

Fun, Excitement and Relaxation in Charleston

Spring and Summer
e-mail editions

Charleston E-mail Blast to 50,000 newsobserver.com Registered Users

SAMPLE

Special Offers Charleston, SC **triangle.com**

Beach, history, and adventure in one vacation!

Visit Charleston
Charleston, SC... a great place to vacation!

Special Offers for Newsobserver.com registered users!

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| <p>Kiawah Island HOTEL-SUITE-RESORT-CLUBS</p> <p>Located on a beautiful barrier island just a few miles from historic Charleston!</p> <p>Check out all of our Vacation Packages!</p> <p>Let us help you plan your vacation to South Carolina! Kiawah Island Golf Resort One Sanctuary Beach Drive Kiawah Island, SC 29455 www.kiawahresort.com</p> | <p>DOUBLETREE HOTEL-SUITE-RESORT-CLUBS</p> <p>Our friendly hotel, featuring the largest one- or two-bedroom suites in Historic Charleston</p> <p>Check out all of our Hotel Specials!</p> <p>Local Dining, Shopping, and Attractions</p> <p>High-Speed Internet Access</p> <p>Experience Requests upon arrival</p> <p>Valid Parking and much more!</p> <p>181 Church Street, Charleston, 29401 1-843-577-2644</p> <p>Click Here to view website</p> | <p>Kiawah Island HOTEL-SUITE-RESORT-CLUBS</p> <p>Located on a beautiful barrier island just a few miles from historic Charleston!</p> <p>Check out all of our Vacation Packages!</p> <p>Let us help you plan your vacation to South Carolina! Kiawah Island Golf Resort One Sanctuary Beach Drive Kiawah Island, SC 29455 www.kiawahresort.com</p> |
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- Feature your destination in this E-mail Blast targeting Triangle area residents who are only four hours away from Charleston.
- Increase your Web traffic.
- Target your advertising message.
- Promote your Spring and Summer specials and getaways.
- Ad placement will be determined on a first come, first served basis.

Delivery Dates: May 19 and July 28

Deadlines: May 13 and July 22

Cost: \$400/spot/blast

Delivered: High-income ZIP codes within the Triangle

Take advantage of both Charleston spring & summer campaigns for only **\$700**

- 39% of Charleston visitors from the greater Triangle area have household incomes of \$100,000 or more.
- 70% of Charleston visitors from the greater Triangle area are married and 43% with children in the household
- More than 50% of Charleston visitors spend 5 or more hours online in an average week.

Base: Durham, Johnston, Orange and Wake counties

Source: Scarborough Research, Oct 2006 - Oct 2008. Twenty-four month average used to increase sample size.

More people want to travel for vacations, says The U.S. Travel Association, citing an increase since last fall. Many travel destinations are offering discounts, and consumers are getting the message. "As it turns out, this is actually a terrific time to travel because some of these great deals are sure to disappear once the industry begins to recover," says Peter C. Yesawich, chairman of the travel and leisure marketing firm Ypartnership.

— U.S. Travel Association, February travelhorizons™ survey.

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