

Informing People on the Move Since 1986

## 2010 Marketing Services Contract

Contact \_\_\_\_\_  
 Company \_\_\_\_\_  
 Product/Community \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

### Terms & Conditions:

See www.MarketingTools.CarolinaLiving.com for current data on measurable benefits, rates and restrictions that are part of this contract.  
*Special notes:* (1) Late payments are subject to 24% annual interest. (2) All collection fees and expenses will be the contractor's responsibility.  
 Payment must be received on or before closing date.  
 Print media rates are gross. All other services are priced at net.  
 I understand this is a firm and binding order for marketing services. Cancellation after the closing date will be billed in full.

Contractor Signature \_\_\_\_\_

Date \_\_\_\_\_

**Make checks payable to: Center For Carolina Living  
 4201 Blossom St., Columbia, SC 29205-2850**

### Print Ad Location:

Please specify a preference for your print ad location below.  
 Placement can be guaranteed only with 5% surcharge.

### Important Deadline Dates:

#### March 2010 (Spring/Summer Edition)

5% "Early Bird" payment discount: Fri., Dec. 4, 2009  
 Final closing/payment date: Fri., Feb. 19, 2010  
 Materials deadline: Fri., Feb. 26, 2010  
 Estimated distribution (on sale) date: Mar. 31, 2010  
 Full payment for media is due: Fri., Feb. 5, 2010

#### September 2010 (Fall/Winter Edition)

5% "Early Bird" payment discount: Fri., June 23, 2010  
 Final closing/payment date: Fri., August 20, 2010  
 Materials deadline: Fri., September 10, 2010  
 Estimated distribution (on sale) date: September 27, 2010  
 Full payment for media is due: Fri., August 20, 2010

Questions? Call Debbie Holland at 803.783.3145.  
 Email: DHolland@CarolinaLiving.com or Fax: 803.647.7528.

**Recovery Discount Package... Get 30% Off!**  
 Buy two editions and an online program\* for a year.  
 (\*Excludes City Highlights)

### CarolinaLiving.com Guide™ Rates #23.1

Editorial Section	Mar'10 (1X) (Circ. 30,000)	Mar'10 & Sept.'10 (2X)* (Combined Circ. 60,000)
Full-Page	<input type="checkbox"/> \$8,130	<input type="checkbox"/> \$13,550
Half-Page Spread	<input type="checkbox"/> \$8,130	<input type="checkbox"/> \$13,550
2/3-Page	<input type="checkbox"/> \$6,730	<input type="checkbox"/> \$11,210
1/2-Page Vertical Island	<input type="checkbox"/> \$5,520	<input type="checkbox"/> \$ 9,200
1/2-Page Horizontal	<input type="checkbox"/> \$4,980	<input type="checkbox"/> \$ 8,300
1/3-Page (square)	<input type="checkbox"/> \$3,720	<input type="checkbox"/> \$ 6,200
1/3-Page (vertical)	<input type="checkbox"/> \$3,720	<input type="checkbox"/> \$ 6,200
1/6-Page (vertical)	<input type="checkbox"/> \$2,830	<input type="checkbox"/> \$ 4,700
1/6-Page (horizontal)	<input type="checkbox"/> \$2,830	<input type="checkbox"/> \$ 4,700

\*Annual 2X rates reflect up to 20% savings from 1X rates.

#### Premium Positions

Inside Front Cover	N/A	<input type="checkbox"/> \$15,500
Inside Front Cover Facing Page	N/A	<input type="checkbox"/> \$15,500
Inside Back Cover (map fold)	N/A	<input type="checkbox"/> \$16,000
Back Outside Cover	N/A	<input type="checkbox"/> \$18,500
Double-Page Spread (in front of table of contents)	N/A	<input type="checkbox"/> \$18,875
Double-Page Spread (editorial)	N/A	<input type="checkbox"/> \$17,360
3-Page Gatefold (editorial)	N/A	<input type="checkbox"/> \$25,000

#### 4-Color Display Advertising

+ \$ \_\_\_\_\_  
 Editorial  Premium  "Going Green" Special Section

### CarolinaLiving.com Online & Digital Programs

**Online Sponsor Banner** + \$ \_\_\_\_\_

Annual Contract on www.carolinaliveing.com  
 Guide Advertisers: \$4,000\* (net)  
 Non-Advertisers: \$5,500\* (net)

**Online Spotlight Community** + \$ \_\_\_\_\_

Three-month contract on www.carolinaliveing.com  
 Guide Advertisers: \$3,300 (net)  
 Non-Advertisers: \$4,800 (net)

**Online Green Limelight** + \$ \_\_\_\_\_

Three-month contract on www.carolinaliveing.com  
 Guide Advertisers: \$2,000\* (net)  
 Non-Advertisers: \$3,600\* (net)

**Online Regional Highlight** + \$ \_\_\_\_\_

Three-month contract on www.carolinaliveing.com  
 Guide Advertisers: \$2,000\* (net)  
 Non-Advertisers: \$3,600\* (net)

**Online City Highlight** + \$ \_\_\_\_\_

Three-month Contract on www.carolinaliveing.com  
 Guide Advertisers: \$450\* (net)  
 Non-Advertisers: \$750\* (net)  
 Excludes real estate and housing offerings.

**Compass eNews Package** + \$ \_\_\_\_\_

Monthly Personalized Emails sent to 25,000 Prospects  
 Discovery  Vacation  Products  Logo Banner

**Psychographic Responder Lists** + \$ \_\_\_\_\_

Mailing List: Guide Advertisers: 50¢/name; Non-Advs.: \$7/name  
 Opt-in Eblast: Guide Advertisers: \$1/name; Non-Advs.: \$2/name

**Other:** \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL CONTRACT** \$ \_\_\_\_\_