



# TARGET THE GREEN CUSTOMER

## THE GREEN RESOURCE!

Honoring our commitment to be a consumer resource and promote GREEN homes and sustainable living, CAROLINALIVING launched GREEN advertising programs via the CAROLINALIVING Guide and Website in 2005!

Your GREEN offering will reach 500,000 relocation, second home and retirement prospects right at the point when they are working through significant housing decisions.

## QUALIFIED PARTICIPANTS:

- Home builders or residential communities producing GREEN-certified homes, such as LEED for Homes, EarthCraft House™, ENERGYSTAR® or NC HealthyBuilt.
- Residential communities designed using conservation-minded, sustainable principles.
- Branded GREEN building products.
- Professional services firms offering B2B or B2C GREEN building consulting.

## PRINT DEADLINES:

### APRIL 2012 (SPRING/SUMMER EDITION)

Final closing date: Fri., Feb. 24, 2012

Materials deadline: Fri., Mar. 16, 2012

Estimated distribution (on sale) date: Apr. 16, 2012

Full payment for media due: Fri., February 24, 2012

### OCTOBER 2012 (FALL/WINTER EDITION)

Final closing date: Fri., Sept. 21, 2012

Materials deadline: Fri., Sept. 28, 2012

Estimated distribution (on sale) date: Oct. 26, 2012

Full payment for media due: September 21, 2012

Please submit all materials to: adolin@carolinalive.com

**CONTRACT:** Please complete, sign below and return to Patrick Mason, 4201 Blossom St., Columbia, SC 29205-2850 \* PMason@CarolinaLiving.com

Firm: \_\_\_\_\_

Community/Service: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website Address: \_\_\_\_\_

Authorized Contact: \_\_\_\_\_

I understand this is a firm and binding order for marketing services. Payment must be received on or before closing date. Cancellation after the closing date will be billed in full.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Checks Payable To: Center for Carolina Living, Questions? Contact Patrick Mason at 803.782.7466

## PRINT OPPORTUNITY: GREEN Special Section

- Participate in the GREEN Editorial Special Section appearing in the CAROLINALIVING.COM Guide.
- Special Section features engaging editorial pages that highlight preferred GREEN products (see below for pricing).
- Receive a complimentary linked listing on a corresponding online GREEN Resource Directory.

• RATES*: (please check one)	APRIL '12 & OCT '12	APRIL '12
	2X EDITIONS CIRC. 50,000	1X EDITION CIRC. 50,000
<input type="checkbox"/> Full-Page	\$10,100	\$6,100
<input type="checkbox"/> 2/3-Page	\$8,400	\$5,000
<input type="checkbox"/> 1/2-Page Vertical Island	\$6,900	\$4,200
<input type="checkbox"/> 1/2-Page Horizontal	\$6,200	\$3,700
<input type="checkbox"/> 1/3-Page <input type="checkbox"/> Square <input type="checkbox"/> Vertical	\$5,000	\$3,000
<input type="checkbox"/> 1/6-Page Vertical	\$3,800	\$2,300
<input type="checkbox"/> Double-Page Spread	\$17,360	\$10,415

TOTAL PRINT: \$ \_\_\_\_\_

\* All rates are net & reflect the respective ad size. Your ad message must include GREEN features & benefits.

## ONLINE OPPORTUNITIES:

### Portal Page Highlight™ Program

- Position your GREEN message front and center on the Green Home Portal Page, our "home page" for 30+ pages of online green living content. You can do so by purchasing a Portal Page Highlight™ Banner Program.
- A jumbo photo banner links to your testimonial article written by our experts, up to 400 words, with interviews & photos.
- RATES: (please check one)  \$1,500 (net) per quarter

### Feature Page Highlight™ Program

- Target your message further by placing your GREEN message on any one of our 30+ pages of GREEN feature articles and directories, such as the Carolina GreenHome Tour™ or Sustainable Communities Article, by purchasing a Feature Page Highlight™ Program. (Note: This program is not available for residential communities.)
- A jumbo banner links to a custom designed, 250-word testimonial article with logo & photos.
- RATES: (please check one)  \$450 (net) per quarter

Number of Quarters: \_\_\_\_\_

TOTAL ONLINE: \$ \_\_\_\_\_

Multi-Media Package Discount (-5%): \$ \_\_\_\_\_

TOTAL CONTRACT: \$ \_\_\_\_\_

## Bonuses:

- **2-4-1 OFFER:** For every monthly purchase of a COMPASS eNEWS "Logo Banner", we'll include another month for free. Your message will be sent to 25,000+ families who have "registered" with CarolinaLiving. This eNEWS will link the Logo Banner directly to your website. Value \$495/month. Click here... [www.carolinalive.com/eNews](http://www.carolinalive.com/eNews)
- A targeted prospect list of 200 families who have recently "registered".

**Multi-Media Packages:** Capture double the audience and save more! Click here... [www.marketingtools.carolinalive.com](http://www.marketingtools.carolinalive.com)