



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Cunliffe Road Advertising and Marketing Program

Vashon Island | **Sotheby's**  
INTERNATIONAL REALTY

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- 24 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 Cunliffe Road

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

Your strategic blueprint is composed of select print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Vashon, WA.

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

# 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: **Cunliffe Road**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

|                                  |         |
|----------------------------------|---------|
| 100K Impressions per two weeks:  | \$900   |
| 250K Impressions per month:      | \$1,195 |
| 500K Impressions per month:      | \$1,625 |
| 1 Million Impressions per month: | \$2,450 |
| Three Month Minimum              |         |



# 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.

**FOX BUSINESS**



**THE WALL STREET JOURNAL.**

**BARRON'S**

**Forbes**

**INVESTOR'S BUSINESS DAILY®**



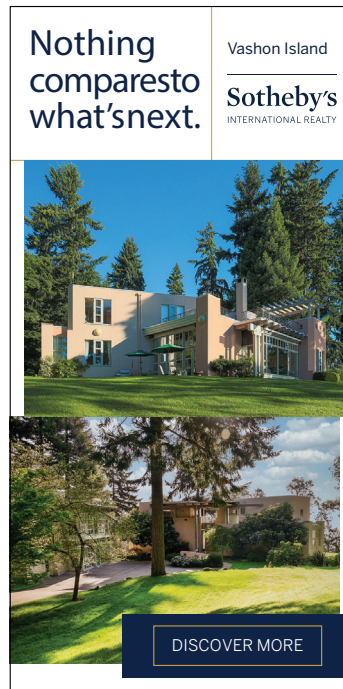
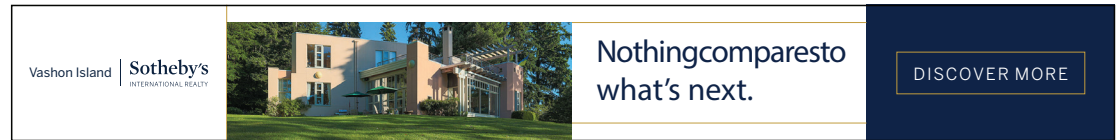
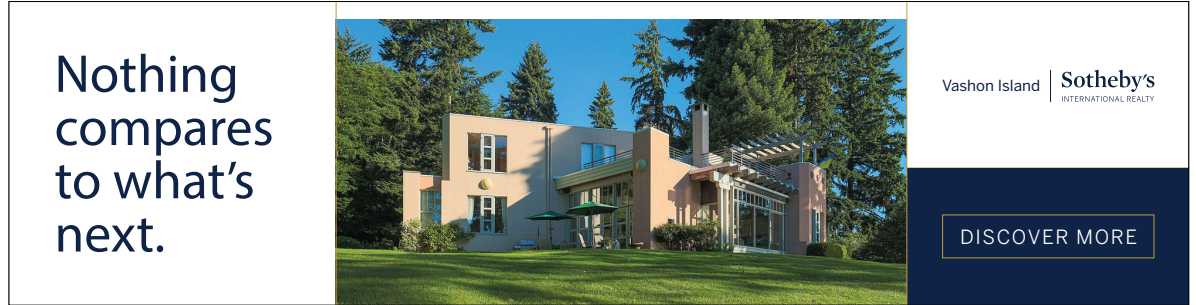
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

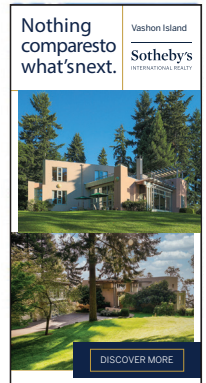
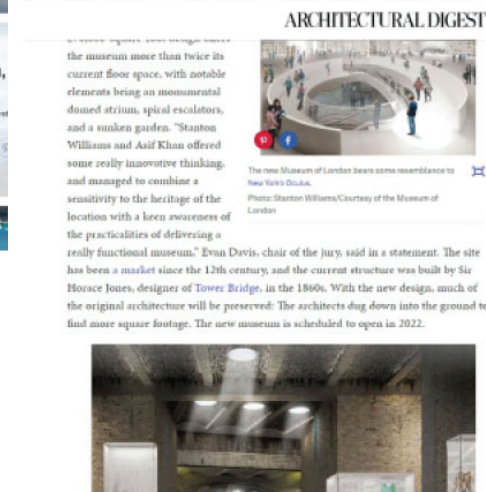
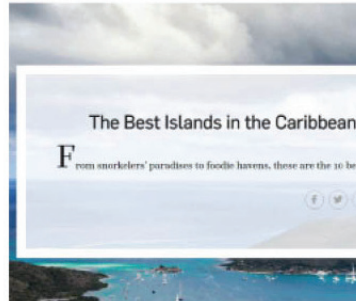
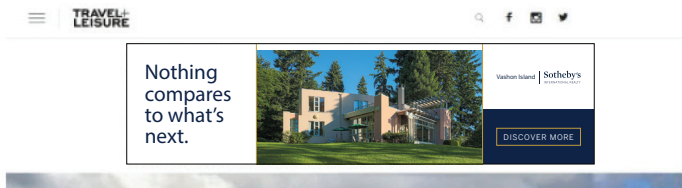
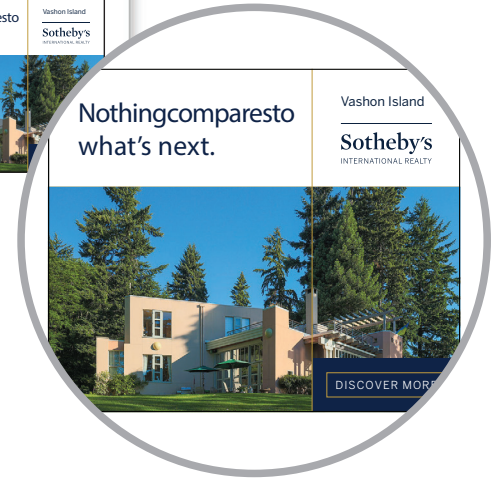
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites



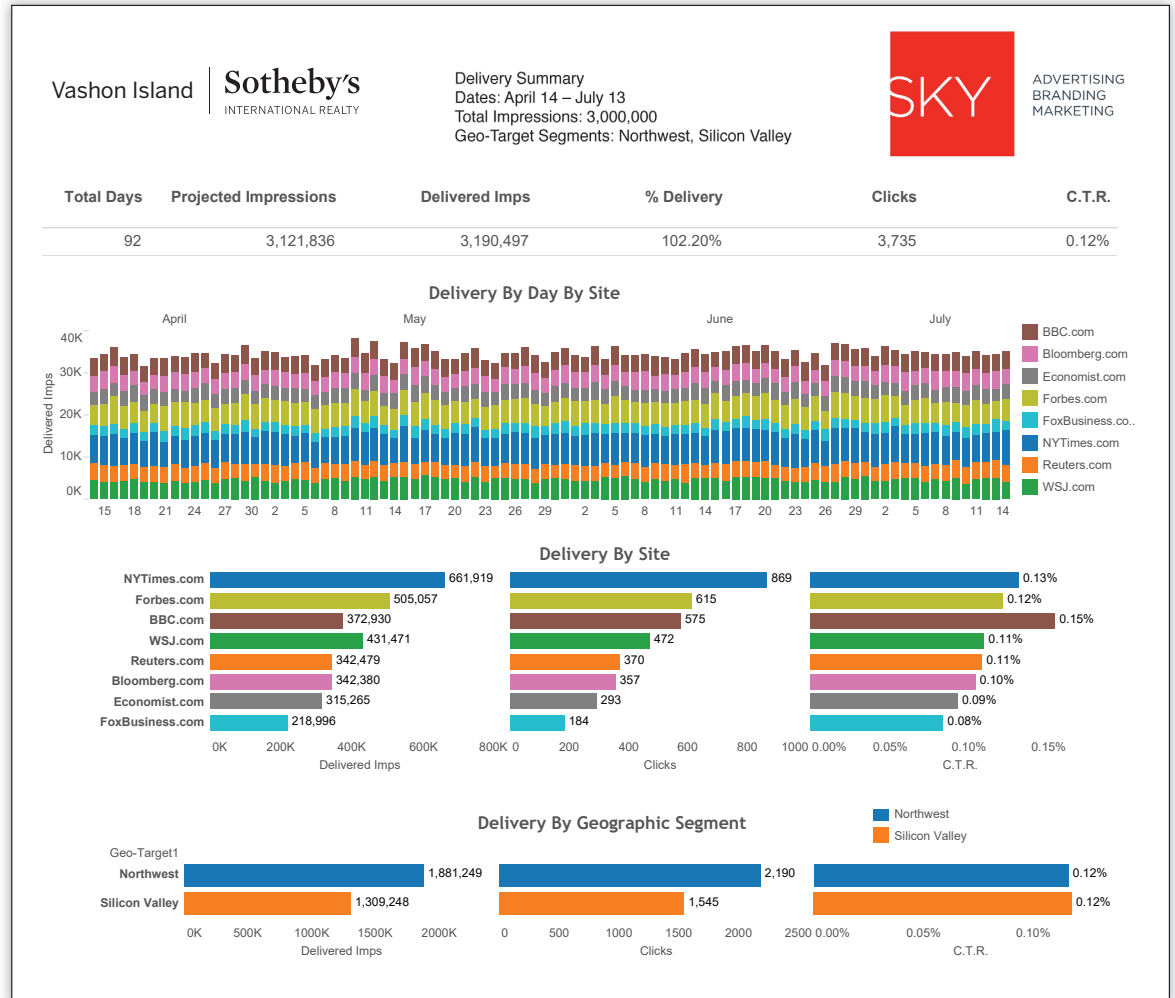


# Comprehensive Reporting For Your Customized Campaign

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

Vashon SIR Cunliffe Road

|                                   |                      | June |   |   |   |   |   |   |   |   |    |    |    |    |    |                |
|-----------------------------------|----------------------|------|---|---|---|---|---|---|---|---|----|----|----|----|----|----------------|
| Media                             | Geo-Target           | 1    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | Impressions    |
| Forbes.com                        | Seattle and Bellevue |      |   |   |   |   |   |   |   |   |    |    |    |    |    | 55,000         |
| FoxBusiness.com                   |                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |                |
| WSJ.com                           |                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |                |
| Reuters.com                       |                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |                |
| CNBC.com                          |                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |                |
| Barrons.com                       |                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |                |
| Investors.com                     |                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |                |
| Behavioral - Boating Enthusiasts  | Seattle and Bellevue |      |   |   |   |   |   |   |   |   |    |    |    |    |    | 25,000         |
| In-Market Residential Real Estate | Seattle and Bellevue |      |   |   |   |   |   |   |   |   |    |    |    |    |    | 20,000         |
| <b>Total Impressions</b>          |                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    | <b>100,000</b> |

# Comprehensive Digital

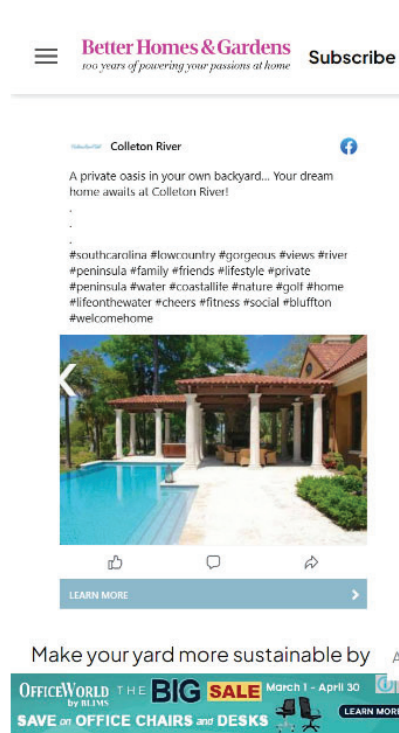
## SOCIAL MIRROR ADS

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.

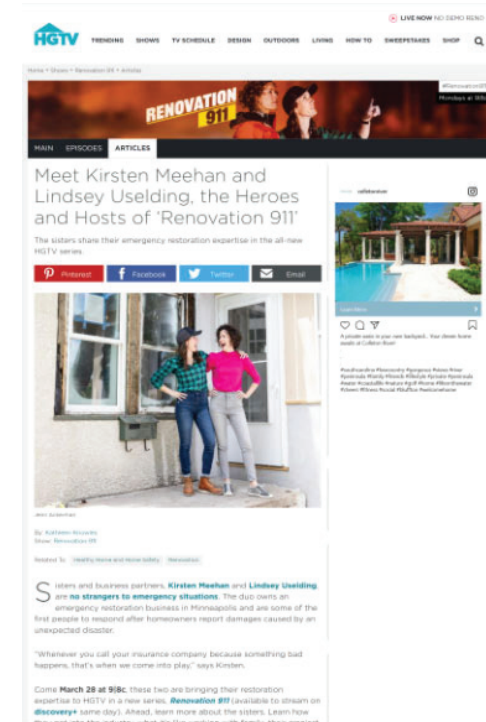
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



- **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: FROM \$1,500/MONTH  
100,000 Impressions

# Campaign Planner

## Digital Media Planner

Prepared for: SIR Vashon Island

Run Dates: 06/01/2024 - 09/01/2024

Your Investment: 300,000 Total Impr | \$4,500 Total Spend

| Your Geographic Targeting Area           |
|--|
| Seattle Washington   Bellevue Washington |

| Your Target Audience   |
|--|
| High Income, Interest in Boating, purchasing 2nd Home, in market for luxury real estate Vashon Island Washington |

| Product           | Strategies  | Strategy Details  | Start Date | End Date   | Monthly Impr | Total Impr | Monthly Budget | Total Budget | CPM/Mgmt Fee | Forecast | Forecast % |
|-------------------|---|---|------------|------------|--------------|------------|----------------|--------------|--------------|----------|------------|
| Social Mirror Ads | Keyword Targeting, Behavioral Targeting, AI Targeting | <p>CATEGORIES:<br/>High Income Professionals; Interests &gt; Boating; Plans to Buy Second Home; Luxury; Real Estate</p> <p>KEYWORDS:<br/>luxury home for sale Vashon Island</p> | 06/01/2024 | 09/01/2024 | 100,000      | 300,000    | \$1,500        | \$4,500      | \$15 CPM     | 521506   | 19.18%     |

# 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.

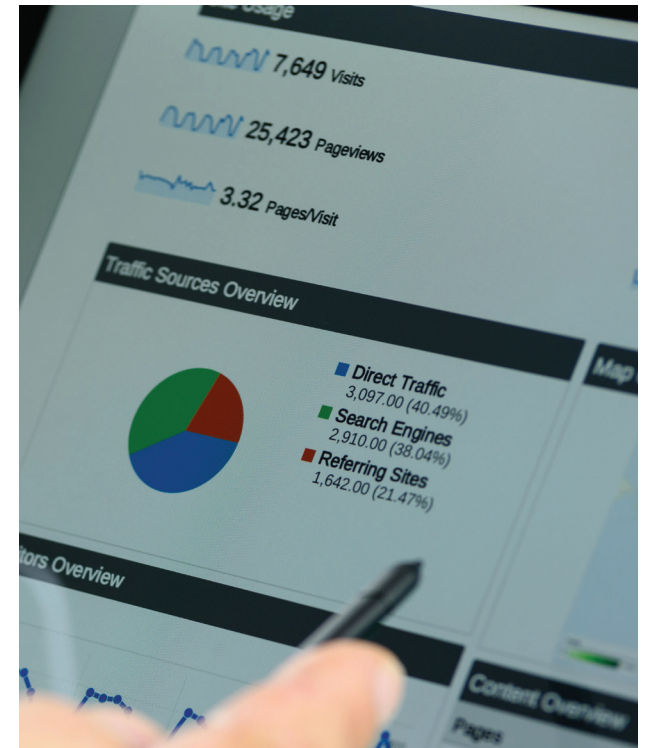


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

- Seattle WA
- Bellevue WA

## AUDIENCES & DEMOGRAPHICS

Which can include:

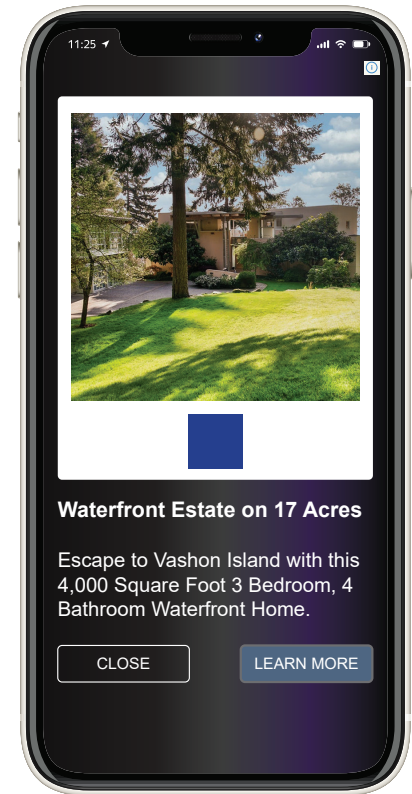
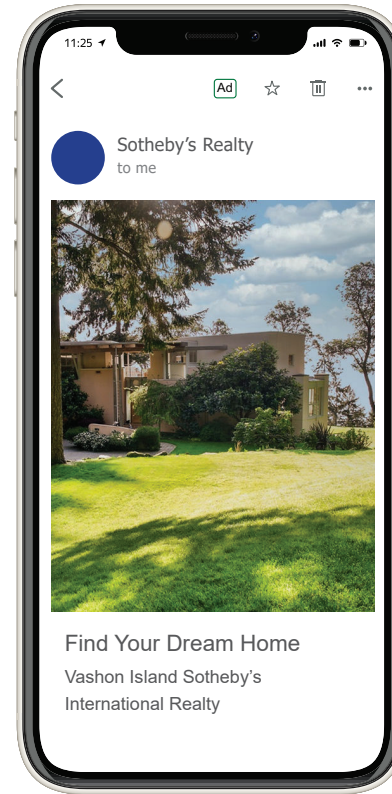
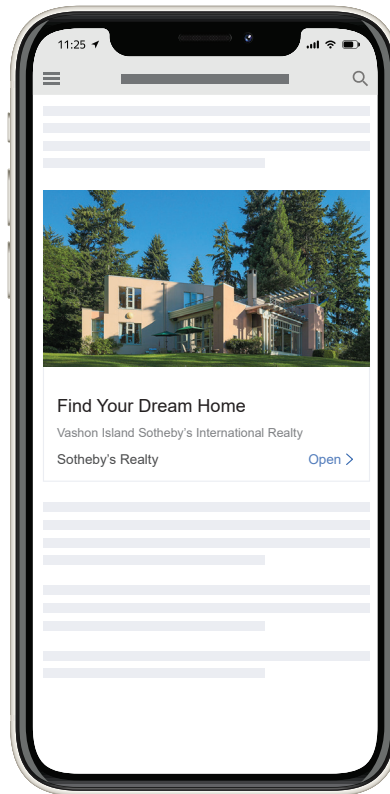
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

## DESCRIPTIONS/LONG HEADLINES

- Vashon Island Sotheby's International Realty
- Own a Piece of Washington Luxury with this Remarkable Vashon Island Waterfront Estate.
- Escape to Vashon Island with this 4,000 Square Foot 3 Bedroom, 4 Bathroom Waterfront Home.
- Enjoy Luxury Living with this Waterfront Home on 17 Acres. Your Dream Home is a Click Away.

## SHORT HEADLINES

- Waterfront Estate on 17 Acres
- Find Your Dream Home
- Vashon Island Luxury Real Estate
- Contact Us Today



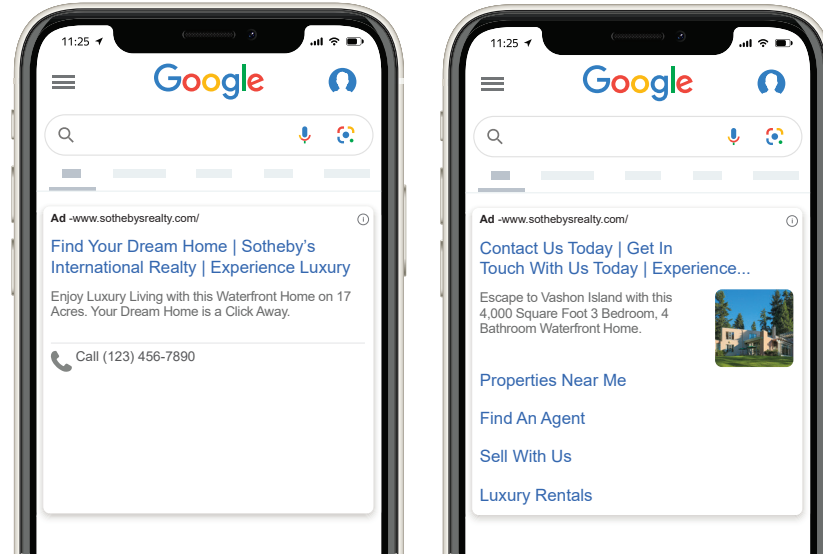
# Google AdWords

## ESTIMATED MONTHLY SEARCHES:

- 2,980

## KEYWORD SAMPLE:

- "luxury home for sale Vashon island"
- "waterfront real estate Vashon island"
- "waterfront mansion for sale washington"



**Find Your Dream Home**

Ad Vashon Island Sotheby's International  
Sotheby's Realty

[Learn more](#)

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

### Waterfront Estate on 17 Acres | Get InTouch With Us Today

Own a Piece of Washington Luxury with this Remarkable Vashon Island Waterfront Estate.

**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

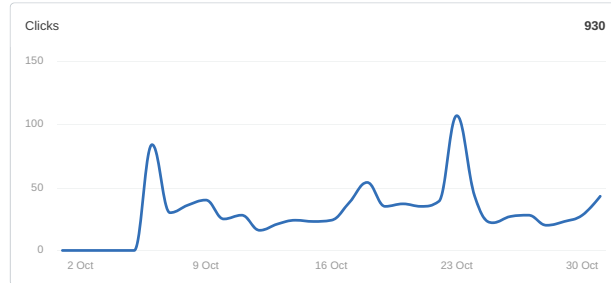
## CLIENT DASHBOARD

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.



### Vashon Island SIR

|                        |                   |                |                        |                        |                             |
|------------------------|-------------------|----------------|------------------------|------------------------|-----------------------------|
| Google Ads Impressions | Google Ads Clicks | Google Ads CTR | Google Ads Phone Calls | Average Cost-Per-Click | Google Ads Interaction R... |
| <b>85,229</b>          | <b>930</b>        | <b>1.09%</b>   | <b>9</b>               | <b>\$1.52</b>          | <b>1.14%</b>                |



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      |

Showing 9 of 9 Rows

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

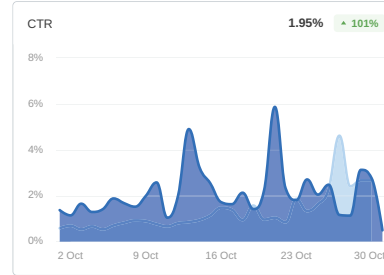
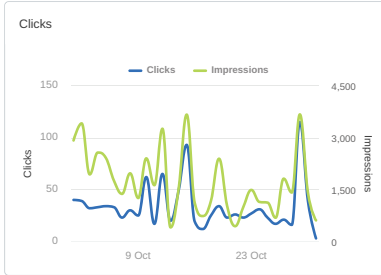
## MONTHLY REPORTING

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



## Vashon Island SIR

### 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            |

# jamesedition.com

## E-NEWSLETTER

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.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

LISTING FEATURE: \$1,500

# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

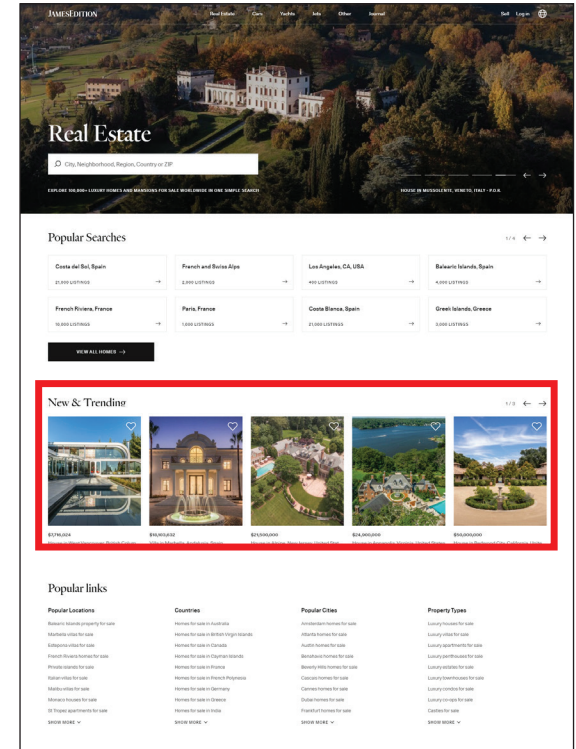
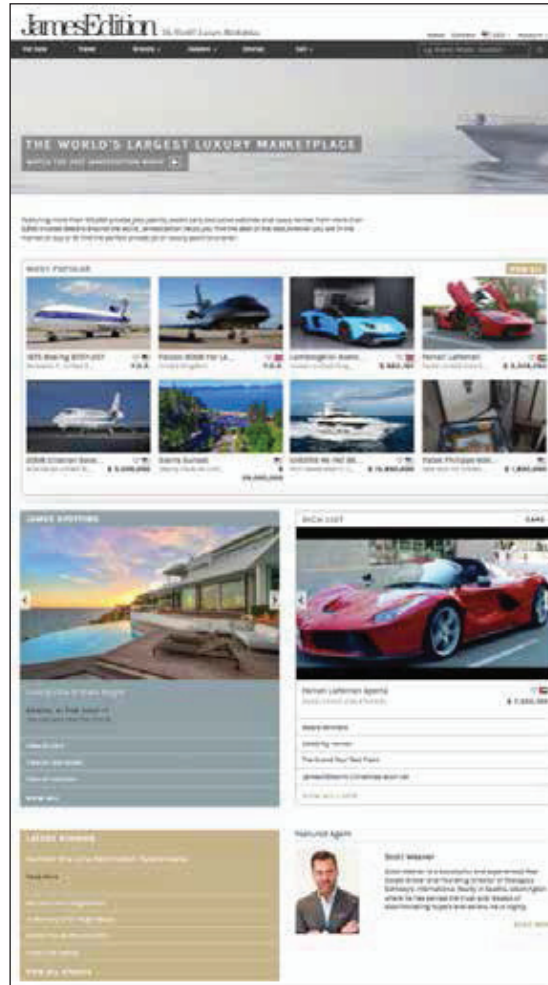
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# Luxury Home Magazine

## SOCIAL MEDIA POST

- Instagram: 27,000 followers
- Facebook: 19,000+ followers

PRICE: \$400

## FEATURED HOME NEWSLETTER

- Subscribers: 32,000

PRICE: \$100 AS ADD ON TO THE SOCIAL MEDIA POST

The screenshot displays the 'LUXURY HOME' website interface. At the top, there's a navigation bar with 'LUXURY HOME' and 'LUXURY HOMES'. Below this is a large featured image of a modern house at dusk. The main content area is organized into several sections:

- FEATURE YOUR HOME HERE**: A section with four small property images and their respective prices.
- SEEN LOCALLY, RESPECTED GLOBALLY**: A headline section.
- LUXURY SPECIALISTS**: A grid of agent profiles with their names and photos.
- LOCAL LUXURY EXPERTISE, GLOBAL REACH**: A sub-headline for the specialists section.
- LATEST ISSUES**: A row of five magazine cover thumbnails.
- ONE BRAND, ONE POWERFUL PLATFORM**: A headline section.
- NEW CONSTRUCTION**: A section with four property images and their locations.
- UNMATCHED SOCIAL MEDIA EXPOSURE**: A headline section.
- WATERFRONT & COASTAL**: A section with four property images.
- ONE BRAND, ONE POWERFUL PLATFORM**: A sub-headline for the waterfront section.
- RANCH & EQUESTRIAN**: A section with four property images.
- MARKETING LUXURY IS WHAT WE DO BEST**: A headline section.
- CONDO & TOWNHOMES**: A section with four property images.
- LOCAL | REGIONAL | NATIONAL | GLOBAL**: A headline section.
- LUXURY RENTALS**: A section with four property images.
- PRINT | MAILED | DIGITAL | SOCIAL | MOBILE**: A headline section.
- PRESSROOM**: A section with four property images.
- LUXURY MARKETS**: A grid of regional market links.

At the bottom, there is a footer with contact information and a small logo.

# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

PRINT

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# Luxury Home Magazine

- 30,000 copies
- 21,500 copies to homes values at 1.8Mil+
- 8,500 copies are Distributed to Real Estate Offices and Hi-End Distribution locations such as Mercedes, Porsche, Maserati and upper end shopping centers, golf courses and executive Airport Terminals

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HALF PAGE: \$1,295



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Plan Revised 5-28-2024

| Media                                 | Ad Description                                       | June        | July        | August      | September | Media Total  | Reach     |
|---------------------------------------|--|-------------|-------------|-------------|-----------|--------------|-----------|
| <b>Digital</b>                        |  |             |             |             |           |              |           |
| <b>Million Impressions*</b>           |  |             |             |             |           |              |           |
| Impressions Blast - Two week Campaign | Digital Banner Program - 100K Impression             | \$ 900.00   |             |             |           | \$ 900.00    | 100,000   |
| <b>Google Adwords</b>                 |  |             |             |             |           |              |           |
| Google Adwords                        | Digital PPC program                                  | \$ 1,600.00 | \$ 850.00   | \$ 850.00   |           | \$ 3,300.00  | 8,940     |
| <b>Comprehensive Digital</b>          |  |             |             |             |           |              |           |
| Social Mirror Ads                     | Mirroring Social Post                                | \$ 1,500.00 | \$ 1,500.00 |             |           | \$ 3,000.00  | 200,000   |
| <b>JamesEdition</b>                   |  |             |             |             |           |              |           |
| E-Newsletter Featured Listing         | E-Newsletter   |             | \$ 1,500.00 |             |           | \$ 1,500.00  | 192,000   |
| New & Trending Real Estate Position   | Featured Spot  | \$ 1,000.00 |             |             |           | \$ 1,000.00  | 750,000   |
| <b>Luxury Home Magazine</b>           |  |             |             |             |           |              |           |
| Social Media Posts                    | Instagram and Facebook - part of print commitment    | \$ 400.00   |             |             |           | \$ 400.00    | 19,000    |
| Enewsletter                           | Featured Home of the week - part of print commitment | \$ 100.00   |             |             |           | \$ 100.00    | 32,000    |
| <b>Print</b>                          |  |             |             |             |           |              |           |
| <b>Luxury Home Magazine</b>           |  |             |             |             |           |              |           |
| Luxury Home Magazine                  | Half Page Seattle                                    |             |             | \$ 1,295.00 |           | \$ 1,295.00  | 30,000    |
| TOTAL                                 |  |             |             |             |           | \$ 11,495.00 | 1,331,940 |

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