

CarolinaLiving.com COMPASS eNews

What is COMPASS eNews?

- Colorful, high-value, targeted “opt-in” eNews sent twice monthly to 25,000+ people that have “registered” with CarolinaLiving.com. All have requested Carolina information and been fulfilled with a “thank you” email and the CarolinaLiving.com GUIDE.
- Personalized to each recipient using merge technology.
- See [Compass eNews past issues](#).

Banner Advertiser Benefits:

- These “registered” recipients, from the Carolinas and across the country, have an average HHI of \$118,134, 77% have attended college, 65% are female and 68% have planned tour dates set.
- Reach a Bonus Audience of 5,000 Carolina Press and Business Executives.
- Original Inspiring Content: A “drip-tease” of Road Trips, Adventures, Festivals, Events, Real Estate Tips, Travel Destination Profiles, Carolinas Who’s Who, Book Reviews, Carolina Recipes, fascinating captioned photography, etc.
- Expect higher “open rates” (about 28%) and “click-throughs” as you harness the third party testimonial endorsement of the CarolinaLiving.com brand that launched in 1995.
- Twice monthly distribution enables you to target relocating “Turbo-Tourists” with more frequency.

Ways to Play:

- Logo Banner** 200 x 200 pixels **OR** 355 x 113 pixels supplied by you
- 1 Month - 2X: \$495 NET 6 Months: 12X: \$2,100 NET (30% Discount)
- 3 Months - 6X: \$1,200 NET (20% Discount) One Year: 24X: \$3,000 NET (50% Disc)

“Road Trip” or “Adventure” Destination Feature Sponsorship:

Third party testimonial lifestyle feature loaded with links that showcases your destination as a fun place to visit, highlighting unique things to do. Additionally published for a year on CarolinaLiving.com. We suggest you reserve a month just prior to festivals or special events.

\$695 NET - Annual cost to reach 500,000+ visitor prospects with travel plans that will use CarolinaLiving.com.

[See Road Trip and Adventures Fact Sheet PDF.](#)

NEWSWORTHY **NEW!**

Get your Discovery Package, community/town event promotion press releases noticed! Includes headline, up to 25 words and link. Send release to Kathy Pettit: KPettit@CarolinaLiving.com

\$150 - Complementary to current clients. Publisher reserves right to decline.

April 13, 2017

Below: Hit the Grand Strand; Just Look Up (or Down); Bodacious Beauty; Food and Wine; A Rose by Any Other Name; Around the Holy City; This is Living History; All the Pretties; Check 'em Out.

[Forward this email to a friend!](#) [View Compass eNews in your Web browser.](#)

WANT IT ALL?

ST. JOHN'S PLANTATION

A MODEL DEVELOPER, INC.

1100 WILSON ROAD, CHARLOTTE, NC 28203

CALL US TODAY AT 704.366.1234

Take a Road Trip to Myrtle Beach & The Grand Strand

Those coming to the Myrtle Beach area will find 60 miles of beautiful, sandy beaches, a wealth of fun water activities like parasailing and a 1.2-mile boardwalk that USA Today chose as one of the country's top boardwalks for food.

More recently, Trip Advisor picked the area as the #1 summer destination.

It's all true, but there are also insider attractions that are off the beaten path once you want a little break from the sun. And the restaurants!

[Discover more.](#)

Photography courtesy www.VisitMyrtleBeach.com

Southern Coastal Charm

Seaside, NC 28586

Call Now! 252.738.1234

Your Dream

1000+ sq. ft. homes

Call Now! 252.738.1234

HALE POINT

1000+ sq. ft. homes

Call Now! 252.738.1234

That means when you know the area

Call Now! 252.738.1234

Where in the Carolina World are You?

CONTRACT:

Please complete, sign, scan and email to pmason@carolinalive.com

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

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

Check Month for Road Trip OR Adventure:

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

Check Month(s) for NewsWORTHY Press Release:

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: \$ _____

Questions? Call Patrick Mason at 803.782.7466 or PMason@carolinalive.com. Thanks for your business!
Credit cards accepted or checks payable to: Center for Carolina Living, 4201 Blossom St., Columbia, SC 29205-2850.