

# Home Page Spotlight™ - Jumbo Banner Program

Introduce your offering to 250,000 Carolina Visitors & Homebuyers

### AUDIENCE:

CarolinaLiving.com will receive approximately 250,000 individual browser sessions in the next 12 months. Browsers are alike in one respect: They're seeking lifestyle, real estate and visitor information about the Carolinas. These are educated folks, 77% with college degrees and median household incomes of \$119,000

### EXAMPLE:

View current Community Program by clicking on the Spotlight co-op jumbo banner, located front and center on the CarolinaLiving.com home page.

See how this marketing program helps to pre-qualify click-thru visitors as they review your offer & price points.

### COST:

\$2,000 (Net) per quarter.

### BONUSES:

- **2-4-1 OFFER:** For every monthly purchase of a COMPASS eNEWS "Logo Banner", we'll include another month for free. Your message will be sent to 25,000+ families who have "registered" with CarolinaLiving. This eNEWS will link the Logo Banner directly to your website. Value \$495/month. Click here... [www.carolinalive.com/eNews](http://www.carolinalive.com/eNews)
- A targeted prospect list of 300 families who have recently "registered".

### MULTI-MEDIA PACKAGES:

Capture double the audience and save more! Click here...

[www.marketingtools.carolinalive.com](http://www.marketingtools.carolinalive.com)

### WHAT YOU GET:

- Home page jumbo photo banner. Limited to four advertisers at any one time.
- 14 fixed logo banners with on pages of your choice.
- A text link placed amidst site content related to your offering.
- Custom designed 700-word testimonial article with interviews, logo & photos.
- All banners and your text link instantly connect browsers to your colorful testimonial article, which in turn links directly to your website.
- "Just the Facts" box listing contact info, total build-out number, lot/home prices, property size, amenities, year launched & places to stay.
- Link to your website.
- Check-off box to request your brochure.
- "Instant email" option to request information.
- Link to driving directions.
- Link to your Facebook page.
- Prospect inquiries, from families that completed the 26-question Carolina Lifestyle Survey™, emailed to you weekly.



*Policy Note: The CarolinaLiving creative team will design your testimonial article & banners in order to deliver our strict "destination marketing" criteria and to match the look and strategic positioning of the website. Enhancing your brand image and generating browser clicks is the overriding objective.*

### QUESTIONS?

For more details, contact:  
Patrick Mason – Co-Founder  
803.782.7466 or [pmason@carolinalive.com](mailto:pmason@carolinalive.com)

## www.carolinalive.com Home Page Spotlight™ Program

Please complete, sign below and fax to: 803.790.7240 or email to: [pmason@carolinalive.com](mailto:pmason@carolinalive.com)  
*Thanks for your business!*

Yes, launch our Spotlight™ Program!     Include the COMPASS eNEWS 2-4-1 offer for \$495!

Firm/Community \_\_\_\_\_

Billing Address \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Web Address \_\_\_\_\_

Authorized Contact: \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Program length = \_\_\_\_\_ quarters    Contract Total: \$ \_\_\_\_\_    Full payment required prior to online activation.

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