



MEDIA KIT





ABOUT US

sales@everwondr.com • 1-336-897-9489 • www.everwondrmedia.com

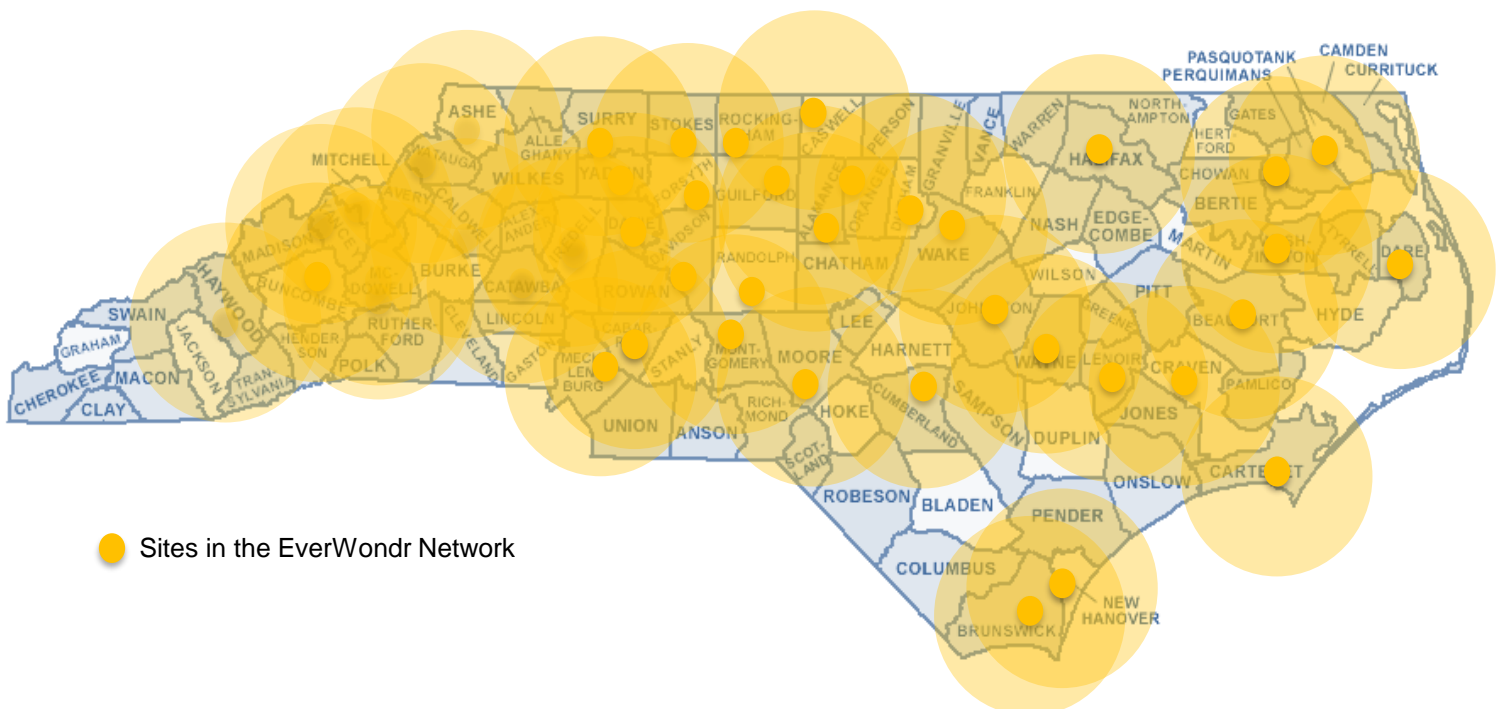
Meet Your New Media Partner

EverWondr is a statewide digital media network. In total we connect over 350 event calendars, directories and more across North Carolina.

Visitors enter our network by visiting a site of one of our many partners. We are the events calendar, directory and blog for CVBs. Arts Councils, Chambers, Universities, the NC Department of Cultural Resources, NC Parks and Recreation, local media and more. Once in the network, visitors are actively looking for somewhere to go, something to do.

Annually, we average 100 million visitors. We have over 80,000 registered users in North Carolina. The average stay on our network is over 8 minutes and users are browsing about 12 pages per visit.

For advertisers, EverWondr gets you in front of an audience of hand-raisers who live in or who are coming to your area. Your message can be seen at the moment users are most likely to spend. Our placements are highly-targeted, results-based and cost a fraction of typical print placements.





ABOUT OUR AUDIENCE

sales@everwondr.com • 1-336-897-9489 • www.everwondrmedia.com

WHO ARE WE TALKING TO

40 / 60

Male to Female Audience

86%

Home Owners

34

Median Age

58%

Married Couples

\$64,000

Median Household Income

102.35%

More time on network than other local sites

79.3%

College Educated

22.45%

More pages/visits than other local events sites

NETWORK STATISTICS

60 Million+

Visitors Annually

00:08:27

Average Time on Network

80,000+

Registered Users in North Carolina

8

Average Pages / Visit

140 Million+

Views Annually

40%

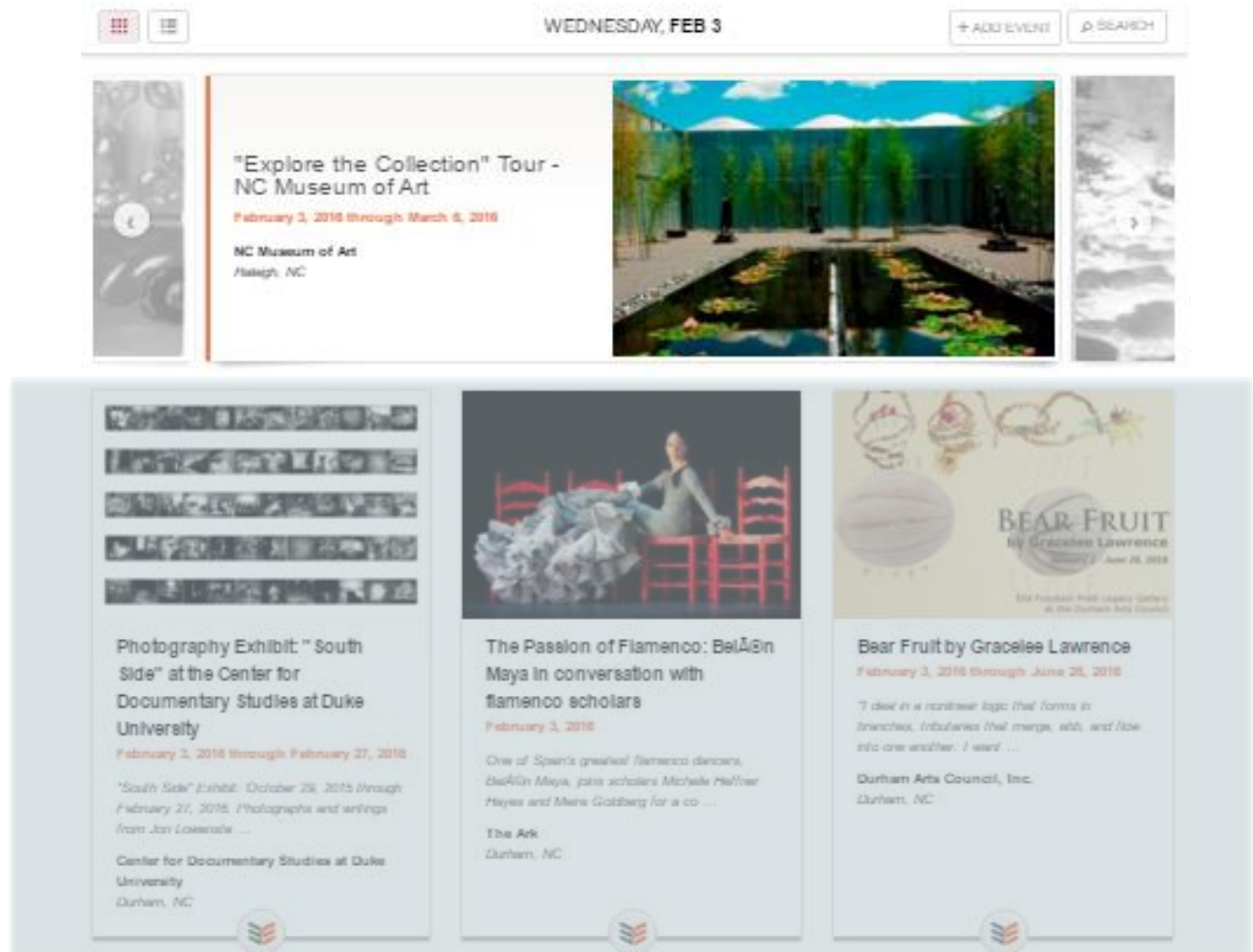
Traffic from Outside North Carolina

72%

Online Daily

102.35%

More Time on Network Than Other Local Sites



\$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

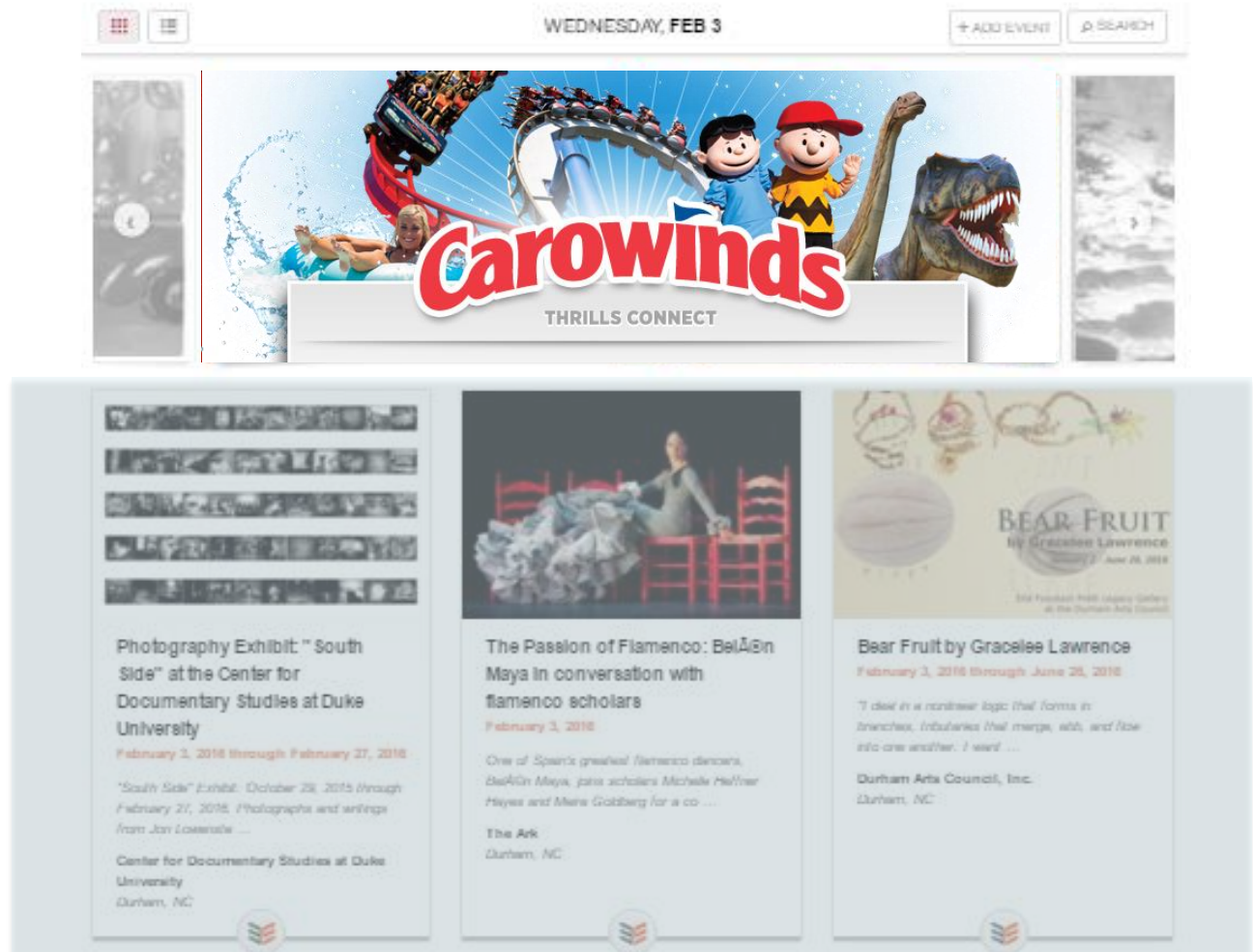
Most seen ad units on the Network, links directly to the content you uploaded.

Performance

Over 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. No additional files required. Available in Calendar, Directory, Blog, and Gallery.



\$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

Most seen ad units on the Network, links to a URL of your choosing.

Performance

Over 60 million impressions for this ad unit annually, average click rate of 32.4%

Specs

700x240 pixels, you supply the jpeg of the final ad unit. No additional files required. Available in Calendar, Directory, Blog, and Gallery.



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



\$10

PER DAY

Highlight Standard

This unit allows you to add a color flag across your listing with a standard notice or call to action. Choose from one of many preselected phrases.

Benefits

A cost-efficient way to stand out on the page and create urgency

Performance

Over 60 million impressions for this ad unit annually. Units with a flag generate 45% more views

Specs

Graphics are added directly to your listing. No additional files required. Available in Calendar, Directory, Blog, and Gallery.



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



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



\$15

PER DAY

Highlight Custom

This unit allows you to add a color flag across your listing with a standard notice or call to action. Create your own custom text.

Benefits

A cost-efficient way to stand out on the page and create urgency

Performance

Over 60 million impressions for this ad unit annually. Units with a flag generate 45% more views

Specs

Graphics are added directly to your listing. No additional files required. Available in Calendar, Directory, Blog, and Gallery.



THE PROXIMITY HOTEL

GREENSBORO | NC



DOWNLOAD
BROCHURE



DOWNLOAD
OFFER

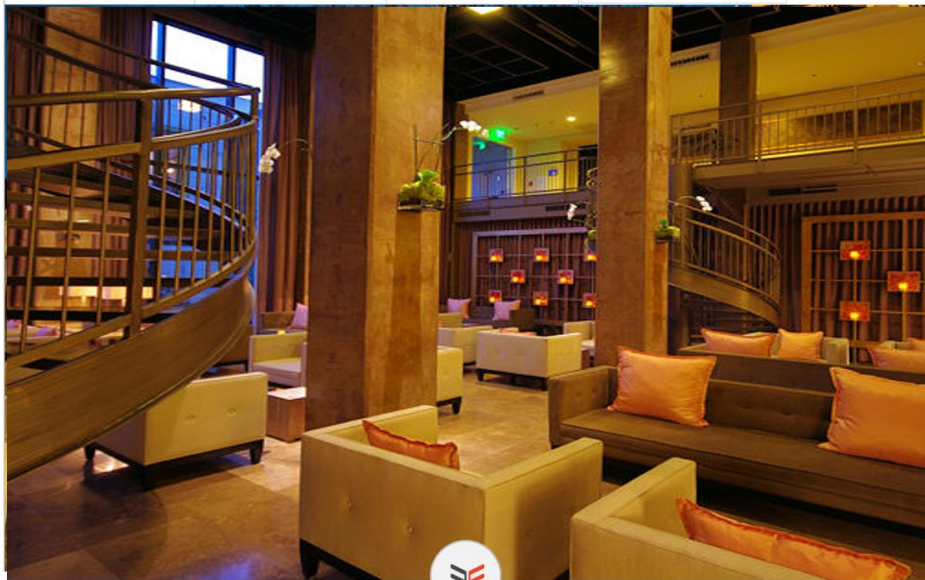
Enjoy a room at one of the areas most beautiful locations. In the heart of downtown and center of it all. Book your package today. Enjoy a room at one of the areas most beautiful locations. In the heart of downtown and center of it all. Book your package today. Enjoy a room at one of the areas most beautiful locations. In the heart of downtown. Enjoy a room at one of the areas most beautiful locations. [more](#)

IMAGES

PLAN A VISIT

EVENTS

SIGN UP



\$250

PER YEAR

Directory Listing

This unit is runs in the EverWondr Directory that spans over 300 sites in North Carolina and surrounding states.

Benefits

This annual listing allows you to add a custom description, up to 10 images, video, and a brochure. Offers and a sign up page can be added for \$100 more.

Performance

Over 25 million impressions for this section annually, average click rate of 21.4%

Specs

Custom description and images, 600x400, provided by client. Client can upload and change content through the Everwondr admin panel.



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 inserted into the main listing area to provide contextually relevant content. Links to existing directory or other content.

Benefits

Large image inserted into the main display to be more disruptive. Looks 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 40.2%

Specs

Graphics and information pulled from your listing. No additional files required. Available in Calendar, Directory, Blog, and Gallery.



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



\$300

PER MONTH

\$850

PER SEASON

Trending Video

This unit is inserted into the main listing area to provide contextually relevant content. Links to existing directory or other content.

Benefits

Video unit inserted into the main display to be more disruptive. Looks 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 40.2%

Specs

Graphics and information pulled from your listing. No additional files required. Available in Calendar, Directory, Blog, and Gallery.



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



\$150

PER MONTH

\$400

PER SEASON

Trending List

This unit is inserted into the main listing area to provide contextually relevant content. Each name links to existing directory or other content.

Benefits

List of items inserted into the main display to be more disruptive. Looks 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 40.2%

Specs

Graphics and information pulled from your listing. No additional files required. Available in Calendar, Directory, Blog, and Gallery.



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 inserted into the main listing area to provide contextually relevant content. Ad links to existing blog content and second mention of venue.

Benefits

Editorial content inserted into the main display to be more disruptive. Looks 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 40.2%

Specs

Graphics and information pulled from your listing. No additional files required. Available in Calendar, Directory, Blog, and Gallery.



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 inserted into the main listing area to provide contextually relevant content. Links to existing media drive or other content.

Benefits

Slideshow of images inserted into the main display to be more disruptive. Looks 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 40.2%

Specs

Graphics and information pulled from your listing. No additional files required. Available in Calendar, Directory, Blog, and Gallery.



SIGN UP / CONTEST

sales@everwondr.com • 1-336-897-9489 • www.everwondrmedia.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

Inserted into the main listings to generate sign up for newsletters or contests. Links to existing sign up page and can be connect to two other content blocks.

Benefits

Builds contact lists. Inserted into the main display to be more disruptive. Looks 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 24.8%

Specs

Graphics and information supplied by client for upload. Available in Calendar, Directory, Blog, and Gallery.



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 inserted into the main listing area to provide contextually relevant content and drive sales. Links to full offer page and downloadable coupon.

Benefits

Inserted into the main display to be more disruptive. Looks 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 24.8%

Specs

Graphics and information supplied by client for upload. Available in Calendar, Directory, Blog, and Gallery.



1

WHAT'S HAPPENING THIS WEEK IN NORTH CAROLINA



18TH ANNUAL THISTLE MEADOW WINE FESTIVAL

Taste wines from 4 NC wineries. Enjoy live music, fall colors & craft vendors. \$5 admission includes an 18 oz wine glass. Event held rain or shine in the mountains near the Blue Ridge Parkway. Food available, but picnics...

MORE



ART IN THE ARBORETUM

Fifty juried fine arts and craftsmen from throughout the region will line the Arboretum's paved walkways. Featured art will include glass, jewelry, paintings, pottery, mixed media, photography, wood, wearable fiber, and more.

MORE



BLUEGRASS \$\$\$ RAMBLE 2015

The Bluegrass Ramble (named after a famous Bill Monroe instrumental), is an evening showcase event where World of Bluegrass attendees and fans will be able to "ramble" around Raleigh for five nights, sampling great...

MORE



CREATURES OF THE NIGHT & BONFIRE DELIGHT

Enjoy stories told by firelight and rare after-dark tours of Grandfather Mountain that include a visit to the bear habitat, an owl prowls and the chance to meet the mountain's nocturnal educational animals. Online registration....

MORE



FOLK SCHOOL FALL FESTIVAL

Celebrate the rich heritage of the Appalachians at the annual Fall Festival, featuring approximately 200 craftspeople. Continuous live music and dancing, craft demonstrations, good food & much more.

MORE



MIRANDA LAMBERT AT THE CROWN

Reigning ACM and CMA Female Vocalist of the Year, Miranda Lambert, is excited to resurrect her "Roadside Bars and Pink Guitars Tour" this fall in the shape of an all female tour. Admission: \$39.50- \$59.50

MORE

MAKE PLANS TO EXPLORE MORE

New River State Park

VIEW DIRECTORY ▶
(404) views



3

Maze Dayz

VIEW EVENT ▶
(132) views



7th Annual Lake Norman Folk Art Festival

VIEW EVENT ▶
(5) views



ANW \$ 2015 Present Tense Exhibition

VIEW EVENT ▶
(45) views



Winston-Salem Visitor's Guide

DOWNLOAD ▶
(32703) views



Stone Mountain State Park

VIEW DIRECTORY ▶
(323) views



4



WEEKLY EVENTS EMAIL

sales@everwondr.com • 1-336-897-9489 • www.everwondrmedia.com

1

\$450

FEATURE

Weekly Events Email

Mailed to one of the largest traveler lists in the state, this email is sent out weekly every Wednesday. It is emailed to over 75,000 North Carolina residents who have asked to be notified of events and things to do around the state. There are several ad units within the email from the top feature to the standard listing and a total buyout.

2

\$360

STANDARD

Benefits

Highly targeted list of consumers ready to travel and spend. Prime placement and direct link back to listing detail on the network.

Performance

Average click rate of 32.2%

3

\$275

SIDEBAR

Specs

Graphics and information pulled from your calendar listing. No additional files required. Can highlight events, directory listings, blog articles, galleries or offers.

4

\$1800

FULL SIDEBAR

\$2750

FULL BUYOUT

\$7500

SPONSOR



FALL IN WINSTON SALEM IS ABOUT UPLIFTING YOUR SPIRITS

You may know Winston Salem as the home of the Krispy Kreme donut. You may even know it for the cobblestone streets of Old Salem, the historic Moravian settlement just blocks from its bustling downtown shops and dining. But did you know one of the biggest reasons to visit Winston Salem lies about 20 miles west of the city in the beautiful Yadkin Valley? Of course we are talking about North Carolina wine country. [Learn more >](#)



HARVEST DAY IN OLD SALEM

Celebrate the fall harvest and enjoy a day of activities incorporating favorite fall foods: apples, puppet shows, historic demonstrations and make and taste your own applesauce.

October 17th
Old Salem Museum and Gardens
[Learn more >](#)



PIEDMONT CRAFTSMEN FAIR

Stop by Winston-Salem's largest craft fair that showcases the works of more than 120 of America's most talented contemporary fine craft artists for a two-day art extravaganza.

November 21-22
The Benton Convention Center
[Learn more](#)



THE FALL HARVEST CELEBRATION

Join Raffaldini Vineyards to celebrate the harvest. Enjoy a complimentary sample of wine along with a delicious food pairing. But make reservations quickly, rooms go fast.

October 10th
Raffaldini Vineyards
[Learn more](#)



SEASONAL NEWSLETTER

sales@everwonder.com • 1-336-897-9489 • www.everwondermedia.com

1

\$750

FEATURE

Seasonal Newsletter

Mailed to one of the largest traveler lists in the state, this email is sent out Winter, Spring, Summer, Fall and Holiday seasons. It is emailed to over 75,000 North Carolina residents who have asked to be notified of events and things to do around the state. There are several ad units within the email from the top feature article to a standard listing.

2

\$500

STANDARD

Benefits

Highly targeted list of consumers ready to travel and spend. Prime placement and direct link back to listing detail on the network. Full blog article and network distribution included in price. Can link to a URL of your choice.

Performance

Average click rate of 32.2%

Specs

Graphics and information pulled from your calendar, directory and blog listings. Article input or editorial supplied from client.

\$300

EVENTS

\$500

CONTEST

\$2750

FULL BUYOUT

\$7500

SPONSOR



PROMO EMAIL

sales@everwondr.com • 1-336-897-9489 • www.everwondrmedia.com



FALL IN WINSTON SALEM IS ABOUT UPLIFTING YOUR SPIRITS

You may know Winston Salem as the home of the Krispy Kreme donut. You may even know it for the cobblestones streets of Old Salem, the historic Moravian settlement just blocks from its bustling downtown shops and dining. But did you know one of the biggest reasons to visit Winston Salem lies about 20 miles west of the city in the beautiful Yadkin Valley? Of course we are talking about North Carolina wine country. [Learn more >](#)



HARVEST DAY IN OLD SALEM

Celebrate the fall harvest and enjoy a day of activities incorporating favorite fall foods: apples, puppet shows, historic demonstrations and make and taste your own applesauce.

October 17th
Old Salem Museum and Gardens
[Learn more >](#)



PIEDMONT CRAFTSMEN FAIR

Stop by Winston-Salem's largest craft fair that showcases the works of more than 120 of America's most talented contemporary fine craft artists for a two-day art extravaganza.

November 21-22
The Benton Convention Center
[Learn more](#)



THE FALL HARVEST CELEBRATION

Join Raffaldini Vineyards to celebrate the harvest. Enjoy a complimentary sample of wine along with a delicious food pairing. But make reservations quickly, rooms go fast.

October 10th
Raffaldini Vineyards
[Learn more](#)

\$2750

BUYOUT

Promo Email

A fully custom email about your event or venue mailed to one of the largest traveler lists in the state. It is emailed to over 75,000 North Carolina residents who have asked to be notified of events and things to do around the state.

Benefits

Highly targeted list of consumers ready to travel and spend. Only your content is included and sent under our brand. Can link to a URL of your choice.

Performance

Average click rate of 32.2%

Specs

All graphics, content and HTML code provided by client.



CONTACT US



Tyler Beyea

EverWondr, Account Director

tyler@everwondr.com

336.897.9489

Mitchell Sweeting

EverWondr, Account Manager

mitchell@everwondr.com

336.897.9488

