

THE CAROLINA MILLION

What is The Carolina Million? I'm sitting down with Matt McGlothlin, the owner and the creator of CarolinaMillion.com. He will answer this question and many more.

What is this site?

TheCarolinaMillion .com is a pixel advertising site promoting the Carolinas region. It is a new and unique way to promote your website. Ads are sold for \$0.50 per pixel and each square on the grid is 100 pixels. There are one million pixels available, hence the name "Carolina Million". Think of it as online real estate for advertising. The return on your investment in terms of promotional value could potentially be multiplied by thousands or even millions. There is plenty of space available at this moment and businesses can currently purchase a premium location. Six months from now it will be a different story

Who came up with this idea?

You may have heard about the milliondollarhomepage.com. Alex Tew, a college student in England, had an idea to sell pixels on his website at \$1 a pixel to raise money for college. That fairly simple idea netted him a million dollars in six short months. His story was picked up by most major cable news stations including MSNBC, CNN, and FOX. The advertisers on the milliondollarhomepage.com saw traffic to their own websites triple and even quadruple in some cases. The last 1,000 pixels sold for \$38,000 on eBay.

Why did you start The Carolina Million?

Our region is experiencing explosive growth and this could be a great way for our region's fine businesses to advertise and possibly receive national attention. The Million Dollar Pixel concept has been copied numerous times and the industry itself is less than a year old. No one has tried it locally, to my knowledge. I started my site because of being in the software and website business. I officially launch my site on March 3rd of this year.

What is pixel advertising?

Pixels are tiny dots that make up the images you see on the screen. Pixel advertising is essentially purchasing pixels to promote your business however you see fit. The pixels are yours for two years.

Why advertise on The Carolina Million.com?

There are several reasons. One being that The Carolina Million is a new form of online advertising and consumers are responding in a big way. As a new advertiser, you receive a large New Advertiser graphic in the header of every page, as well as the Directory page. Announcement of your advertisement via email to over 150 local business owners. The announcement includes a paragraph about your organization

Why would people click on my ad?

People are naturally curious when they see a graphic that catches their eye; they instinctively click. When someone rolls over your ad, a sentence or two about your business pops up, enhancing the curiosity factor. If you participate in the Carolina Cash Contest, then people will click on your ad initially to win \$100 cash.

How much traffic does the site get?

Currently we are averaging 50 unique visits a day, over 150 page views/day, and over 75 total ad clicks per day. Since launching on March 3rd, the traffic has increased exponentially from month to month.

How is it promoted?

The Carolina Million website is promoted through other local media including Creative Loafing, ELEVATE Magazine, Uptown Magazine, Premier Magazine, LKN-fun.com, Lazyday.com, All Over Media,

and more. It's promoted with one single purpose...to drive traffic to the site and promote your advertisement.

Who visits this site?

Everybody, young and old. Most people that visit the site are open-minded, curious, and interested in new ideas. We get entrepreneurs, bankers, homeowners, housewives, mechanics, lawyers, doctors....You get the idea. People from all walks of life.

What is the Carolina Contest?

Each month an advertiser sponsors the contest. The first person to find the graphic The Carolina Million placed on a current advertiser's website and fills out the linked form and enters the promotional code, wins \$100 cash. This is for real. A check or cash will be presented to the winner when the form is filled out and the promotional code is verified. The graphic is on a site and requires some searching, but it is not very hard to find. The contest is not open to business owners who currently advertise on the site. The winner must agree to have his/her name published on The Carolina Million site for a period of time.

If you have and more questions or are ready to start advertising, you can contact Matt McGlothlin at 704-293-5049 or email him at info@thecarolinamillion.com.

By: Steve Caldwell