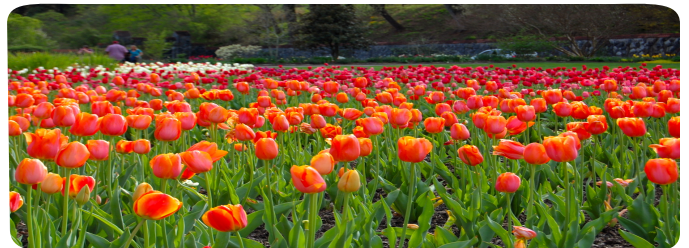
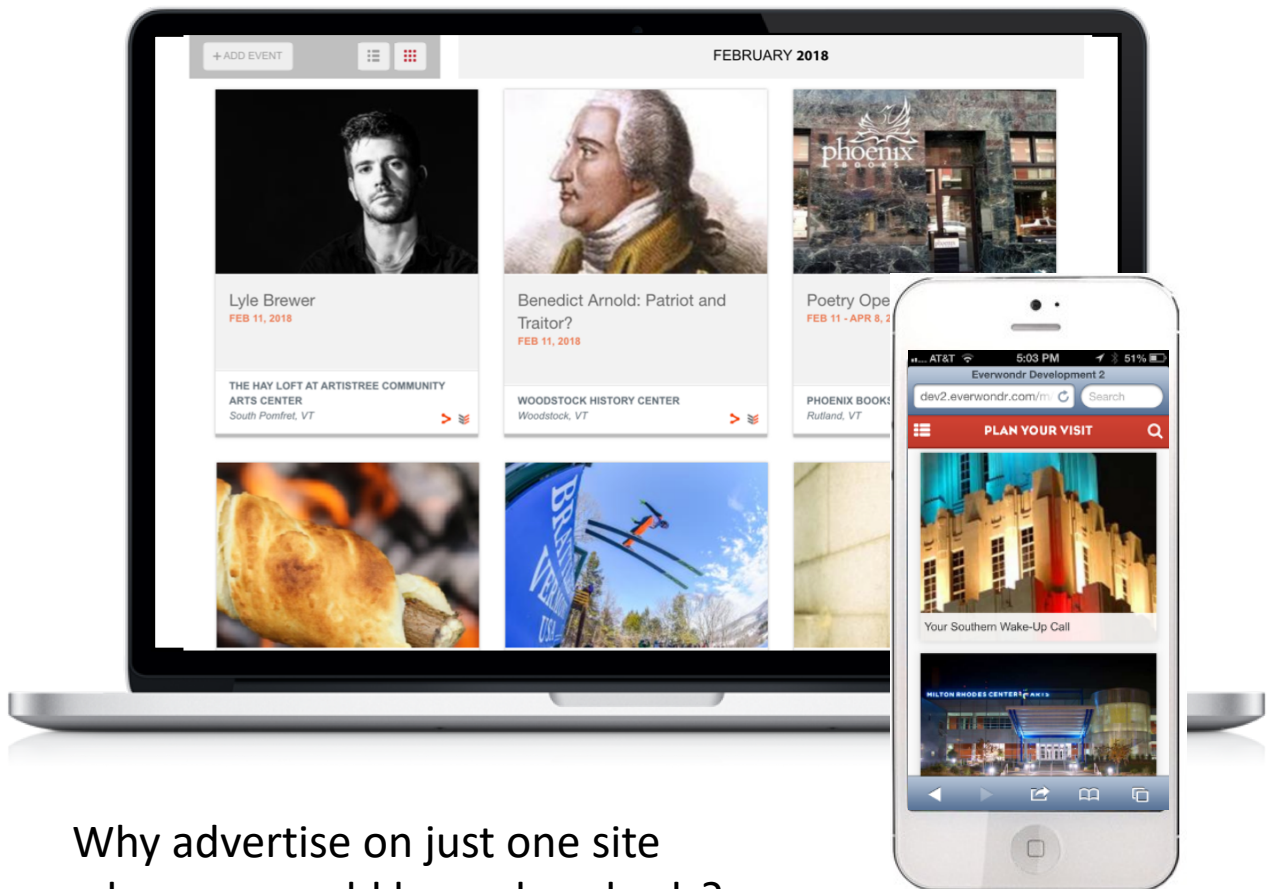




Digital Ad Units





Why advertise on just one site when you could be on hundreds?

EverWondr is a statewide online ad network. Our typical audience consists of visitors, both in-state and out-of-state, who are looking for things to do, advice on dining, shopping recommendations and deals on where to stay in North Carolina.

When visitors are planning travel, they typically go to more than one site. That's why we partner with a host of organizations that post and share our content, including regional and state government, local media, Chambers, Arts Councils and Visitors Bureaus. In total, the EverWondr Network has more than 200 sites across the state. Some focus on individual cities. Some promote a specific region. Others feature content spanning the entire state. That's a combination unlike another media channel, and one that puts your message in front of 100,000 monthly subscribers and more than 8 million visitors a year.

AUDIENCE

VISITS: 8 Million

IMPRESSIONS: 64 Million

TIME ON NETWORK: 00:08:47

NEW VISITORS: 84.52%

TRAFFIC SOURCES

ORGANIC: 14%

DIRECT: 34%

REFERRAL: 22%

EMAIL: 23%

SOCIAL: 7%

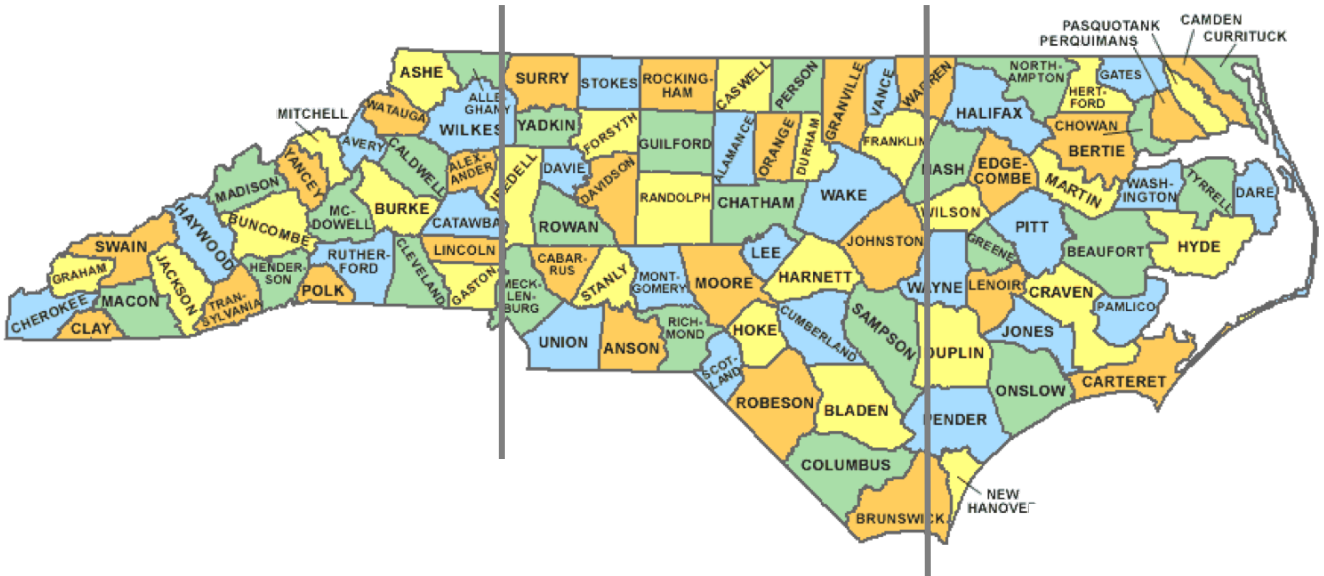




Digital Advertising

COVERAGE AREA

sales@everwondr.com



REACH OVER 8 MILLION VISITORS A YEAR | 64 MILLION VIEWS

Includes 125+ Travel Sites and 90+ Regional Partners across NC

BY REGION: MOUNTAINS

ncmountainfun.com
visithighcountyevents.com
wncmountainevents.com
ncmountainevents.com
exploreyadkinvalley.com
explorethehighcountry.com
mountaintravelinc.com
discoverncmountains.com
mountaintopevents.com
ncmountainsnow.com
wonderfulmountains.com
travelthemountains.com

BY REGION: PIEDMONT

exploreseagrove.com
explorepiedmonttriad.com
explorethepiedmont.com
ncpiedmontevents.com
funinthepiedmont.com
funinthetriad.com
funinthetriangle.com
piedmontfun.com
centralncevents.com
discovercentralnc.com
discoverthepiedmont.com

BY REGION: COAST

ncoastfun.com
explorecrystalcoast.com
visitobxevents.com
exploreobx.com
wonderobx.com
travelobx.com
travelnccoast.com
discovernccoast.com
beachfunnc.com
nccoastnow.com
coastalwow.com
wonderfulcoast.com
beachinncc.com
wonderfulobx.com



Digital Advertising

COVERAGE AREA

sales@everwondr.com

BY CITY

cityofthearts.com
dukeevents.com
durhamevents.com
eventsindurham.com
eventsinwilmington.com
exploreasheboro.com
exploreashevillenc.com
exploreboonenc.com
exploreburlington.com
explorechapelhill.com
explorechapelhillarts.com
exploreconcord.com
exploreelizabethcity.com
explorefayetteville.com
exploregastonia.com
exploregreensboro.com
explorehenderson.com
explorehickory.com
explorehighpoint.com
explorekinston.com
explorelenoir.com
exploremorganton.com
explorenewbern.com
explorepinehurst.com
explorerockymount.com
exploreroxboro.com
explorestatesville.com
explorethomasville.com
explorewilson.com
explorewinstonsalem.com

newbernevents.com

northwilkesboroevents.com
raleighevents.com
veryasheville.com
verycharlotte.com
verydurham.com
veryraleigh.com
visitraleighevents.com
visitwilmingtonevents.com
westjeffersonevents.com

BY COUNTY

explorealamance.com
explorealleglhany.com
exploreburkecounty.com
explorecabarrus.com
explorecawell.com
explorecatawba.com
exploredavie.com
exploreforsyth.com
explorehenderson.com
explorepittcounty.com
explorerandolphcounty.com
explorerockingham.com
explorestokes.com
exploresurry.com
explorewake.com
explorewilson.com
newbernevents.com
onlyinonslowevents.com
wilkescountyevents.com

BY STATE-WIDE

explorencparks.com
nccultureevents.com
ncparks100.com
ourstateevents.com
visitncevents.com
visitncparks.com
wondernc.com
funinncc.com
discoverncevents.com
nceventz.com
myncevents.com
gotonncevents.com
findncevents.com
nceventfinder.com
welcomenc.com
gotoncnnow.com
amazingnc.com
surprisingnc.com
awesomenc.com
wonderfulnc.com
ncvacationsnow.com
ncstaycation.com
ncvacationplans.com
nctravelplanner.com
stayinncc.com
golfinncc.com
drinkinncc.com
visitncarts.com
travelinncc.com
traveltonc.com



8+ MILLION
UNIQUE VISITORS



60+ MILLION
IMPRESSIONS ACROSS NC



00:08:47
AVG. TIME ON NETWORK



84.52%
NEW VISITORS



60% / 40%
FEMALE MALE



34
MEDIAN AGE

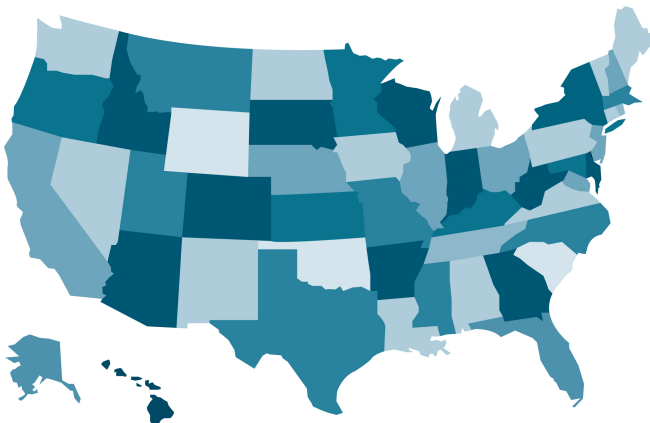


\$76,000
HOUSEHOLD INCOME



76.2%
COLLEGE EDUCATED

Top 10 States Visiting North Carolina through EverWondr



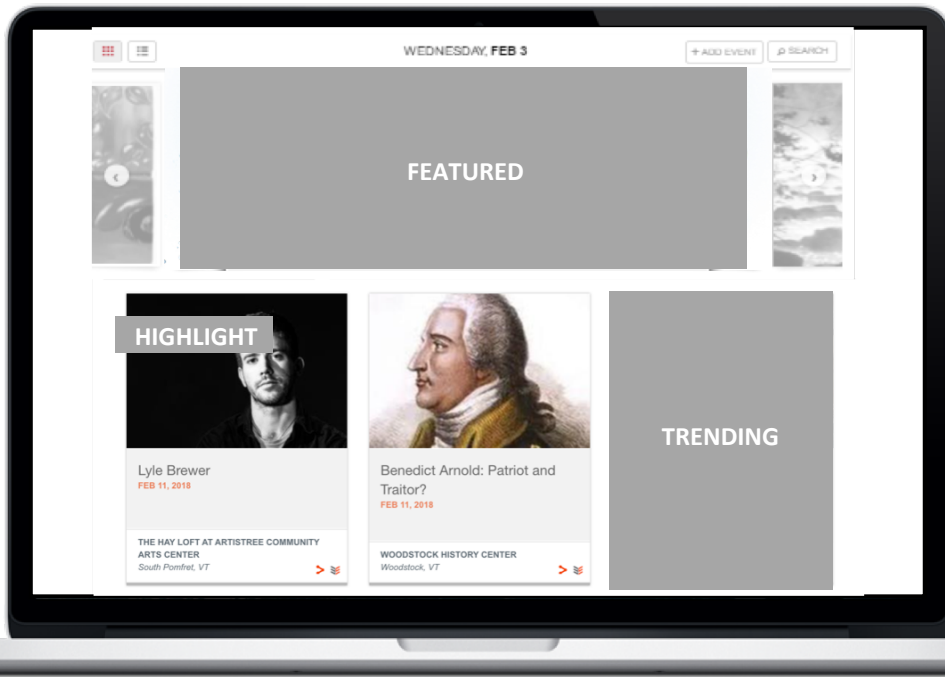
North Carolina
South Carolina
Georgia
Florida
Virginia
Tennessee
Alabama
New York
Ohio
Pennsylvania



Digital Advertising

DISPLAY PRICING

sales@everwondr.com



Your ad unit gets premium placement at the top of the page or within the content listings where users are looking for more information.

Target your ad unit by city, region or statewide across more than 200 sites.

Reach up to 50,000 users a week.

CPM: \$10

DIGITAL AD UNITS

BY MONTH

BY QUARTER

Highlight	\$300	\$720
Feature Standard	\$750	\$2,000
Feature Custom	\$1,675	\$4,800
Trending Solo	\$1,300	\$3,650
Trending List	\$1,300	\$3,650
Trending Editorial	\$1,300	\$3,650
Trending Video	\$1,400	\$3,950
Trending Slideshow	\$1,400	\$3,950
Trending Sweeps	\$1,400	\$3,950
Trending Offer	\$1,400	\$3,950
Trending Package	\$1,400	\$3,950

All pricing listed includes state-wide distribution.
To schedule your placement or sponsorships, please contact sales@everwondr.com.



Digital Advertising

PACKAGE PRICING

sales@everwondr.com

ANNUAL PACKAGES: Get an annual presence across our NC network of 125+ sites and reach over 8 million visitors a year. Package rates start at \$995/month and include discounts up to 52% off standard rates.

\$995/mo
(Save 30%)

BASE PACKAGE

(4) NC State
eNewsletter Listings

(12) Weeks Trending
Ad Unit

(1) Annual Package
Listing

(12) Weeks Custom
Feature Scroll

(1) Annual Venue
Directory Placement

\$1,195/mo
(Save 30%)

INCLUDES BASE PACKAGE

+ (4) Package Email Listings

\$1,495/mo
(Save 33%)

INCLUDES BASE PACKAGE

+ (6) Package Email Listings

+ (1) Custom Email (Sent to our list of 85,000 opt-in visitors)

\$1,795/mo
(Save 53%)

INCLUDES BASE PACKAGE

+ (6) Package Email Listings

+ (2) Custom Email (Sent to our list of 85,000 opt-in visitors
and prospect list of 250,000 visitors from surrounding states)

All pricing listed includes state-wide distribution.

To schedule your placement or sponsorships, please contact sales@everwondr.com.



Meet Your Museum Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 12:30 pm and 2:30 pm Free. No reservations necessary. Meet at West Building Information Desk. (N ...

NC Museum of Art
Raleigh, NC



GET TICKETS

Weekend Family Friendly Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 10:30am Free. No Reservation Necessary. Meet at West Building Information Desk. Half-hour tour ...

NC Museum of Art
Raleigh, NC



Weekend Family Friendly Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 10:30am Free. No Reservation Necessary. Meet at West Building Information Desk. Half-hour tour ...

NC Museum of Art
Raleigh, NC



BY MONTH
\$300

HIGHLIGHT

This unit allows you to add a highlight flag and caption across the top of your event listing. Choose from 12 standard captions or add a custom call to action:

Benefits

Offers a cost-efficient way to stand out and create urgency for your event.

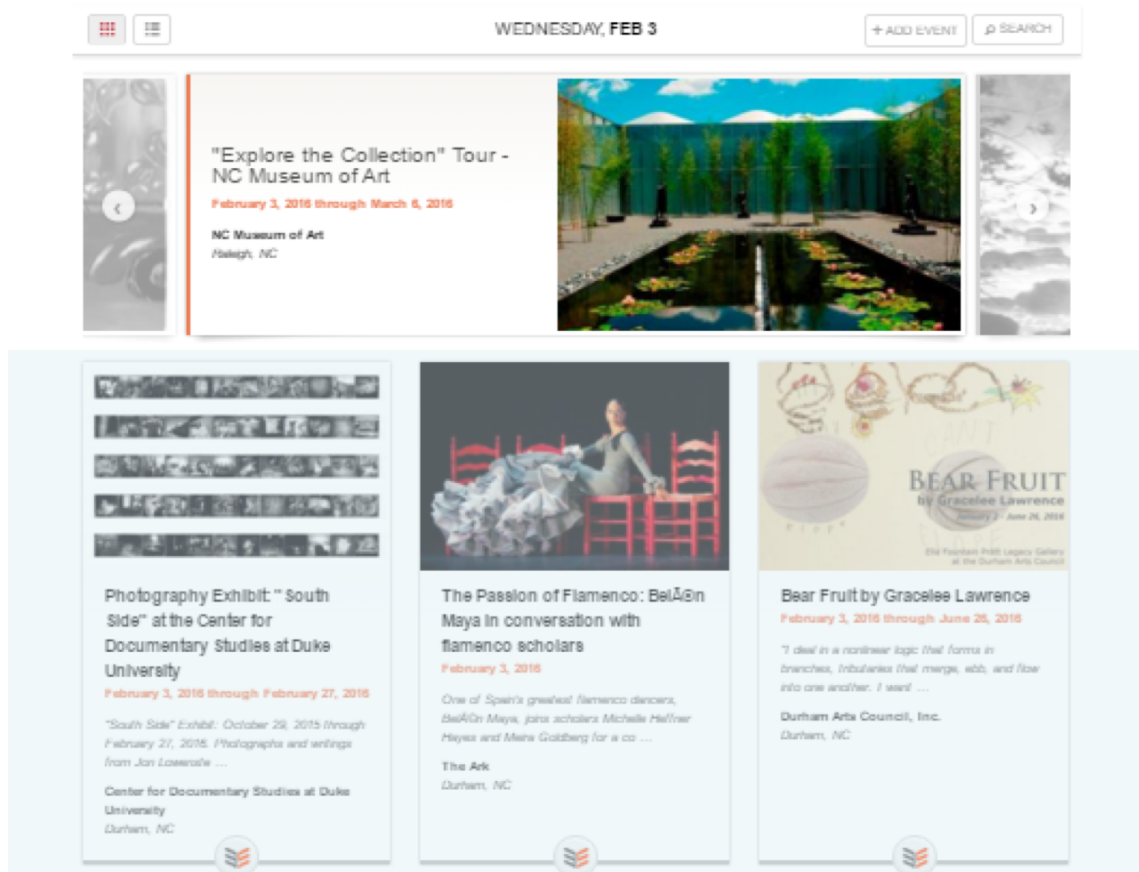
Performance

Over 60 million impressions for this ad unit annually. Event listings with a Highlight standard generate 45% higher views than other event listings.

Specs

Once selected, Highlight flag and caption uploaded automatically.

BY QUARTER
\$720



BY MONTH
\$750

FEATURE STANDARD

This unit is located in the at the top of the section. It scrolls and holds for 5 seconds on each ad placement. Placements rotate on each visit.

Benefits

Feature standards are the most viewed ad units on the Network. Units link directly to the content you upload.

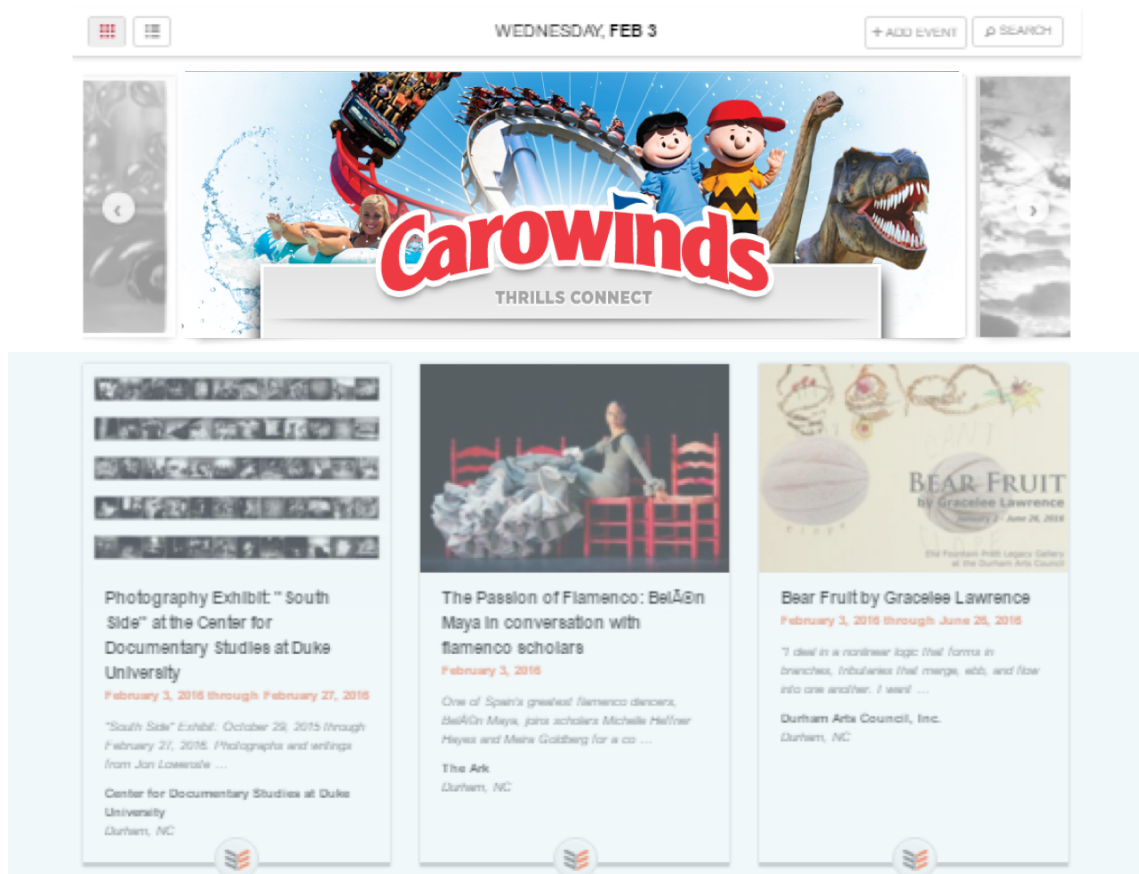
Performance

Up to 60 million impressions for this ad unit annually.
Average click rate of 27.2%.

Specs

700x240 pixels. Graphics and information pulled from your Calendar listing.

BY QUARTER
\$2,000



BY MONTH
\$1,675

FEATURE CUSTOM

This unit is located in the at the top of the section. It scrolls and holds for 5 seconds on each ad placement. Placements rotate on each visit.

Benefits

Feature custom ad units are the most viewed ad units on the Network. Units link directly to the URL of your choice.

Performance

Up to 60 million impressions for this ad unit annually.
Average click rate of 32.4%.

Specs

700x240 pixels. You supply content as a 700x240 jpeg.

BY QUARTER
\$4,800



Meet Your Museum Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 12:30 pm and 2:30 pm Free. No reservations necessary. Meet at West Building Information Desk. (N ...

NC Museum of Art
Raleigh, NC



TRENDING LOCALLY Boutique Hotels



Weekend Family Friendly Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 10:30am Free. No Reservation Necessary. Meet at West Building Information Desk. Half-hour tour ...

NC Museum of Art
Raleigh, NC



BY MONTH
\$1,300

BY QUARTER
\$3,650

TRENDING SOLO

This unit is located inside the event listing area to provide contextually relevant content. Links to an existing Directory listing or to external content.

Benefits

Features a large image, caption and contextually relevant content to draw the eye as users scroll through event listings. Units are designed to look less like an ad and more like content, so users are more likely to click and interact.

Performance

Up to 60 million impressions for this ad unit annually.
Average click rate of 20.1%.

Specs

290x380 image and information are pulled from your Calendar listing.



Meet Your Museum Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 12:30 pm and 2:30 pm Free. No reservations necessary. Meet at West Building Information Desk. (N ...

NC Museum of Art
Raleigh, NC



TRENDING LOCALLY

Top Golf Courses

- 1) Pinehurst Resort
- 2) Greensboro National
- 3) Oak Hollow



Weekend Family Friendly Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 10:30am Free. No Reservation Necessary. Meet at West Building Information Desk. Half-hour tour ...

NC Museum of Art
Raleigh, NC



BY MONTH
\$1,300

BY QUARTER
\$3,650

TRENDING LIST

This unit is located inside the event listing area. Links to your existing, contextually relevant Calendar event listing, Directory listing or other content.

Benefits

Features a list of three, contextually relevant links to engage users as they scroll through event listings. Units look less like an ad and more like content, so users are more likely to click and interact.

Performance

Over 60 million impressions for this ad unit annually. Average click rate of 23%.

Specs

290x210 image image and information pulled from your listing.



Meet Your Museum Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 12:30 pm and 2:30 pm Free. No reservations necessary. Meet at West Building Information Desk. (N ...

NC Museum of Art
Raleigh, NC



TRENDING LOCALLY

Top Vineyards

Taste local wines from the heart of the North Carolina Wine Country

Sponsored by
Downtown Winston Salem



Weekend Family Friendly Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 10:30am Free. No Reservation Necessary. Meet at West Building Information Desk. Half-hour tour ...

NC Museum of Art
Raleigh, NC



BY MONTH
\$1,300

BY QUARTER
\$3,650

TRENDING EDITORIAL

This unit is located inside the event listing area. Links to your existing, contextually relevant Directory listing, Blog post or other content.

Benefits

Features a caption, burb and link to contextually relevant content to engage users as they scroll through event listings. Units look less like an ad and more like content, so users are more likely to click and interact.

Performance

Over 60 million impressions for this ad unit annually.
Average click rate of 22.2%.

Specs

290x310 image and information pulled from your listing.



Meet Your Museum Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 12:30 pm and 2:30 pm Free. No reservations necessary. Meet at West Building Information Desk. (N ...

NC Museum of Art
Raleigh, NC



TRENDING LOCALLY Boutique Hotels



Weekend Family Friendly Tours - NC Museum of Art

February 6, 2016 through February 28, 2016

Saturdays and Sundays, 10:30am Free. No Reservation Necessary. Meet at West Building Information Desk. Half-hour tour ...

NC Museum of Art
Raleigh, NC



BY MONTH
\$1,400

BY QUARTER
\$3,950

TRENDING VIDEO

This unit is located inside the event listing area. Links to your contextually relevant YouTube hosted video or to an existing Directory listing.

Benefits

Features a large image, caption, Play button and contextually relevant content to draw the eye as users scroll through event listings. Units look less like an ad and more like content, so users are more likely to click and interact.

Performance

Over 60 million impressions for this ad unit annually. Average click rate of 23%.

Specs

290x380 image and information links to your YouTube / Vimeo video or existing Directory listing.



Trending Slideshow

sales@everwonder.com



Meet Your Museum Tours - NC Museum of Art

February 6, 2016 through February 28,
2016

Saturdays and Sundays, 12:30 pm and 2:30
pm Free. No reservations necessary. Meet at
West Building Information Desk. (N ...

NC Museum of Art
Raleigh, NC



TRENDING LOCALLY Hiking Trails



Weekend Family Friendly Tours - NC Museum of Art

February 6, 2016 through February 28,
2016

Saturdays and Sundays, 10:30am Free. No
Reservation Necessary. Meet at West Building
Information Desk. Half-hour tour ...

NC Museum of Art
Raleigh, NC



BY MONTH
\$1,400

BY QUARTER
\$3,950

TRENDING SLIDESHOW

This unit is located inside the event listing area. Links to your existing, contextually relevant Calendar listing, Directory listing or other content.

Benefits

Features a slideshow of four, contextually relevant images to engage users as they scroll through event listings. Units look less like an ad and more like content, so users are more likely to click and interact.

Performance

Over 60 million impressions for this ad unit annually. Average click rate of 26%.

Specs

290x380 images and information pulled from your listing, or supplied by you.



Trending Sweeps

sales@everwondr.com



Meet Your Museum Tours - NC Museum of Art

February 6, 2016 through February 28,
2016

Saturdays and Sundays, 12:30 pm and 2:30
pm Free. No reservations necessary. Meet at
West Building Information Desk. (N ...

NC Museum of Art
Raleigh, NC



REGISTER NOW

*Register to Win a Romantic
Weekend for Two in Winston
Salem, North Carolina*

Sponsored by
Visit Winston Salem



Weekend Family Friendly Tours - NC Museum of Art

February 6, 2016 through February 28,
2016

Saturdays and Sundays, 10:30am Free. No
Reservation Necessary. Meet at West Building
Information Desk. Half-hour tour ...

NC Museum of Art
Raleigh, NC



BY MONTH
\$1,400

BY QUARTER
\$3,950

TRENDING SWEEPS

This unit is located inside the event listing area and links to your existing sign-up, registration or contest page. Can link to two other content blocks.

Benefits

Builds your contact lists by generating new user registrations for newsletters or contests. Units look less like an ad and more like content, so users are more likely to click and interact.

Performance

Up to 60 million impressions for this ad unit annually.
Average click rate of 24.8%.

Specs

290x380 image supplied by you. Links to your existing sign-up or contest page.



Trending Offers

sales@everwonder.com



Meet Your Museum Tours - NC Museum of Art

February 6, 2016 through February 28,
2016

Saturdays and Sundays, 12:30 pm and 2:30
pm Free. No reservations necessary. Meet at
West Building Information Desk. (N ...

NC Museum of Art
Raleigh, NC



LOCAL OFFER

**\$20 off your
purchase of \$100**

PARKWAY SHOPS
Asheville, NC



Weekend Family Friendly Tours - NC Museum of Art

February 6, 2016 through February 28,
2016

Saturdays and Sundays, 10:30am Free. No
Reservation Necessary. Meet at West Building
Information Desk. Half-hour tour ...

NC Museum of Art
Raleigh, NC



BY MONTH
\$1,400

BY QUARTER
\$3,950

TRENDING OFFERS

This unit is located inside the event listing area and links to your contextually relevant offer or discount. Links to an existing full page or downloadable coupon.

Benefits

Builds interest in your special offer or discount by driving new user downloads. Units look less like an ad and more like content, so users are more likely to click and interact.

Performance

Over 60 million impressions for this ad unit annually. Average click rate of 23%.

Specs

290x380 image supplied by you. Links to your existing offer or coupon page.



Trending Packages

sales@everwondr.com



Biltmore Cottage Bed and Breakfast

COTTAGE ON BILTMORE
ESTATE

Asheville, NC

Starting At
\$1478



Pinehurst No. 2 Donald Ross

PINEHURST RESORT

Pinehurst, NC

Starting At
\$614



BY MONTH
\$1,400

BY QUARTER
\$3,950

TRENDING PACKAGES

This unit promotes Packages or Offers available in your state. These listings can be related to lodging, discounts on admission, activities and more. The units can be linked to an external partner site.

Benefits

Builds interest in your packages by driving new user downloads. Units look less like an ad and more like content, so users are more likely to click and interact.

Performance

Over 2 million impressions for this ad unit annually. Average click rate of 23%.

Specs

685x360 image supplied by you. Links to your existing offer or coupon page.



Amy Consiglio

Owner

amy@everwondr.com

336.509.0529

Darrell Kanipe

Owner

darrell@everwondr.com

336.497.8175

Dick Gillespie

Account Director

dick@everwondr.com

336.897.9489



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8323 Linville Road, Box 533, Oak Ridge, NC 27310