

Regional Highlight™ Program

Introduce your offering to 250,000 Carolina Visitors & Homebuyers

EXAMPLES:

View current Regional Highlights by clicking on “Mountains,” “Foothills,” “Heartlands” or “Coast” at the top of any page on CarolinaLiving.com. Each regional “portal page” hosts its respective Regional Highlights co-op jumbo banner.

COST:

\$2,000 (Net) per quarter.

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

SPECIAL OFFER:

Purchase an “Opt-in Email Blast™” that we will send to qualified responders in our database who match your buyer profile. This personalized email will link to your Regional Highlight testimonial article. We will Eblast a minimum of 1,000 families at half price (50¢ per name delivered – a \$500 value).

QUESTIONS?

For more details, contact:

Debbie Holland – National Sales Associate Publisher/
Lead Generation Consultant
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AUDIENCE:

CarolinaLiving.com will receive approximately 250,000 individual 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.

WHAT YOU GET:

- Regional Highlight jumbo photo banner placed top-center on one of our four regional portal pages: Mountains, Foothills, Heartlands or Coast. Limited to four participants in each region at any one time.
- 6 fixed logo banners on related article pages
- A text link placed amidst site content related to your offering
- Custom designed 1,000-word testimonial article with interviews, logo & photos
- All banners and your text link instantly connect browsers to your colorful testimonial article, which in turn links directly to your Website.
- Link to your Website
- Check-off box 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
Regional Highlight™ Program

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

Yes, launch our Regional Highlight™ Program! Include the “Opt-in Email Blast” for \$500!

Firm/Community _____

Billing Address _____ Phone (____) _____

City _____ State _____ Zip _____

Email _____ Web Address _____

Authorized Contact: _____ Signature _____ Date _____

Program length = _____ quarters 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.