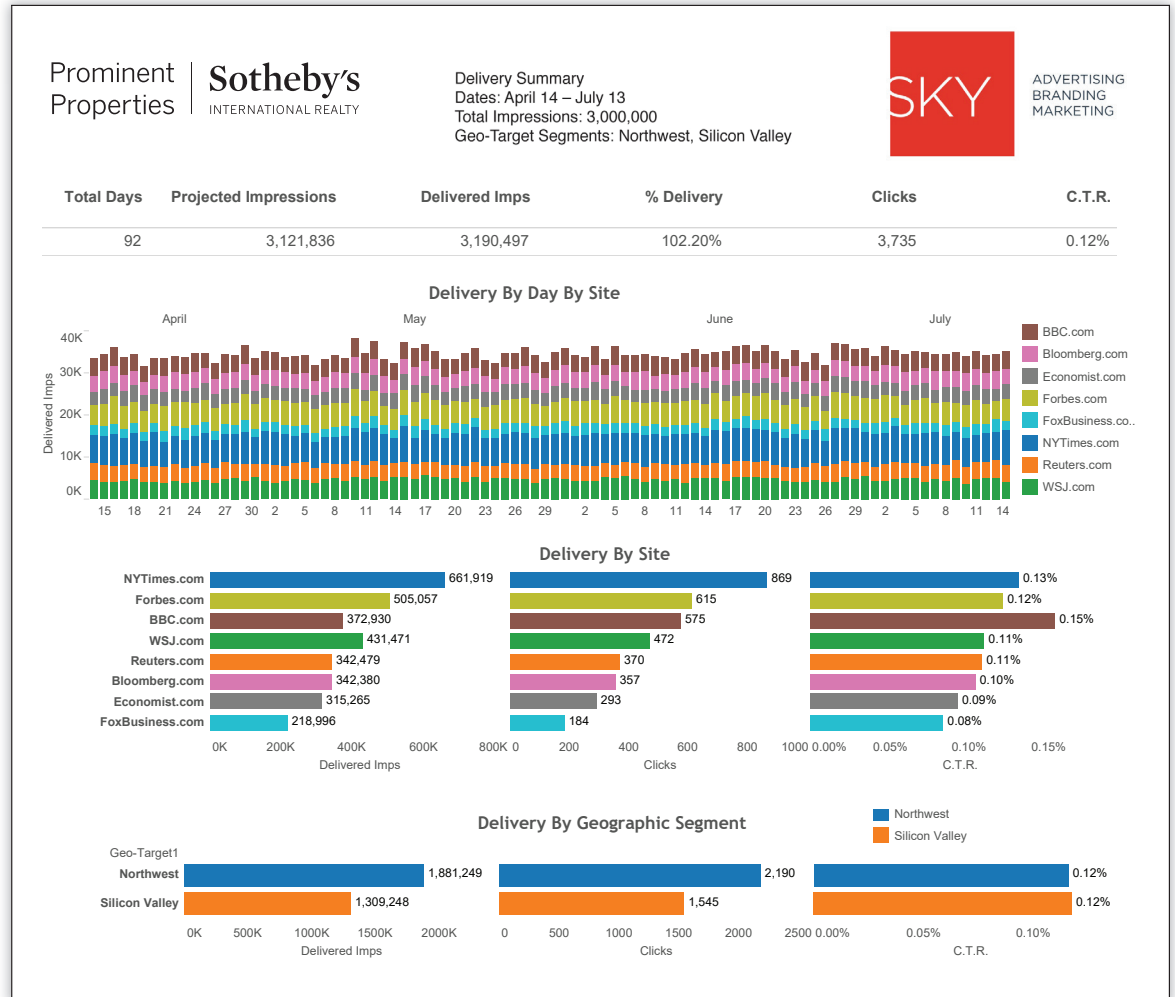


Comprehensive Reporting For Your Customized Campaign

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 doing some research, we have put together an integrated program that provides an affluent audience living in Alpine, Edgewater, Englewood Cliffs, Fort Lee, Franklin Lakes, Hoboken, Lawnside Boro, Milburn Twp., Montville Township, Penns Grove, Ridgewood, Saddle River, Summit, Tenafly, and Westfield Town New Jersey.

The program, with a projected start date of March 1st, will run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of premium news and business/finance focused websites (e.g. WSJ.com, FoxBusiness.com, Reuters.com etc.)
- A segment that will allow us to show banners to Homeowners living in Alpine, Edgewater, Englewood Cliffs, Fort Lee, Franklin Lakes, Hoboken, Lawnside Boro, Milburn Twp., Montville Township, Penns Grove, Ridgewood, Saddle River, Summit, Tenafly, and Westfield Town New Jersey.
- An In-Market Intent segment that will allow us to show banners to adults actively searching for residential real estate and living in Alpine, Edgewater, Englewood Cliffs, Fort Lee, Franklin Lakes, Hoboken, Lawnside Boro, Milburn Twp., Montville Township, Penns Grove, Ridgewood, Saddle River, Summit, Tenafly, and Westfield Town New Jersey.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, FoxBusiness.com.com, Reuters.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

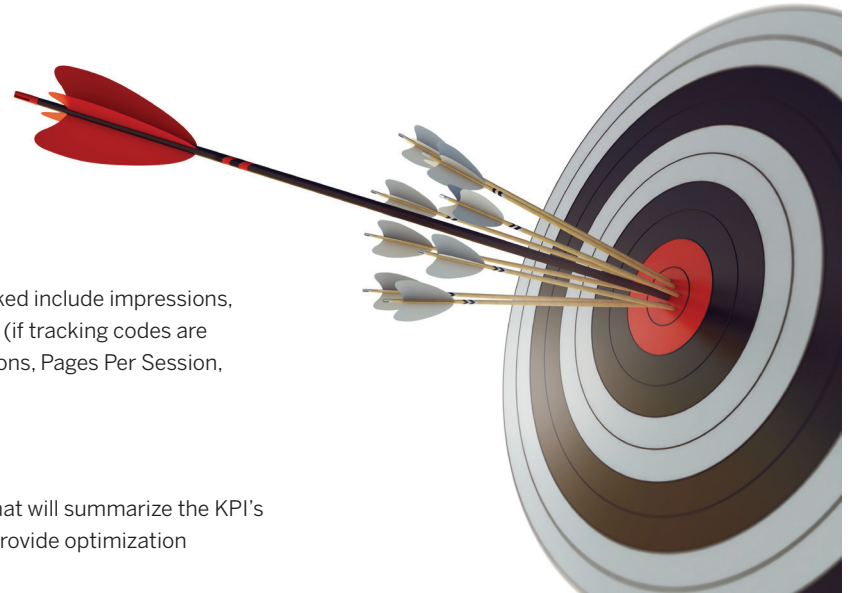
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

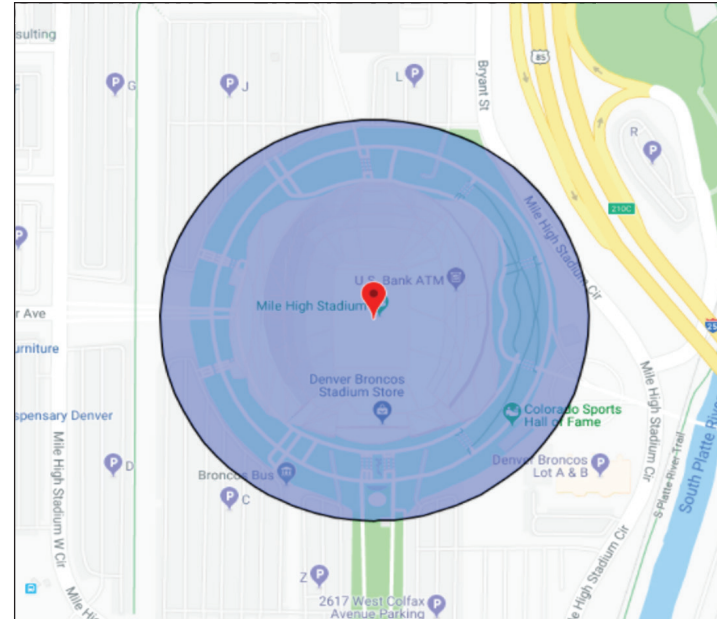
Prominent Properties SIR

Media	Geo-Target	March				April				May				Impressions
		1	8	15	22	29	5	12	19	26	3	10	17	
NYTimes.com	Manhattan, New Jersey (Alpine, Edgewater, Englewood Cliffs, Fort Lee, Franklin Lakes, Hoboken, Lawnside Boro, Milburn Twp., Montville Township, Penns Grove, Ridgewood, Saddle River, Summit, Tenafly, Westfield Town)													700,000
Fortune.com														
WSJ.com														
FoxBusiness.com														
Barrons.com														
Investors.com														
Reuters.com														
Forbes.com														
CNBC.com														
Homeowners	Alpine, Edgewater, Englewood Cliffs, Fort Lee, Franklin Lakes, Hoboken, Lawnside Boro, Milburn Twp., Montville Township, Penns Grove, Ridgewood, Saddle River, Summit, Tenafly, Westfield Town													325,000
In-Market Real Estate: (Alpine, Edgewater, Englewood Cliffs, Fort Lee, Franklin Lakes, Hoboken, Lawnside Boro, Milburn Twp., Montville Township, Penns Grove, Ridgewood, Saddle River, Summit, Tenafly, Westfield Town)	Alpine, Edgewater, Englewood Cliffs, Fort Lee, Franklin Lakes, Hoboken, Lawnside Boro, Milburn Twp., Montville Township, Penns Grove, Ridgewood, Saddle River, Summit, Tenafly, Westfield Town													475,000
Total Impressions													1,500,000	

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- PRICE: **FROM \$1,500/MONTH**

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.

Our 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.

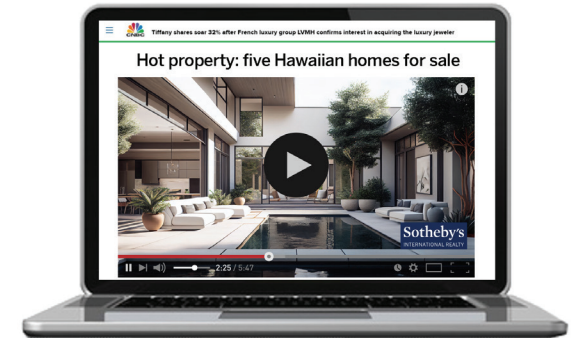


YouTube Video Pre-Roll Ads

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).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH

Comprehensive Digital

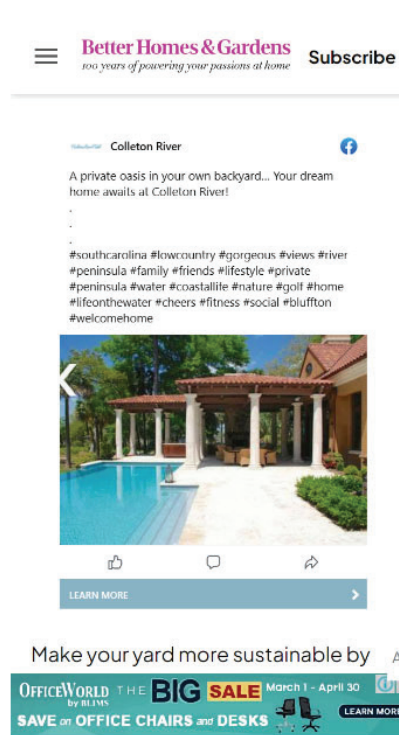
SOCIAL MIRROR ADS

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.

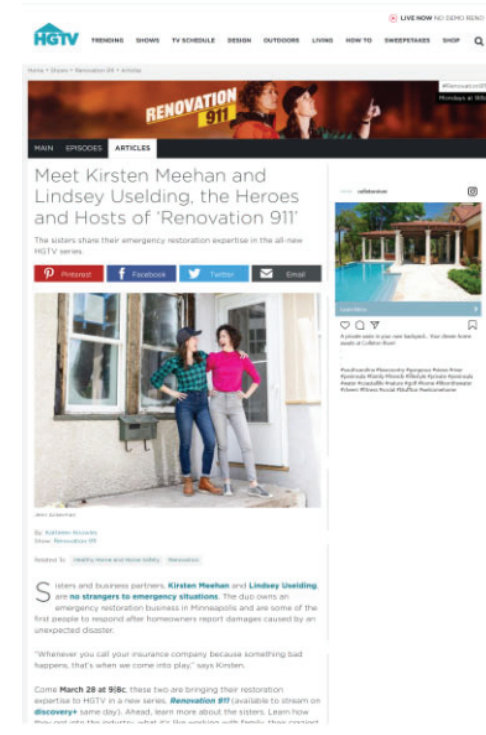
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

Comprehensive Digital

ONLINE AUDIO ADS

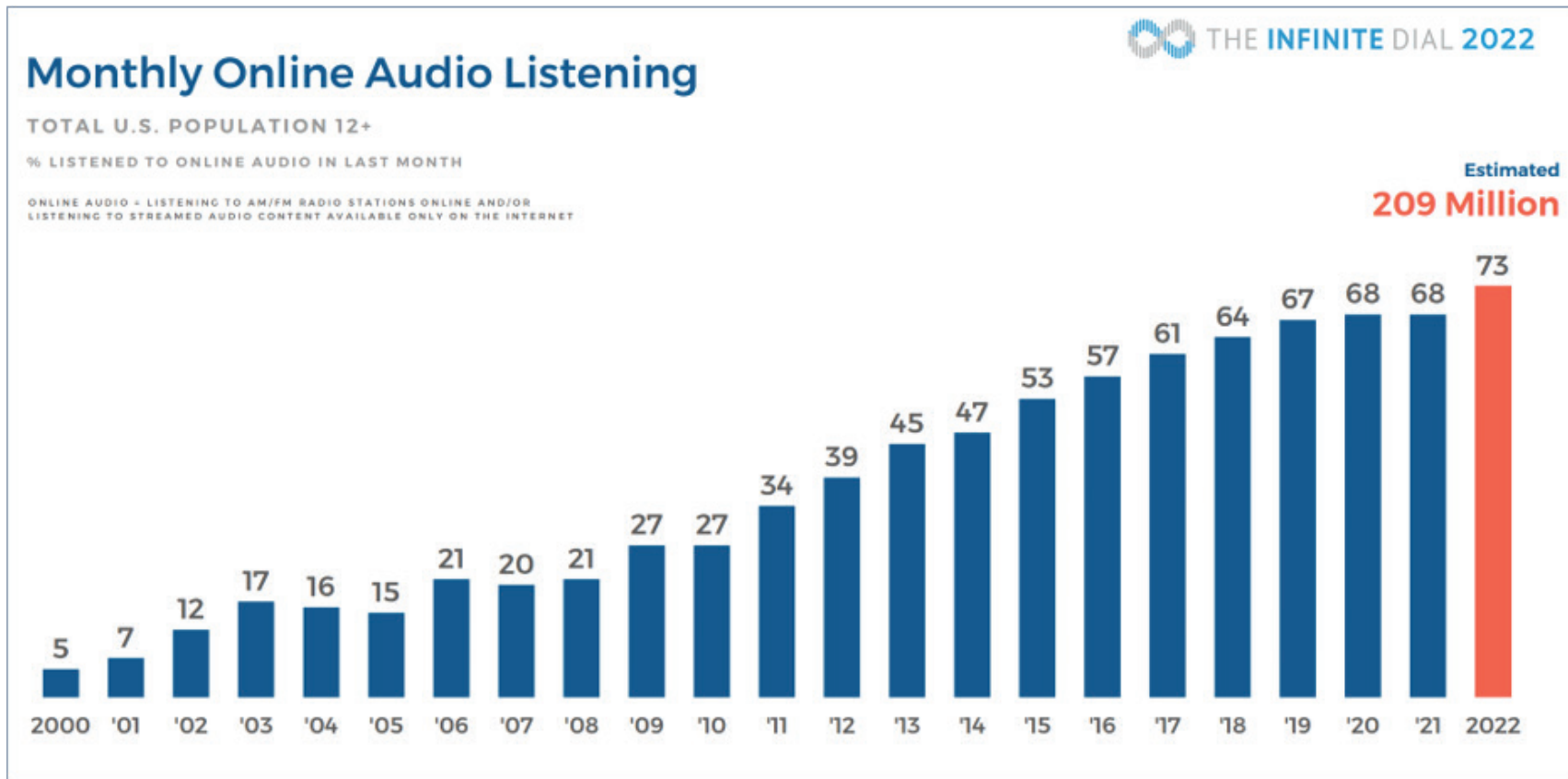
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

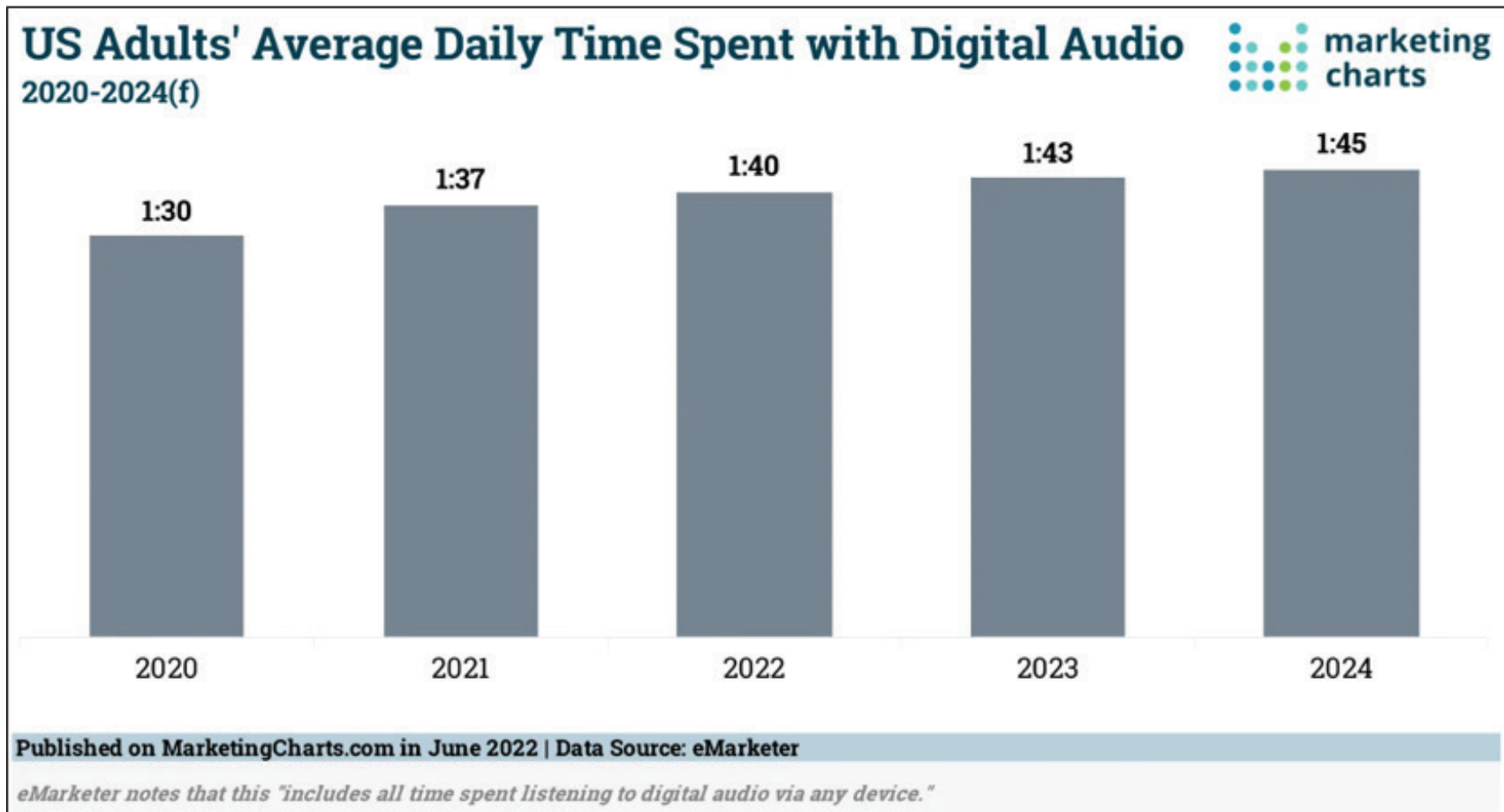
PRICE: FROM \$1,500/MONTH



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

Comprehensive Digital

Digital Campaign Planner

Client: Prominent Properties SIR

Date Created: 2/22/2024



GEOGRAPHIC TARGET:

Cities/Towns Listed

Campaign Duration: 3/1/2024 - 6/1/2024	Mar-24	Apr-24	May-24	Total
OTT + VIDEO PRE-ROLL TARGETING				
OTT/Video Pre-roll Behavioral Targeting: Net Worth - \$1M+ AND Real Estate - Owners Selling Real Estate; Buying and Selling Homes / Real Estate; Real Estate > Buying/Selling Homes				
Video Pre-roll AI Targeting				
Video Pre-roll Keyword Targeting				
Total Potential Impressions	50,000	50,000	50,000	150,000
Cost Per Thousand	\$30.00	\$30.00	\$30.00	\$30.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
ONLINE AUDIO				
Behavioral Targeting: Net Worth - \$1M+ AND Real Estate - Owners Selling Real Estate; Buying and Selling Homes / Real Estate; Real Estate > Buying/Selling Homes				
AI Targeting				
Total Potential Impressions	30,000	30,000	30,000	90,000
Cost Per Thousand	\$50.00	\$50.00	\$50.00	\$50.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Behavioral Targeting: Net Worth - \$1M+ AND Real Estate - Owners Selling Real Estate; Buying and Selling Homes / Real Estate; Real Estate > Buying/Selling Homes				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	180,000	180,000	180,000	540,000
TOTAL CAMPAIGN INVESTMENT:	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00

OTT + Pre-roll Available Monthly Impressions Estimate:	2,661,120
Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	1.88%
Online Audio Available Monthly Impressions Estimate:	839,520
Percentage of Targeted Online Audio inventory purchased with this campaign:	3.57%
Social Mirror Ads Available Monthly Impressions Estimate:	2,286,900
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	4.37%

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.

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.

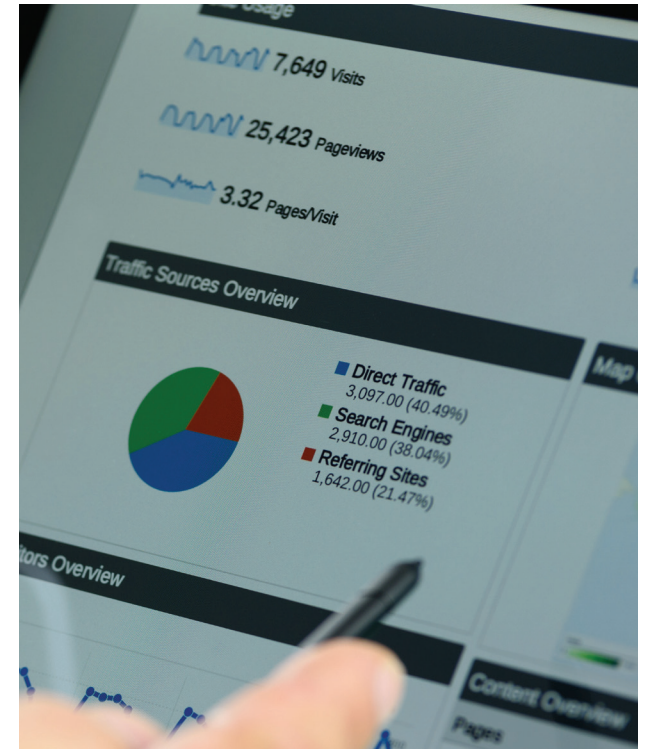


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

GEOTARGETING

- New York City Metro
- Northern New Jersey
- Central New Jersey

AUDIENCES & DEMOGRAPHICS

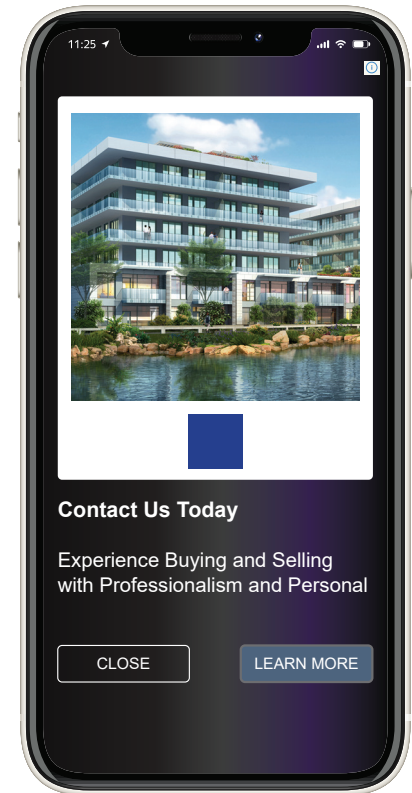
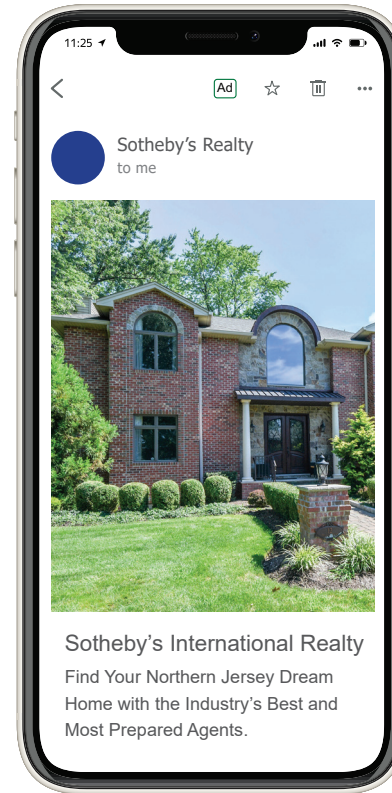
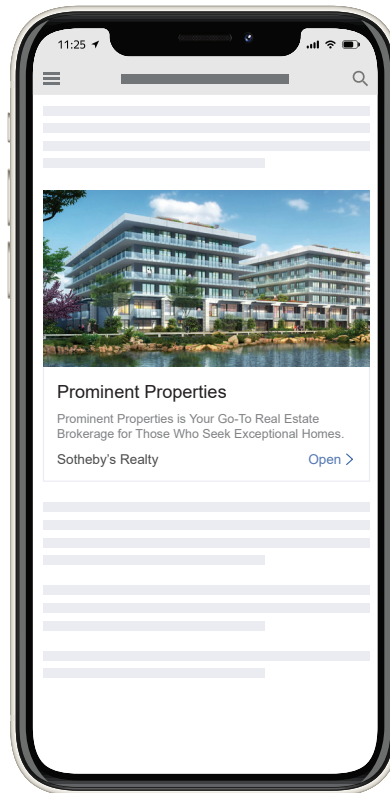
- Which can include:
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Find Your Northern Jersey Dream Home with the Industry's Best and Most Prepared Agents.
- Prominent Properties is Your Go-To Real Estate Brokerage for Those Who Seek Exceptional Homes and Service.
- Sotheby's International Realty Gives You Exclusive Access to Local Experts Representing the Buyers and Sellers of Amazing Homes in Northern New Jersey.
- Experience Buying and Selling with Professionalism and Personal Service with Prominent Properties Sotheby's International Realty. Contact Us to Learn More.

SHORT HEADLINES

- Prominent Properties
- Find Your North Jersey Dream Home
- Sotheby's International Realty
- Contact Us Today



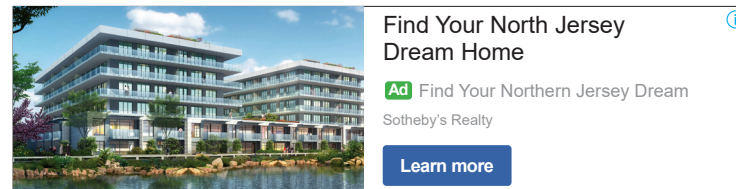
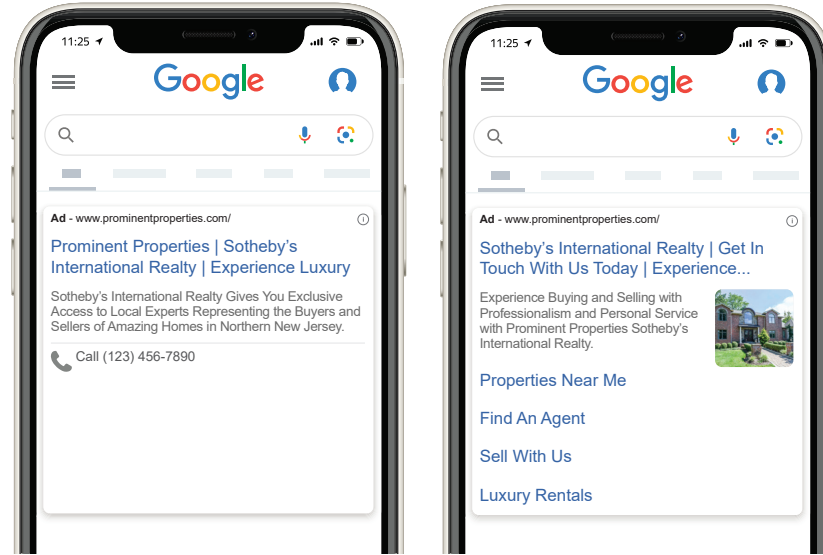
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 10,000

KEYWORD SAMPLE:

- "luxury home for sale hoboken"
- "top realtor north jersey"
- "summit nj luxury house for sale"
- "highest rated realtors near me"
- "luxury properties for sale fort lee"
- "best real estate agent in my area"



Ad - www.prominentproperties.com/ (123) 456-7890

Sotheby's International Realty | Get InTouch With Us Today

Sotheby's International Realty Gives You Exclusive Access to Local Experts Representing the Buyers and Sellers of Amazing Homes in Northern New Jersey.

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



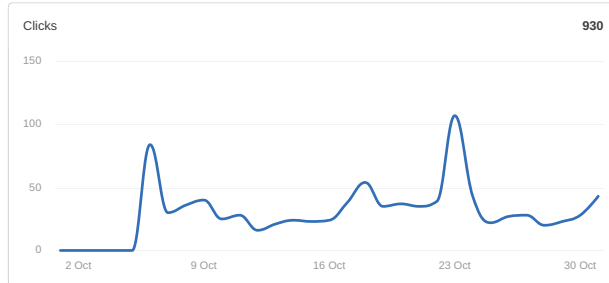
Google AdWords

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.

Prominent Properties

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 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

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
"home for sale 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

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

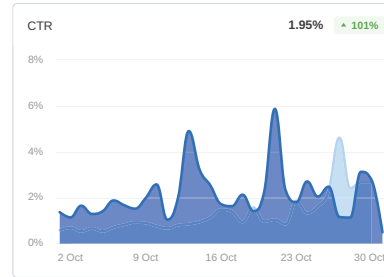
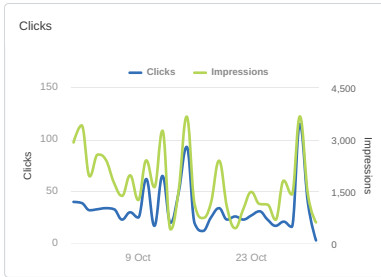
MONTHLY REPORTING

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 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
luxury property for sale dc	40	114	40
home for sale dc	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 2024

Media	Ad Description	March	April	May	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	30,000
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	150,000
Online Audio Ads	15-30 seconds audio content	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	90,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	180,000
TOTAL					\$ 26,175.00	2,250,000
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						