



Vermont Media Kit





About EverWondr

sales@everwondr.com

Meet Your New Media Partner

EverWondr Media is a digital media network that reaches over 100 million visitors across the U.S. We expanded our service to partners in Vermont in starting in late 2015. To date, our Calendar and Directory power the state Web tourism site, VemontVacation.com, as well as 15 other local partners, including Stowe and Big Heavy World.

With the help of our local partners, we have been able to build a large, highly targeted audience of people who are looking for something to do in Vermont. Our Vermont network averages about 3.7 million visitors per year, which each visitor browsing roughly 8 pages per visit. That's about 25 million page visits a year. This number continues to grow as new partners join our network throughout the state.

To take advantage of this audience, EverWondr is working in partnership with the State of Vermont to offer digital advertising packages starting Spring 2017. These digital ad packages put your message in front of visitors at the time they are doing their travel planning. Highly targeted and results-based, these units cost a fraction of typical print placements and put your ideal visitors just one-click away from your brand.

This Media Kit outlines the different types of digital Ad Units available, including contact information to begin your planning now. Take a look and let us know if you have any questions. We look forward to working—and growing—with you in the great state of Vermont.

Owners, The EverWondr Network



650,000+
UNIQUE VISITORS



3.7 MILLION
IMPRESSIONS ACROSS VT



00:04:27
AVG. TIME ON SITE



80.63%
NEW VISITORS



56% / 44%
FEMALE MALE



35
MEDIAN AGE

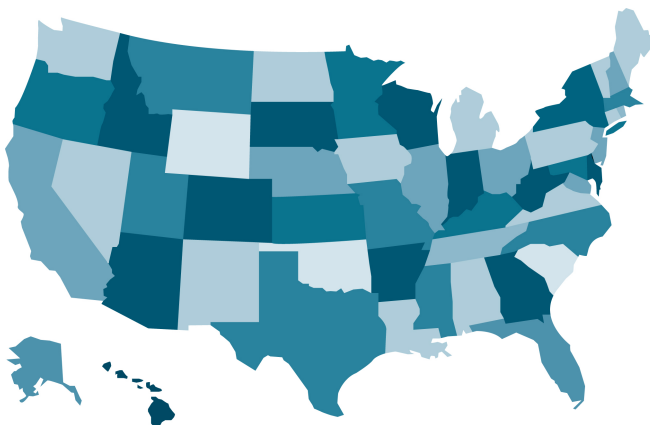


\$115,000
HOUSEHOLD INCOME



79.3%
COLLEGE EDUCATED

80 % USA / 6% CANADA / 14% OTHER



New York 17.51%
Massachusetts 13.41%
Vermont 8.54%
New Jersey 6.5%
Connecticut 5.54%
Pennsylvania 4.65%
California 3.86%
Virginia 3.56%
Texas 3.25%
Georgia 3.25%



VT Email Newsletter

AUDIENCE OVERVIEW

sales@everwondr.com



85,000+
VISITOR EMAILS



12
ISSUES A YEAR



86%
OPEN RATE



33%
CLICK THRU RATE



56% / 44%
FEMALE MALE



35
MEDIAN AGE

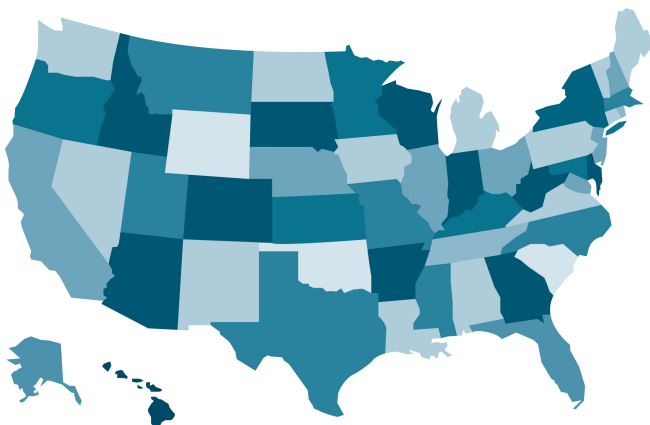


\$115,000
HOUSEHOLD INCOME



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COLLEGE EDUCATED

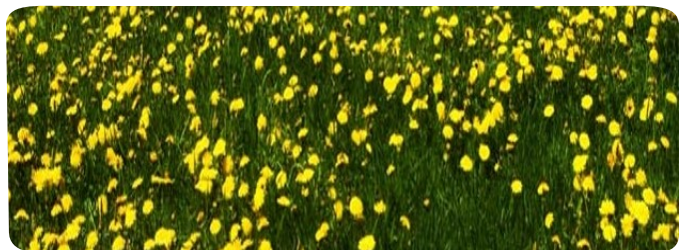
80 % USA / 6% CANADA / 14% OTHER



New York 17.51%
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Vermont 8.54%
New Jersey 6.5%
Connecticut 5.54%
Pennsylvania 4.65%
California 3.86%
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Georgia 3.25%



Digital Ad Units





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UNIQUE VISITORS



3.7 MILLION
IMPRESSIONS ACROSS VT



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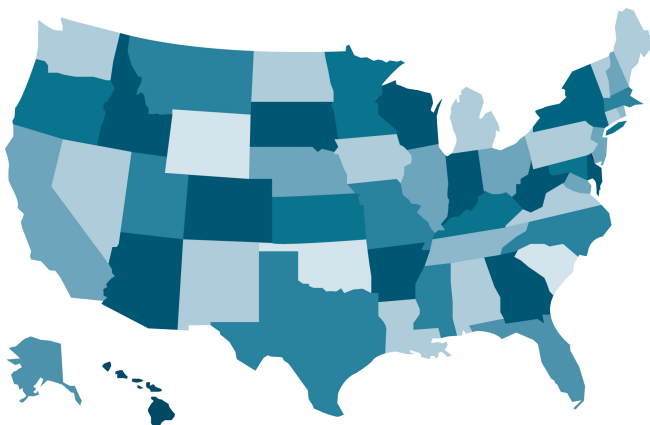


\$115,000
HOUSEHOLD INCOME

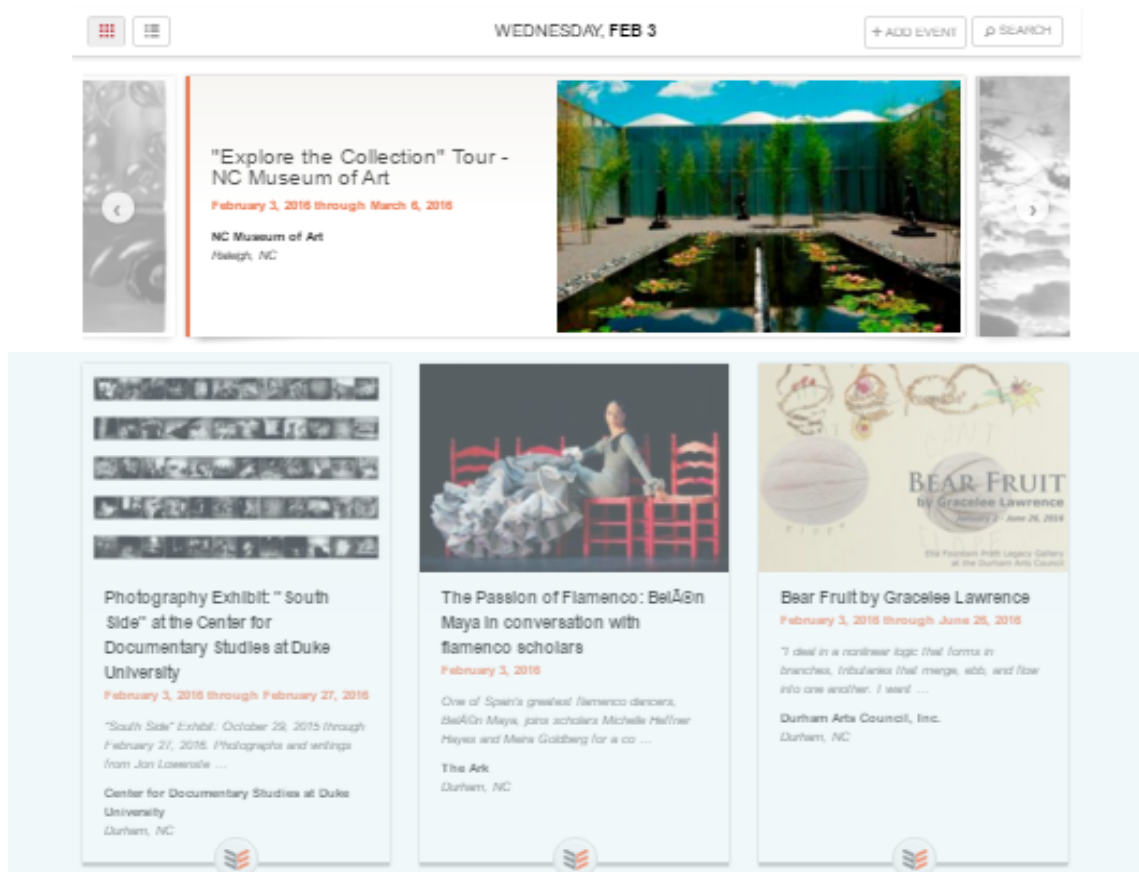


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COLLEGE EDUCATED

80 % USA / 6% CANADA / 14% OTHER



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New Jersey 6.5%
Connecticut 5.54%
Pennsylvania 4.65%
California 3.86%
Virginia 3.56%
Texas 3.25%
Georgia 3.25%



\$25

PER DAY

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

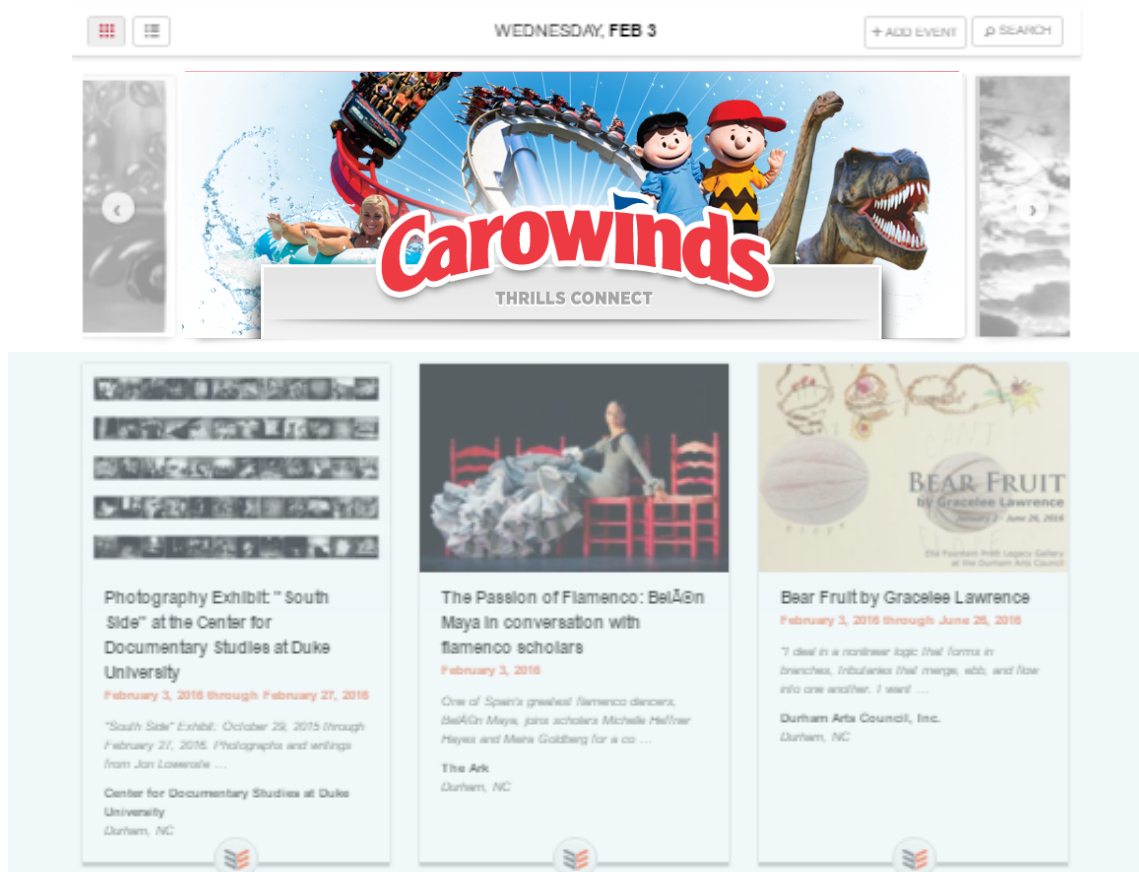
Feature standards are the most viewed ad units on the Network. Units link directly to the content you upload.

Performance

Over 2 million impressions for this ad unit annually. Average click rate of 27.2%.

Specs

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



\$50

PER DAY

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

Over 2 million impressions for this ad unit annually. Average click rate of 32.4%.

Specs

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



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



\$10

PER DAY

HIGHLIGHT STANDARD

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

<i>Featured</i>	<i>Top Pick</i>	<i>Tickets On Sale</i>	<i>Grand Opening</i>
<i>Family Favorite</i>	<i>Recommended</i>	<i>Save the Date</i>	<i>Premiere</i>
<i>Local Favorite</i>	<i>Seating Limited</i>	<i>Must See</i>	<i>New Dates</i>

Benefits

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

Performance

Over 2 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.



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



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



\$15

PER DAY

HIGHLIGHT CUSTOM

This unit allows you to add a highlight flag and caption across the top of your event listing. Create your own custom caption.

Benefits

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

Performance

Over 2 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. No additional files required.



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



\$250

PER MONTH

\$700

PER SEASON

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

Over 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. No additional files required.

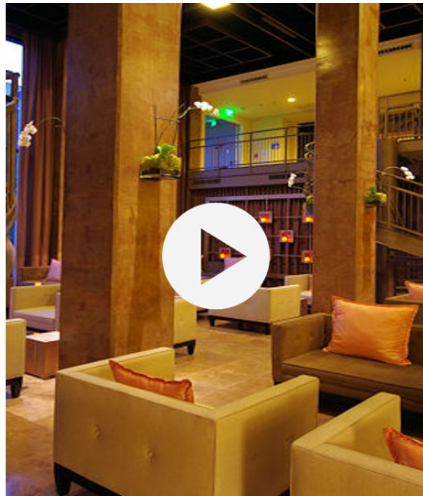


Meet Your Museum Tours - NC Museum of Art

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



\$300

PER MONTH

\$850

PER SEASON

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 2 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. No additional files required.



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



\$150

PER MONTH

\$400

PER SEASON

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

Specs

290x210 image and information pulled from your listing.
No additional files required.



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



\$300

PER MONTH

\$850

PER SEASON

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

Specs

290x310 image and information pulled from your listing.
No additional files required.



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



\$300

PER MONTH

\$850

PER SEASON

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 2 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.



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



\$300

PER MONTH

\$850

PER SEASON

SIGN UP / CONTEST

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

Over 2 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, registration or contest page.

Special Offers

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



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



\$300

PER MONTH

\$850

PER SEASON

SPECIAL 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 2 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.



Packages

sales@everwondr.com



Ski & Stay
Manchester View

Starting at
\$200

THE MANCHESTER VIEW
Manchester, VT



Learn to Ski
or Snowboard

Starting at
\$129

SMUGGLERS' NOTCH RESORT
Jeffersonville, VT

\$400

PER MONTH

\$1,150

PER SEASON

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.



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sales@everwonder.com • 1-844-EW NETWORK • www.everwondermedia.com
8323 Linville Road, Box 533, Oak Ridge, NC 27310



VT Monthly Email





The Vermont statewide eNewsletter is released monthly in a joint partnership between the Vermont State Tourism office and the EverWondr Network.

This email is sent to a highly targeted list of more than 85,000 visitors and prospects who have asked to learn more about Vermont. Each month, content promotes upcoming events, directories, offers, lodging packages, blogs and more from the state site at VermontVacation.com.

Placements are sold on a first-come, first-served basis. Ad units start at \$300. A complete list of advertising rates are available in this kit.

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

TRENDING



Caledonia Spirits Tastings & Tour
Hardwick, VT



The Spirit of the Season: Art Show
Brandon, VT



Okemo Moonlight Snowshoe Hike
Sat Dec 10, 2016

This guided snowshoe hike up the mountain will offer a nighttime perspective of Okemo's Jackson Gore under the light of a nearly full moon. Return to the fire pit at the Jackson Gore Inn to roast marshmallows and share stories. ...

Okemo Mountain Resort
Ludlow, VT

EDITOR'S PICKS



Lake Champlain Chocolates
Burlington, VT



Homemade Candy Cane Demonstrations
Stowe, VT



Vermont Holiday Festival
Fri Dec 02, 2016

The 2016 Vermont Holiday Festival is two days of holiday fun and entertainment for all ages! Enjoy the sights of the Festival of Trees, each tree sponsored and decorated by local businesses. Children experience Santa's Workshop...

Killington Grand Resort Hotel
Killington, VT

SAVE THE DATE



Harris Hill Ski Jump Pepsi Challenge
Sat Feb 18, 2017

Come celebrate a proud, 95-year winter tradition in beautiful Brattleboro, Vermont. The Pepsi Challenge promises breathtaking, heart-stopping ski jumping. Witness athletes as they soar from a 90-meter jump, reaching heights of 300 feet at 60 mph...

Harris Hill Ski Jump
Brattleboro, VT



TRENDING LOCALLY
Local Resorts

12 ANNUAL ISSUES

85k VISITOR EMAILS

86% OPEN RATE

33% CLICK THRU RATE



VT Email Newsletter

AUDIENCE OVERVIEW

sales@everwondr.com



85,000+
VISITOR EMAILS



12
ISSUES A YEAR



86%
OPEN RATE



33%
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FEMALE MALE



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MEDIAN AGE

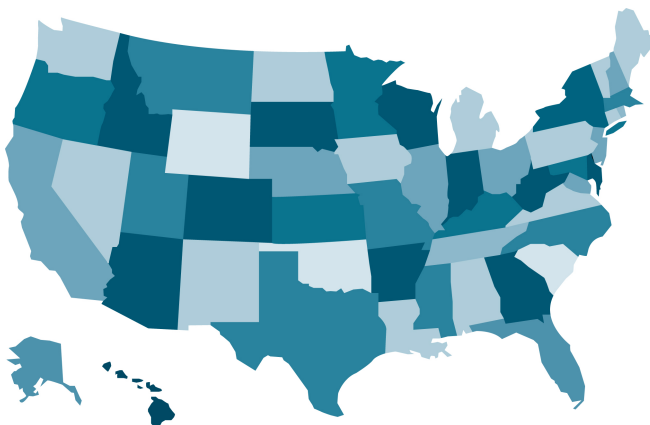


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New Jersey 6.5%
Connecticut 5.54%
Pennsylvania 4.65%
California 3.86%
Virginia 3.56%
Texas 3.25%
Georgia 3.25%

(Standard Listings)



Okemo Moonlight Snowshoe Hike

Sat Dec 10, 2016

This guided snowshoe hike up the mountain will offer a nighttime perspective of Okemo's Jackson Gore under the light of a nearly full moon. Return to the fire pit at the Jackson Gore Inn to roast marshmallows and share stories.

...

Okemo Mountain Resort
Ludlow, VT



Vermont Holiday Festival

Fri Dec 02, 2016

The 2016 Vermont Holiday Festival is two days of holiday fun and entertainment for all ages! Enjoy the sights of the Festival of Trees, each tree sponsored and decorated by local businesses. Children experience Santa's Workshop...

Killington Grand Resort Hotel
Killington, VT

(Trending Units)



TRENDING LOCALLY

Local Resorts

\$360

PER EMAIL

STANDARD LISTING

This unit promotes Events, Directories or Blogs. The content and images are pulled directly from listings posted on VermontVacation.com and the EverWondr Network. No additional files necessary.

\$400

PER EMAIL

TRENDING UNITS

This unit promotes seasonal content. Topics can be chosen by the partner. The units can be linked to internal content on VermontVacation.com or to an external partner site. Choose from a Standard Image, Video or List unit.

\$475

PER EMAIL

OFFERS / PROMOTIONS

This unit promotes local offers and helps build your visitor contact lists. Topics can be chosen by the partner. The units can be linked to internal content on VermontVacation.com or to an external partner site.



VT Monthly Email

sales@everwondr.com



Ski & Stay
Manchester View

Starting at
\$200

THE MANCHESTER VIEW
Manchester, VT



Learn to Ski
or Snowboard

Starting at
\$129

SMUGGLERS' NOTCH RESORT
Jeffersonville, VT

\$400

PER EMAIL

PACKAGES / OFFERS

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 internal content on VermontVacation.com or to an external partner site. Tracking provided after release of email.

\$1150

PER SEASON

SEASONAL PLACEMENT

Plan your campaign with a seasonal placement and save \$50. This ad package includes three (3) placements, one per month, in the state eNewsletter. You supply the offer/package image and detail and determine the months to run.

LOCAL FAVORITES



Caledonia Spirits Tastings & Tour

Hardwick, VT



The Spirit of the Season: Art Show

Brandon, VT

EDITOR'S PICKS



Lake Champlain Chocolates

Burlington, VT



Homemade Candy Cane Demonstrations

Stowe, VT

SAVE THE DATE



Harris Hill Ski Jump Pepsi Challenge

Sat Feb 18, 2017

Come celebrate a proud, 95-year winter tradition in beautiful Brattleboro, Vermont. The Pepsi Challenge promises breathtaking, heart-stopping ski jumping. Witness athletes as they soar from a 90-meter jump, reaching heights of 300 feet at 60 mph...

Harris Hill Ski Jump
Brattleboro, VT

\$360

PER EMAIL

LOCAL FAVORITES

This unit promotes local businesses in Vermont. It can link to internal content on VermontVacation.com or to an external partner site. Ask about combining this unit with a Trending unit or Standard unit for a discount.

\$400

PER EMAIL

PACKAGES / EDITOR'S PICKS

This unit promotes lodging, attraction and dining discounts. It can link to internal content or an external partner site. Ask about combining this unit with a Trending unit or Standard unit for a discount.

\$475

PER EMAIL

SAVE THE DATE / PACKAGES

This unit promotes events happening in the next month, or packages that hold seasonal significance. It can link to internal content on VermontVacation.com or to an external partner site. Typically purchased with a Standard listing or Trending unit.



VT Monthly Email

sales@everwonder.com

REGIONAL SPOTLIGHT: Central Vermont

From small villages and historic downtowns to the glittering dome of the state capitol, Central Vermont offers the perfect combination of history, art, food, shopping and snowsports. Wander through charming Montpelier and visit the living museum of political history, or take a lighthearted tour through the iconic headquarters of Ben & Jerry's ice cream. Then catch a show in a local theatre, explore unexpected galleries and craft studios, or simply eat, drink and relax to your wintry heart's content.



\$600

PER EMAIL

REGIONAL SPOTLIGHT

This unit promotes local businesses in Vermont. It can link to internal content on VermontVacation.com or to an external partner site. Ask about combining this unit with a Trending unit for a discount.

\$2,500

FOR 3 MONTHS

SEASONAL SPONSORSHIP

This package offers partners a 30% savings off standard rates. Sponsorship runs for three months, and includes the following items:

- 3 Trending Ad units in your choice of months (one per email, 3 total)
- 3 Package Ad units in your choice of months (one per email, 3 total)
- 1 Regional Spotlight unit in email in your choice of month
- 1 Featured Listing on VermontVacation.com for 3 months

\$8,500

FOR 12 MONTHS

ANNUAL SPONSORSHIP

This package offers partners a 35% savings off standard rates. Sponsorship runs for 12 months, and includes the following items:

- 12 Trending Ad units in email (one per email, 12 total)
- 12 Footer logo units in email, links to your site (one per email, 12 total)
- 2 Regional Spotlight units in your choice of months (one per email, 2 total)
- 1 Featured Listing on VermontVacation.com for 12 months
- 1 Trending Ad unit on VermontVacation.com for 12 months



Amy Consiglio

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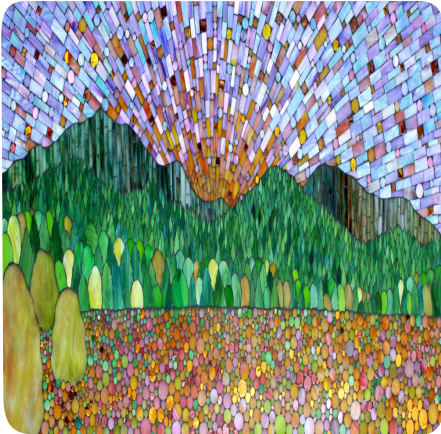
336.897.9489



sales@everwonder.com • 1-844-EW NETWORK • www.everwondermedia.com
8323 Linville Road, Box 533, Oak Ridge, NC 27310

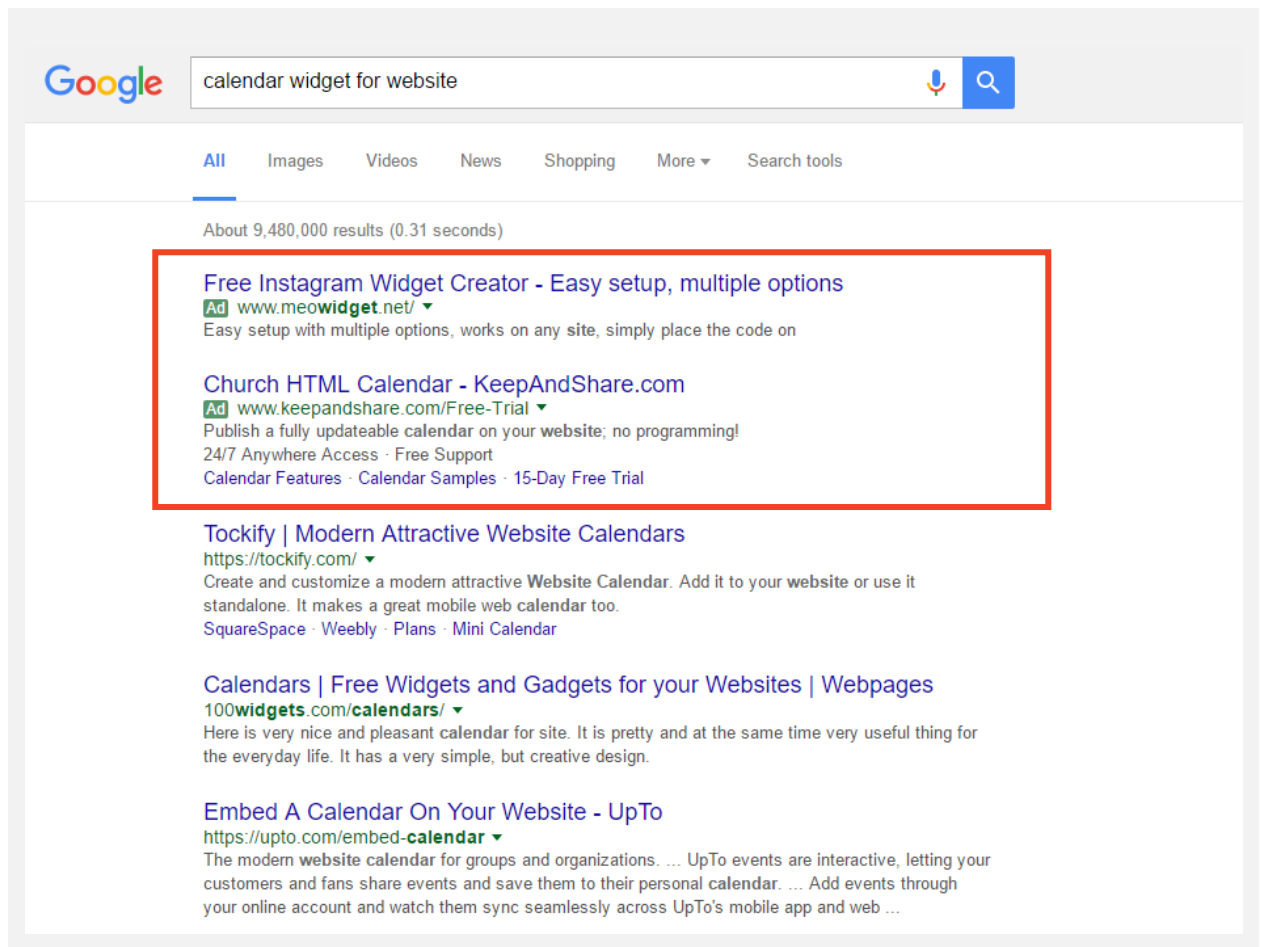


Targeted Media



Overview: *Does your website show up at the top of key consumer searches? If not, Paid Search is the solution you're looking for.*

Paid search advertisements are a highly targetable and measurable way to market to your ideal consumers. It allows you to place ads in specific consumer searches so your brand is shown on any search that you deem relevant to your business, regardless of your organic search ranking for the keyword. It is a quick and effective way to get your brand in front of people who are looking for the product/service that you provide.



The screenshot shows a Google search for "calendar widget for website". The search results page displays several paid search results, with the first two highlighted by a red box:

- Free Instagram Widget Creator - Easy setup, multiple options**
Ad www.meowidget.net/ ▼
Easy setup with multiple options, works on any site, simply place the code on
- Church HTML Calendar - KeepAndShare.com**
Ad www.keepandshare.com/Free-Trial ▼
Publish a fully updateable calendar on your website; no programming!
24/7 Anywhere Access · Free Support
[Calendar Features](#) · [Calendar Samples](#) · [15-Day Free Trial](#)

Below the red box, other search results are visible:

- Tockify | Modern Attractive Website Calendars**
<https://tockify.com/> ▼
Create and customize a modern attractive Website Calendar. Add it to your website or use it standalone. It makes a great mobile web calendar too.
[SquareSpace](#) · [Weebly](#) · [Plans](#) · [Mini Calendar](#)
- Calendars | Free Widgets and Gadgets for your Websites | Webpages**
100widgets.com/calendars/ ▼
Here is very nice and pleasant calendar for site. It is pretty and at the same time very useful thing for the everyday life. It has a very simple, but creative design.
- Embed A Calendar On Your Website - UpTo**
<https://upto.com/embed-calendar> ▼
The modern website calendar for groups and organizations. ... UpTo events are interactive, letting your customers and fans share events and save them to their personal calendar. ... Add events through your online account and watch them sync seamlessly across UpTo's mobile app and web ...



Paid Search

sales@everwonder.com

Benefits of Paid Search:

QUALIFIED TRAFFIC: By targeting exactly what people are searching, Paid Search campaigns can focus solely on your target customers.

HIGHER CONSIDERATION: Paid Search campaigns can use search intent to find not only interested customers, but also customers who are ready to convert.

FASTER RESULTS: Unlike many traditional forms of marketing, Paid Search gives you an immediate return on your spend.

TOP PLACEMENT: Immediately get your brand to the top of valuable consumer searches.

HIGHLY ADAPTABLE: Adapt your Paid Search campaign to your specific marketing goals, whether you want to increase traffic or drive consumers to convert.

EASY TO ANALYZE: Paid Search creates easily measurable results that allow for simpler analysis and optimization of the campaign.

When to Use Paid Search

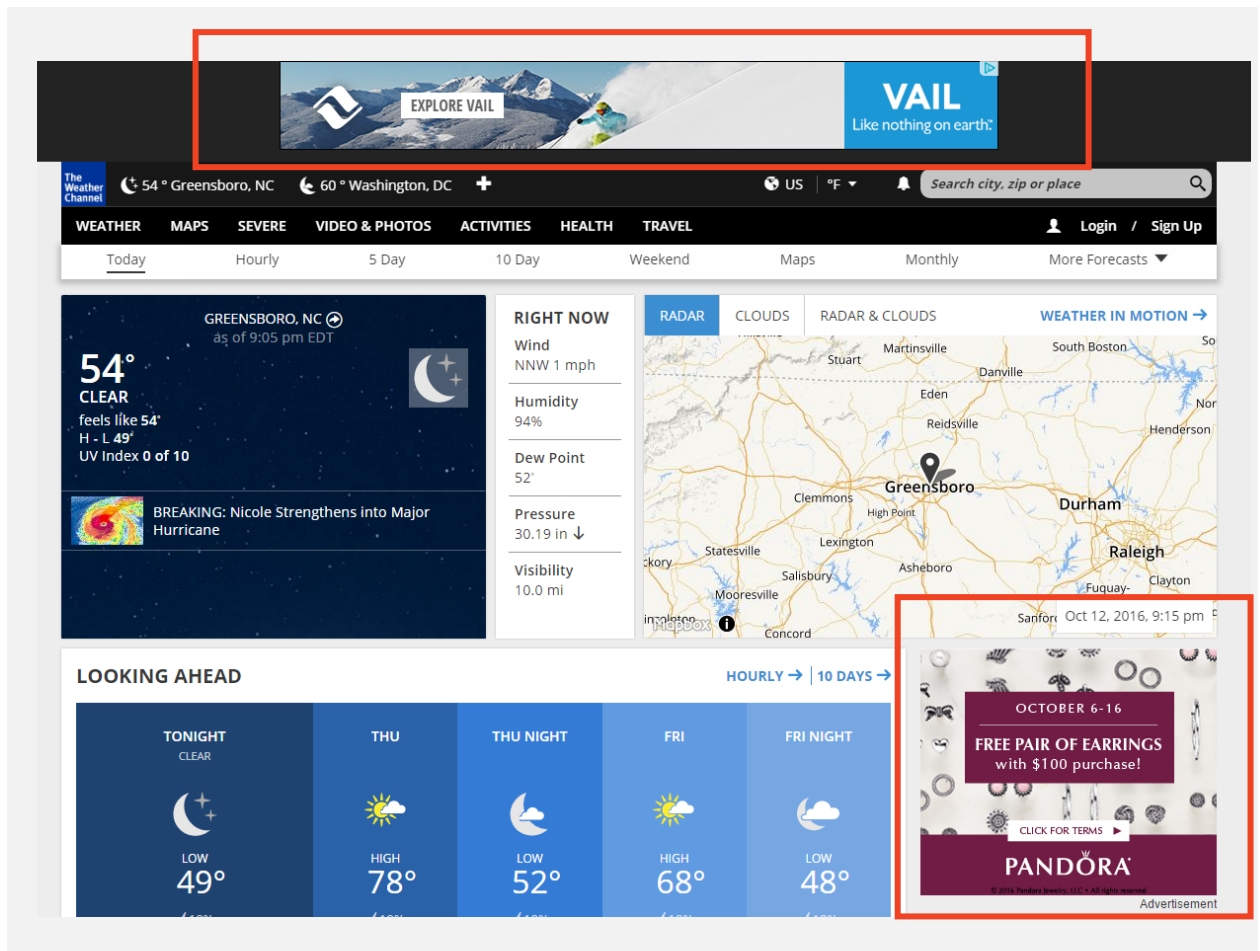
To rank higher in searches. Use Paid Search to boost search performance when organic rankings are consistently lower than those of competitors. Each drop in position in organic ranking represents a in clicks from any given search. Using a Paid Search campaign in these instances allows you to significant decrease place ads in the highest position possible, and greatly increase your chance of pulling in consumers from relevant searches.

To achieve digital marketing goals. Paid Search campaigns can isolate consumers deep in the decision making process and bring them to your website ready to act. Bringing in consumers who are closer to the purchase can ensure that your website is being visited by consumers who not only want to browse, but also want to act.

To reach new customers. Paid Search campaigns find those consumers who are actively trying to find your services or products rather than trying to find interested consumers based on an estimated model of your target. This allows you to market to relevant consumers who may not have been reached with a traditional marketing campaign that is based on your model of a target consumer.

Overview: *Are you missing out on customers due to low brand awareness and consideration? If so, Display Targeting can solve that problem.*

Display Targeting is a media channel in which you can target your ideal customer and serve them display ads wherever they are online. With Display Targeting you can serve your ad to consumers based on demographics, affinities, and their online browsing habits. This allows you to advertise to the right person, at the right place, at the right time. With its immense adaptability, Display Targeting is a great tool to support any marketing efforts in achieving your marketing goals.



The screenshot shows a weather website interface with several display ads. A red box highlights a Vail advertisement at the top, featuring a snowy mountain scene and the text "EXPLORE VAIL" and "VAIL Like nothing on earth.". Another red box highlights a Pandora advertisement at the bottom right, featuring a purple background with the text "OCTOBER 6-16 FREE PAIR OF EARRINGS with \$100 purchase!" and "PANDORA".

The website content includes:

- Header:** "The Weather Channel" logo, location selection (Greensboro, NC; Washington, DC), and a search bar.
- Navigation:** WEATHER, MAPS, SEVERE, VIDEO & PHOTOS, ACTIVITIES, HEALTH, TRAVEL.
- Weather Section:**
 - Greensboro, NC:** 54° CLEAR, feels like 54°, H - L 49°, UV Index 0 of 10.
 - RIGHT NOW:** Wind NNW 1 mph, Humidity 94%, Dew Point 52°, Pressure 30.19 in ↓, Visibility 10.0 mi.
 - Map:** Radar, CLOUDS, RADAR & CLOUDS, WEATHER IN MOTION →.
- LOOKING AHEAD:**
 - TONIGHT:** CLEAR, LOW 49°.
 - THU:** HIGH 78°.
 - THU NIGHT:** LOW 52°.
 - FRI:** HIGH 68°.
 - FRI NIGHT:** LOW 48°.



Display Targeting

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Benefits of Display Targeting:

IN-DEPTH TARGETING: Display Targeting allows you to target consumers based on demographic data, location, interests, and many other factors. This in-depth targeting allows you to get your ad in front of your true target consumer wherever online.

SMART PLACEMENT: Display Targeting can place your ad in front of your target while they are actively engaging with content that shows their interest in your service/product.

FASTER RESULTS: Relevant traffic will be driven to your website from the start, making sure budget is not spent waiting for the campaign to finish its run.

MORE COMPETITIVE: A Display Targeting campaign can find your target consumers, and get your brand in front of them, before they encounter your competitors.

MEASURABLE RESULTS: Display Targeting campaigns are completely measurable, allowing for easy optimization.

COST EFFECTIVE: Display Targeting campaigns are extremely cost effective. There is a much larger supply of ad spaces with Display Targeting than there is with Paid Search. This allows you to get your brand in front of consumers more frequently for a lower price.

When to Use Display Targeting

In brand awareness campaigns. Display Targeting allows you to put your brand in front of a very large number of consumers efficiently and effectively. These impressions help to keep your brand top of mind for consumers while also driving relevant traffic to your website.

In highly competitive verticals. Display Targeting can get your brand in front of a consumer before they encounter your competitors. This is helpful in driving action by getting the consumer to your website and offer potentially before they are aware of any options.

To boost the effectiveness of other campaigns. In addition to being a great standalone service, Display Targeting campaigns can also be used to boost the effectiveness of many other marketing campaigns. Using Display Targeting keeps your brand in front of consumers and top of mind when they are ready to make a purchasing decision. If used with a Paid or Organic Search campaign this can greatly increase the likelihood that the consumer will search specifically for your brand rather than a non-branded term.

Display Retargeting

sales@everwondr.com

Overview: *Do you think that interested and qualified traffic is leaving your site rather than converting into a lead? If so, Display Retargeting is the solution you need.*

Display Retargeting is a form of digital marketing that serves banner ads to consumers who have visited your site but left before converting. This allows you to keep your brand in front of a consumer who may have been interested in your offer, but was not ready to make their decision. By staying in front of these consumers you can greatly increase your chances of them revisiting your site and converting.



amazon.com

PING MEN'S RANGER LONG SLEEVE ...
★★★★★
\$44.99 Prime

NIKE GOLF THERMA-FIT COVER-UP JACKET
\$44.07 - \$101.59

ADIDAS GOLF A74 MEN'S PERFORMANCE 1/2-ZIP ...
\$19.99 - \$94.99

SERIOUSLY. WE KNOW YOU'RE CURIOUS.
Get 20% OFF your first order.
Shop Now
BONOBOS



Display Retargeting

sales@everwonder.com

Benefits of Display Retargeting:

INCREASED CONVERSIONS: Display Retargeting reaches online users who have already visited your site, so brand awareness and consideration is already high. This leads to the highest conversion rate, on average, of any Targeted Media channel.

HIGH ROI: Display Retargeting campaigns generally have the highest ROI of any targeted media campaign. Due to the incredibly targeted nature of the campaign you can cut down greatly on unnecessary spend.

TOP PLACEMENT: Immediately get your brand to the top of valuable consumer searches.

HIGHLY ADAPTABLE: Adapt your Paid Search campaign to your specific marketing goals, whether you want to increase traffic or drive consumers to convert.

EASY TO ANALYZE: Paid Search creates easily measurable results that allow for simpler analysis and optimization of the campaign.

When to Use Display Retargeting:

To drive action. Display Retargeting is a perfect addition to a campaign that is focused on driving action. When paired with other targeted digital marketing campaigns it provides a very successful campaign with a high ROI. For a relatively low cost you are essentially getting another “at-bat” to convert your website traffic.

To maintain brand visibility. Branding campaigns can also benefit from Display Retargeting. It is a great way to keep your brand visible and build brand awareness with consumers who may have visited your site and left without full awareness of your brand and its offerings. This can lead to action either directly through the ads being served, or by influencing their decision later and driving them to convert through another channel.



Targeted Media Pricing

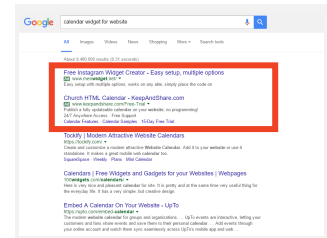
sales@everwondr.com

\$550

PER MONTH
+10% OF AD SPEND

PAID SEARCH

Paid Search planning, execution, monitoring and reporting is \$550 per month, plus 10% of the target ad spend. The ad spend for Paid Search will be paid directly to Google by the client. Minimum 6 month agreement.

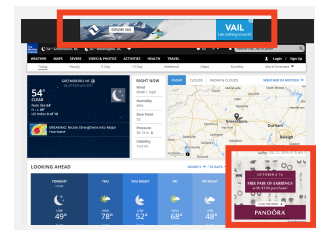


\$150

PER MONTH
+10% OF AD SPEND

DISPLAY TARGETING

Display Targeting planning, execution, monitoring and reporting is \$150 per month, plus 10% of target ad spend. The ad spend for Display Targeting will be paid directly to Google by the client. Minimum 6 month agreement.

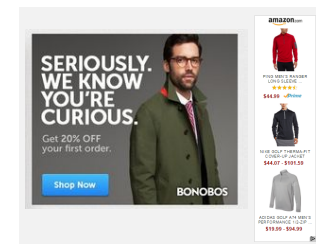


\$150

PER MONTH
+10% OF AD SPEND

DISPLAY RETARGETING

Display Retargeting planning, execution, monitoring and reporting is \$150 per month, plus 10% of target ad spend. The ad spend for Display Retargeting will be paid to EverWondr directly and then passed through to vendor. Minimum 6 month agreement.



12 MONTH AGREEMENT | EARN 5% BACK

Get 5% of your target ad spend back as an advertising credit on the EverWondr Network when you book an annual Targeted Media campaign



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