



NC Email Newsletter





NC Email Newsletter

sales@everwondr.com



TRENDING



Seasonal Farmer's Market
Greenville, NC



Lexington BBQ Festival
Lexington, NC



18th Annual Men's
Golf Invitational
February 10 - 12, 2017

Join a strong field of golfers as we play on our Donald Ross designed golf course. The Tournament offers both Open and Senior divisions, and has become one of the most prestigious team events to kick off the tournament...

Mid Pines Gold Club
Southern Pines, NC

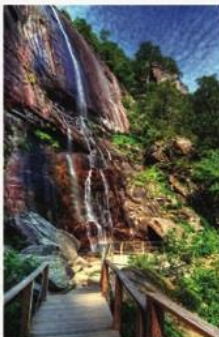
EDITOR'S PICKS



William Gaddis Exhibit
Burlington, NC



Reynolda House
Winston-Salem, NC



NC PARKS
Must-See Landmarks

SAVE THE DATE



Story of North Carolina
Spring Exhibit
March 15, 2017

The Story of North Carolina, the largest exhibit ever produced at the museum, is the only permanent exhibit in North Carolina that traces the history of the entire state,

North Carolina
Museum of Art
Raleigh, NC



James Hill and Anne
Janelle Perform
February 9, 2017

Since their Canadian Folk Music Award-winning "True Love Don't Weep," ukulele/cello duo James Hill and Anne Janelle promise an evening filled with "inventive, entertaining, beautifully written and brilliantly performed..."

The Orange Peel
Asheville, NC

This North Carolina statewide eNewsletter is released weekly in support of our partners the EverWondr Network, the state of North Carolina and our 350+ partners across the state.

This email is sent to a highly targeted list of more than 85,000 visitors and prospects who have asked to learn more about North Carolina. Each month, content promotes upcoming events, directories, offers, lodging packages, blogs and more linking back to sites of our various partners.

Placements are limited and sold on a first-come, first-served basis. Ad units start at \$360. 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.

12 MONTHLY ISSUES

85k VISITOR EMAILS

24% OPEN RATE

36% CLICK THRU RATE

SPOTLIGHT: Biltmore Estate

The luxurious family home of George and Edith Vanderbilt is a marvel of elegance and charm, as magnificent today as it was more than a century ago. See displays of vintage clothing, accessories, art, furniture, and more that tell stories and illustrate the lives of the Vanderbilt family, their guests, and employees. Get a close look at original art by Pierre-Auguste Renoir and John Singer Sargent. Marvel at magnificent 16th century tapestries, a library with 10,000 volumes, a Banquet Hall with a 70-foot ceiling, 65 fireplaces, an indoor pool, and a bowling alley.

[Click to Learn More](#)





NC Events Newsletter

AUDIENCE OVERVIEW

sales@everwondr.com



85,000+
VISITOR EMAILS



52
ISSUES A YEAR



42%
OPEN RATE



36%
CLICK THRU RATE



60% / 40%
FEMALE MALE



34
MEDIAN AGE

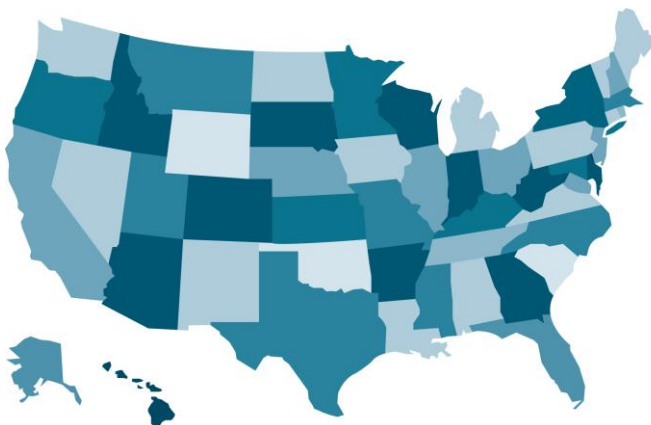


\$76,000
HOUSEHOLD INCOME



76.2%
COLLEGE EDUCATED

Top 10 States Visiting North Carolina through EverWondr



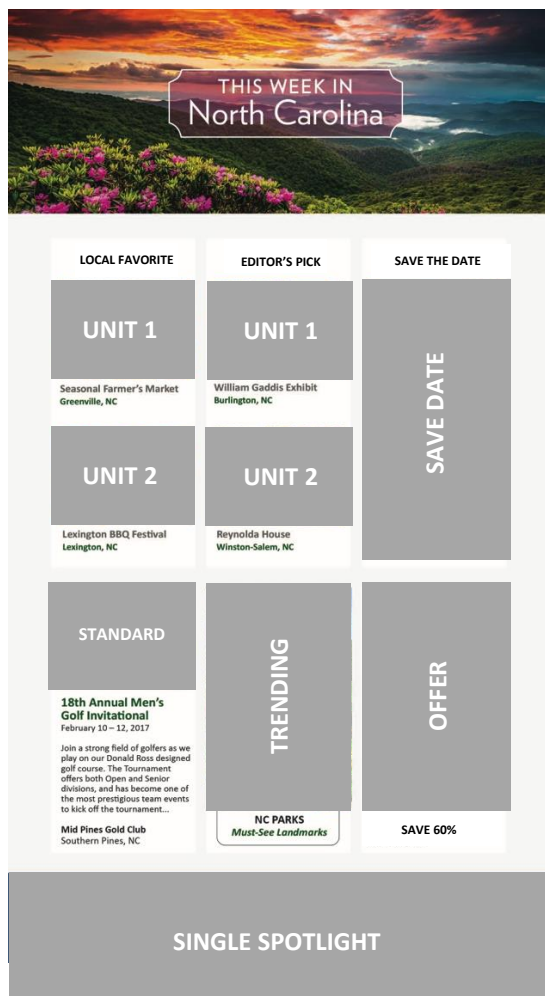
North Carolina
South Carolina
Georgia
Florida
Virginia
Tennessee
Alabama
New York
Ohio
Pennsylvania



Digital Advertising

eNEWSLETTER PRICING

sales@everwondr.com



The EverWondr North Carolina eNewsletter is sent to a highly targeted list of more than 85,000 in-state and out-of-state visitors each month. The content includes upcoming events, offers, lodging packages, articles and more.

CONTACTS: 85,000 **ISSUES:** 12

OPEN RATE: 43% **CTR:** 36%

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

eNEWSLETTER	/ISSUE
Standard Listing	\$360
Local Favorite (2 Units)	\$400
Editor's Pick (2 Units)	\$400
Save the Date	\$475
Offer	\$475
Trending	\$475
Package	\$500
Single Spotlight	\$850
Regional Spotlight	\$2,500
Custom Email	\$5,000

2018 EMAIL DEADLINES

JAN	12/15/18	JUL	6/15/18
FEB	1/15/18	AUG	7/15/18
MAR	2/15/18	SEPT	8/15/18
APR	3/15/18	OCT	9/15/18
MAY	4/15/18	NOV	10/15/18
JUN	5/15/18	DEC	11/15/18

File specifications: Varies by placement and provided with signed agreement. In most cases, we can use the content loaded in the network to build your ad unit.

Submit additional files to: sales@everwondr.com

Send payments to:
8323 Linville Road, Box 553
Oak Ridge, NC 27310



Digital Advertising

PACKAGE EMAIL PRICING

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

CONTACTS: 100,000
OPEN RATE: 42%
CTR: 36%

Placements can be
reserved by contacting:
sales@everwondr.com.

All placements \$995 per issue

TRAVEL ISSUE: The EverWondr Traveler Email is sent to a highly targeted list of more than 100,000 in-state and out-of-state visitors each month. The content includes only NC offers / deals.

GOLF-ONLY ISSUE: The EverWondr Golf Email is sent to a list of 750,000 golf-enthusiast in surrounding states. Ask for details.

2018 EMAIL DEADLINES

JAN	12/30/18	JUL	6/30/18
FEB	1/28/18	AUG	7/30/18
MAR	2/30/18	SEPT	8/30/18
APR	3/30/18	OCT	9/30/18
MAY	4/30/18	NOV	10/30/18
JUN	5/30/18	DEC	11/30/18



EW Packages Email

AUDIENCE OVERVIEW

sales@everwondr.com



85,000+
VISITOR EMAILS



52
ISSUES A YEAR



42%
OPEN RATE



36%
CLICK THRU RATE



60% / 40%
FEMALE MALE



34
MEDIAN AGE

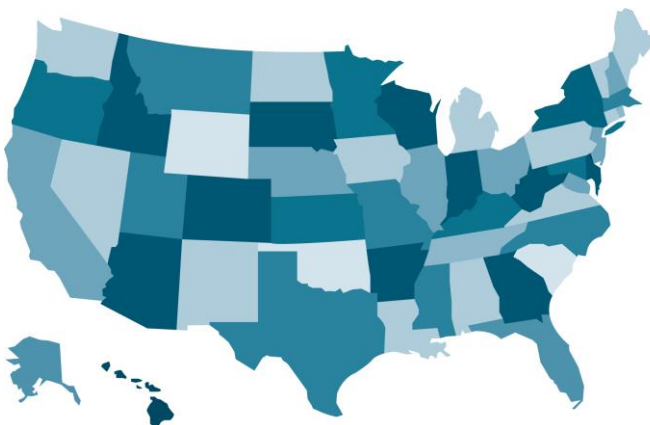


\$76,000
HOUSEHOLD INCOME



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



DTG Golf Packages Email

AUDIENCE OVERVIEW

sales@everwondr.com



750,000+
GOLF EMAILS



12
ISSUES A YEAR



12%
OPEN RATE



100%
REACH



70% / 30%
FEMALE MALE



40
MEDIAN AGE

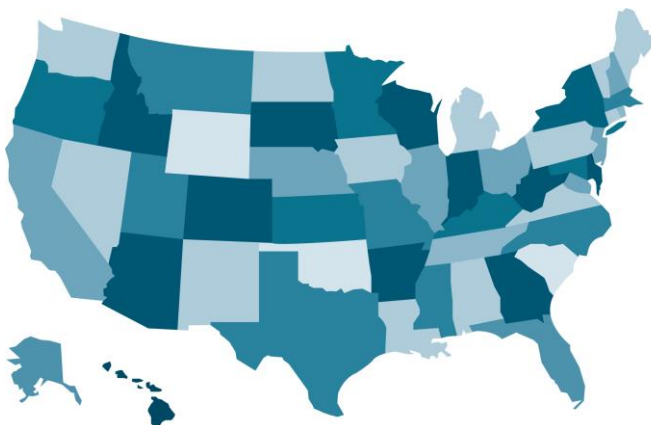


\$150,000
HOUSEHOLD INCOME



81%
COLLEGE EDUCATED

Golfers on our list of 750,000 are from these states:



North Carolina
South Carolina
Georgia
Florida
Virginia
Tennessee
Alabama

Ohio
Pennsylvania
Connecticut
Massachusetts
New Jersey
New York



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(Standard Listings)



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Join a strong field of golfers as we play on our Donald Ross designed golf course. The Tournament offers both Open and Senior divisions, and has become one of the most prestigious team events to kick off the tournament...

Mid Pines Gold Club
Southern Pines, NC



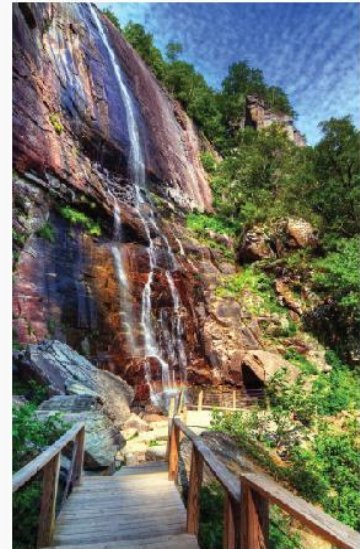
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The Orange Peel
Asheville, NC

(Trending Units)



NC PARKS
Must-See Landmarks

PER EMAIL

\$360

STANDARD LISTING

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

PER EMAIL

\$475

TRENDING UNITS

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

PER EMAIL

\$475

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 the EverWondr Network or to an external partner site.

LOCAL FAVORITES



Seasonal Farmer's Market
Greenville, NC



Lexington BBQ Festival
Lexington, NC

EDITOR'S PICKS



William Gaddis Exhibit
Burlington, NC



Hungry Town Tours
Beaufort, NC

SAVE THE DATE



Story of North Carolina
Spring Exhibit
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North Carolina
Museum of Art
Raleigh, NC

PER EMAIL
\$400

LOCAL FAVORITES

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

PER EMAIL
\$400

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.

PER EMAIL
\$475

SAVE THE DATE

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



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Hickory Furniture
Mart Anniversary

Discounts
Up To
60%

HICKORY FURNITURE MART
Hickory, NC



Golf Getaway

Starting At
\$289

GRANDOVER RESORT
Greensboro, NC



PER EMAIL
\$500

PACKAGE

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 EverWondr or to an external partner site. Tracking provided after release of email.

PER SEASON
\$1,250

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.



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REGIONAL SPONSORSHIP



Beaufort Culinary Bike Tour

March 1 - March 30, 2018
Beaufort, NC



Guild Carving Day

March 1 - March 29, 2018
Beaufort, NC



44th Annual Wooden Boat Show

SAVE THE DATE
May 5, 2018
NC Maritime Museum in Beaufort



Beaufort Wine and Food Festival

SAVE THE DATE
April 25 - April 29, 2018
Beaufort, NC

PER EMAIL
\$850

SINGLE SPOTLIGHT

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

PER EMAIL
\$2,500

REGIONAL SPONSORSHIP

Own a block of up to six ad units in the center of the email spotlighting your city, county or region. We will work with you to determine the final design and content.

PER EMAIL
\$5,000

PROMO EMAIL

You design the email and give the content to us and we will push it to our entire list of contacts OR a golf-specific list. Requires approval of content 5 days in advance and the addition of an EverWondr logo to your email.



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