

Email Blast

Interested in the low cost, fast, personal and highly targeted way to get your offer to affluent motivated Carolina touring home buyers?

WHY:

It's a lot easier than old-fashioned snail-mail lists where you "hope" the audience is interested in the Carolinas ... no printing ... no postage ... no handling, etc. Third party testimonials have more credibility.

FEES:

Fees are \$1.00 (net) per delivered email for current advertisers under contract in the CarolinaLiving Guide or Website, and \$2.00 (net) per delivered email for non-advertisers. Minimum fees \$1,500. Payment due prior to Email Blast. There is a \$300 one time set-up fee that allows for unlimited revisions on subsequent e-mailings.

QUESTIONS?

For more details, contact:
Debbie Holland – Associate Publisher
803.783.3145
dholland@carolinaliving.com

WHAT YOU GET:

A completely customized audience demographic – you select the income, age, geographic preference and PRIZM psychographic profile points to build your list from our databank of 25,000 families with email addresses who are actively searching the Carolinas.

We send them a first-class, personalized opt-in HTML email invitation to consider your offering. It can include photos and captions.

Del Webb, Debordieu Colony and other development companies have used this turnkey service that includes an embedded link to your site and stats twenty-one days after delivery.

HOW:

The Email Blast process is easy. Just email us a draft of your 120-word message and Web page link, and specify your target audience (list selects) criteria. We will edit your message so it takes on a third party, "testimonial" slant coming from CarolinaLiving.com, and will coach you on how to receive maximum results. You have final approval on all messages, and will receive campaign stats twenty-one days after delivery.

www.carolinaliving.com
Email Blast

Please complete, sign below and fax to: 803.647.7528.
Or scan and email to DHolland@carolinaliving.com
Thanks for your business!

Yes, launch our Email Blast!

Firm/Community _____ Target Email Date _____

Billing Address _____ Phone (____) _____

City _____ State _____ Zip _____

Email _____ Web Address _____

Authorized Contact: _____ Signature _____ Date _____

Credit Card # _____ Expiration Date _____

Contract Total: \$ _____ *Full payment required prior to Email Blast.*

Checks payable to: Center for Carolina Living.

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

Email Blast Sample

The Quigley family is receiving this note from your team at CarolinaLiving.com because you previously registered to receive information on Carolina destinations and lifestyle. Please [confirm](#) confirm your continued interest in receiving newsletters from us, and to ensure delivery, please add info@carolinalive.com to your inbox address book or safe list today. To unsubscribe click the SafeUnsubscribe option below.

carolinalive.com

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Visit us soon to discover what makes this such a special place!



The most extensive walking trail at Sun City Hilton Head provides residents with an opportunity to commune with nature in a spectacular natural setting.



We encourage you to visit our 4,300-acre community to explore the choices in homes, neighborhoods and lifestyles that are as unique as you are.



No matter what you love to do, chances are we have a club that's doing it.

Dear Mr. & Mrs. Quigley,
Hope all is well with the Quigley family these days in Des Moines.

Since you have expressed an interest in the Carolinas for retirement living ... this is a personal recommendation to visit Sun City Hilton Head in sunny, coastal South Carolina and discover what affordable retirement living is really like!

It's a great opportunity for the Quigley family to explore the comforts of our extraordinary Southern lifestyle and year-round mild climate.

No wonder Sun City Hilton Head was named "Best Neighborhood" by *Where to Retire* Magazine. The recreational amenities are unsurpassed.

Living here, you are surrounded by historic sites, world class dining and great shopping, plus miles of beautiful Atlantic beaches a few minutes away.

Between now and April 15th,
discover Hilton Head at this great rate.

3-Day 2-Night "Discover Carolina" Special Just \$149!

Includes all this:

- Accommodations at Marriott's Fairfield Inn, located near the entry gate.
- Continental breakfast daily at the hotel.
- A personally guided tour of the spectacular model home park, the largest in the Southeast!
- Complimentary passes to use the multi-million dollar recreation campus, state-of-the-art fitness center, indoor and outdoor pools, bocce courts, fishing lakes, nature trails and lighted tennis complex.
- Discounted rates at our two 18-hole golf courses.

You'll have plenty of time to explore this exciting destination. Climate, comfort, good company. Sun City Hilton Head has it all!

Home prices begin in the low \$100's and go to the \$400's.

For reservation information, [read more](#). Or call 888-315-8051 and ask for the "Discover Carolina" Special.

Mr. & Mrs. Quigley, we look forward to welcoming you to South Carolina and Sun City Hilton Head!

Wishing you safe travels from Des Moines!

Leyla & Patrick Mason
Co-founders, Center For Carolina Living

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www.carolinalive.com ■ phone 803.782.7466 ■ fax 803.790.7240
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