



Digital Ad Units





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



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

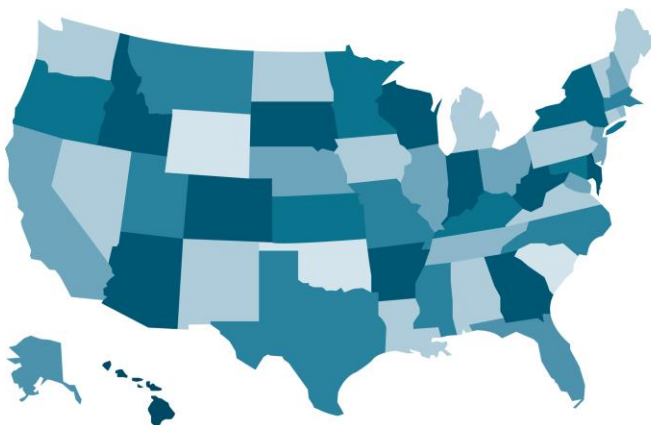


\$115,000
HOUSEHOLD INCOME

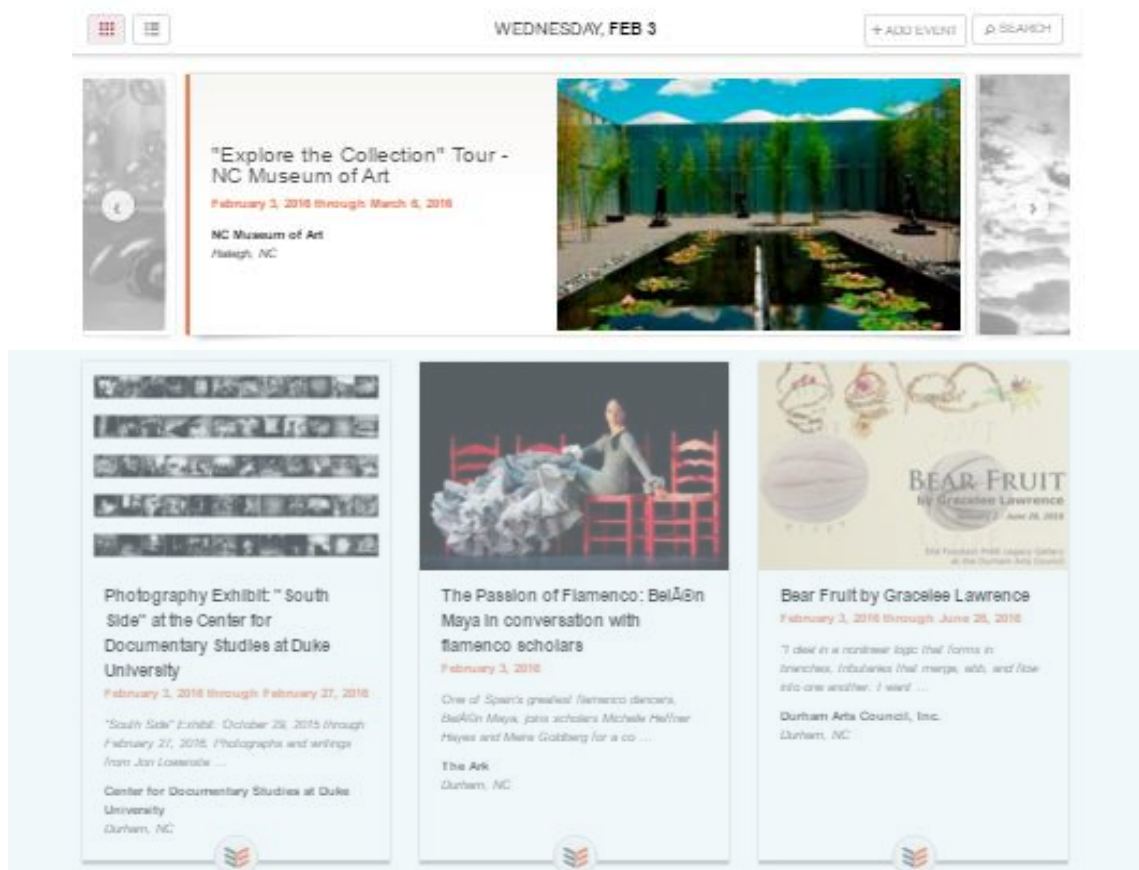


79.3%
COLLEGE EDUCATED

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%



\$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

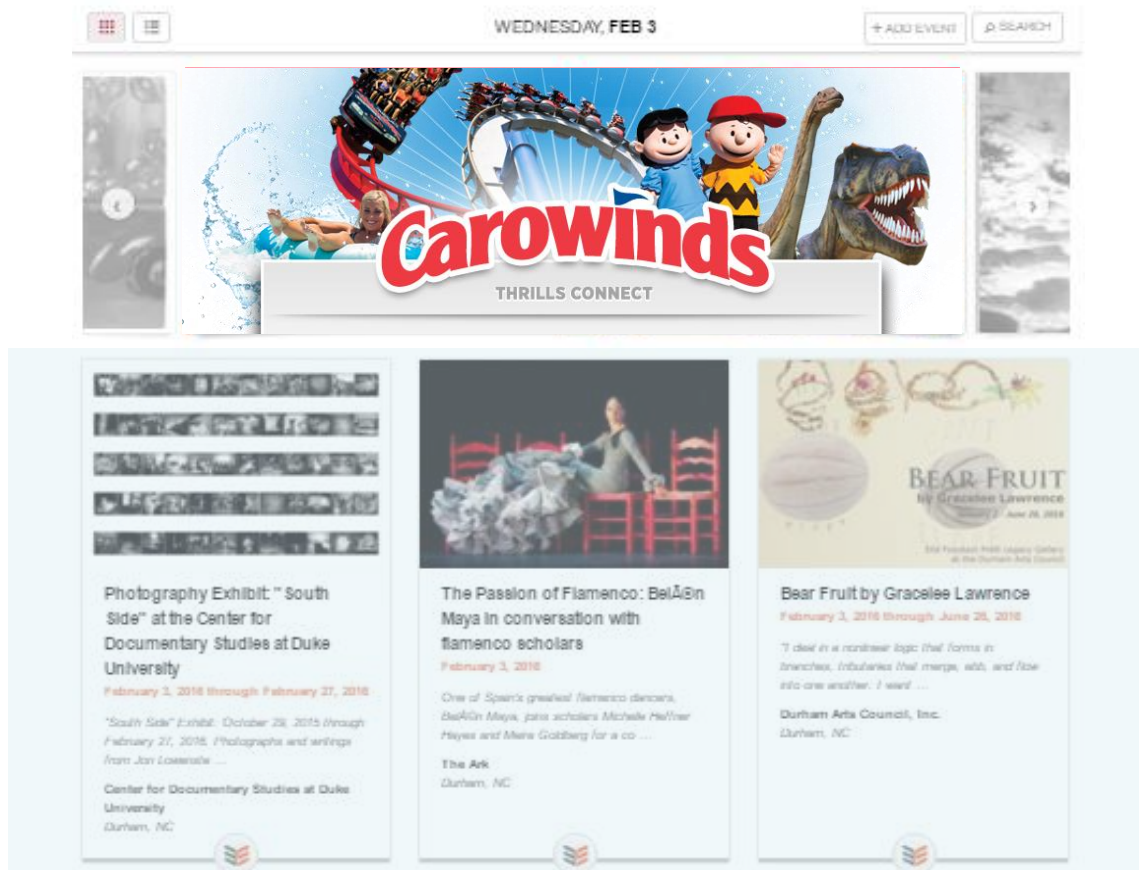
Feature standards are the most viewed ad units on the Network. Units link directly to the content you upload.

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

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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

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NC Museum of Art
Raleigh, NC



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NC Museum of Art
Raleigh, NC



Weekend Family Friendly Tours - NC Museum of Art

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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.



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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

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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.



Sign Up / Contest

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



\$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.



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.



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