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

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 button: 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.

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