



Targeted Media





About EverWondr

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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.

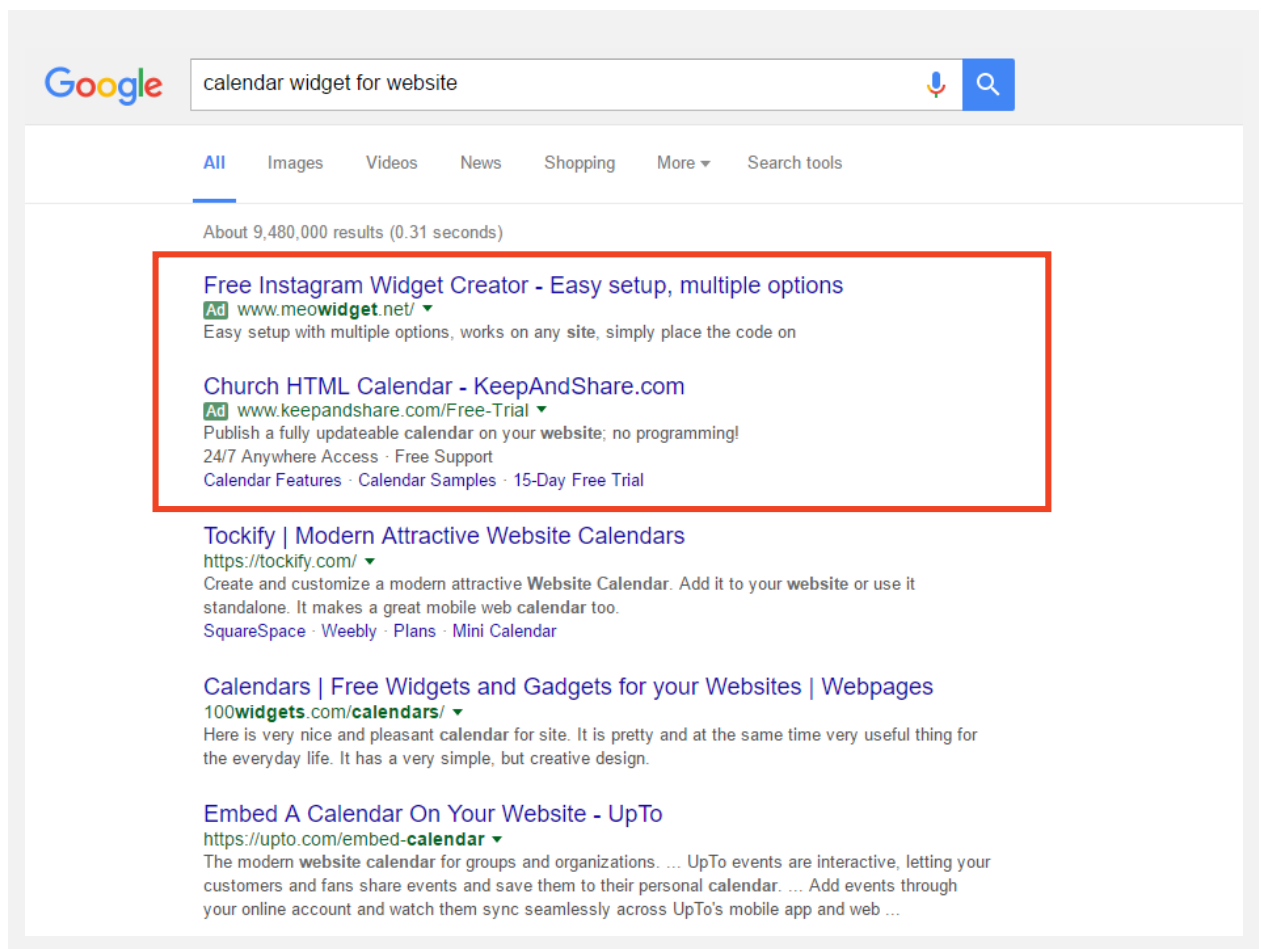
To take advantage of this audience, EverWondr is working in partnership with the State of Vermont to offer digital advertising packages starting Spring 2017. These digital ad packages put your message in front of visitors at the time they are doing their travel planning. Highly targeted and results-based, 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

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 highlighted results, there are organic search results:

- 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

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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

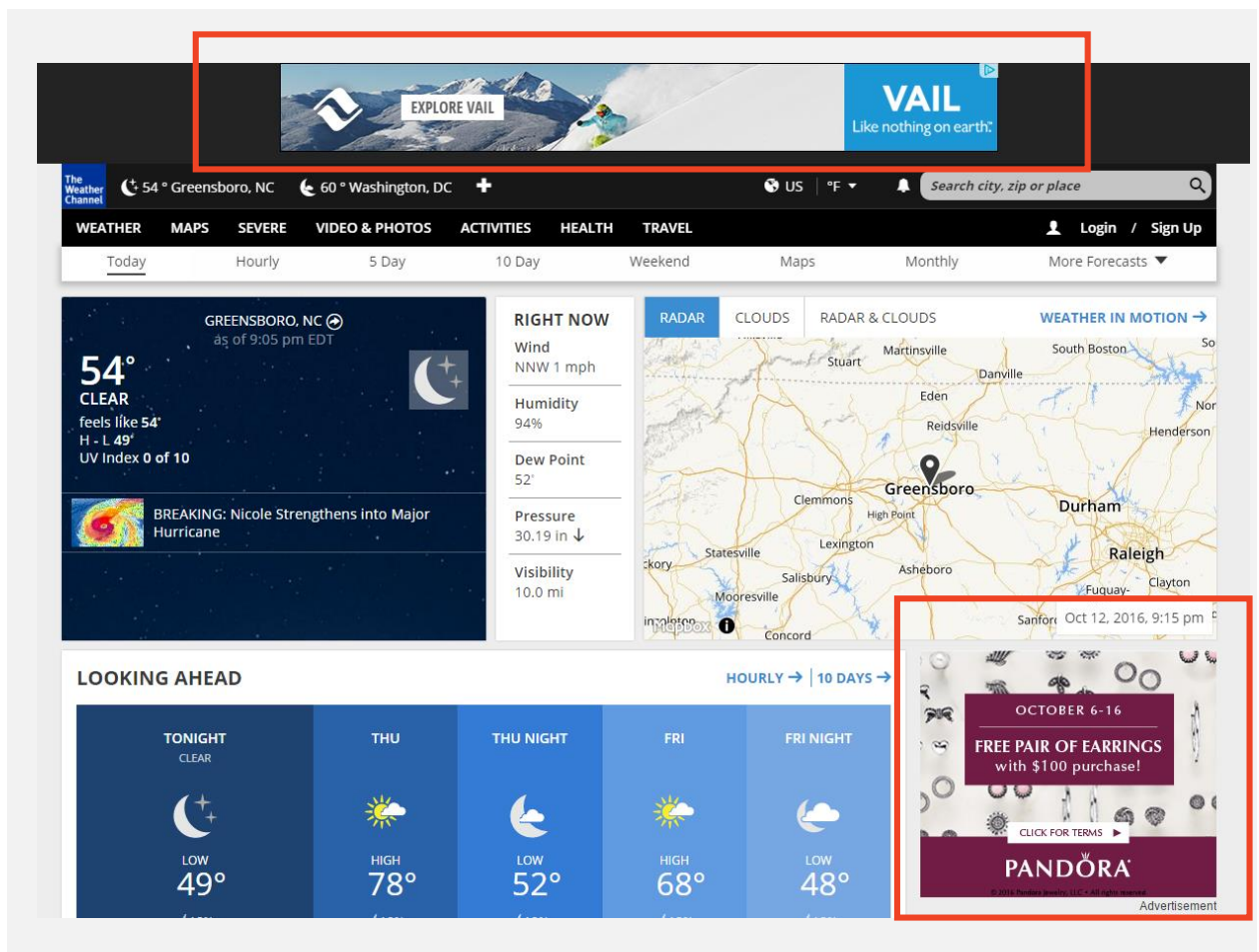
To rank higher in searches. Use Paid Search to boost search performance when organic rankings are consistently lower than those of competitors. Each drop in position in organic ranking represents a in clicks from any given search. Using a Paid Search campaign in these instances allows you to significant 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 two display ads highlighted by red boxes. The top ad is for Vail, featuring a snowy mountain scene and the text "EXPLORE VAIL" and "VAIL Like nothing on earth.". The bottom ad is for Pandora, featuring a collection of earrings and the text "OCTOBER 6-16 FREE PAIR OF EARRINGS with \$100 purchase!".

Website Content:

- Header:** The Weather Channel logo, location: 54° Greensboro, NC, 60° Washington, DC, search bar, and navigation links: 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. Includes a "BREAKING: Nicole Strengthens Into Major Hurricane" alert.
- RIGHT NOW:** Wind NNW 1 mph, Humidity 94%, Dew Point 52°, Pressure 30.19 in ↓, Visibility 10.0 mi.
- Map:** Radar map showing weather conditions around Greensboro, NC, with labels for various cities like Martinsville, Danville, Edin, Reidsville, Greensboro, Durham, Raleigh, and others.
- LOOKING AHEAD:** Forecast for the next 5 days:

TONIGHT	THU	THU NIGHT	FRI	FRI NIGHT
CLEAR	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy
LOW 49°	HIGH 78°	LOW 52°	HIGH 68°	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

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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.

The image is a composite illustrating display retargeting. On the left is a large Bonobos advertisement featuring a man in a green coat and glasses. The text on the ad reads: "SERIOUSLY. WE KNOW YOU'RE CURIOUS." followed by "Get 20% OFF your first order." and a blue "Shop Now" button. The Bonobos logo is in the bottom right corner. On the right is a vertical sidebar from Amazon.com. It lists three products: 1. "PING MEN'S RANGER LONG SLEEVE ..." with a 4.5-star rating and price "\$44.99" with a Prime logo. 2. "NIKE GOLF THERMA-FIT COVER-UP JACKET" with a price range of "\$44.07 - \$101.59". 3. "ADIDAS GOLF A74 MEN'S PERFORMANCE 1/2-ZIP ..." with a price range of "\$19.99 - \$94.99". Each product has a small image above its title.



Display Retargeting

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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

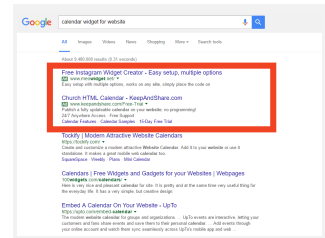
sales@everwondr.com

\$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.

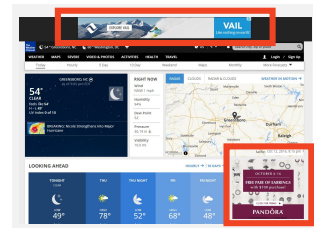


\$150

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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