



TARGET THE GREEN CUSTOMER

carolinalive.com GOING GREEN!

Honoring our commitment to promote GREEN homes and sustainable living, CAROLINALIVING has launched two new GREEN advertising programs to expand our GREEN promotional and educational campaign via the CAROLINALIVING Guide and Website!

Your GREEN message will reach 500,000 relocation, second home and retirement prospects right at the point when they are working through significant housing decisions.

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.

PRINT DEADLINES:

- **March 2010 (Spring/Summer Edition)**
5% "Early Bird" Payment Discount: Fri., Dec. 4, 2009
Final Closing/Full Payment Due Date: Fri., Feb. 5, 2010
Materials Deadline: Fri., Feb. 19, 2010
Estimated Distribution (On Sale) Date: Mar. 31, 2010
- **September 2010 (Fall/Winter Edition)**
Materials Deadline: Fri., September 10, 2010
Estimated Distribution (On Sale) Date: September 27, 2010

carolinalive.com CONTRACT:

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

Firm: _____
 Community/Service: _____
 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@carolinalive.com

PRINT OPPORTUNITY: GREEN Special Section

- Participate in a year-long GREEN Editorial Special Section appearing in the CAROLINALIVING.COM Guide.
- Special Section features engaging editorial & Shopping GREEN pages that highlight preferred GREEN products (see below for pricing).
- Receive a complimentary linked listing on a corresponding online GREEN Resource Directory.

• RATES*: (please check one)	MARCH '10 & SEPT '10	MARCH '10
	2X EDITIONS CIRC. 60,000	1X EDITION CIRC. 30,000
<input type="checkbox"/> Full-Page	\$13,550	\$8,130
<input type="checkbox"/> 2/3-Page	\$11,210	\$6,730
<input type="checkbox"/> 1/2-Page Vertical Island	\$9,200	\$5,520
<input type="checkbox"/> 1/2-Page Horizontal	\$8,300	\$4,980
<input type="checkbox"/> 1/3-Page Square	\$6,200	\$3,720
<input type="checkbox"/> 1/3-Page Vertical	\$6,200	\$3,720
<input type="checkbox"/> 1/6-Page Horizontal	\$4,700	\$2,830
<input type="checkbox"/> 1/6-Page Vertical	\$4,700	\$2,830
<input type="checkbox"/> Half-Page Spread	\$13,550	\$8,130
<input type="checkbox"/> Double-Page Spread	\$17,360	\$12,300
<input type="checkbox"/> 3-Page Gatefold	\$25,000	N/A
<input type="checkbox"/> Green Product Page	\$2,500	\$1,500

TOTAL PRINT: \$ _____

* Print rates are gross & reflect the respective ad size. This program is available on a first come basis. Your ad message must include GREEN features & benefits.

Recovery Discount Package ... Get 30% Off!
When you buy two editions and an online program* for a year.

**Excludes City Highlights*

ONLINE OPPORTUNITY: GREEN Home Limelight™

- Gain exposure online with a Green Home Limelight™ – a NEW program that presents your message in the limelight, front and center on our Going GREEN “home page” at www.carolinalive.com/goinggreen.
- A jumbo photo banner links to your testimonial article written by our experts, up to 800 words, with interviews & photos.
- Six additional logo banners link to the testimonial article.
- This opportunity is limited to six advertisers at any one time.
- For more detailed information on this online program, visit www.carolinalive.com/marketing_tools.
- RATES: (please check one) \$2,000 (net) per quarter
 \$3,600 (net) per quarter for non-CAROLINALIVING.COM Guide Advertisers

Number of Quarters: _____

TOTAL ONLINE: \$ _____

TOTAL CONTRACT: \$ _____