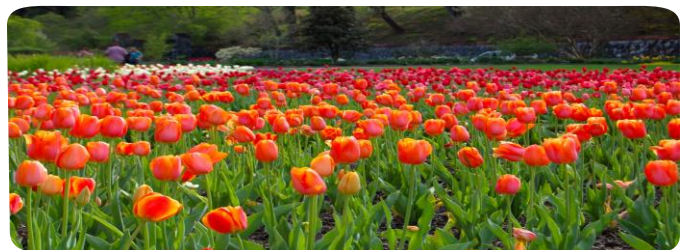
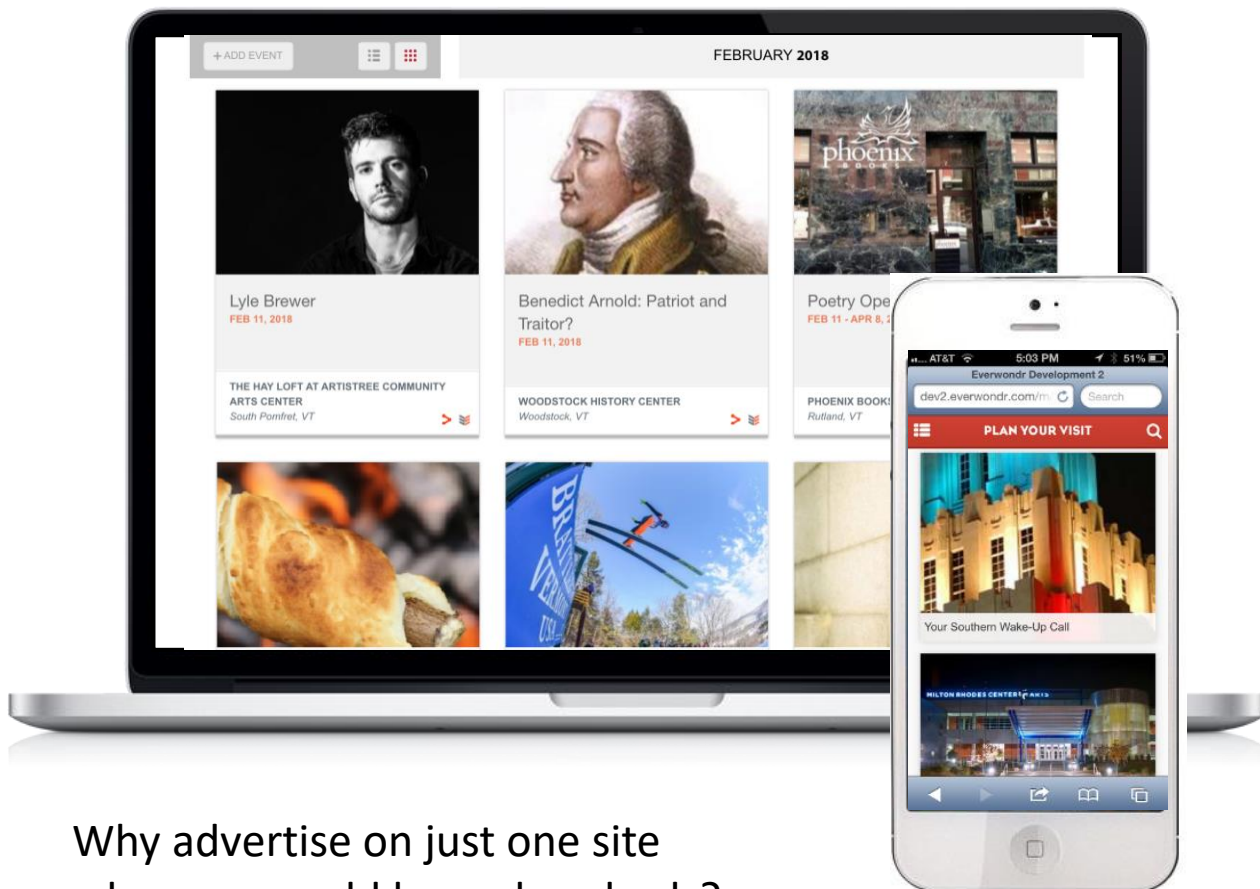




# Digital Ad Units





## 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%

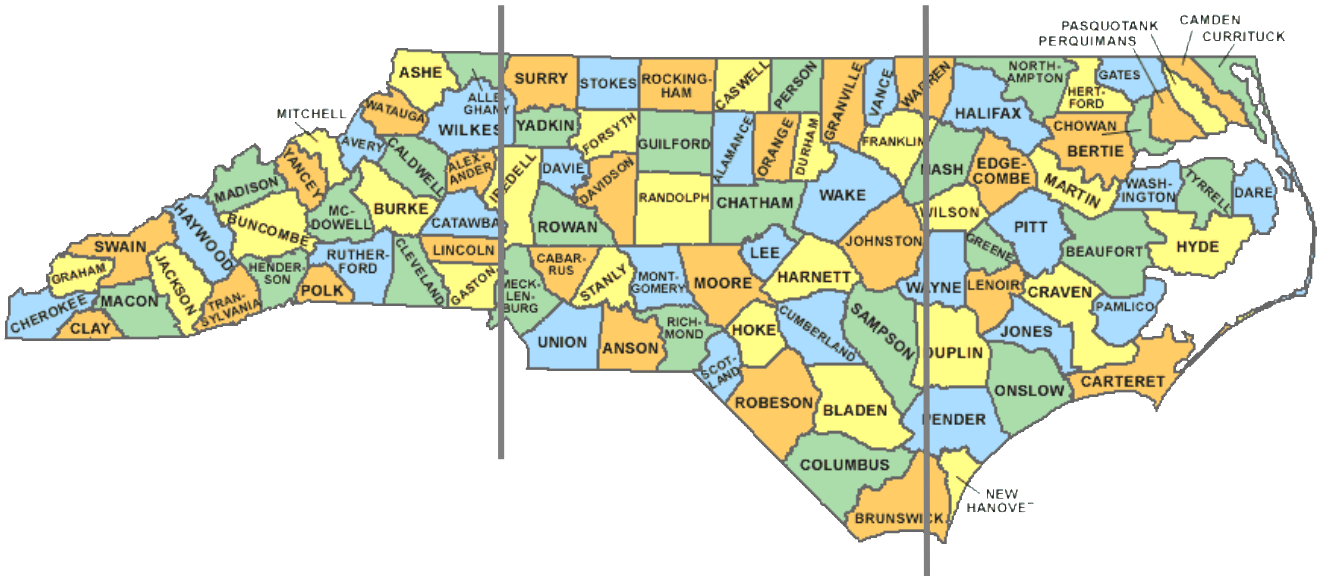




# Digital Advertising

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](http://ncmountainfun.com)  
[visithighcountyevents.com](http://visithighcountyevents.com)  
[wncmountainevents.com](http://wncmountainevents.com)  
[ncmountainevents.com](http://ncmountainevents.com)  
[exploreyadkinvalley.com](http://exploreyadkinvalley.com)  
[explorethehighcountry.com](http://explorethehighcountry.com)  
[mountaintravelinc.com](http://mountaintravelinc.com)  
[discoverncmountains.com](http://discoverncmountains.com)  
[mountaintopevents.com](http://mountaintopevents.com)  
[ncmountainsnow.com](http://ncmountainsnow.com)  
[wonderfulmountains.com](http://wonderfulmountains.com)  
[travelthemountains.com](http://travelthemountains.com)

## BY REGION: PIEDMONT

[exploreseagrove.com](http://exploreseagrove.com)  
[explorepiedmonttriad.com](http://explorepiedmonttriad.com)  
[explorethepiedmont.com](http://explorethepiedmont.com)  
[ncpiedmontevents.com](http://ncpiedmontevents.com)  
[funinthepiedmont.com](http://funinthepiedmont.com)  
[funinthetriad.com](http://funinthetriad.com)  
[funinthetriangle.com](http://funinthetriangle.com)  
[piedmontfun.com](http://piedmontfun.com)  
[centralncevents.com](http://centralncevents.com)  
[discovercentralnc.com](http://discovercentralnc.com)  
[discoverthepiedmont.com](http://discoverthepiedmont.com)

## BY REGION: COAST

[ncoastfun.com](http://ncoastfun.com)  
[explorecrystalcoast.com](http://explorecrystalcoast.com)  
[visitobxevents.com](http://visitobxevents.com)  
[exploreobx.com](http://exploreobx.com)  
[wonderobx.com](http://wonderobx.com)  
[travelobx.com](http://travelobx.com)  
[travelnccoast.com](http://travelnccoast.com)  
[discovernccoast.com](http://discovernccoast.com)  
[beachfunnc.com](http://beachfunnc.com)  
[nccoastnow.com](http://nccoastnow.com)  
[coastalwow.com](http://coastalwow.com)  
[wonderfulcoast.com](http://wonderfulcoast.com)  
[beachinncc.com](http://beachinncc.com)  
[wonderfulobx.com](http://wonderfulobx.com)



# Digital Advertising

## COVERAGE AREA

[sales@everwondr.com](mailto:sales@everwondr.com)

### BY CITY

[cityofthearts.com](http://cityofthearts.com)  
[dukeevents.com](http://dukeevents.com)  
[durhamevents.com](http://durhamevents.com)  
[eventsindurham.com](http://eventsindurham.com)  
[eventsinwilmington.com](http://eventsinwilmington.com)  
[exploreasheboro.com](http://exploreasheboro.com)  
[exploreashevillenc.com](http://exploreashevillenc.com)  
[exploreboonenc.com](http://exploreboonenc.com)  
[exploreburlington.com](http://exploreburlington.com)  
[explorechapelhill.com](http://explorechapelhill.com)  
[explorechapelhillarts.com](http://explorechapelhillarts.com)  
[exploreconcord.com](http://exploreconcord.com)  
[exploreelizabethcity.com](http://exploreelizabethcity.com)  
[explorefayetteville.com](http://explorefayetteville.com)  
[exploregastonia.com](http://exploregastonia.com)  
[exploregreensboro.com](http://exploregreensboro.com)  
[explorehenderson.com](http://explorehenderson.com)  
[explorehickory.com](http://explorehickory.com)  
[explorehighpoint.com](http://explorehighpoint.com)  
[explorenoir.com](http://explorenoir.com)  
[exploremorganton.com](http://exploremorganton.com)  
[explorenewbern.com](http://explorenewbern.com)  
[explorepinehurst.com](http://explorepinehurst.com)  
[explorerockymount.com](http://explorerockymount.com)  
[exploreroxboro.com](http://exploreroxboro.com)  
[explorestatesville.com](http://explorestatesville.com)  
[explorewilson.com](http://explorewilson.com)  
[explorewinstonsalem.com](http://explorewinstonsalem.com)  
[northwilkesboroevents.com](http://northwilkesboroevents.com)

[raleighevents.com](http://raleighevents.com)  
[veryasheville.com](http://veryasheville.com)  
[verycharlotte.com](http://verycharlotte.com)  
[verydurham.com](http://verydurham.com)  
[veryraleigh.com](http://veryraleigh.com)  
[visitraleighevents.com](http://visitraleighevents.com)  
[westjeffersonevents.com](http://westjeffersonevents.com)

### BY COUNTY

[explorealamance.com](http://explorealamance.com)  
[explorealleglhany.com](http://explorealleglhany.com)  
[exploreburkecounty.com](http://exploreburkecounty.com)  
[explorecaaswell.com](http://explorecaaswell.com)  
[explorecatawba.com](http://explorecatawba.com)  
[exploredavie.com](http://exploredavie.com)  
[explorehenderson.com](http://explorehenderson.com)  
[explorepittcounty.com](http://explorepittcounty.com)  
[explorerandolphcounty.com](http://explorerandolphcounty.com)  
[explorestokes.com](http://explorestokes.com)  
[exploresurry.com](http://exploresurry.com)  
[explorewake.com](http://explorewake.com)  
[explorewilson.com](http://explorewilson.com)  
[onlyinonslowevents.com](http://onlyinonslowevents.com)  
[wilkescountyevents.com](http://wilkescountyevents.com)

### BY STATE-WIDE

[explorencparks.com](http://explorencparks.com)  
[nccultureevents.com](http://nccultureevents.com)  
[ourstateevents.com](http://ourstateevents.com)  
[visitncevents.com](http://visitncevents.com)

[visitncparks.com](http://visitncparks.com)  
[wondernc.com](http://wondernc.com)  
[funinncc.com](http://funinncc.com)  
[discoverncevents.com](http://discoverncevents.com)  
[nceventz.com](http://nceventz.com)  
[myncevents.com](http://myncevents.com)  
[gotonncevents.com](http://gotonncevents.com)  
[findncevents.com](http://findncevents.com)  
[nceventfinder.com](http://nceventfinder.com)  
[welcomenc.com](http://welcomenc.com)  
[gotoncnnow.com](http://gotoncnnow.com)  
[amazingnc.com](http://amazingnc.com)  
[surprisingnc.com](http://surprisingnc.com)  
[awesomenc.com](http://awesomenc.com)  
[wonderfulnc.com](http://wonderfulnc.com)  
[ncvacationsnow.com](http://ncvacationsnow.com)  
[ncstaycation.com](http://ncstaycation.com)  
[ncvacationplans.com](http://ncvacationplans.com)  
[nctravelplanner.com](http://nctravelplanner.com)  
[stayinncc.com](http://stayinncc.com)  
[golfinnc.com](http://golfinnc.com)  
[drinkinncc.com](http://drinkinncc.com)  
[visitncarts.com](http://visitncarts.com)  
[travelinncc.com](http://travelinncc.com)  
[traveltonc.com](http://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

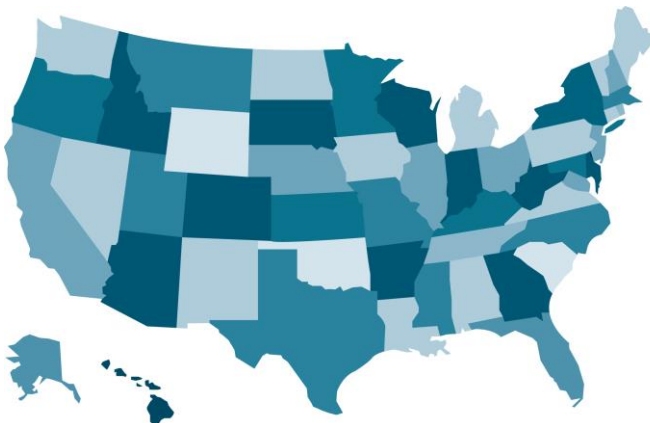


**\$76,000**  
HOUSEHOLD INCOME



**76.2%**  
COLLEGE EDUCATED

## Top 10 States Visiting North Carolina through EverWondr



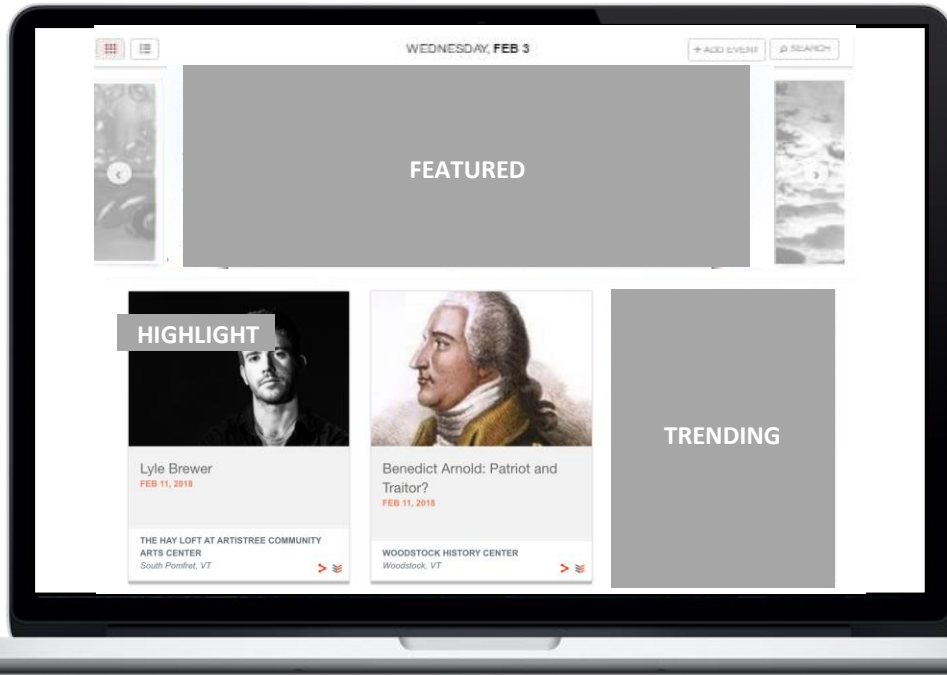
North Carolina  
South Carolina  
Georgia  
Florida  
Virginia  
Tennessee  
Alabama  
New York  
Ohio  
Pennsylvania



# Digital Advertising

## DISPLAY PRICING

[sales@everwondr.com](mailto: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](mailto:sales@everwondr.com).



# Digital Advertising

## PACKAGE PRICING

[sales@everwondr.com](mailto: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](mailto: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

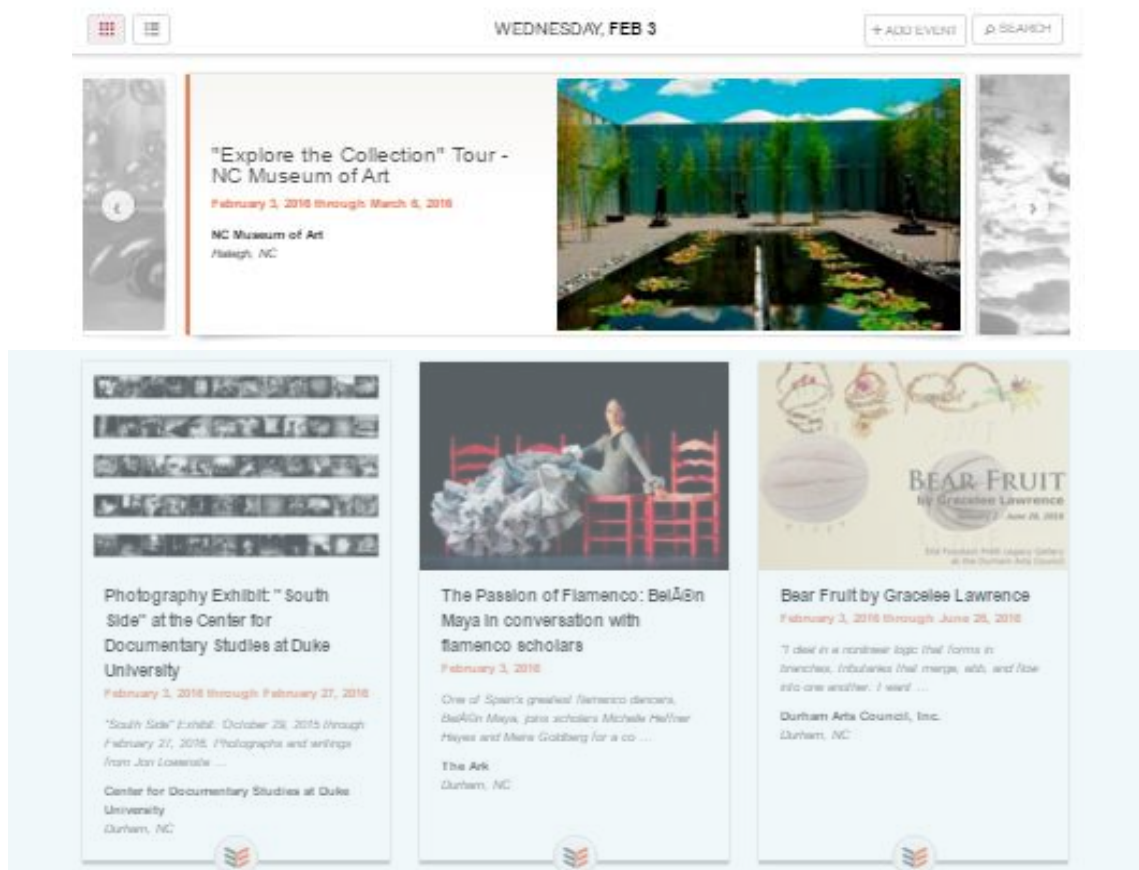
Over 60 million impressions for this ad unit annually. Event listings with a Highlight standard generate 45% higher views than other event listings.

### 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.

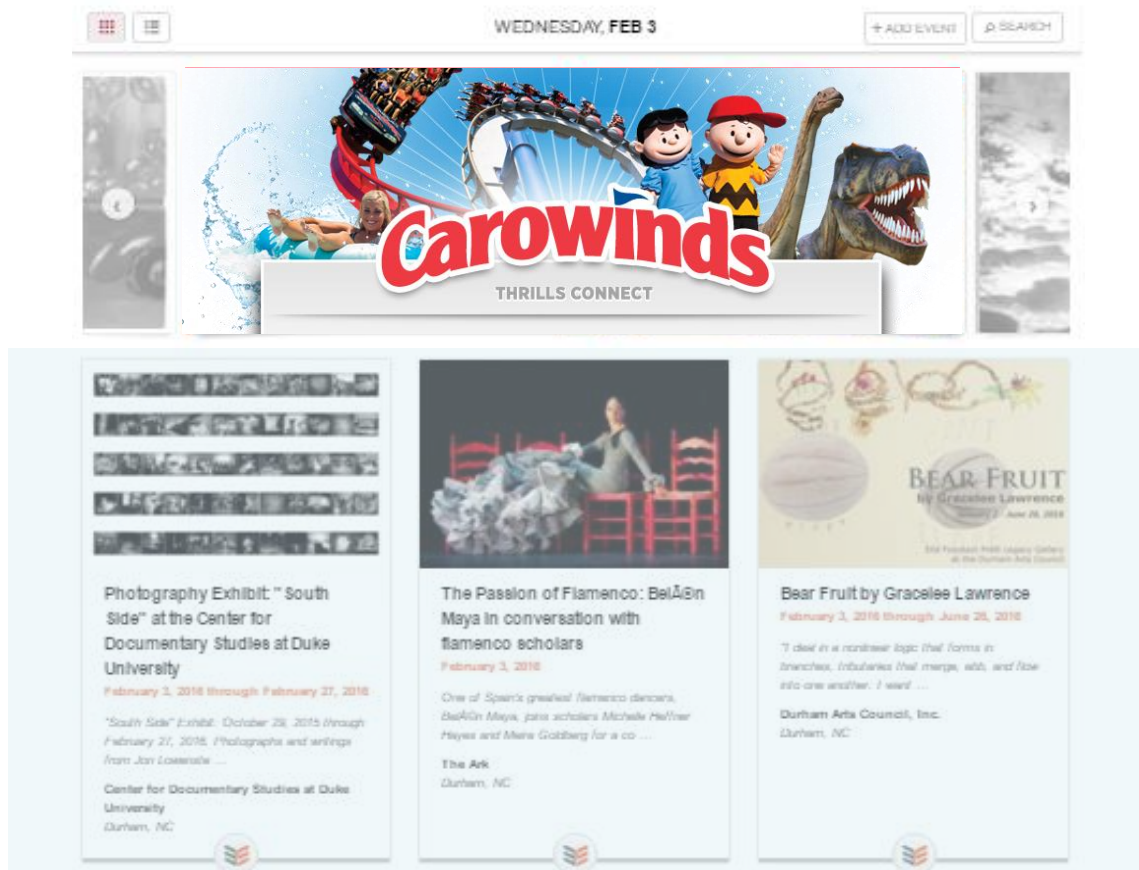
### Performance

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.



## 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.



## 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@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



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.





## 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

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**Darrell Kanipe**

Owner

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336.497.8175

**Dick Gillespie**

Account Director

*[dick@everwondr.com](mailto:dick@everwondr.com)*

336.897.9489



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