

Spotlight Community™ Program

Introduce your offering to 250,000 Carolina Visitors & Homebuyers

EXAMPLES:

View current Spotlight Community Programs by clicking on the Spotlight co-op jumbo banner, located front and center on the CarolinaLiving.com home page. See how this marketing program helps to pre-qualify click-thru visitors as they review your offer & price points.

COST:

\$3,300 (Net) per quarter.

Non- CAROLINALIVING.COM Guide Advertisers – \$4,800 (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 Spotlight Community 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:

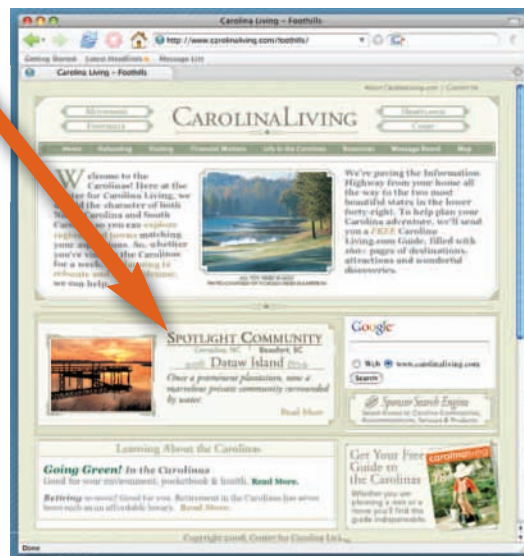
Debbie Holland – National Sales Associate Publisher/
Lead Generation Consultant
803.783.3145
dholland@carolinalive.com

AUDIENCE:

Introduce your community front and center in the Spotlight on our home page at CarolinaLiving.com. We will drive our 700 daily browsers to your community for three months, delivering 62,000 individual visitor views and hundreds of qualified click-thrus. These browsers are seeking lifestyle and visitor information about the Carolinas. They are educated folks, 77% with college degrees and median household incomes of \$119,000.

WHAT YOU GET:

- Home page jumbo photo banner. Limited to four communities at any one time.
- 6 fixed logo banners with locations of your choice
- 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.
- “Just the Facts” box listing contact info, total build-out number, lot/home prices, property size, amenities, year launched & places to stay
- 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
Spotlight Community™ Program

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

Yes, launch our Spotlight Community™ 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.