

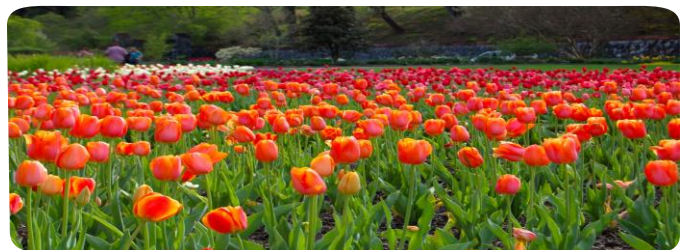


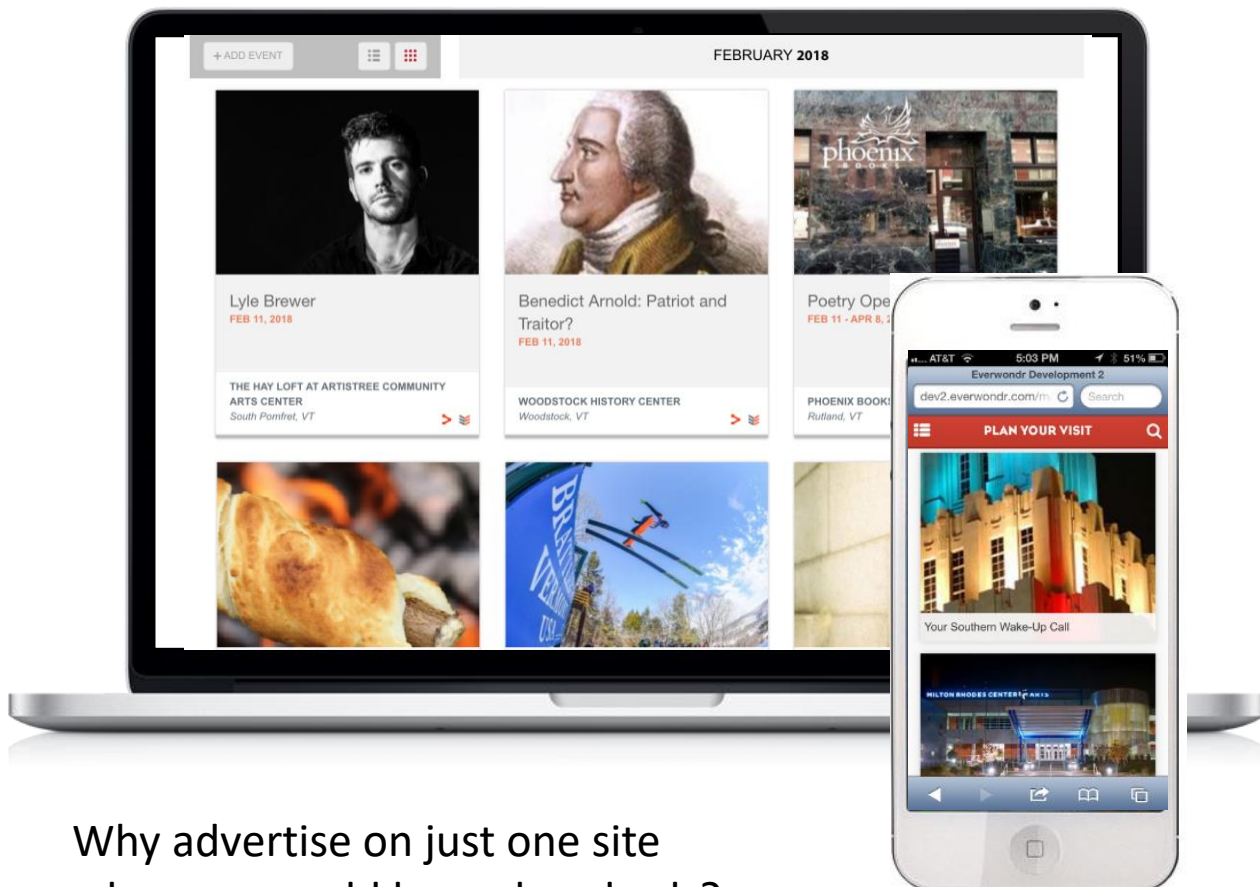
North Carolina Media Kit





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%

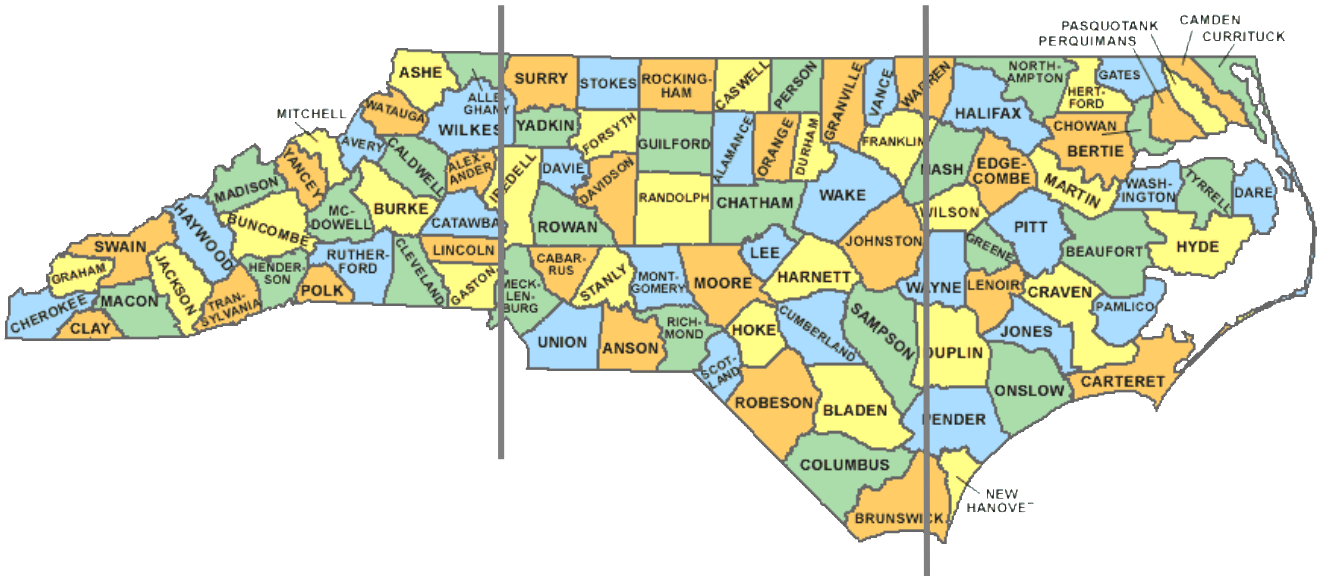




Digital Advertising

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
visithighcountyevents.com
wncmountainevents.com
ncmountainevents.com
exploreyadkinvalley.com
explorethehighcountry.com
mountaintravelinc.com
discoverncmountains.com
mountaintopevents.com
ncmountainsnow.com
wonderfulmountains.com
travelthemountains.com

BY REGION: PIEDMONT

exploreseagrove.com
explorepiedmonttriad.com
explorethepiedmont.com
ncpiedmontevents.com
funinthepiedmont.com
funinthetriad.com
funinthetriangle.com
piedmontfun.com
centralncevents.com
discovercentralnc.com
discoverthepiedmont.com

BY REGION: COAST

ncoastfun.com
explorecrystalcoast.com
visitobxevents.com
exploreobx.com
wonderobx.com
travelobx.com
travelnccoast.com
discovernccoast.com
beachfunnc.com
nccoastnow.com
coastalwow.com
wonderfulcoast.com
beachinncc.com
wonderfulobx.com



Digital Advertising

COVERAGE AREA

sales@everwondr.com

BY CITY

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

raleighevents.com
veryasheville.com
verycharlotte.com
verydurham.com
veryraleigh.com
visitraleighevents.com
westjeffersonevents.com

BY COUNTY

explorealamance.com
explorealleglhany.com
exploreburkecounty.com
explorecaaswell.com
explorecatawba.com
exploredavie.com
explorehenderson.com
explorepittcounty.com
explorerandolphcounty.com
explorestokes.com
exploresurry.com
explorewake.com
explorewilson.com
onlyinonslowevents.com
wilkescountyevents.com

BY STATE-WIDE

explorencparks.com
nccultureevents.com
ourstateevents.com
visitncevents.com

visitncparks.com
wondernc.com
funinncc.com
discoverncevents.com
nceventz.com
myncevents.com
gotonncevents.com
findncevents.com
nceventfinder.com
welcomenc.com
gotoncnnow.com
amazingnc.com
surprisingnc.com
awesomenc.com
wonderfulnc.com
ncvacationsnow.com
ncstaycation.com
ncvacationplans.com
nctravelplanner.com
stayinncc.com
golfinnc.com
drinkinncc.com
visitncarts.com
travelinncc.com
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

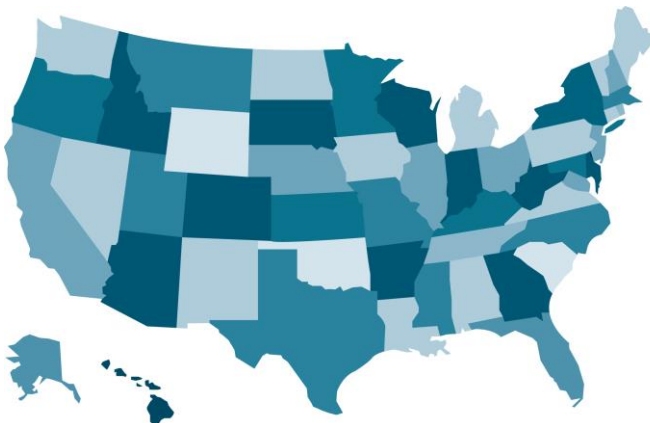


\$76,000
HOUSEHOLD INCOME



76.2%
COLLEGE EDUCATED

Top 10 States Visiting North Carolina through EverWondr



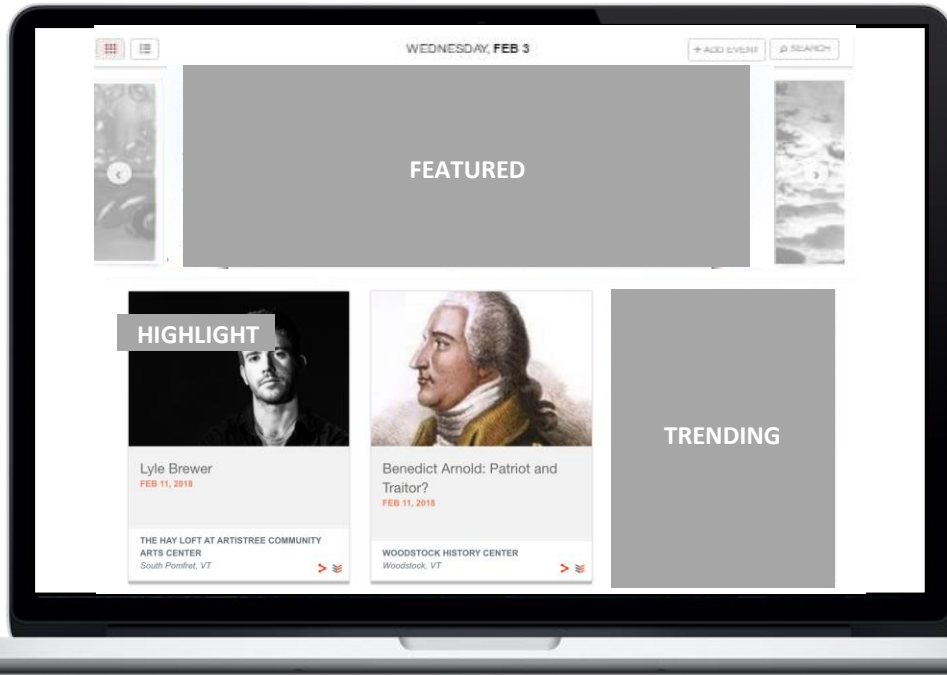
North Carolina
South Carolina
Georgia
Florida
Virginia
Tennessee
Alabama
New York
Ohio
Pennsylvania



Digital Advertising

DISPLAY PRICING

sales@everwondr.com



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.



Digital Advertising

PACKAGE PRICING

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.



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.

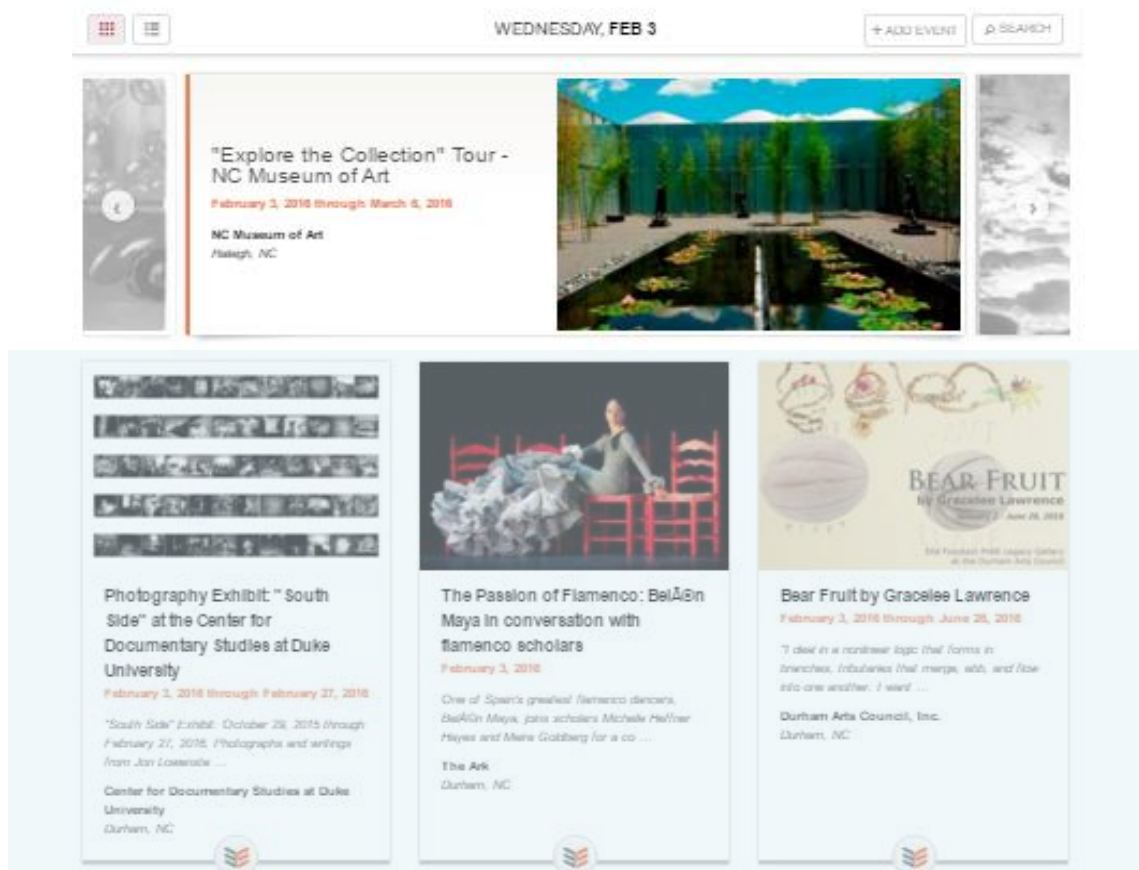
Performance

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.

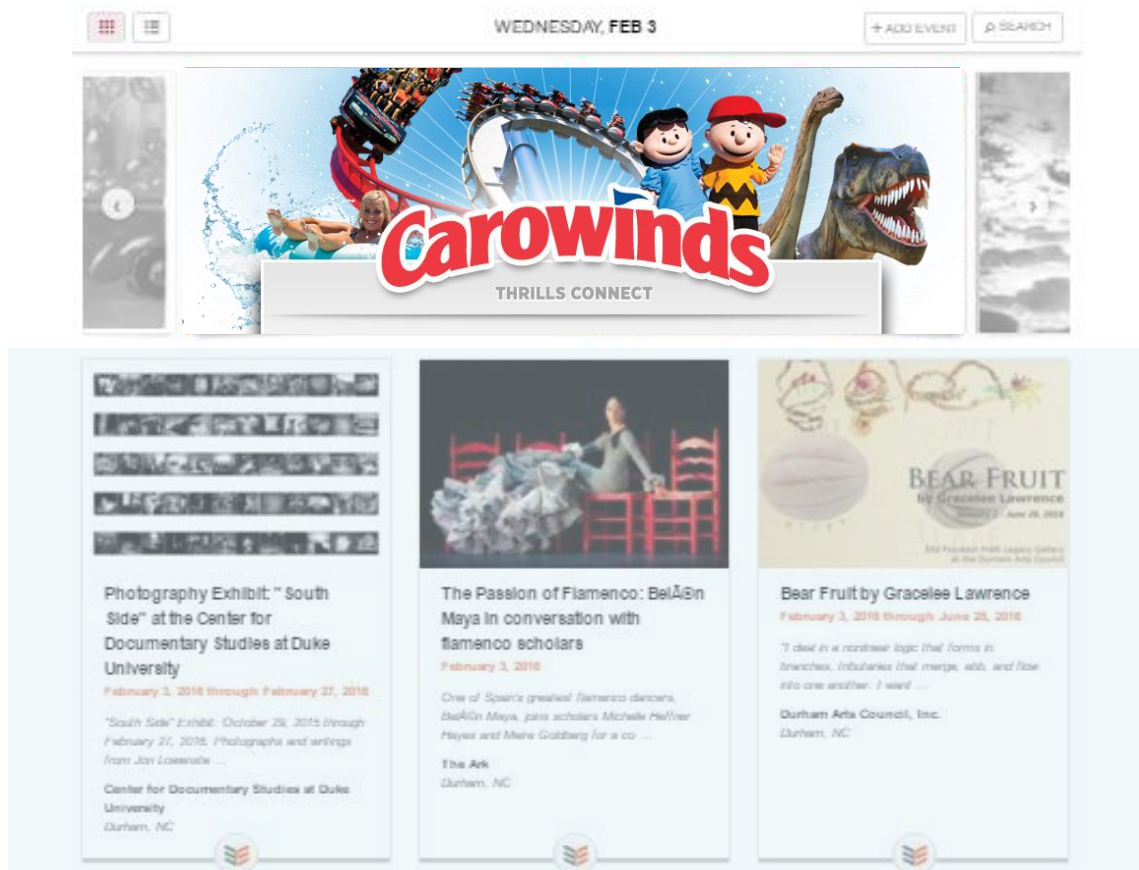
Performance

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.



Trending Sweeps

sales@everwonder.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



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.



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

amy@everwondr.com

336.509.0529

Darrell Kanipe

Owner

darrell@everwondr.com

336.497.8175

Dick Gillespie

Account Director

dick@everwondr.com

336.897.9489



sales@everwondr.com • 1-336-497-8175 • www.everwondrmedia.com
8323 Linville Road, Box 533, Oak Ridge, NC 27310



NC Email Newsletter





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.

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

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](#)



12 MONTHLY ISSUES

85k VISITOR EMAILS

24% OPEN RATE

36% CLICK THRU RATE



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

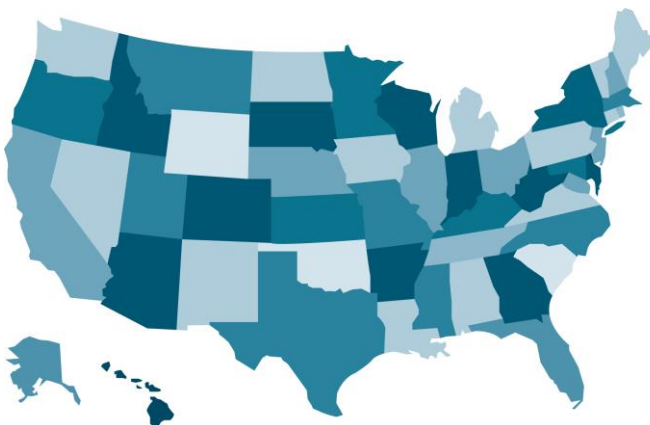


\$76,000
HOUSEHOLD INCOME



76.2%
COLLEGE EDUCATED

Top 10 States Visiting North Carolina through EverWondr



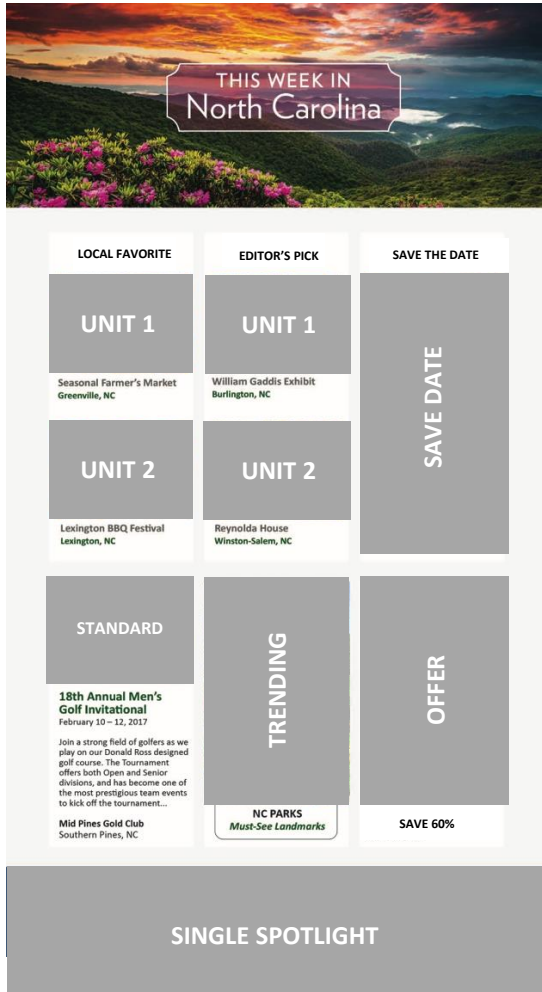
North Carolina
South Carolina
Georgia
Florida
Virginia
Tennessee
Alabama
New York
Ohio
Pennsylvania



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

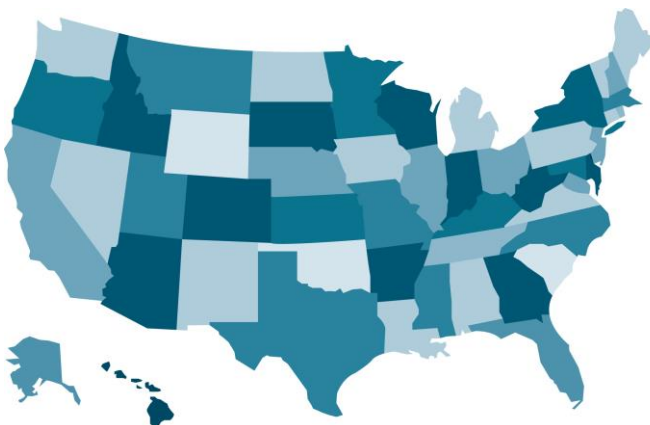


\$76,000
HOUSEHOLD INCOME



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

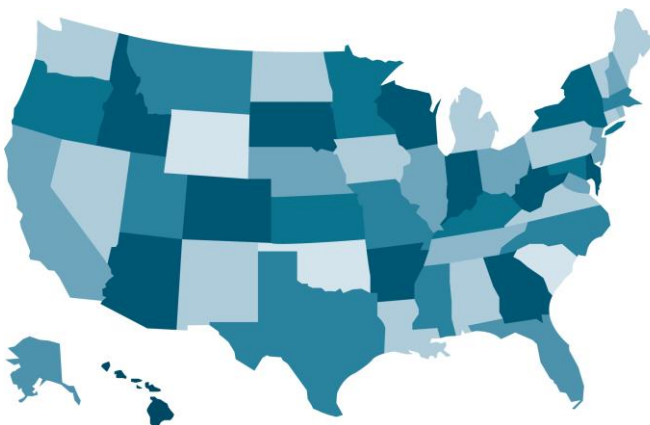


\$150,000
HOUSEHOLD INCOME



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



NC Email Newsletter

sales@everwondr.com

(Standard Listings)



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



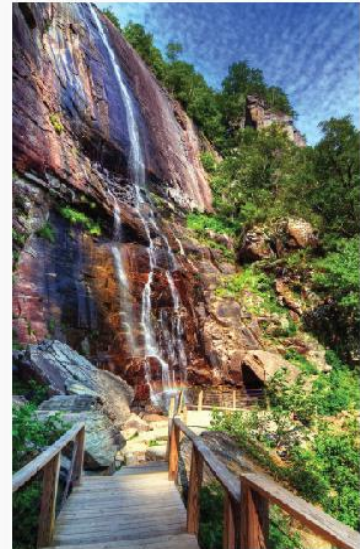
James Hill and Anne Janelle Perform

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

(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
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

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.



NC Email Newsletter

sales@everwondr.com



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.



NC Email Newsletter

sales@everwondr.com

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.



Amy Consiglio

Owner

amy@everwondr.com

336.509.0529

Darrell Kanipe

Owner

darrell@everwondr.com

336.497.8175

Dick Gillespie

Account Director

dick@everwondr.com

336.897.9489



sales@everwondr.com • 1-336-497-8175 • www.everwondrmedia.com
8323 Linville Road, Box 533, Oak Ridge, NC 27310

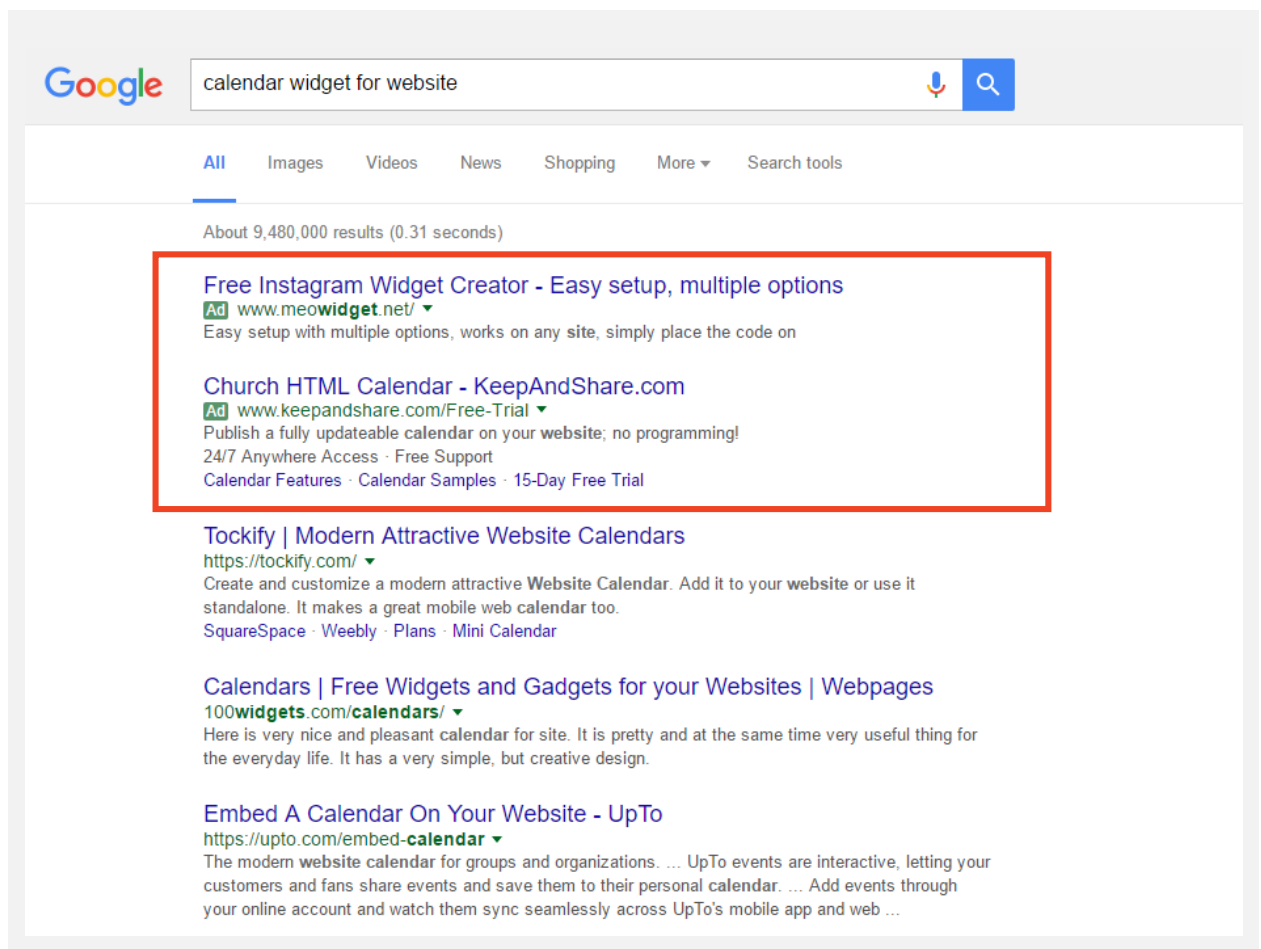


Targeted Media



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, which are highlighted by a red rectangular box. The results include:

- 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](#)
- 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

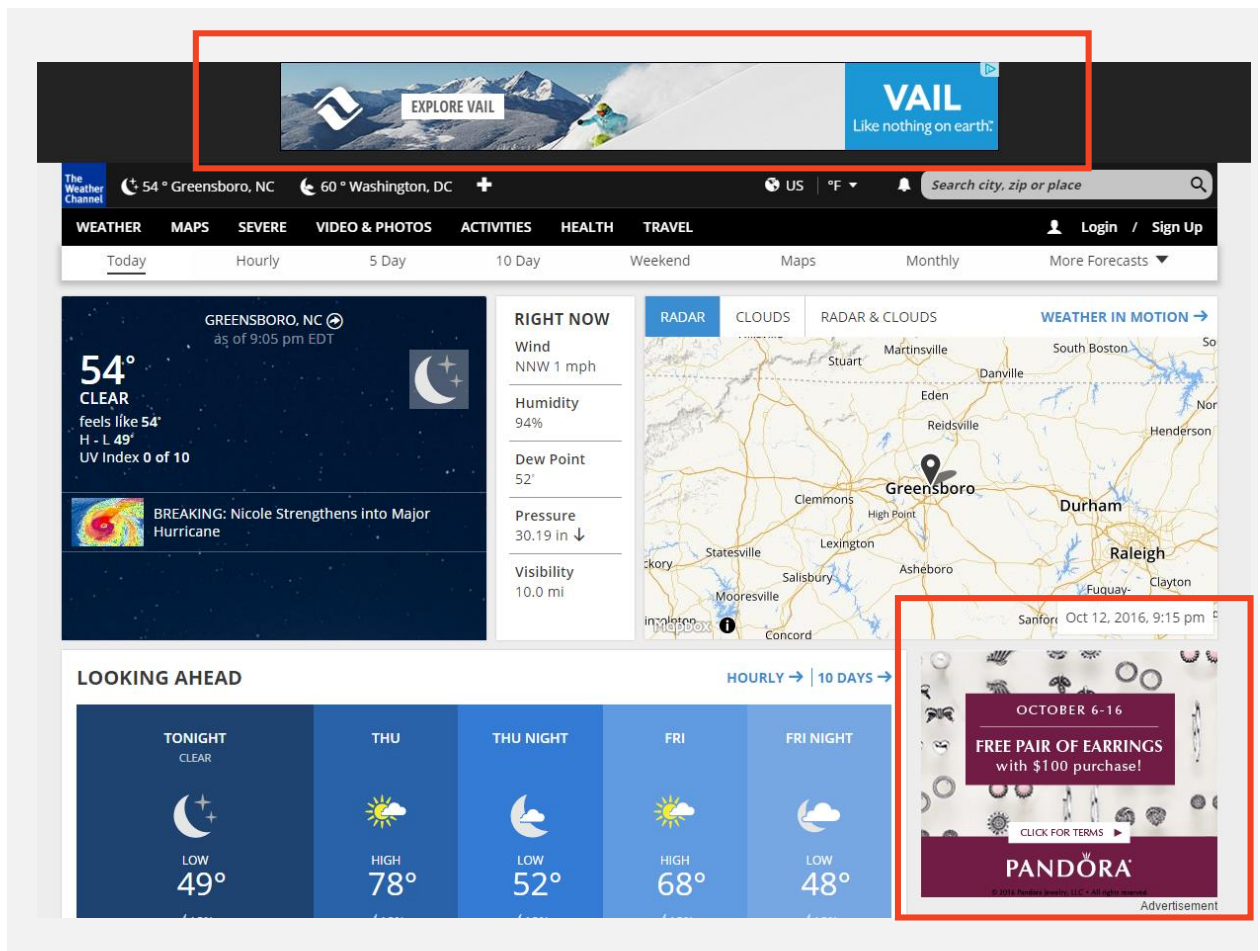
To rank higher in searches. Use Paid Search to boost search performance when organic rankings are consistently lower than those of competitors. Each drop in position in organic ranking represents a in clicks from any given search. Using a Paid Search campaign in these instances allows you to significant 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 for Greensboro, NC. The top navigation bar includes links for WEATHER, MAPS, SEVERE, VIDEO & PHOTOS, ACTIVITIES, HEALTH, and TRAVEL. Below the navigation bar, there are several sections: a main weather display showing 54° CLEAR, a 'RIGHT NOW' section with current conditions, a 'LOOKING AHEAD' section with a 10-day forecast, and a 'PANDORA' advertisement. The advertisement is for a 'FREE PAIR OF EARRINGS with \$100 purchase!' and is dated OCTOBER 6-16. The ad is highlighted by a red box, as is the 'EXPLORE VAIL' and 'VAIL' banner at the top of the page.



Display Targeting

sales@everwonder.com

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.

The image is a composite illustrating display retargeting. On the left is a Bonobos advertisement featuring a man in a green jacket 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. On the right is a vertical Amazon.com banner. It lists three products: 1. PING MEN'S RANGER LONG SLEEVE ... with a 4.5-star rating, priced at \$44.99 with Prime shipping. 2. NIKE GOLF THERMA-FIT COVER-UP JACKET, priced at \$44.07 - \$101.59. 3. ADIDAS GOLF A74 MEN'S PERFORMANCE 1/2-ZIP ... priced at \$19.99 - \$94.99. Each product has a small image of the item.



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

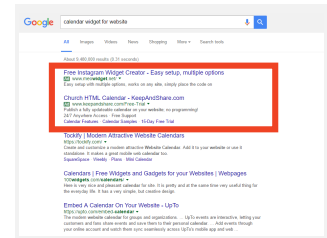
sales@everwondr.com

\$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.

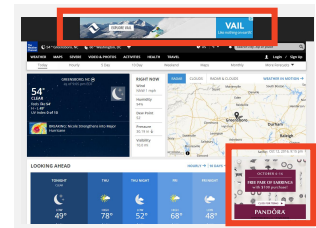


\$150

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



Amy Consiglio

Owner

amy@everwondr.com

336.509.0529

Darrell Kanipe

Owner

darrell@everwondr.com

336.497.8175

Dick Gillespie

Account Director

dick@everwondr.com

336.897.9489



sales@everwondr.com • 1-336-497-8175 • www.everwondrmedia.com
8323 Linville Road, Box 533, Oak Ridge, NC 27310