

Feature Page Highlight™ - Jumbo Banner Program

Introduce your offering to 250,000 Carolina Visitors & Homebuyers

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

EXAMPLE:

See www.carolinaliving.com/columbia for an example.

See how this marketing program helps to pre-qualify click-thru visitors as they review your offer & price points.

COST:

\$450 (Net) per quarter.
Minimum TWO quarters required!

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.carolinaliving.com/eNews
- A targeted prospect list of 100 families who have recently "registered".

MULTI-MEDIA PACKAGES:

Capture double the audience and save more! Click here... www.marketingtools.carolinaliving.com

WHAT YOU GET:

- Feature Page Highlight jumbo photo banner on your destination town article. Limited to four participants on an article at any one time.
- 6 fixed logo banners on related content pages.
- A text link placed strategically amidst site content.
- Custom designed 250-word testimonial article with 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 your Facebook page.
- Prospect inquiry leads, 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.

QUESTIONS?

For more details, contact:
Patrick Mason – Co-Founder
803.782.7466 or pmason@carolinaliving.com

www.carolinaliving.com Feature Highlight™ - Jumbo Banner Program

Please complete, sign below and fax to: 803.790.7240 or email to: pmason@carolinaliving.com
Thanks for your business!

Yes, launch our Feature Highlight™ Program! Include the COMPASS eNEWS 2-4-1 offer for \$495!

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.