

www.carolinaliving.com

Sponsor Banner™ Program

Introduce your offering to 250,000 Carolina Visitors & Homebuyers

AUDIENCE:

CarolinaLiving.com, launched in January of 1995, will receive approximately 250,000 individual visitors (browser sessions) in the next 12 months. Browsers are 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. All have predetermined Carolina motivations.

EXAMPLE:

Click on current sponsor banners throughout CarolinaLiving.com to see how this marketing program helps to pre-qualify click-thru visitors as they review your offer and price points.

COST:

\$4,000 (Net) per year.

Non- CAROLINALIVING.COM Guide Advertisers – \$5,000 (Net) per year.

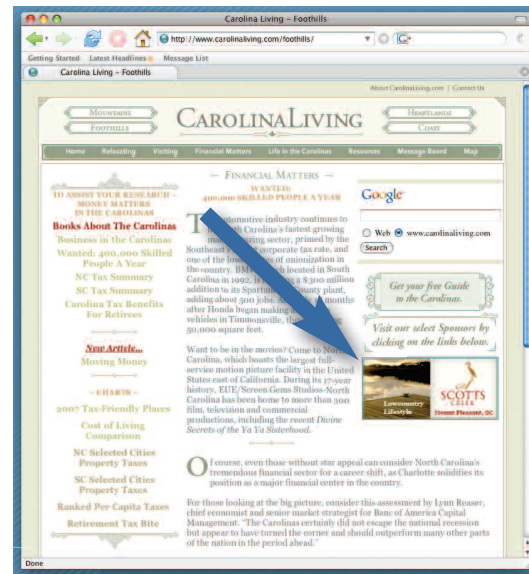
SPECIAL 2-4-1 OFFER:

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 by completing the 26-question, Carolina Lifestyle Survey™. This eNEWS will link the Logo Banner directly to your website. Value \$495/month.

Click here: www.carolinaliving.com/eNews

WHAT YOU GET:

- Custom designed logo banner.
- 6 fixed banners with locations of your choice.
- A text link placed on your corresponding town article.
- All banners and your text link instantly connect browsers to your colorful testimonial article, which in turn links directly to your website.
- Custom designed 250-word testimonial article with logo, photos and captions.
- Link to your website.
- Check-off option to request your brochure.
- “Instant email” option to request information.
- Link to driving directions.
- 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 Sponsor 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 Sponsor Banner™ Program! Include the COMPASS eNEWS offer for \$495!

Firm/Community _____ Date to begin: Month _____ Year _____

Billing Address _____ Phone (_____) _____

City _____ State _____ Zip _____

Email _____ Web Address _____

Authorized Contact: _____ Signature _____ Date _____

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