

# 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](http://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 (2 insertions) 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 100 families who have recently "registered".

### MULTI-MEDIA PACKAGES:

Capture double the audience and save more!  
[www.marketingtools.carolinalive.com](http://www.marketingtools.carolinalive.com)

### WHAT YOU GET:

- Highlight Jumbo Banner placed top-center on one of our nine hot portal pages:  
*Regional:* Mountains, Foothills, Heartlands or Coast.  
*Lifestyle:* Relocating, Retiring, Green, Visiting, Financial Matters, Life in the Carolinas or Resources.
- 12 fixed Logo Banners (217 pixels x 100 pixels) on related article pages.
- All banners connect browsers directly to your website.
- Limited to four participants in each Highlight at any one time.



### CREATIVE NOTES:

- Jumbo Banner will be created by the CarolinaLiving.com team. Please supply: logo in vector format; plus 3-4 publication-quality blue-sky images.
- Logo Banner (217 pixels x 100 pixels) to be supplied by customer.
- Send all materials to [ADolin@CarolinaLiving.com](mailto:ADolin@CarolinaLiving.com)

### QUESTIONS?

For more details, contact:  
Patrick Mason, Co-Founder  
803.782.7466 or  
[pmason@carolinalive.com](mailto:pmason@carolinalive.com)

### LEAD GENERATION

In addition to banner click-thrus, on a weekly basis get prospect inquiries from families that complete the 26-question Carolina Lifestyle Survey™.

[www.carolinalive.com](http://www.carolinalive.com)

## Portal Page Highlight™ - Jumbo Banner Program

Please complete and sign below.  
Scan and email to: [PMason@CarolinaLiving.com](mailto:PMason@CarolinaLiving.com)  
Thanks for your business!

Yes, launch our Regional Highlight™ Program!     Include the COMPASS eNEWS 2-4-1 bonus 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 X \$1,500 = 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