

Easy & Effective Direct Mail Opportunity

**INSERT YOUR MESSAGE
IN THE CAROLINALIVING
VIP POLYBAG INSERT
MAILING**

Looking for an economical way to mail 18,000 hot prospect families with motivations to buy and furnish a home in the Carolinas?

Choose the October or May mailing. Include your brochure in the *CarolinaLiving* VIP Polybag Insert Mailing going to our high-end list of registered families, plus 1,800 Carolina CEOs. All are expecting to receive the latest *CarolinaLiving*.

BENEFITS:

- ♦ Target motivated folks before their next Carolinas real estate tour ... make your phones ring.
- ♦ Reach affluent home buying families for only 25¢ each.
- ♦ Expect a high rate of readership as these families have asked for *CarolinaLiving*.
- ♦ Reinforce your ad message with more information at a critical time.

HOW IT WORKS:

Fax a signed copy of this insertion contract back to 803.647.7528. Then you'll simply need to supply 18,000 of your standard rack brochure or color flyer (8.5" x 11") to our mail house for insertion in a clear plastic envelope (polybag) along with the newest Guide. It's that easy.

COST:

As a current or contracted advertiser in the *CarolinaLiving* Guide, the total fees for mailing to 18,000 hot prospects is now \$4,500 (net) per mailing. [Non-advertisers \$5,900 (net) per mailing.] Just fax this contract today. Then mail us a sample of your rack brochure or flyer to ensure that its size and weight meet requirements. Heavier and larger brochures or newsletters can be priced separately.

PAST PLAYERS:

The Cliffs, Duron Paints, LongCreek Plantation, Withers Preserve, Barefoot Resort & Golf, Park Island, RiverTown Country Club, Jefferson Landing, Sea Trail, Cummings Cove, Harmony, Centex/Hilton Head and Treyburn.

QUESTIONS?

Call Debbie Holland at 803.783.3145: or e-mail: dholland@carolinaliving.com

**Insert your brochure and stay in front
of this audience while their interest is peaking!**

Contact: _____

Company: _____

Contractor Signature: _____ Date: _____

May 2008 VIP Polybag Insert Mailing – *your 18,000 inserts to be received by May 16th, 2008*

October 2008 VIP Polybag Insert Mailing – *your 18,000 inserts to be received by Oct. 17th, 2008*

Fax this insertion contract form to 803.647.7528.

Checks payable to: Center for Carolina Living. Credit cards also accepted. Mail payment and sample to:
Ms. Leyla Mason, 4201 Blossom St., Columbia, SC 29205-2850.

Thanks for your business!

