



ADVERTISING
BRANDING
MARKETING

NEW YORK
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SKYAD.COM

Kindred Resort Advertising and Marketing Program

LIV | Sotheby's
INTERNATIONAL REALTY

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ADVERTISING
BRANDING
MARKETING

National & Global Exposure Kindred Resort

SKY Advertising is excited to present to LIV SIR Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Kindred Resort project.

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 Keystone, CO.

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: **Kindred Resort**
- Flight Dates: **August 2023 - September 2023**
- Impressions: **1,000,000**
- 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.

INVESTOR'S BUSINESS DAILY[®]



FORTUNE

THE WALL STREET JOURNAL.

BARRON'S

Forbes

**Bloomberg
Markets**



FOX BUSINESS



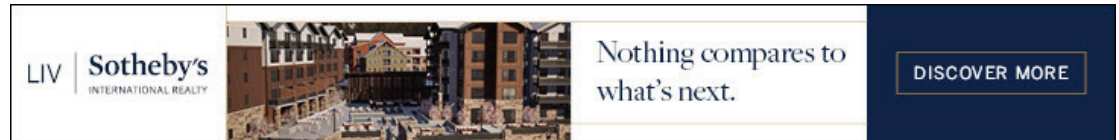
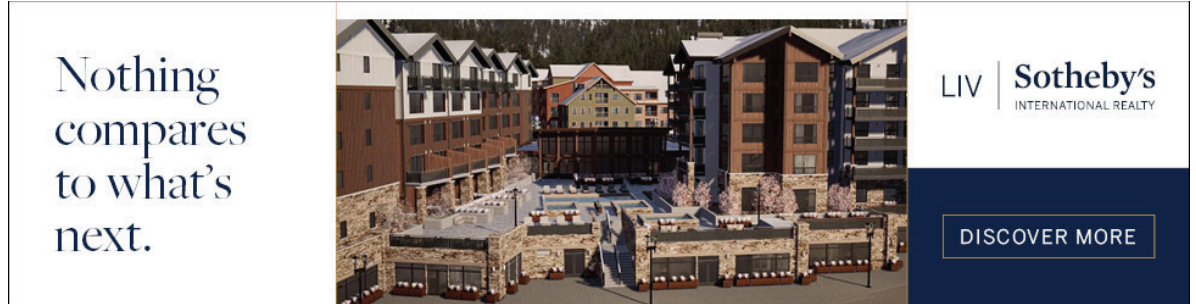
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

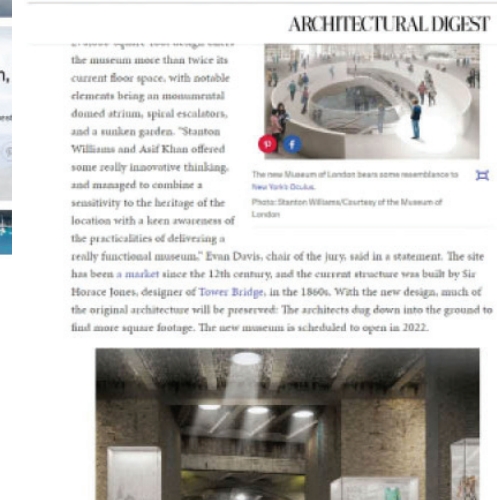
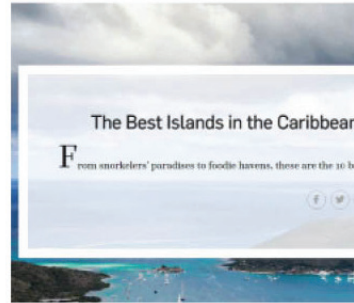
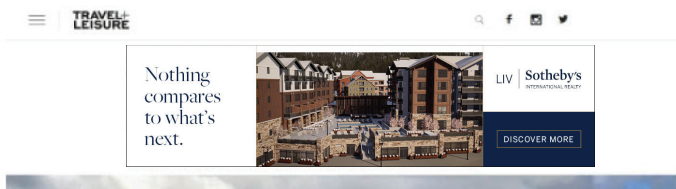
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

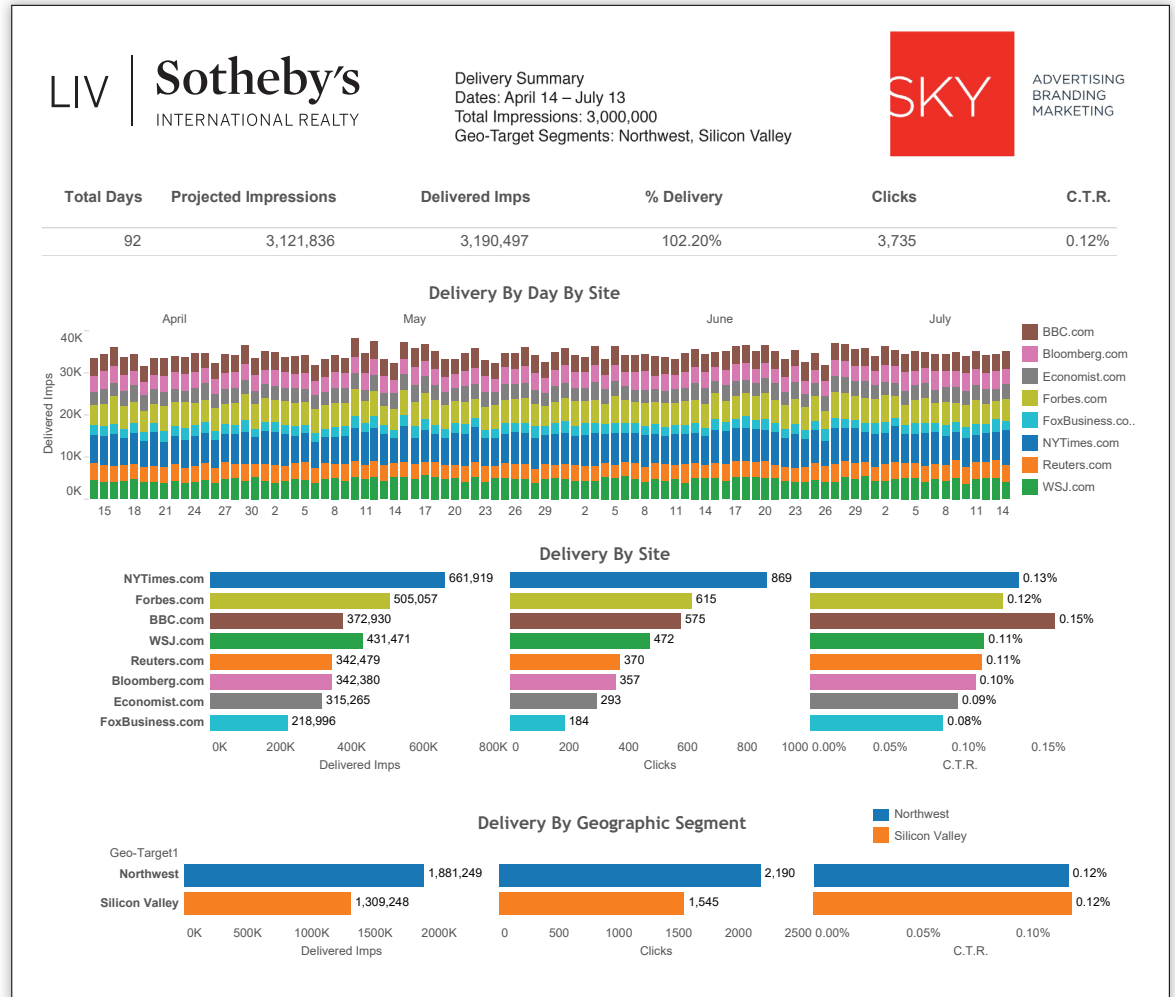


Comprehensive Reporting For Your Customized Campaign

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 Colorado (Englewood, Breckenridge, Colorado Springs, Boulder, Fort Collins, Silverthorne), Texas (Dallas, Houston, San Antonio), Phoenix, Chicago, Atlanta, New York City, Los Angeles, Des Moines, Florida, and Mexico City.

The program, with a projected start date of August 1st and will run for two months delivering an estimated 1,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Colorado (Englewood, Breckenridge, Colorado Springs, Boulder, Fort Collins, Silverthorne), Texas (Dallas, Houston, San Antonio), Phoenix, Chicago, Atlanta, New York City, Los Angeles, Des Moines, Florida, and Mexico City on top global business and finance websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Rocky Mountain area real estate and living in Texas (Dallas, Houston, San Antonio), Phoenix, Chicago, Atlanta, New York City, Los Angeles, Des Moines, Florida, and Mexico City.
- A behavioral segment that will allow us to show banners to Ski Enthusiasts living in Colorado (Englewood, Breckenridge, Colorado Springs, Boulder, Fort Collins, Silverthorne), Texas (Dallas, Houston, San Antonio), Phoenix, Chicago, Atlanta, New York City, Los Angeles, Des Moines, Florida, and Mexico City.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.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.

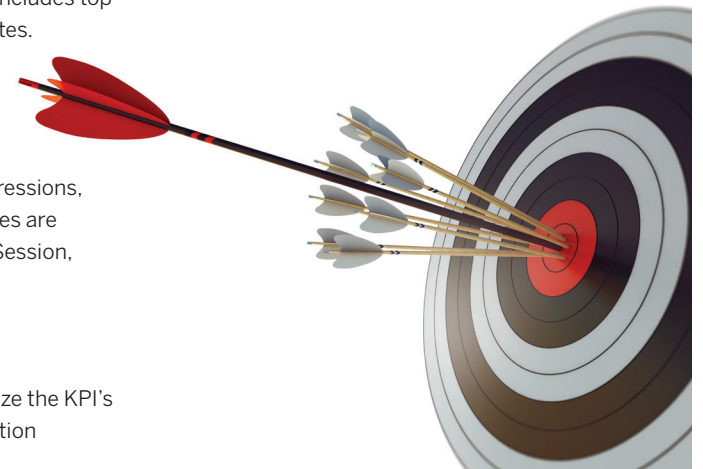
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

LIV SIR Kindred Resort											
Media	Geo-Target	August					September				Impressions
		31	07	14	21	28	04	11	18	25	
WSJ.com	Colorado (Englewood, Breckenridge, Colorado Springs, Boulder, Fort Collins, Silverthorne), Texas (Dallas, Houston, San Antonio), Phoenix, Chicago, Atlanta, New York City, Los Angeles, Des Moines, Florida, Mexico City										425,000
Bloomberg.com											
Barrons.com											
Investors.com											
CNBC.com											
Fortune.com											
Reuters.com											
Forbes.com											
FoxBusiness.com											
CNBC.com											
Mexico, Hong Kong, China	Mexico City										75,000
Behavioral - Ski Enthusiasts	Colorado (Englewood, Breckenridge, Colorado Springs, Boulder, Fort Collins, Silverthorne), Texas (Dallas, Houston, San Antonio), Phoenix, Chicago, Atlanta, New York City, Los Angeles, Des Moines, Florida, Mexico City										250,000
Custom Intent - Rocky Mountain Area Real Estate	Texas (Dallas, Houston, San Antonio), Phoenix, Chicago, Atlanta, New York City, Los Angeles, Des Moines, Florida, Mexico City										250,000
Total Digital											1,000,000

Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: STARTING AT \$1,500 PER ONE MONTH

Comprehensive Digital

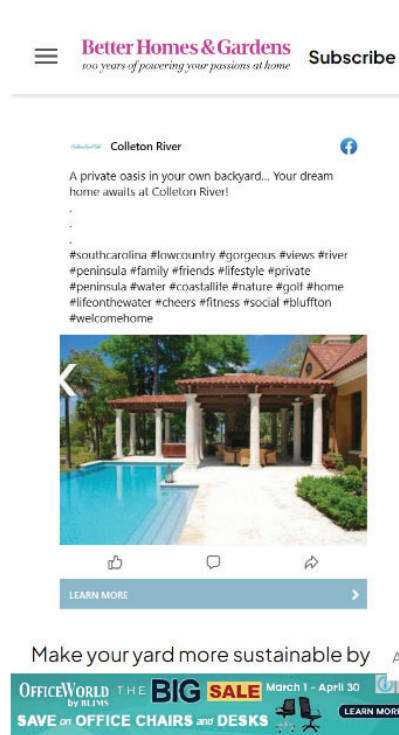
SOCIAL MIRROR ADS

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.

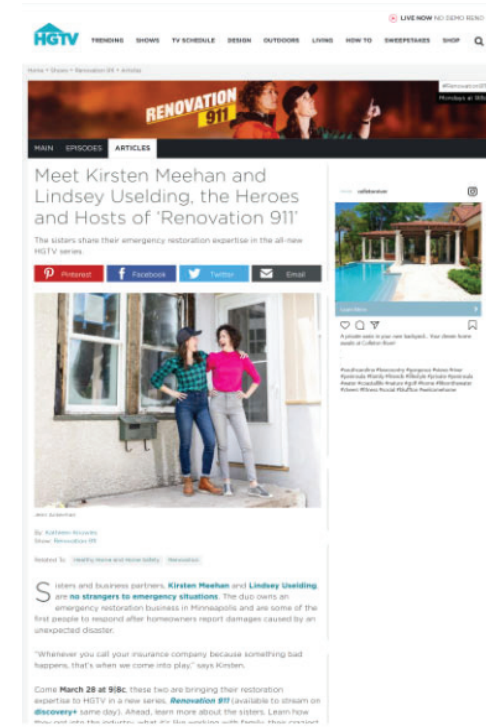
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500 PER MONTH

Digital Campaign Planners

Campaign Duration: 8/1/2023 - 11/1/2023	Aug-23	Sep-23	Oct-23	Total
NATIVE DISPLAY ADS				
Retargeting				
Behavioral Targeting: High Net Worth AND Luxury Vacation Lovers; Mega Spenders > Vacation Homes; Vacation Types - Ski; Snow Ski Vacationer				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	150,000	150,000	150,000	450,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth AND Luxury Vacation Lovers; Mega Spenders > Vacation Homes; Vacation Types - Ski; Snow Ski Vacationer				
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:	300,000	300,000	300,000	900,000
TOTAL CAMPAIGN INVESTMENT:	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00

Native Available Monthly Impressions Estimate:	716,958
Percentage of Targeted Native inventory purchased with this campaign:	20.92%
Social Mirror Ads Available Monthly Impressions Estimate:	326,320
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	30.64%

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.

Google AdWords

Target consumers who are "inmarket", active in the 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/site.



CAMPAIGN SETUP & OPTIMIZATION

Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

Estimated Monthly Searches: **8,300**

GEO-TARGETING:

- Colorado
 - o Denver
 - o Englewood
 - o Breckenridge
 - o Keystone
 - o Colorado Springs
 - o Boulder
 - o Fort Collins
 - o Silverthorne
- Texas
 - o Dallas
 - o Houston
- New York
 - o New York
- Arizona
 - o Phoenix
- Florida
 - o Miami
 - o Orlando
 - o Ft Lauderdale
 - o Sarasota
- Illinois
 - o Chicago
- Georgia
 - o Atlanta
- California
 - o Los Angeles
- Mexico City

KEYWORDS" AUDIENCE AND DEMOGRAPHICS:

- Top 10% Income Earners
- Real Estate
- Residential Properties
- Residential Properties for Sale
- Luxury Shoppers
- Ski Enthusiasts
- Winter Sports Enthusiasts
- Luxury Travelers
- Business Professionals
- Homeowners
- Avid Investors
- News & Politics
- Technology Industry
- Retargeting
- Site Visitors

DESCRIPTIONS/ LONG HEADLINES

- Own Your Ski-In Ski-Out Dream Home at Kindred Resort
- Slopeside Living with Premier Amenities. Contact Us to Learn More About the Kindred Residences
- Owning Your Mountain Home is a Click Away. Ski-In Ski-Out Residences in Keystone Colorado.

SHORT HEADLINES

- Kindred Residences
- Ski-In Ski-Out Homes
- Keystone, Colorado
- Find Your Mountain Dream Home

MONTHLY MANAGEMENT

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

PROGRAM COST:

PROGRAM SETUP: \$750

MONTHLY MANAGEMENT:

\$350/MONTH (6 MONTH MINIMUM)

MEDIA: SPEND BASED ON PROGRAM

Circulation/
Distribution/
Reach



Sotheby's
INTERNATIONAL REALTY

Circulation/ Distribution/ Reach 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,000,000
Targeting - Multiple US locations	
Google Adwords	
Digital PPC program	8,300
Comprehensive Digital	
Social Mirror	200,000
Native Display	200,000
GRAND TOTAL	1,408,300

Schedule and Pricing



Sotheby's
INTERNATIONAL REALTY

Proposed Media Schedule & Pricing 2023

2 Month Campaign		August	September	Media Total
Media	Ad Description			
Digital				
Million Impressions*				
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 3,250.00
Million Impressions	Targeting - Multiple US locations			
Google Adwords				
Google Adwords	Digital PPC program	\$ 1,850.00	\$ 1,100.00	\$ 2,950.00
Comprehensive Digital				
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00
Comprehensive Digital	Native Display	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00
TOTAL		\$ 6,475.00	\$ 5,725.00	\$ 12,200.00

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

Pricing Subject to Change