



SALT LAKE

# VISIT SALT LAKE MEDIA KIT

## DIGITAL ADVERTISING: Email Newsletters

### VISITOR NEWS

### SPORTS NEWS

### MEMBER NEWS

### MEETING NEWS

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

- **VISITOR NEWS:**  
(subscribers from VisitSaltLake.com, monthly)  
100,748 subscribers, 34.50% open rate, 1.60% click through rate
- **SPORTS NEWS:**  
(Sports Event Planners, monthly)  
1,462 subscribers, 45.95% open rate, 12.68% click through rate
- **MEMBER NEWS:**  
(Visit Salt Lake Members, monthly)  
2,656 subscribers, 26.10% open rate, 5.40% click through rate
- **MEETING NEWS:**  
(Meeting Planners, monthly)  
2,888 subscribers, 29.20% open rate, 4.80% click through rate



#### ART ACCESS: UPLIFTING ARTISTS

The Americans With Disabilities Act was only passed in 1990, but Salt Lake-based nonprofit Art Access has been fighting for accessibility within art since 1984—and they're not stopping anytime soon. Read on to see how you can experience and support these incredible artists.

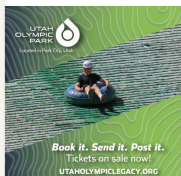
[CHECK IT OUT](#)



#### HUNGRY FOR SOME NEW RESTAURANTS?

Salt Lake City is never one to rest on its laurels when it comes to food and drink, and the last three months have been no exception. If it's been a while since you've checked out the latest changes to our foodie scene, we've got just what you need—a recap of some of the very best new openings in town.

[TRY THEM ALL](#)



#### LAST CALL FOR SUMMER FUN!

This weekend is your last chance to experience some amazing summer activities at Utah Olympic Park!

[GET YOUR TICKETS>](#)

### 1. Newsletter 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 bottom:  
Read More, Buy Tickets, More Info, etc.

### 2. Newsletter Banner 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.