

Hot Carolina Destinations Print & Online Package

Introduce yourself to 500,000 Carolina "Turbo Tourists"

WHO WILL BENEFIT:

CVBs, towns, resorts, hotels, B&Bs, gardens, theaters, health clubs, museums, golf courses, vacation rentals, and factory outlets who want to gain market share of affluent "turbo-tourists" exploring the Carolinas. This package integrates the indelible power of print (Destinations & Attractions ad) with the worldwide audience browsing our Website (City Highlight Online Jumbo Banner Program).

AUDIENCE:

Get your invitation in front of families making their travel plans. Combining these marketing channels will expose your brand to 500,000 affluent people seeking Carolina destination info over the next 12 months. It's a national, educated audience with median household incomes of \$119,000. Forty-three percent are over age fifty. All have plans to visit the Carolinas.

DIRECTORY OF ONLINE EXAMPLES:

www.CarolinaLiving.com/destinations

PRINT DEADLINES:

April 2012 (Spring/Summer Edition)

Final closing/payment date: Fri., March 23, 2012
Materials deadline: Fri., March 30, 2012
Estimated distribution (on sale) date: April 13, 2012
Full payment for media is due: Fri., March 23, 2012

October 2012 (Fall/Winter Edition)

Final closing/payment date: Fri., September 21, 2012
Materials deadline: Fri., September 28, 2012
Estimated distribution (on sale) date: October 26, 2012
Full payment for media is due: September 21, 2012

Please submit all materials to: adolin@carolinalive.com

QUESTIONS?

For more details, contact:
Patrick Mason – Co-Founder
803.782.7466 or pmason@carolinalive.com

WHAT YOU GET:

Print - Destinations & Attractions

- A one-sixth or one-third page (4-color) ad in the HOT CAROLINA DESTINATIONS & ATTRACTIONS section of the CarolinaLiving Guide for two editions published in April and October.
- Destination feature article with photo and caption.
- Dimensions for a single one-third column ad are (column) 2.275" x 9.75" and (square) 4.75" x 4.75"; one-sixth vertical dimensions are 2.275" x 4.75".

Online - City Highlight™ Jumbo Banner Program

- A City Highlight™ Jumbo Banner that presents your regional-specific message on an appropriate city article on www.CarolinaLiving.com for 12 months.
- The banner links to a 250-word testimonial page article with photos & captions plus a link to your site.
- Six additional fixed logo banners are placed on related pages and link to the article page.
- This offer is limited to six participants in each city at any one time.
- A 12-month listing/link on our HOT CAROLINA DESTINATIONS & ATTRACTIONS directory page at www.CarolinaLiving.com/Destinations.

QUALITY VISITOR LEADS*:

- Over the 12-month term, expect to generate approximately 4,000 national leads made up of families with Carolina travel plans. Weekly lists include contact data and email address, delivered in Excel.
Plus, a new customer bonus list of 2,000 recent registered responders when you fund this program.

* Leads are to be used to encourage visitation. They are not be passed to real estate agents.

ANNUAL COST**:

Package includes both a Destinations & Attractions print ad (for two editions) and an online Feature Page Highlight™ program. Check preferred print ad sizes. **Credit Cards accepted!

- 1/6 Vertical \$5,320 NET
- 1/3 Column or Square \$6,460 NET
- Other sizes \$ _____

TOTAL CONTRACT \$ _____

Hot Carolina Destinations Print & Online Package

Please complete, sign below and fax to: 803.790.7240 or email to: pmason@carolinaLiving.com
Thanks for your business!

Destination/Attraction ID: _____

Billing Address _____ Phone (_____) _____

City _____ State _____ Zip _____

Email _____ Web Address _____

Authorized Contact: _____

Signature _____ Date _____

I understand this is a firm and binding order for marketing services. Payment must be received on or before closing date. Cancellation after the closing date will be billed in full.

Checks payable to: Center for Carolina Living. Mail to: Ms. Leyla Mason, 4201 Blossom St., Columbia, SC 29205-2850.

Destinations and Attractions

Sumter . SC

Jasper County . SC

*Stay for a day...
Stay for a season...*



- Gardens
- Golf & Tennis
- Arts
- History

You'll want to stay forever!

Nestled in the heart of South Carolina, Sumter is in the middle of everything!

- 90 minutes to the beach
- 45 minutes to Columbia, our state capital
- 20 minutes from the Santee Cooper Lakes

Sumter offers scenic beauty, convenience and an unmatched quality-of-life experience.

*We are Sumter, South Carolina.
Uncommon Patriotism,
Progressive Spirit.*

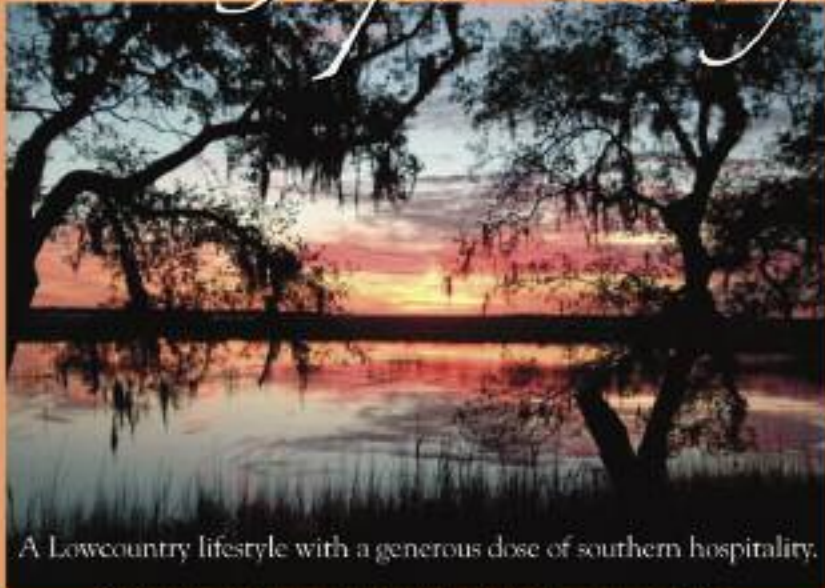
Sumter
SOUTH CAROLINA

1-800-688-4748

www.retireinsumter.com

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1-843-726-8126

www.jaspercountychamber.com

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“Turbo-tourist”- Defined

Our objective is to have the Carolina leadership understand that Tourism is the *birth-mother* of another huge Carolina economic engine called the In-migration Industry.

This “leisure” travel segment of about 6 million exploring visitors annually has been sub-branded by the industry as, *Turbo-tourists*.

Highly beneficial to DMO’s and Economic Development Professionals, these affluent, educated families visit various destinations as part of their exploration mission. They reserve way in advance, spend more, stay longer and return more frequently on average.

Beyond a \$2,000 to \$10,000 vacation, there’s a “turbo-effect” when they relocate here, start a business and or acquire a second home, investing \$250,000 to over a million in the first year.

Then, the “turbo-effect” kicks in again, as they begin entertaining on average, six friends and family groups a year, some of whom, like birds-of-a-feather, will also relocate.

A third “turbo-effect” ices the economic cake as the research consistently reports that 14% “say” they plan to move or launch a business bringing intellectual capital, investing millions and creating thousands of new jobs across the Carolinas.

Thoughtful estimates suggest the In-migration industry annually generates \$10 billion* in fresh cash annually to the SC economy...\$20 billion to NC, thanks in part, to smart, aggressive and sustained tourism marketing campaigns.

Add to the tourism marketing, at least \$40 million annually spent by private sector residential community developers across the Carolinas to generate families to “tour” their destination properties. Whew!

Source: Center For Carolina Living research on 85,000 in-migrating families with median HHI of \$119,000, USC In-migration Research, Clemson University-Benefits & Consequences Study, Wake Forest--Longino Migration Analysis, UNCA Retirement Industry Impact Study.