



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Residences at Salamander Advertising and Marketing Program

TTR | Sotheby's  
INTERNATIONAL REALTY

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21 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 Residences at Salamander

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

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 Middleburg, VA.

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



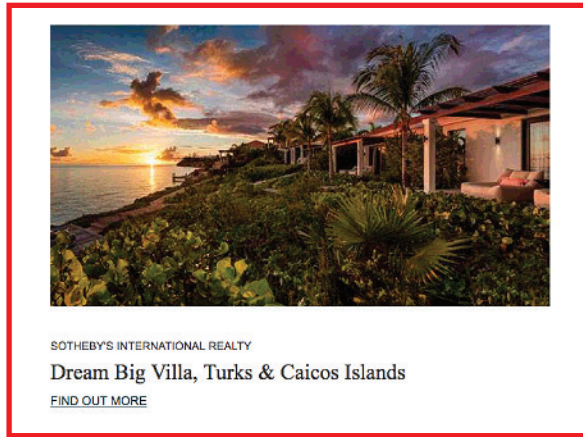
Sotheby's  
EST. 1744

## DIGITAL

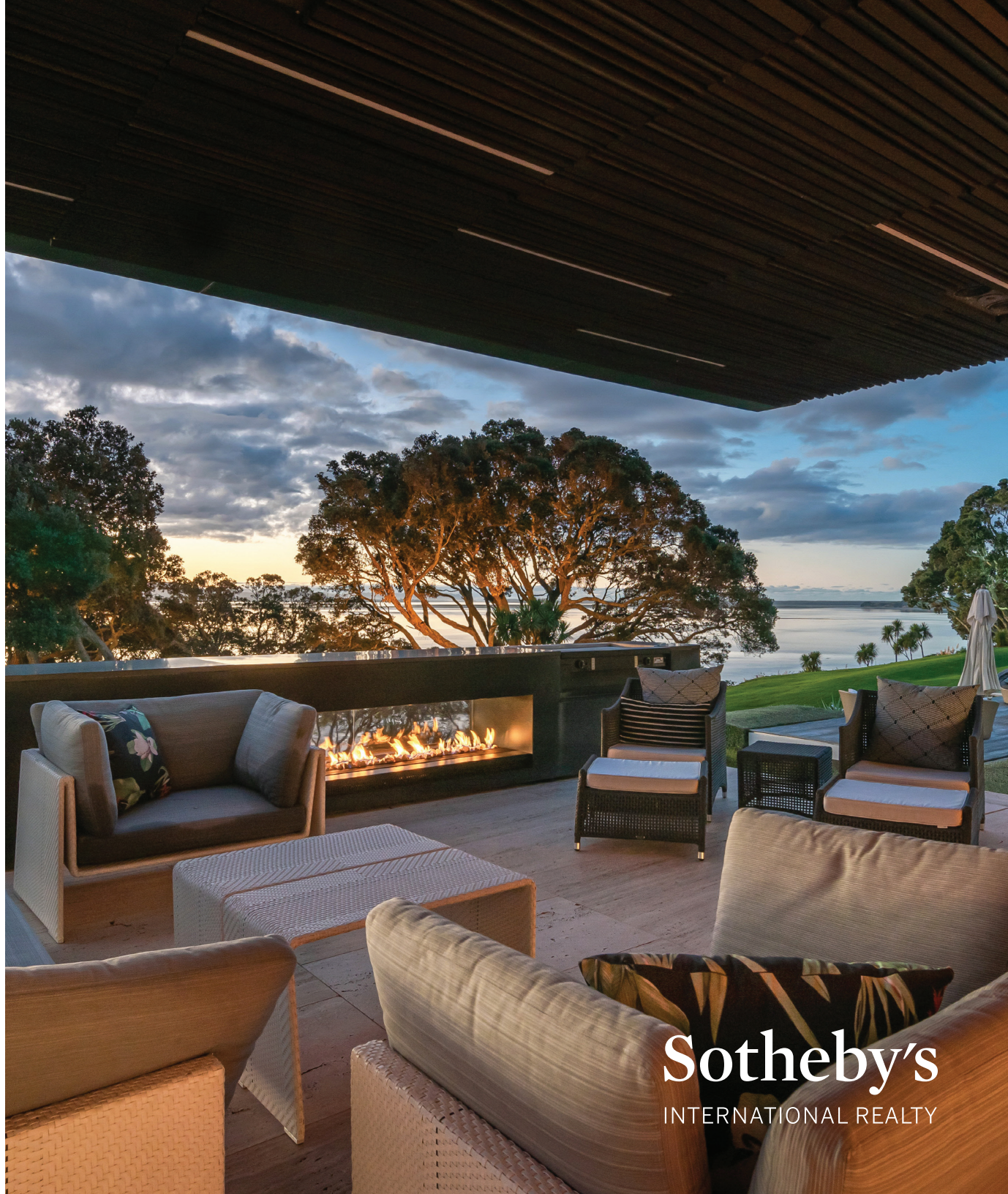
### SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 25,000+ recipients

PRICE: \$2,500/DEPLOYMENT



# 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: **Residences at Salamander**
- Flight Dates: **April 2024 - June 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.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist





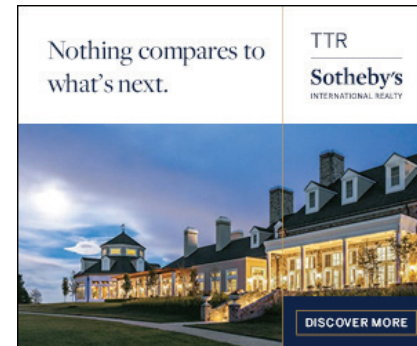
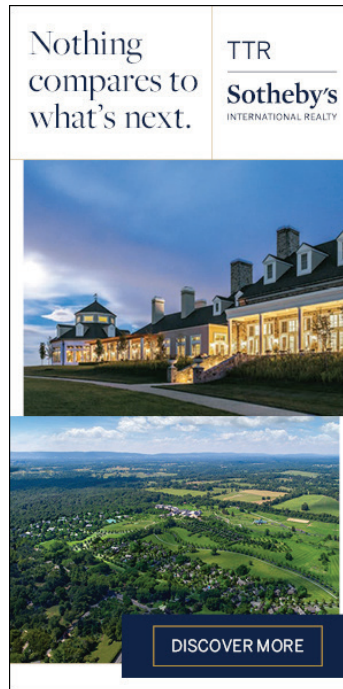
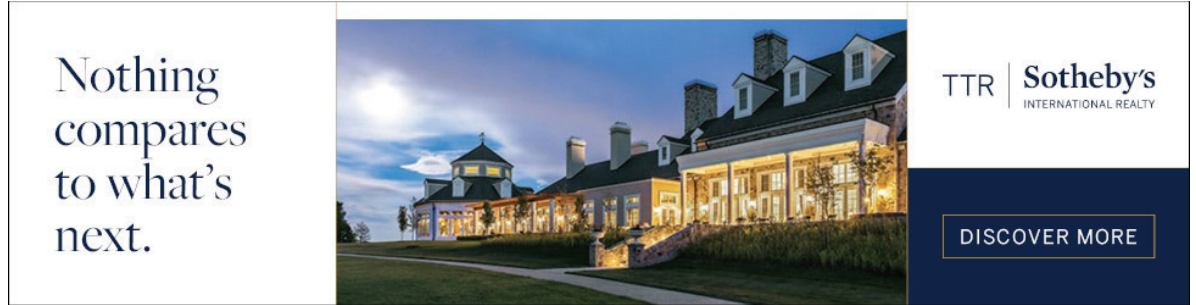
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

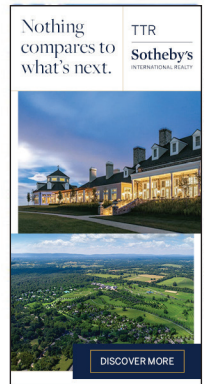
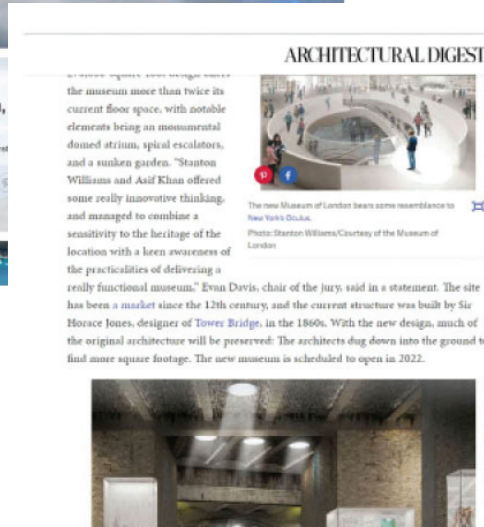
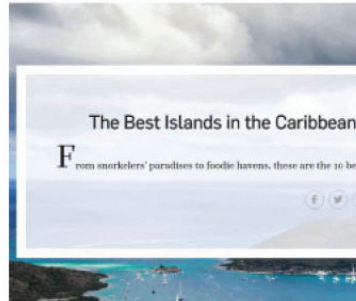
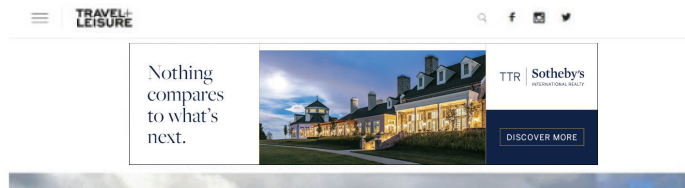
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

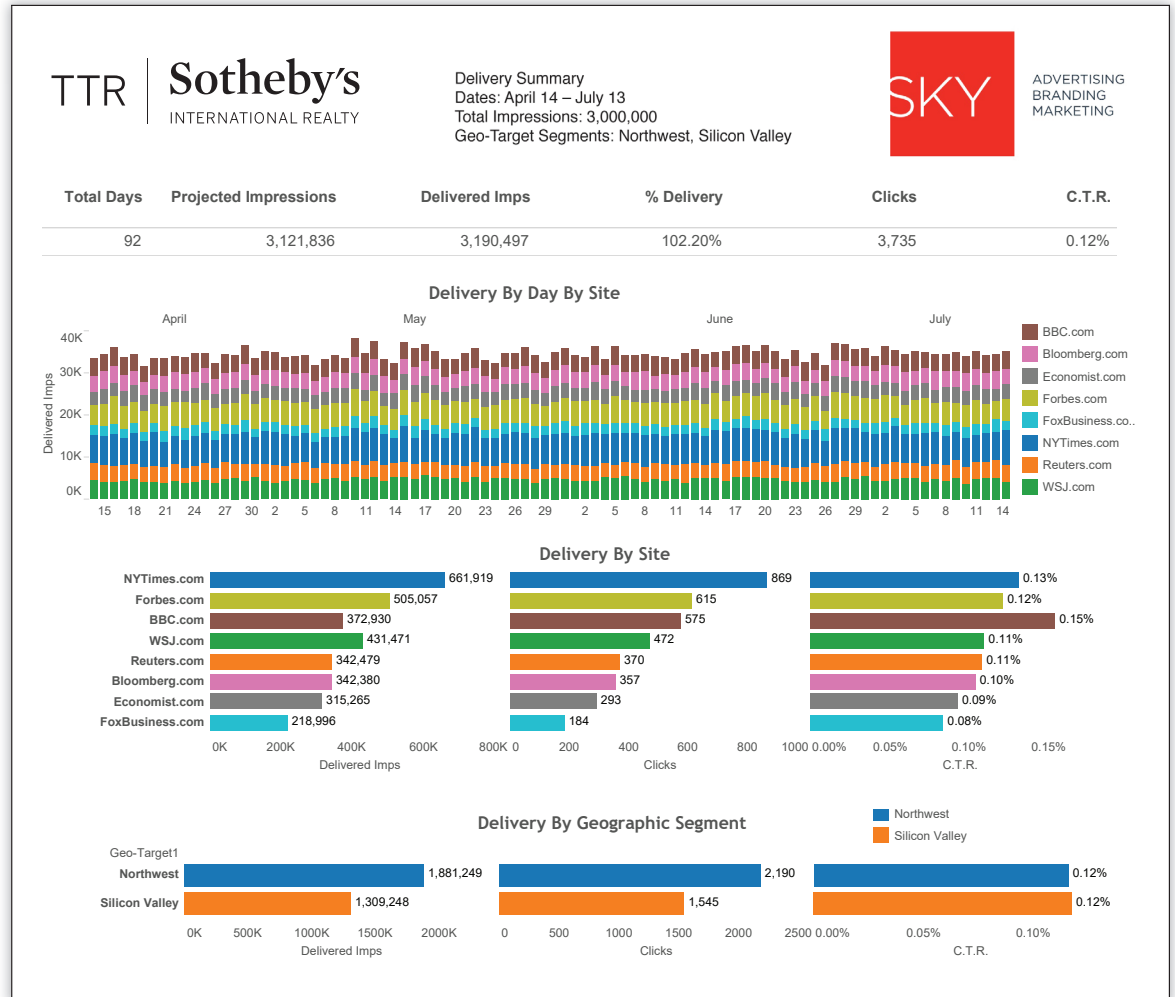


# Comprehensive Reporting For Your Customized Campaign

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.

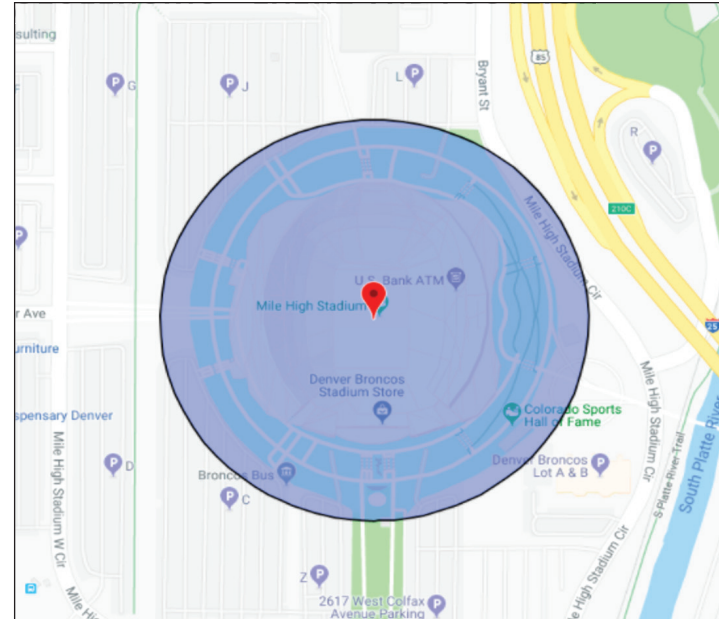
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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**  
**100,000 impressions**

# EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.



## SOCIAL POST

Instagram, Facebook, Pinterest and  
Twitter

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PRICE: 800/DEPLOYMENT

# Sponsored e-Blasts

## EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

Reach highly qualified Equestrians and Equestrian enthusiasts. Enables advertiser to tell their story, exclusively and can include videos, and slideshows. Advertiser provides the content.

- Reach: **33,000**

\$1,500 OR \$1,175 WITH PRINT PURCHASE



The image shows a detailed view of a sponsored e-blast email. At the top, it says "SPONSORED". Below that is a carousel of four images: a person riding a horse with the hashtag "#Join The Joy", a colorful abstract image, the "DONNABERSTEIN.COM" logo, and a video thumbnail titled "THE RIDER". To the right of this carousel is a "REAL ESTATE" section with a carousel of three property photos. Below that is a "VIDEO" section featuring a portrait of a woman. At the bottom, there is another "SPONSORED" section with a smaller version of the carousel and a "THE RIDER" video thumbnail. The footer contains the text "CALL THE EXPERTS AT SKYAD" and a search bar.

# Featured Property

## EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- Highlighted in the real estate. section of the homepage
- Highlighted in the real estate. landing-page
- Listing appears in the slide at the top of the real estate page
- Listing appears as a picture block on real estate page which links to Full page of advertorial including a video or slideshow tour of the property with contact information and a direct link to the realtor
- One Facebook posting - for duration of listing - Facebook, Twitter, Instagram

PRICE: \$800/MONTH  
3 Month minimum



# The Wall Street Journal Online (WSJ.com)

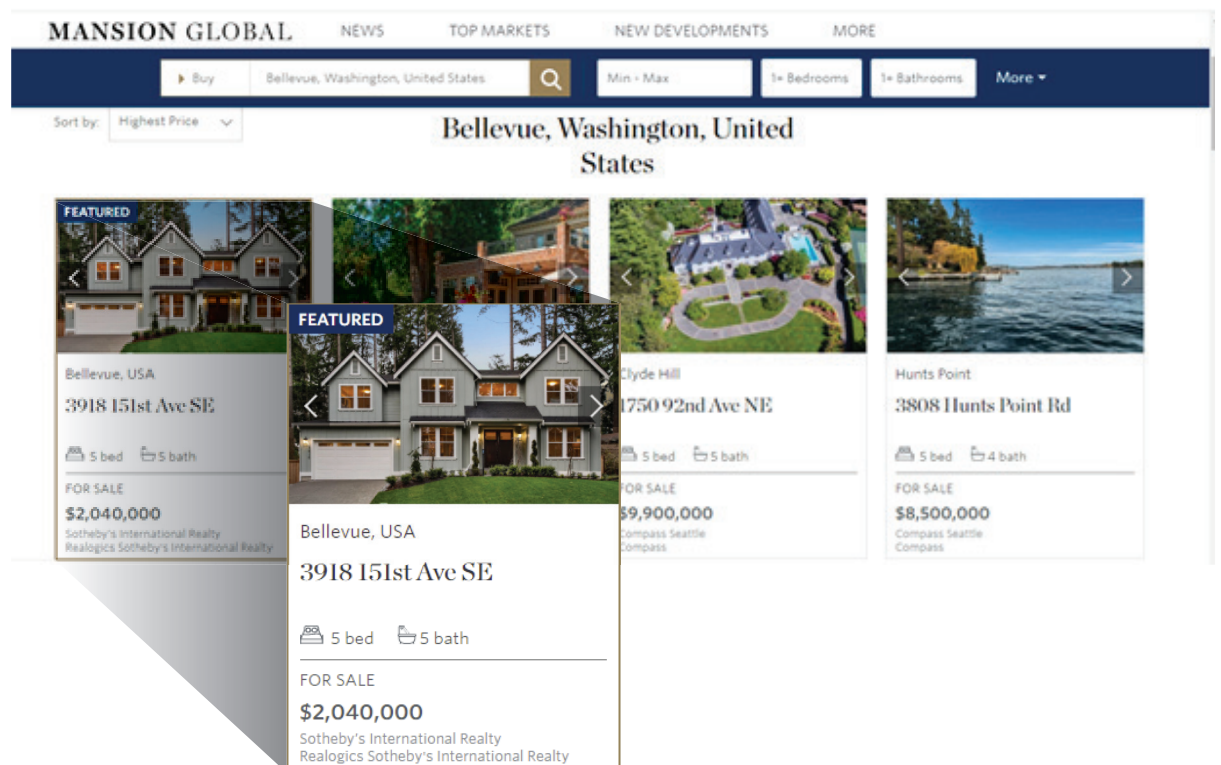
## FEATURED PROPERTY UPGRADES

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

Included with print placement





# Print Offerings



Sotheby's  
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: \$795 SINGLE SPOT, COLOR

**Includes Bonus 30 Day Digital - Featured Property Upgrade**

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00  
 DAA 292741 • 753.91.2191 • NASDAQ 10130.81 • SPX 3000 3712.1 • 1.61 • 10-Y TREAS. 4.2572 • 10Y-2Y 1.81 • 10Y-3M 2.48 • 90-D 1142.30 • 4.5890 • EURO 112.172 • YEN 107.212

**What's News**  
 Business & Finance

**Fed Cuts Rates Amid Virus Fears**  
 Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

**Tennessee Twisters Kill at Least 25**  
 Twisters ripped through Tennessee on Tuesday, killing at least 25 people as the weather service warned of dangerous conditions.

**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.

**Shaky Ground**  
 A major update from the Fed on how it will respond to the economic shock.

**World-Wide**  
 Biden reached a string of Super Tuesday primary victories and Sanders won the largest number of delegates in California.

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

**City, State**  
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/61767  
 Company: Sotheby's International Realty  
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

**City, State**  
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PRINT

# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

PRICE: \$980/FULL PAGE



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Plan 1								
Media	Ad Description	April	May	June	July	Media Total		Reach
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Bespoke Emails	Enter state/country here	\$ 2,500.00				\$ 2,500.00		550,000
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00		750,000
Million Impressions	Targeting - select locations							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression					\$ -		0
<b>Geofencing - Event and Location</b>								
Mobile Conquesting	Target specific events and locations	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00		200,000
<b>EQ Living</b>								
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts	\$ 1,500.00				\$ 1,500.00		39,000
EQ Living Real Estate Online	Featured Property	\$ 800.00	\$ 800.00	\$ 800.00		\$ 2,400.00		
Social Post	Instagram, Facebook, Pinterest and Twitter	\$ 800.00	\$ 800.00			\$ 1,600.00		1,000,000
<b>WSJ.com</b>								
Property Upgrades	10 Featured Property Upgrades					\$ -		
<b>Print</b>								
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00				\$ 795.00		644,424
<b>The Wall Street Journal</b>								
Mansicon Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00		100,000
TOTAL						\$ 16,360.00		3,283,424
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy								
Pricing Subject to Change								

# Proposed Schedule, Pricing & Reach 2024

Plan 2		April	May	June	July	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Emails	Enter state/country here	\$ 2,500.00				\$ 2,500.00	550,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Geofencing - Event and Location</b>							
Mobile Conquesting	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	100,000
<b>EQ Living</b>							
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts	\$ 1,500.00				\$ 1,500.00	39,000
Social Post	Instagram, Facebook, Pinterest and Twitter	\$ 800.00	\$ 800.00			\$ 1,600.00	1,000,000
<b>WSJ.com</b>							
Property Upgrades	10 Featured Property Upgrades	Bonus				\$ -	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00				\$ 795.00	644,424
<b>TOTAL</b>						<b>\$ 8,795.00</b>	<b>2,433,424</b>
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							

# Proposed Schedule, Pricing & Reach 2024

Plan 2		April	May	June	July	Media Total	Reach
<b>Media</b>	<b>Ad Description</b>						
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Emails	Enter state/country here	\$ 2,500.00				\$ 2,500.00	550,000
<b>Digital</b>							
<b>EQ Living</b>							
Social Post	Instagram, Facebook, Pinterest and Twitter	\$ 800.00	\$ 800.00			\$ 1,600.00	1,000,000
TOTAL						\$ 4,100.00	1,550,000
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							