

HOT CAROLINA

Destinations & Attractions Package



Want more affluent visitor patrons?

Consider this high-value package specifically designed for resorts, hotels, B&Bs, gardens, theaters, health clubs and factory outlets who want to gain their share of our captured market of affluent "turbo-tourists" exploring the Carolinas for new lifestyle opportunities.

This package integrates the indelible power of print, including two issues of the *CarolinaLiving Guide*, with the worldwide audience browsing our website. Get your invitation in front of families just as they are making their travel plans. Using these marketing tools will expose you to one million affluent people seeking Carolina destination info over the next 12 months. These are educated families, from all over the country, with average household incomes of \$110,000. Fifty-seven percent are under age fifty. For 28%, it's their first visit.

What You Get

- One-sixth page (B&W) ad, in our **HOT CAROLINA DESTINATIONS & ATTRACTIONS** section of the *CarolinaLiving Guide* for two issues (September 2008 & March 2009). 160,000 copies are distributed annually to people "requesting" Carolina information. We know 510,000 people will read the Guide. Dimensions for single column ad in this special section are 2.25" x 4.5".
- A banner on the Carolina Information Site™, hyperlinked to your homepage. This site reaches 730,000+ individual browsers per year.
- A 12-month listing on our **HOT CAROLINA DESTINATIONS & ATTRACTIONS** page at www.CarolinaLiving.com.

Annual Fees

This specially-integrated print and web package, designed specifically to help our readers and browsers easily find you, is only \$2,500 net. (Offer is not available to real estate and financial services companies.)

CAROLINALIVING.com **Deadline Dates**

Final closing/payment date.....	Fri., Aug. 15, 2008
Materials deadline	Fri., Aug. 22, 2008
Estimated distribution (on sale) date.....	Sept. 26, 2008
Full payment for media is due.....	Fri., Aug. 15, 2008

Hot Carolinas Destinations & Attractions Contract Form

Please complete, sign and fax to 803.647.7528.

Contact _____ Company _____

Mailing Address _____

City _____ State _____ Zip _____

Phone (_____) _____

Your Web Address _____

Email address to send inquiries _____

Signature _____ Date: _____

Any questions? Call Debbie Holland at 803.783.3145 or e-mail: dholland@carolinalive.com.

Checks payable to: Center for Carolina Living. Credit cards also accepted.

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

Thanks for your business!

www.CarolinaLiving.com

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