



www.carolinaliving.com

GREEN HOME LIMELIGHT PROGRAM™

Introduce your GREEN offering to 250,000 Carolina Visitors & Homebuyers

QUALIFIED PARTICIPANTS:

- Home builders or residential communities producing GREEN-certified homes, such as LEED for Homes, EarthCraft House™, ENERGYSTAR® or NC HealthyBuilt.
- Residential communities designed using conservation-minded, sustainable principles.
- Branded GREEN building products.
- Professional services firms offering B2B or B2C, GREEN building consulting.

COST:

\$2,000* (Net) per quarter.

*Non- CAROLINALIVING.COM Guide Advertisers pay \$3,600 (Net) per quarter.

SPECIAL OFFER:

Purchase an "Opt-in Email Blast™" that we will send to "registered" responders with an interest in GREEN. This personalized email will link to your Green Home Limelight™ testimonial article. We will Eblast a minimum of 1,000 families at half price (50¢ per name delivered).

QUESTIONS?

For more details, contact:

Debbie Holland
Associate Publisher – National Sales
803.783.3145 or dholland@carolinaliving.com

CONTRACT:

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

- Yes, launch our Green Home Limelight™!
- Include the "Opt-in Email Blast" for \$500!

Firm/Community: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website Address: _____

Authorized Contact: _____

I understand this is a firm and binding order for marketing services. Payment must be received on or before closing date. Cancellation after the closing date will be billed in full.

Signature: _____ Date: _____

Checks Payable To:
Center for Carolina Living, 4201 Blossom St., Columbia, SC 29205-2850.

Questions?
Contact Debbie Holland at 803.783.3145 or dholland@carolinaliving.com.

AUDIENCE:

Our B2C goal: Become a valuable resource for Carolina homebuyers by reaching relocation, second home and retirement prospects with facts and tips on GREEN building practices right at the point when they are working through significant housing decisions. CarolinaLiving.com will receive approximately 250,000 individual browser sessions in the next 12 months. These are educated folks, 77% with college degrees and median household incomes of \$119,000. Thousands are expressing interest in Energy Efficient "GREEN" Home Design as they complete the 26-question Carolina Lifestyle Survey™!

WHAT YOU GET:

- Green Home Limelight™ jumbo photo banner
- 6 fixed logo banners on locations of your choice
- A text link placed amidst site content related to your offering
- A hyperlinked listing in our GREEN Resource Directory™
- Custom designed testimonial article, up to 800 words, with interviews, logo & photos
- Link to your homepage
- Check-off box to request your brochure
- Instant email option to request information
- Link to driving directions (if applicable)
- Link to Carolina Living Message Board to post comments/questions
- Prospect Leads emailed to you weekly made up of families who completed the 26-question, Carolina Lifestyle Survey™

Note: It's our policy for the Carolina Living creative team to design your testimonial article and banners in order to deliver our strict "destination marketing" criteria and to match the look and strategic positioning of our Website. Enhancing your brand image and generating browser clicks is the overriding objective. Interview subjects and publication quality, high-resolution digitized logo elements and photo images are requested.

HOW IT WORKS:

This opportunity is limited to six advertisers at any one time. You get exposure on a jumbo Green Home Limelight™ banner, placed front and center on the "Going Green!" portal page (see www.carolinaliving.com/goinggreen), that links to your colorful testimonial article. The article is also linked from six permanent logo banners, strategically located on pages such as the GREEN Resource Directory™ or the Charlotte article if your community is located there, and from at least one text link placed within our GREEN content pages.

Updated 10/28/09