

# Sponsor Banner™ Program

Introduce your offering to 250,000 Carolina Visitors & Homebuyers

## EXAMPLES:

The Sponsor Banner Program generates leads round the clock, is measurable and boosts qualified visitors to your Website. As a sponsor, your banners and informative testimonial alert folks to your offerings at the moment they are on the hunt.

Click on current sponsor banners throughout CarolinaLiving.com to see how this marketing program helps to pre-qualify click-thru visitors as they review your offer and price points.

## COST:

\$4,000 (Net) per year.

Non- CAROLINALIVING.COM Guide Advertisers – \$5,500 (Net) per year.

## QUESTIONS?

For more details, contact:

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## AUDIENCE:

CarolinaLiving.com, launched in January of 1995, will receive approximately 250,000 individual visitors (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. All have predetermined Carolina motivations.

## WHAT YOU GET:

- Custom designed logo banner
- 2 fixed banners with locations of your choice
- 2 rotating banners on multiple locations throughout the site
- A text link placed on your corresponding town article
- All banners and your text link instantly connect browsers to your colorful testimonial article, which in turn links directly to your Website.
- Custom designed 250-word testimonial article with logo, photos and captions
- Link to your Website
- Check-off option 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.carolinalive.com Sponsor Banner™ Program

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

**Yes, launch our Sponsor Banner™ Program!**

Firm/Community \_\_\_\_\_ Date to begin: Month \_\_\_\_\_ Year \_\_\_\_\_

Billing Address \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Web Address \_\_\_\_\_

Authorized Contact: \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**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.