



## Weaverville.com 2009 Media Kit



### The Weaverville.com Audience

Weaverville and its surrounding areas are among the most desirable vacation and retirement locations in the country.

The region is graced with countless natural wonders and exciting communities of artists and craftspeople along with world-class attractions. Together they draw more than three million visitors and vacationers who add approximately one billion dollars to the regional economy every year.

As important, publications like Frommer's, Forbes, Southern Living and Barron's rate the area time and again as in the top 25 and often in the Top 10 for travel and retirement.

### Your Visitors

The Internet audience for Weaverville.com spans all age groups from young singles seeking outdoor adventure and the seemingly endless festival scene, to vibrant families looking for sights and activities that delight, to our active retirees who place a premium on the peace and quiet of these hills.

What they share is a level of affluence and sophistication for the accommodations, recreation, dining and seasonal celebrations offered throughout the area.

## Weaverville.com – Your Marketing Site

Weaverville.com is a guide to Weaverville and the surrounding area's attractions. Its navigation is intuitive and direct so visitors can quickly locate travel and entertainment options from over 36 categories of services from Accommodations and Dining to Antique Shopping and Real Estate.

The site currently features a [Free Listing](#) of over 200 businesses in Weaverville, North Asheville and Madison County – including Marshall, Mars Hill and Hot Springs. This free directory categorizes every business into the most appropriate of the 36 sub-categories showcased.

Each Free Business Listing has two links, one to the [More Info](#) page containing the business name, address and phone number, and the second to the [Map & Directions](#) Page displaying a Google map for the business.

Why not join them? It's free and you'll be in good company! Simply submit your business for inclusion via [our contact page](#).

## Your Reach and Advantage

There is no limit to the reach of advertising on Weaverville.com. As a destination portal to the area the website is available everywhere 24-hours-a-day. And the site ranks higher every day in the major search engines like Google, Yahoo and Bing.

Selecting a Directory presence on Weaverville.com establishes your business in the most relevant categories using up to 300 words of your choice to target the word searches executed by your next customer. It's an advantage found only on the Internet, integrated vigorously into our Premium Page option and continuously enhanced by our search optimization programs.

## [Premium Page Listings](#) ▶ [the search engine solution](#)

The [Premium Page](#) option is a great starting point for enhanced presentation and attracting focused buyers. The extensive search engine optimization (SEO) built into Weaverville.com leads to a strong path for Page search results and linking to your own Home Page.

All Premium Listings are positioned at the top of three sub-categories of your choice with a brief description, customized by you with a quick-link to your Premium Page.

Each [Premium Page](#) includes all of the following:

- Your Business Name, Address, Phone and Fax Numbers
- A Hyper Link to your Business's Home Page
- Your Business Logo
- Up to six Photographs representing your Business
- A detailed Description of your Business up to 200 words
- A More Details section where your services are specified in depth
- SEO strategies customized for your Business

# Premium Page Cost

The Premium Page package is only \$30 per month with a three-month contract.

## Example Premium Page

Wocvivo.com Monday, Jul 13, 2009 Cloudy at 58°F

Home Accommodations Dining Recreation Shopping Events & Occasions Recreation Guide

### Gateway to the Carolina High Country

Regions

- Asheville and Surroundings
- The Blue Ridge Parkway
- French Broad River Adventures
- Hot Springs Pagan HF Madison County
- AT and the Mountains to Sea Trail
- Great Smoky Mountains

Useful Information

- Area Information
- Map Resources
- Religious Resources
- Local Government Resources

#### 105 Main Street Bed and Breakfast

105 Main Street Bed and Breakfast  
105 North Main Street  
Mars Hill, NC 28754  
(828) 680-9151 Phone  
105mainst.com

105 Main Street Bed & Breakfast is located 18 miles / minutes north of Asheville and centrally located in Mars Hill, within walking distance to restaurants and Mars Hill College.

We feature gourmet country breakfasts served on Fiesta Ware. Period antiques are placed throughout the home. Complimentary wireless internet is accessible through out the property. The property has magnificent mountain views with plenty of mature Maple and Oak trees. The wrap around porch offers several sitting and hanging areas. This is the place to relax, kick back and enjoy the quaintness of a small town and the peacefulness of a country setting all in one.

Come in relax, and be indulged!

#### More Details

Coffee and tea are available from 7:00am.

Breakfast is available from 6:30 to 10:00 in the morning and served at the leisure of the guest. Dietary requirements will be accommodated if advised 24 hours prior to arrival. Local food products are served when possible.

Afternoon appetizers and beverages are served daily at 4:30.

Smoking allowed outside only, we appreciate your understanding and cooperation.

For the comfort of all our guests, pets are prohibited as well as children under 16.

We offer 4 rooms (single-double occupancy) and 1 suite (double-triple occupancy). Each room has a queen size bed and a private bathroom. In our bedrooms and baths we provide these amenities:

- Natural Shampoo / Conditioner
- Body lotion
- 2 types of soap
- Bathrobes are available in each room for use
- Hair dryer, iron and ironing boards are available upon request
- Complimentary Wireless Internet

Rates begin at \$115.00 Sunday-Thursday nights and \$125.00 Friday and Saturday nights

We offer SART packages, multiple night discounts, Book the House rates, and last minute specials. Discounts are available to those visiting the area due to a Mars Hill College event and to family of Mars Hill College students.

Consider booking us for your special event. Events that we are best suited for include Anniversaries, graduations, and birthday parties, bridal showers and luncheons. We have access to trail and four eaters and O&O.

Advertisements on the right include: Greener Selections, Mountain Dance Folk Festival, French Broad Rafting Expeditions, Blue Ridge, Heartson Artworks, Fallgate Market, Celebrate Organic! September 13th, DownTown Asheville, Peace and Quiet at 3000 Feet, SART, and New Art.

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## Run of Site Banner Ads ▶ site-wide visual presence

There are few elements on any website that attract a visitor like a well designed and boldly executed Banner Ad.

Weaverville.com also offers 15 Run of Site (ROS) Banner Ad Spots to the left and right of Features and Content that appear on every page. The total ad inventory is limited to 30 spots – ensuring top statistical placement for your ad on every page-view with consistent rotational exposure to all visitors.

Your Banner Ad will be presented to each visitor within one or two page-views and generate the hits you want.

All ROS Banners are 180 x 150 pixel IAB Rectangle Banners with an ideal size of 20KB in either .jpg or .gif formats.

### Banner Ad Cost

ROS Banner Ads cost \$50 per month with a three-month contract.

All Banner Ad subscribers also receive the complete Premium Page Package for the contract life of their Banner Ad.

### Example Banner Ads



## Advertising Notes

- Certain restrictions apply to Hyper Links to existing Web Pages. Please read our policy at the Legal and Disclaimer link at the bottom of the Home Page for details.
- All artwork submitted for a Banner Ad should conform to the specifications provided in the IAB Advertising standards above. Weaverville.com does offer design and formatting services for a very reasonable design fee.
- Featured Home Page advertising is in development and will be made available soon. Should you have other advertising needs please send us your request at [our contact page](#).
- All Advertising pricing is subject to change without notice.

Please use [our contact page](#) to start a conversation regarding your advertising options on Weaverville.com.