

Portal 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:

View current Highlight Jumbo Banner program by clicking to: www.CarolinaLiving.com/portal-page See how this marketing program helps to pre-qualify click-thru visitors as they review your offer & price points.

COST:

\$1,500 (Net) per quarter.

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 200 families who have recently "registered".

MULTI-MEDIA PACKAGES:

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

WHAT YOU GET:

- Highlight jumbo photo banner placed top-center on one of our nine hot portal pages: *Regional:* Mountains, Foothills, Heartlands or Coast. *Lifestyle:* Relocating, Visiting, Financial Matters, Life in the Carolinas or Resources.
- Limited to four participants in each Highlight at any one time.
- 10 fixed logo banners on related article pages.
- A text link placed amidst site content related to your offering
- Custom designed 400-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.
- "Instant email" option to request information.
- Link to driving directions.
- Link to your Facebook page.
- Check-off box to request your brochure.
- 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.

QUESTIONS?

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

www.carolinaliving.com

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

Yes, launch our Regional 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 _____

Select one: Mountains Foothills Heartlands Coast Relocating Visiting Financial Life Resources

Program length = _____ quarters Contract Total: \$ _____ Full payment required prior to online activation.

Checks payable to: Center for Carolina Living; Mail to: 4201 Blossom St., Columbia, SC 29205-2850