

CarolinaLiving.com Compass eNews

Targets 25,000+ Affluent Travelers

What is Compass eNews?

Low-cost, high-value, targeted "opt-in" eNewsletter that is emailed monthly to 22,500+ families that have "registered" with CarolinaLiving by completing the 26-question, Carolina Lifestyle Survey™. All have requested Carolina information and been fulfilled with a "thank you" email and the CarolinaLiving Guide.

Audience Benefits:

- These "registered" recipients, from the Carolinas and across the country, have a median HHI of \$119,000, 77% have college degrees, 65% are female and 68% have planned tour dates set.
- Reach a Bonus Audience of 2,500 Carolina Press and Business Executives.
- Expect higher "open rates" and "click-throughs" as you harness the third party testimonial endorsement of the CarolinaLiving brand that's familiar to the recipients.
- Monthly distribution enables you to target "Turbo-Tourists" with timely offerings.
- Analytic stats are shared 21 days after posting.

eNews Editorial:

Day Trippin', Living Green, Festivals, Real Estate Tips, Travel Destination Profiles, Carolinas Who's Who, Book Reviews, Carolina Recipes, etc.

Ways to Play:

- Logo Banner (200 x 200 pixels supplied by you):**
Links to your Website. Banner placement on a first-come basis.
 - 1 X: \$495 NET
 - 6 X: \$2,100 NET (30% Discount)
 - 3 X: \$1,200 NET (20% Discount)
 - 12 X: \$3,000 NET (50% Discount)
- Day Trippin' Article Sponsorship:** Third party testimonial feature loaded with links that showcases 36-hours in your town as a fun place to visit, highlighting unique things to do, culinary raves and special places to stay. Additionally published for a year on CarolinaLiving.com. We suggest you reserve a month just prior to a festival or special event. One destination per month, fulfilled on a first come, first served basis.
 - \$695 NET - Annual cost to reach 250,000 visitor prospects with Carolina travel plans.



CONTRACT:

Please complete, sign below and fax 803.790.7240 or email pmason@carolinalive.com
Questions? Call Patrick Mason at 803.782.7466. Thanks for your business!

Check Preferred Month(s) for Logo Banner(s):

January February March April May June July August September October November December

Check Month for Day Trippin':

January February March April May June July August September October November December

Organization Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

Website: _____

Authorized Contact: _____

Signature: _____ Date: _____

I understand this is a firm and binding order for marketing services. To guarantee these rates and placement, full payment must be received with contract. Refunds or cancellations cannot be accepted.

Contract Total: \$ _____

Credit cards accepted or checks payable to: CarolinaLiving, 4201 Blossom St., Columbia, SC 29205-2850.