

CarolinaLiving.com Compass eNEWS

Targets 25,000+ Affluent Families

Audience Benefits:

- Low-cost, high-value targeted "opt-in" email communications to 22,000+ families that have "registered" with CarolinaLiving by completing the 26-question, Carolina Lifestyle Survey™. All have requested Carolina information and been fulfilled with a "thank you" email, followed by a personalized letter and the CarolinaLiving Guide, sent by first-class mail.
- Plus, you get a bonus audience of 3,000 Carolina Press and Business Executives.
- These "registered" recipients, from the Carolinas and across the country, have a median HHI of \$119,000, 77% have college degrees, 65% are female and 68% have planned tour dates set.
- Expect higher "open rates" and "click-thrus" as you harness the third party testimonial endorsement of the CarolinaLiving brand that's familiar to the recipients.
- Analytic stats are shared 21 days after posting.

eNews Editorial:

Day Trippin', Living Green, Tips on Smart Renovations, Financial Matters, Message Board Insights, Real Estate Tips, Travel Destination Profiles, Carolinas Who's Who, Book Review, Laugh With Us, etc.

Choices & Introductory Rates (NET):

- Logo Banner (200 x 200 pixels supplied by you):**
Links recipients to your Website. Banner placement on a first-come basis.
- 1 X: \$495 NET 6 X: \$2,100 NET (30% Discount)
 3 X: \$1,200 NET (20% Discount) 12 X: \$3,000 NET (50% Discount)

AND/OR

- Products/Services Promotion:** Featuring branded offerings in demand by consumers. This Package listing headlines the COMPASS eNEWS content and links to a comprehensive directory on CarolinaLiving.com which includes client-supplied 60-word description, photo, price, phone and link to your site for the contracted term.
- 1 X: \$1,295 NET 3 X: \$3,100 NET (20% Discount) 6 X: \$4,600 NET (40% Discount) 12 X: \$6,200 NET (60% Discount)

CONTRACT:

Please complete, sign below and fax 803.790.7240 or email pmason@carolinalive.com
 Questions? Call Patrick Mason at 803.782.7466. Thanks for your business!

Check preferred months:

- January February March April May June July August September October November December

Organization Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

Website: _____

Authorized Contact: _____

Signature: _____ Date: _____

I understand this is a firm and binding order for marketing services. To guarantee these rates and placement, full payment must be received with contract. Refunds or cancellations cannot be accepted.

Contract Total: \$ _____

Credit cards accepted or checks payable to: CarolinaLiving, 4201 Blossom St., Columbia, SC 29205-2850.

From: CarolinaLiving.com <info@carolinalive.com>
Subject: Discover the Carolinas
Reply: info@carolinalive.com
To view this page in your browser, [click here](#)

SERVING PEOPLE ON THE MOVE SINCE 1986



Living Green, Message Board Insights, Real Estate Tips,
 Travel Destination Profiles, Carolinas Who's Who, Book Review, Laugh With Us

Ann E. Merle
Here's what is playing across the Carolinas...

Welcome to the inaugural edition of CarolinaLiving.com COMPASS eNEWS. We sort through local, regional and national press every day and will be sharing especially useful bits with you. While we're realists in these tough times, we know the press loves bad news ... when they bleed, they lead - they being the newsmakers in the press. [Read more...](#)

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PRODUCTS & SERVICES PROMOTION

Insurance companies compete online ...

New products make green homes even more efficient ...

Regional bank expanding its services ...

Great time for renovations ...

Stay & Play
 Offer a discovery package for your community? Get included on the Carolinas Directory ...
[Tell us...](#)

We don't shy away from bad news, but dive deep to make sense of it for experts marketing Carolina communities and visitor destinations. We've heard many families say they want to visit and move, but can't until they sell behemoth homes in New Hampshire, Long Island or Ohio. But the deals are here and now. So, let's get creative. What's on the horizon, and how does it affect you and your enterprise? [Here's what our sources say...](#)

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Buy Green!

