

# SKI CITY MEDIA KIT

## Advertising: Email Newsletter



### SKI CITY'S STEAMIEST DATES

Planning an anniversary or Valentine's Day ski vacation? Need some help deciding on the perfect evening out on the town with your honey? Or would you rather spend some time tucked away in the Wasatch Mountains far from the buzz of the city? Whether you're looking for excitement or adventure, relaxation or recreation, look no further. From the spa to the dance floor, a cup of morning coffee to an evening at the museum, these Ski City establishments will rev your romance engine.

[Read more →](#)



### THE BEST SPOTS FOR WEEKEND BRUNCH

Brunch is the perfect opportunity to get acquainted with the Salt Lake dining scene, and if you're so inclined, it's the perfect opportunity to see first hand that you can get a drink in Utah. If you're in Salt Lake, you're in luck. We love brunch. No, seriously, we REALLY love brunch. Romeo and Juliet, Bogart and Bacall, Wall-E and EVE—the greatest love stories of the ages have nothing on Salt Lake's burning desire for this weekend event.

[Check it out →](#)



### PRESIDENT'S DAY SKI VACATION

Come to Sandy for President's Day and purchase the Ski City Super Pass – discounted lift tickets to all four major ski resorts. You will have access to thousands of acres of ski terrain and have over 1200 hotel rooms to choose from when you STAY & PLAY in Sandy.

[Buy the Super Pass →](#)



### Don't Miss a Moment

Experience the best night out Salt Lake has to offer with Utah Jazz basketball. Click below to find tickets to upcoming game, or visit [utahjazz.com](http://utahjazz.com) for more information

[Buy tickets →](#)

### UPCOMING EVENTS

Now - Feb 10	<b>FIS World Championships</b>
Now - Feb 23	<b>Swan Lake</b>
Feb 23	<b>Subaru Winterfest at Snowbird</b>
Now - Feb 24	<b>The Gallivan Center Ice Rink</b>
Now - Mar 03	<b>Wicked presented by Broadway at the Eccles</b>
Now - Mar 31	<b>Tour with a Ranger at Alta</b>

[Read more →](#)

### SKI CITY NEWS:

- Subscribers from SkiCity.com, weekly November-April, then monthly
- 15,340 subscribers
- 16.69% open rate
- 1.3% click through rate

### 1. SPONSORED CONTENT

- Image (600 px width x 400 px height)  
no animation - GIF or JPG
- Headlines (40 characters or less)
- Copy (300 characters or less)
- URL Link (click on image at top and text link: Read More, Buy Tickets, More Info, etc.)

### 2. E-NEWSLETTER AD

- Image (400 px width x 400 px height)  
no animation - GIF or JPG
- Headline (30 characters or less)
- Copy (150 characters or less)
- URL Link (click on image and text link: Learn More, Read More, Buy Tickets, etc.)