

Pricing

ONLINE & PRINT VERSIONS

One low price gets you both!

\$10/week per 25 words

Web-only extras just \$1 – \$4 each!

Examples: Flashing icons, pictures, link to your website or Google/Yahoo maps, embed a YouTube video.

IT'S EASY TO ADVERTISE!

Try us today!

Go to landistads.com and use keyword "guest" for up to 10 free listings

Extras not included in free offer

*Check online for availability;
Offer may expire without notice*

**Ads received by 6 pm Wednesday
will appear in the Friday edition**

Whether your dream is . . .



Buying the white picket fence
. . . or selling it

. . . **LANDIST™ NEWS**

Is here for you!

ABOUT OUR PUBLISHER



Andy Louis-Charles received a Bachelors of Industrial and Systems Engineering from Georgia Tech and his Juris Doctor degree from the University of Florida College of Law.

Andy Louis-Charles

In 2001, Andy won First Place Honors at Harvard Business

School's AASU - Entrepreneurial Ventures Business Plan Competition based on his proprietary "Land, Income, and Stewardship" investment methodology. Andy subsequently leveraged Harvard's \$10,000 cash award into a multi-million dollar real estate portfolio.

Andy is the Chairman, Managing Director, and Founder of the Landist Society, Ltd. Co., a community of companies and a family of funds in varying stages of development, maturity and independence.

Andy has owned, partnered, and managed several real estate investment partnerships, limited companies, funds, and equity investments. He has both public and private development experience and maintains ownership interests in several real estate ventures throughout the Southeast. Andy previously served as CEO of one of his portfolio companies, Wind & Rain Properties, Inc., a real estate brokerage company.

Andy was named a Fannie Mae Foundation Scholar, has served as the Nominating Chair on the Board of Kristi House, a child advocacy non-profit, and was a director with the Coconut Grove Collaborative, a Florida community development corporation. Andy is a contributor to numerous real estate, investing, and marketing publications, including *The Motley Fool* (www.fool.com), and has been published and/or credited in a number of Seth Godin e-book projects including *What Should Google Do?* and *Bull Market 2004*.

LANDIST™ NEWS

For the Serious Real Estate Buyer, Seller, Investor

A weekly forum for discussing,
selling, and renting real estate
in Durham, North Carolina



What is a Landist™?

Landist is to Land as

Artist is to Art

Idealist is to Ideals

Scientist is to Science



Who Are We?

LANDIST™ is a tool for locally based investors. We believe strongly in stewardship – that is, taking fiscal and social responsibility for one's community. In addition, we strongly believe that stewardship and profitability are not mutually exclusive. This is what being a "landist" is all about. The **LANDIST™ NEWS**, therefore, seeks to help potential investors find new properties and make wise investment decisions on a local basis.

What Do We Do?

We provide a forum for sharing investment opportunities in the Durham area. We reach potential buyers and sellers in two ways – first, via our **newsletter**, which is available in dozens of Durham locations. Secondly, we maintain an **online presence**, so that you can be connected anywhere. Both the newsletter and website contain a bevy of information – up-to-the-minute listings and classified ads, as well as highlighted properties, foreclosure reports, and news stories and letters written by Durham residents. Because our content is so tightly focused, our audience is too – creating the perfect environment for the serious investor to be seen and heard.

What Can You Do?

You can use the **LANDIST™ NEWS** as an additional tool to help you find, buy, and sell real estate opportunities in the Durham area. Place ads in **LANDIST™** to reach a targeted audience. Use **LANDIST™** as a community forum to discuss investment issues and topics. Keep copies of **LANDIST™** in your office as a way to present more options and ideas to your clients. Most importantly, you can let us know how we're doing so that we can better serve your needs!

LANDIST™ NEWS In a Nutshell

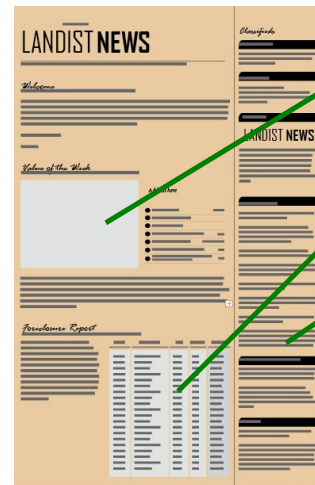
Real Estate Classifieds

Residential and commercial sales and rentals.

Newsletter

Practical topics of interest to the savvy investor.

- 11x17 size
- Free to readers
- Distinctive tan color
- User generated content
- Value pricing for advertisers
- Multiple distribution locations
- Fewer ads = your ad STANDS OUT
- One low price gets you online and in print



Value of the Week

No charge – Guest contributors invited

Foreclosure Report

Classified: Commercial and residential sales & rentals

Rental Report

Neighborhood News

No charge – Guest contributors invited

More Classified
Reasonable rates



HOW TO ADVERTISE

1. Go to www.landistads.com
2. Click on "Place New Ad"
3. Register or log-in
4. Choose a category
5. GO

IT'S THAT SIMPLE!

LANDIST™ NEWS

- A low-cost enhancement to your overall advertising strategy
- Designed to compliment – not replace – your other promotion efforts



LANDIST™ =
LAND + Income + Stewardship + Trust

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