

Feature Page Highlight™

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 seeking lifestyle and visitor information about the Carolinas. These are educated folks, 77% with college degrees and median household incomes of \$119,000. Present your brand to our distinctive audience via a shared rotating position on a co-op jumbo banner centered “above the fold” on any one of our 80+ Carolina towns or any lifestyle feature articles.

EXAMPLE:

See www.carolinaliving.com/columbia for an example.

Real estate, homebuilders and realty brokerage firms are restricted. Instead, we suggest the Spotlight Community™, Portal Page Highlight™ or Sponsor Banner™ programs.

COST:

\$450 (Net) per quarter.

Non- CAROLINALIVING.COM Guide Advertisers – \$600 (Net) per quarter.

PACKAGE PRINT & SAVE!

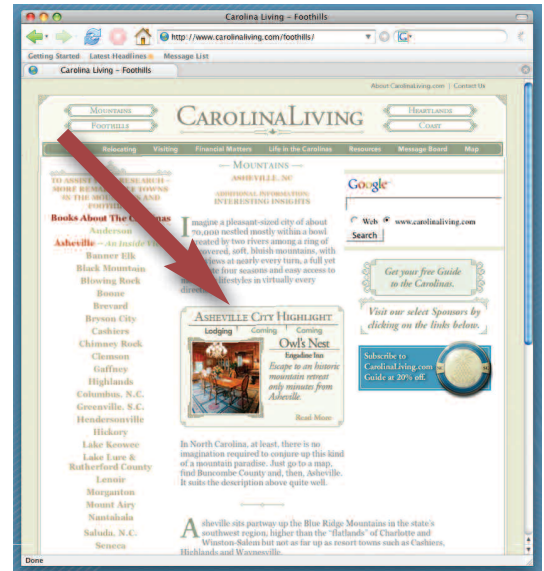
Capture double the audience and save \$2,200 within Hot Destinations Package.

Click here:

www.carolinaliving.com/hot-destinations

WHAT YOU GET:

- Feature Page Highlight jumbo photo banner. Limited to four participants on an article at any one time.
- 6 fixed logo banners on related content pages.
- A text link placed strategically amidst site content.
- Custom designed 250-word testimonial article with logo & photos.
- All banners and your text link instantly connect browsers to your colorful testimonial article, which in turn links directly to your website.
- Link to your website.
- Check-off box to request your brochure.
- “Instant email” option to request information.
- Link to driving directions.
- Link to CarolinaLiving Message Board to post comments/questions.
- 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@carolinaliving.com

www.carolinaliving.com Feature Highlight™ - Jumbo Banner Program

Please complete, sign below and fax to: 803.790.7240 or email to: pmason@carolinaLiving.com

Thanks for your business!

Yes, launch our Feature Highlight™ Program!

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: Ms. Leyla Mason, 4201 Blossom St., Columbia, SC 29205-2850.