

City Highlight™ Program

Introduce your offering to 250,000 Carolina Visitors & Homebuyers

EXAMPLES:

On CarolinaLiving.com view current City Highlights by visiting individual town articles within each of our four regional sections: Mountains, Foothills, Heartlands or Coast. See www.carolinaliving.com/columbia for an example.

Real estate, homebuilders and realty brokerage firms are restricted. They are encouraged to consider the Spotlight Community™, Regional Highlight™ or Sponsor Banner™ programs.

COST:

\$450 (Net) per quarter.

Non- CAROLINALIVING.COM Guide Advertisers – \$750 (Net) per quarter.

SPECIAL OFFER:

Purchase an “Opt-in Email Blast™” that we will send to qualified responders in our database who match your buyer profile. This personalized email will link to your City Highlight testimonial article. We will Eblast a minimum of 1,000 families at half price (50¢ per name delivered – a \$500 value).

QUESTIONS?

For more details, contact:

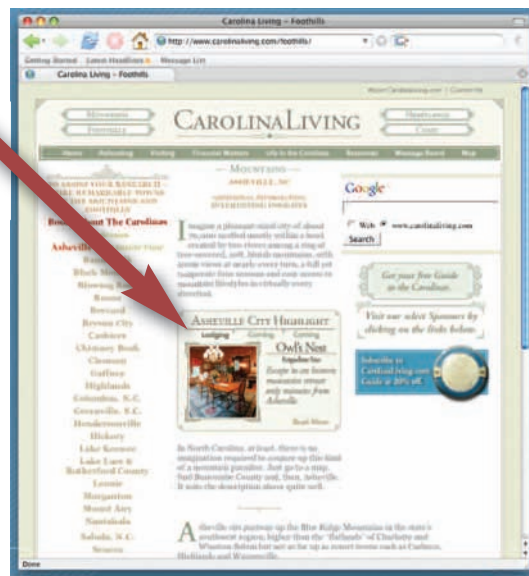
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AUDIENCE:

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. 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 town articles.

WHAT YOU GET:

- City Highlight jumbo photo banner. Limited to six participants in each city at any one time.
- 6 fixed logo banners on related content pages
- A text link placed 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 Carolina Living 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.

www.carolinaliving.com
City Highlight™ Program

Please complete, sign below and fax to: 803.647.7528.
Thanks for your business!

Yes, launch our City Highlight™ Program! Include the “Opt-in Email Blast” for \$500!

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.