# VISIT SALT LAKE MEDIA KIT
DIGITAL ADVERTISING: Email Newsletters

Four different markets are reached through Visit Salt Lake e-newsletters, which are sent to subscribers monthly—

- **VISITOR NEWS:**
  (subscribers from VisitSaltLake.com, monthly)
  100,829 subscribers, 12.90% open rate, 1.10% click through rate

- **SKI CITY NEWS:**
  (subscribers from SkiCity.com, weekly November-April, then monthly)
  15,340 subscribers, 16.69% open rate, 1.3% click through rate

- **MEMBER NEWS:**
  (Visit Salt Lake Members, monthly)
  2,852 subscribers, 27.83% open rate, 3.23% click through rate

- **MEETING NEWS:**
  (Meeting Planners, monthly)
  3,334 subscribers, 16.35% open rate, 2.88% click through rate
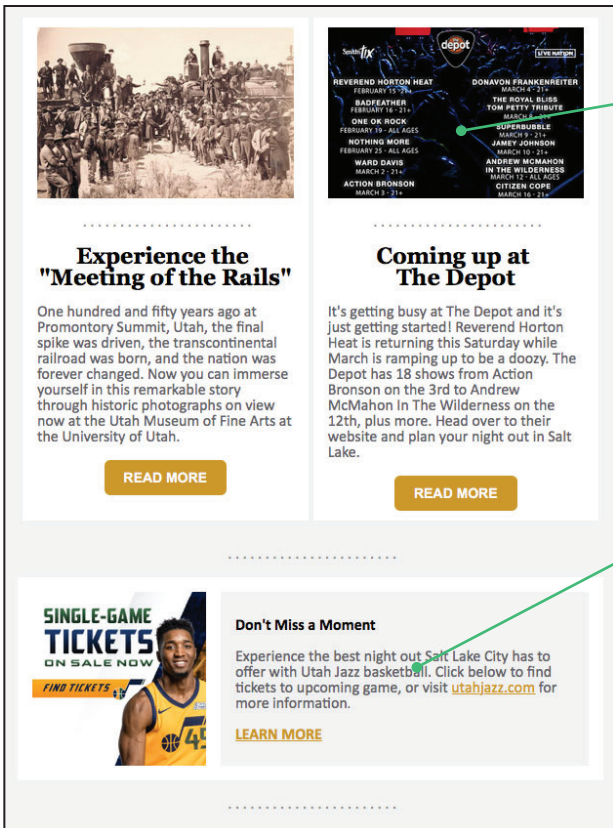
1. Sponsored Content

- 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 button: 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.)