

# S 411 SANTEE



Santee411.com - everything you need to know about Santee, SC - your Oasis of Recreation!

## REAL ESTATE ADVERTISING

Santee411 was created to provide tourists, prospective visitors and residents alike with a one-stop portal of information to promote tourism and stimulate economic activity in Santee and neighboring communities on both sides of Lake Marion.

Santee411 Real Estate offers the Real Estate professional and Individual Seller an opportunity to market their listing(s) directly to an audience focused on the Santee lake community.

There are a variety of options for Real Estate agents and individual property owners to display their sales and rental listing(s).

### Property Listings

Individual Properties (sales and rentals) may be listed in this section. Summary information is provided along with an image. The listing will link to the MLS or to FSBO.com, ForSaleByOwner.com or another online listing service.

If desired, Santee411 can provide an additional web page to display all of the detail information.

### Virtual Walk-Thru Slideshow

To enhance your listing, consider a Virtual Walk-Thru Slideshow to show your property at its best to potential buyers. Santee411 can create a Virtual Walk-Thru Slideshow of your property, complete with background narration and music to enhance the viewers experience and provide better-qualified leads. See <http://www.santee411.com/slideshow.cfm> for a sample.

### Realtor Directory

The Realtor Directory, a section of the *Santee411 Business Directory*, allows a realtor or agency to be listed on the Real Estate page. An image of your business card, a link to your website or listings and an overview of your services are all included. The business card can be enlarged and printed – a great way to differentiate yourself and promote your services to prospects!

### Banner Ad

Banner Ads offer the greatest visibility and are prominently displayed in the margins of the Santee411 site. They are visually appealing and offer an excellent way to promote your services in front of hundreds and potentially thousands of visitors each year. These “teaser” ads have become the standard for web advertising. An attractive banner ad (static or animated) will grab the attention of visitors interested in your services - they are NOT annoying pop-ups.

## **Advertising Rates**

### *Introductory Pricing*

### **Property Listing**

A single property listing includes the following:

- Image of the property (supplied by customer)
- Summary information (List Price, Baths, Bedrooms, Location, etc.)
- Description / Overview of your offering (up to 150 words)
- Link to realtor website/MLS listing OR to FSBO.com, ForSaleByOwner.com or another online listing service. (If desired, Santee411 can provide a detail page in lieu of these for an additional charge)

#### Property Listing Pricing

1 month - \$49.00

3 months - \$129.00

6 months - \$239.00

### **How to Order**

Send an email with your contact info to [admin@santee411.com](mailto:admin@santee411.com) requesting a Property Listing. We will contact you within 24 hours.

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### **Virtual Walk-thru Slideshow**

The Virtual Walk-Thru Slideshow is available as an add-on to a Property Listing.

A Virtual Walk-Thru Slideshow includes the following:

- We visit your Santee-area property and take a series of digital images
- We create a Virtual Walk-Thru Slideshow, complete with background narration and music
- The Slideshow is linked to your Property Listing

#### Virtual Walk-Thru Slideshow Pricing

\$295

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## Realtor Directory

### Pricing

1 month - \$29.00  
3 months - \$79.00  
6 months - \$149.00

See the sample page at <http://www.santee411.com/samples.cfm>

### **How to Order**

For a Realtor Directory ad, we'll need the following:

- 1) Send a business card to the address in the footer below. (Please protect it from bending in the envelope)
- 2) Include a check that covers:
  - a) the appropriate amount for the desired duration (3,6 or 12 months)
- 3) Send an email to [admin@santee411.com](mailto:admin@santee411.com) that includes:
  - a) the description of your product/service to be placed below your card (max 100 words)
  - b) up to three (3) categories to be listed under – we'll create a new category if appropriate.
- 4) We will create the ad and contact you for final review and approval before posting

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## Banner Ads

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Clicking on your ad will bring the visitor directly to your website. **If you don't have a website, Santee411 can create an attractive one-page online brochure for you. Call for details – 803-854-5805**

Banner Ads are available in two sizes – standard and large – with a maximum of 2 panels (animated gif). See the sample page at <http://www.santee411.com/samples.cfm>

## Pricing

DISPLAY - (inside pages) – Monthly Rate  
Add 10% for display on Front Page (index.cfm)

Panel Size	Number of Months		
	1	3	6
Standard (125 x 125)	\$45.00	\$119.00	\$225.00
Large (120 x 180)	\$59.00	\$149.00	\$299.00

## How to Order

Banner Ads are completely customized for each customer. We will work with you to produce an ad that accurately reflects your business identity (colors, logo, font, etc.). Some things to consider before you contact us:

- 1) Existing artwork/logo – if you have a copy of a previous ad from another publication (T&D, Lakeside, etc.) – please forward it.
- 2) Propose the wording for your ad – what is the clear crisp message you want to convey?
- 3) Determine the size and number of panels you would like – see the Sample page - <http://www.santee411.com/samples.cfm>
- 4) Contact us via email – we'll be happy to offer suggestions

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**Santee411 welcomes your inquiry and we look forward to helping you promote your business!**