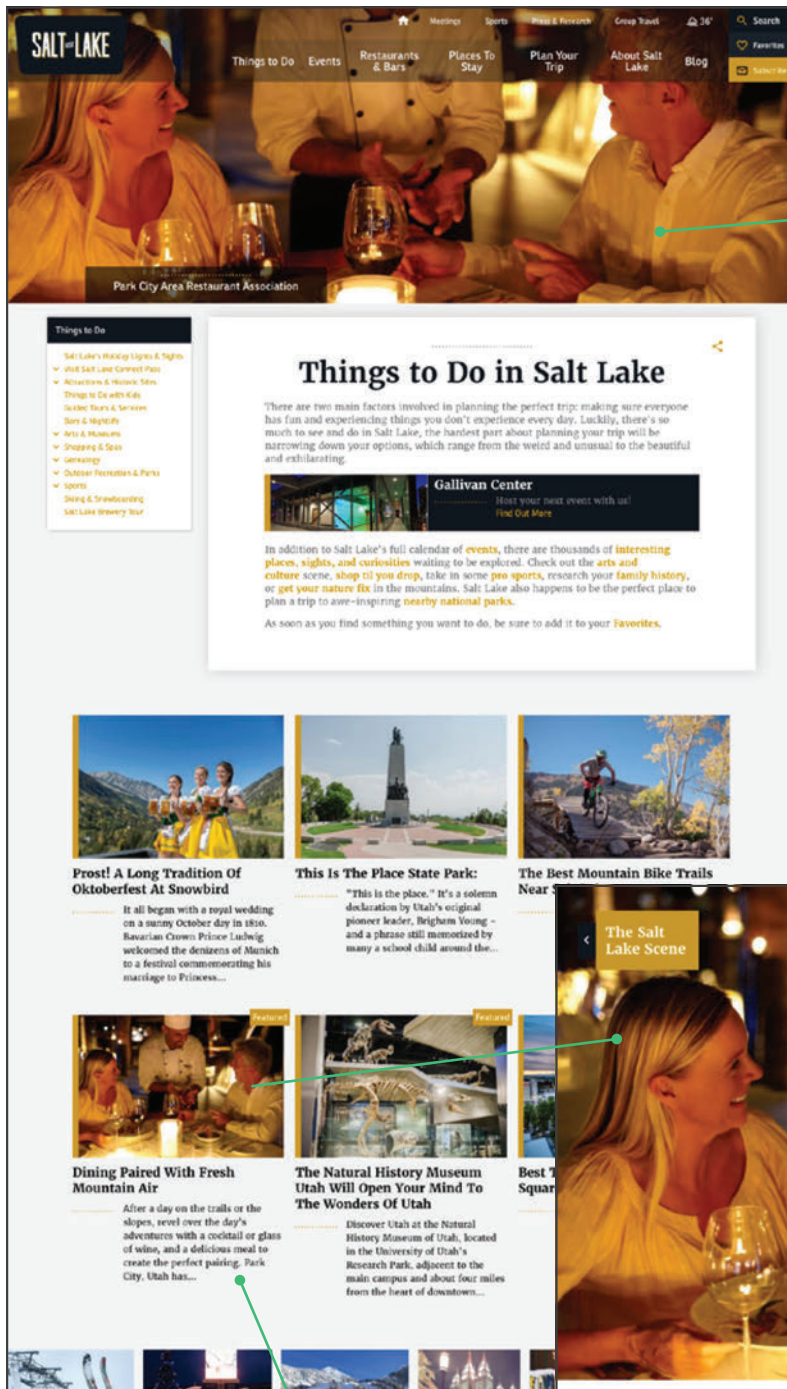


VISIT SALT LAKE MEDIA KIT

ONLINE ADVERTISING: VisitSaltLake.com



Responsive website design allows advertisements to display on all devices.

SPONSORED CONTENT PACKAGE (3-piece)

1. Header Image

- Premium branding on a top-level page with bold image, no logos or added graphics.
- Photo (2000 x 1500 pixels minimum)
- Copy (75 characters)

2. Blog Post

- Tell your company's story with a blog post
- Email notification to blog subscribers is sent when blog is posted
- Minimum of 3–5 images and 600–800 words
- Option to include 1 video
- Option for Visit Salt Lake to produce Sponsored Content

3. Featured Placement

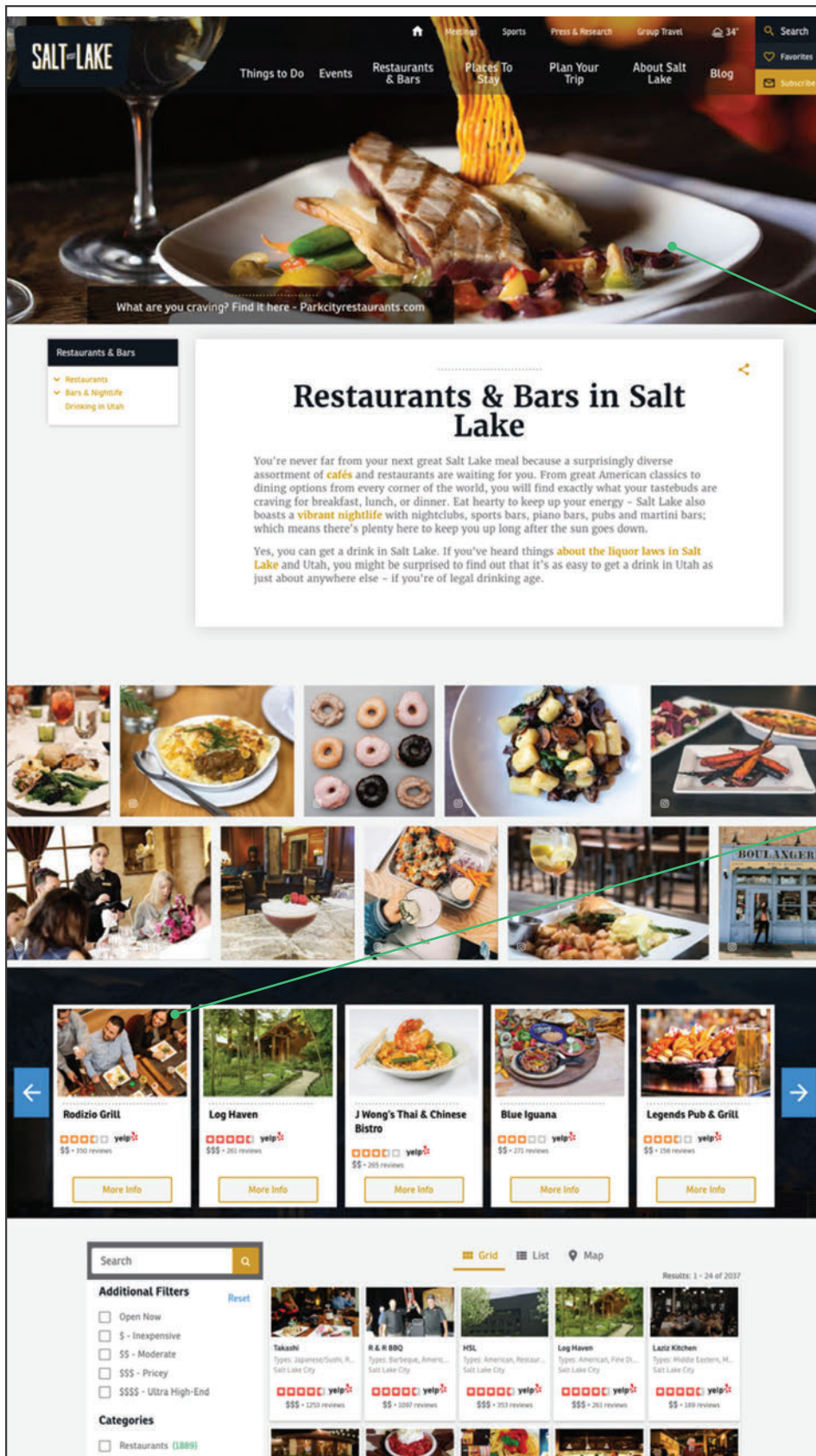
- Stand out from the crowd on a top-level page
- Preview of sponsored content's header image and content



SALT VISIT **LAKE**

VISIT SALT LAKE MEDIA KIT

ONLINE ADVERTISING: VisitSaltLake.com



Responsive website design allows advertisements to display on all devices.

FEATURED LISTING PACKAGE (2-piece)

1. Header Image

- Premium branding on second- or third-level category page with bold image, no logos or added graphics
- Creative must be relevant to page content
- Photo (1920 x 720 pixels)
- Copy (75 characters)

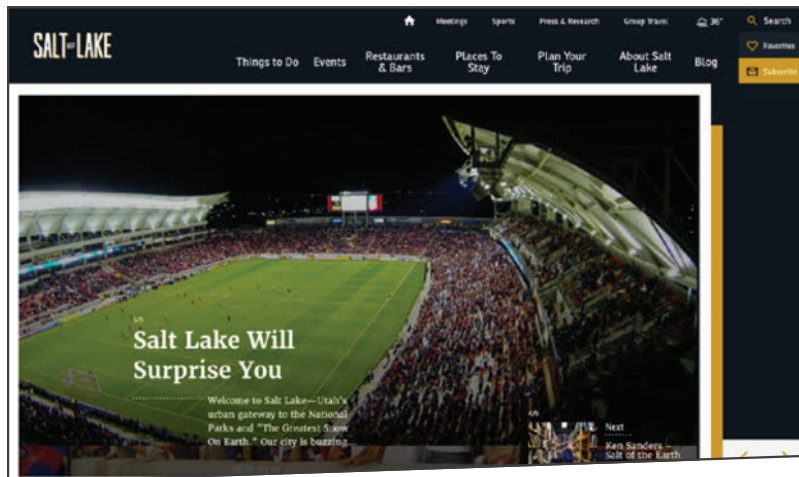
2. Featured Listing

- Stand out from the crowd
- Put your company listing at the top of your industry category
- Featured Listings are placed above the rest of the listings



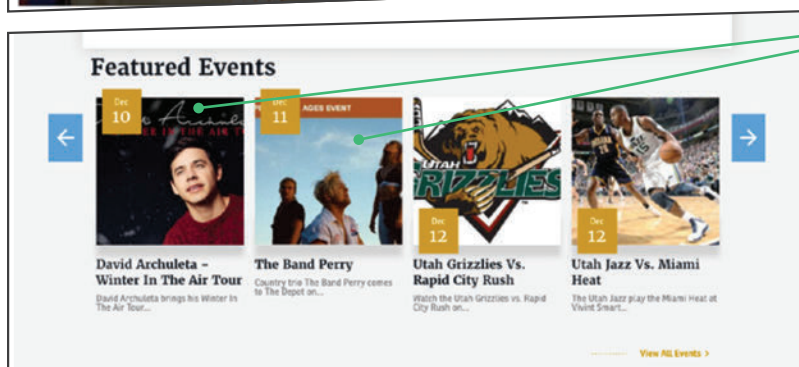
VISIT SALT LAKE MEDIA KIT

ONLINE ADVERTISING: VisitSaltLake.com



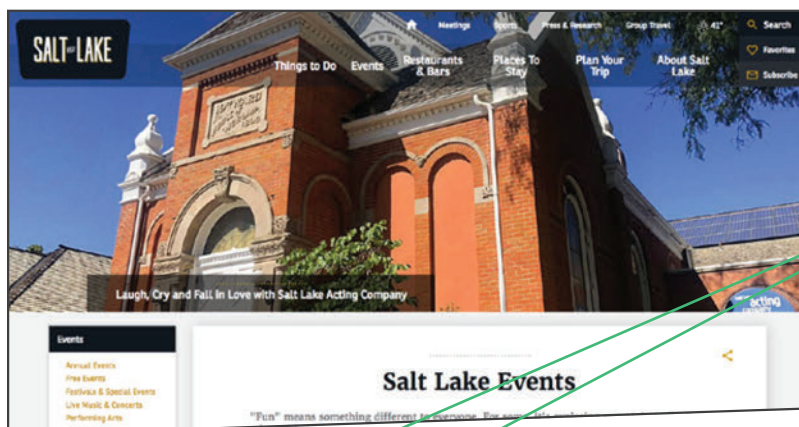
Responsive website design allows advertisements to display on all devices.

FEATURED EVENTS PACKAGE (2-piece)



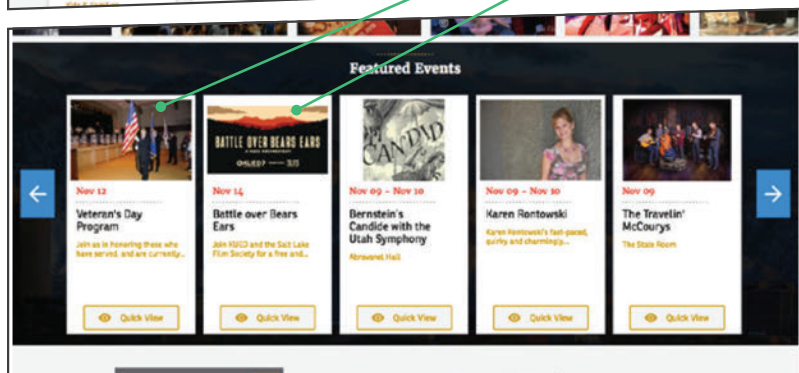
1. Featured Events - Home Page

- Stand out from the crowd
- Put your event listing on the entry page
- Up to 30 days prior to event is the maximum for placement



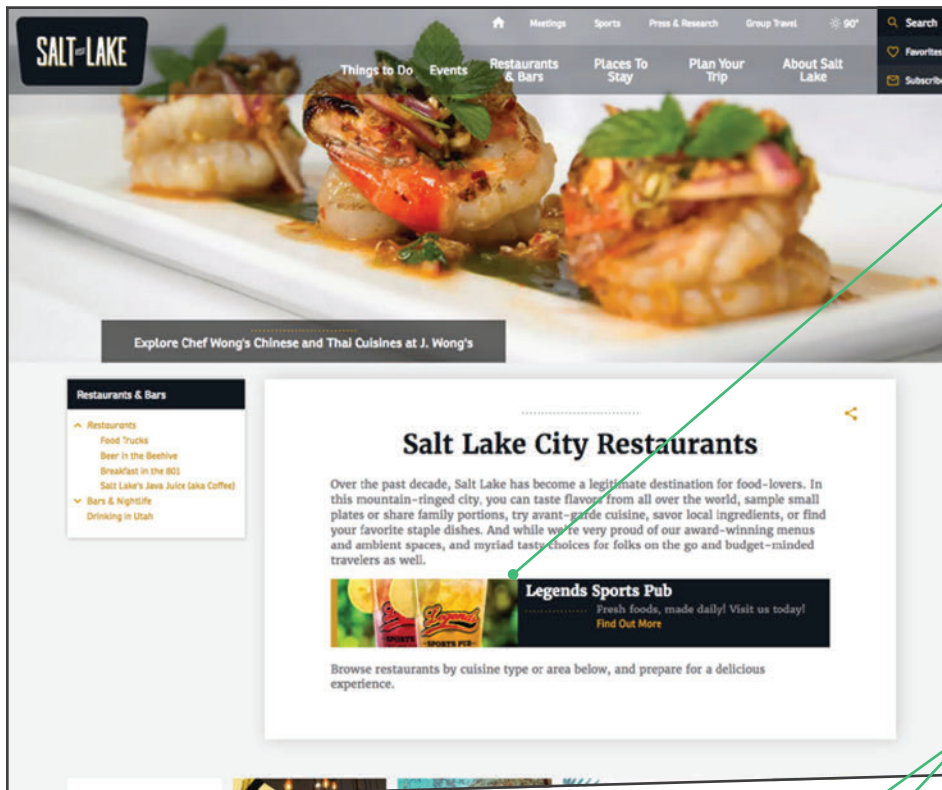
2. Featured Events - Events Page

- Stand out from the crowd
- Put your event listing at the top of the category
- Featured Events are placed above the rest of the listings
- Quick View Button to open Quick View Panel
- Up to 30 days prior to event is the maximum for placement



VISIT SALT LAKE MEDIA KIT

ONLINE ADVERTISING: VisitSaltLake.com



Responsive website design allows advertisements to display on all devices.

Page Sponsor

- Secure targeted placement on category-specific pages for premium visibility
- Creative must be relevant to page content
- Photo (300 x 121 pixels)
- Headline (35 characters)
- Body (100 characters)
- Linked to website

Run of Site Banner

- Be seen on nearly every page of the website with body, headline and photo
- Photo (605 x 333 pixels)
- Headline (75 characters)
- Body (75 characters)
- Linked to website



Spotlight Text Links

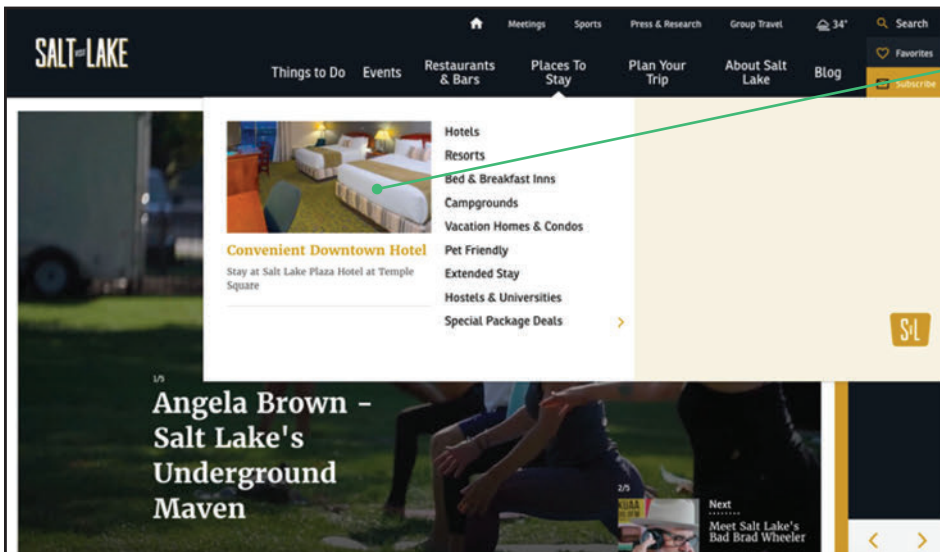
- Highlight unique offers with "run of site visibility" that is easily updated
- Copy (75 characters)
- Linked to website



VISIT SALT LAKE MEDIA KIT

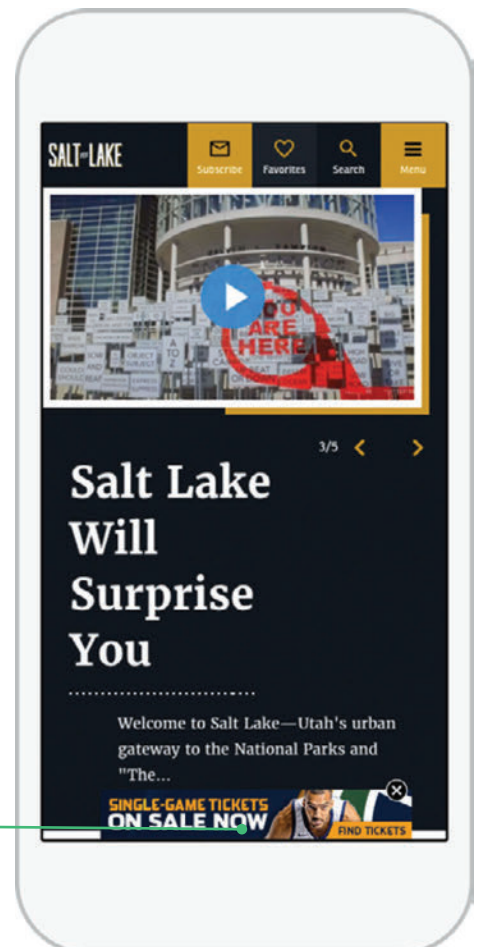
ONLINE ADVERTISING: VisitSaltLake.com

Responsive website design allows advertisements to display on all devices.



Drop Down Banner

- Eye-catching placement on the navigation dropdown menu on desktop
- Can be a static image or a YouTube or Vimeo video
- Photo (310 x 170 pixels)
- Headline (25 characters)
- Body (75 characters)



Mobile Banner

- Responsive website design allows advertisements to display on mobile
- Give "ready-to-spend" visitors one-click mobile access to your business **NOW**
- Photo (320 x 50 pixels)

SALT VISIT **LAKE**

SKI CITY MEDIA KIT

Online Advertising: SkiCity.com



Responsive website design allows advertisements to display on all devices.

SPONSORED CONTENT PACKAGE (3-piece)

1. HEADER IMAGE

- Premium branding on a top-level page with bold image, no logos or added graphics.
- Photo (2000 x 1500 pixels minimum)
- Copy (40 characters)

PLAN YOUR TRIP

Ready to start planning your ultimate ski vacation? Here's everything you'll need to know—from hotel and transportation info to local maps and local knowledge. We've even got a handy Trip Planner to help you create a custom Ski City itinerary based on your tastes, interests, and budget.



10 REASONS YOU MIGHT WANT TO STAY IN THE CITY

The powder and the views in Ski City are unparalleled, but don't miss... [Read More →](#)



GETTING YOUR GEAR FROM POINT A TO POINT SKI

To be or not to be is one question, but to check, ship, or rent your ski... [Read More →](#)



WHAT TO DO AFTER THE SLOPES IN SKI CITY

WHAT TO DO AFTER THE SLOPES You spent the day on the mountain shredding... [Read More →](#)



EXPERIENCE SKI CITY'S SNOWBIRD RESORT

This four-season resort is nestled away among the picturesque Wasatch... [Read More →](#)



A DAY AT BRIGHTON

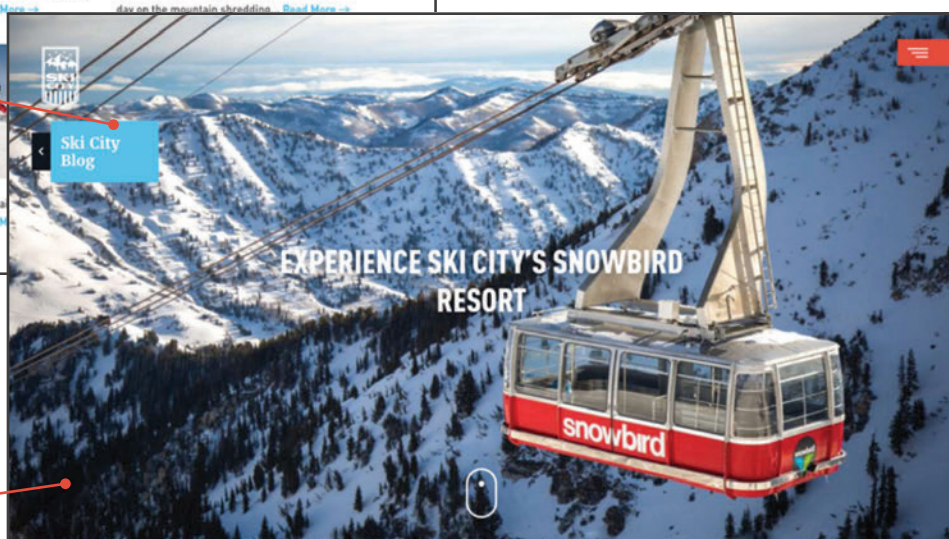
A lot of Salt Lake locals are ra... boarding at Brighton... [Read More →](#)

2. FEATURED PLACEMENT

- Stand out from the crowd on a top-level page
- Preview of sponsored content's header image and content

3. BLOG POST

- Tell your company's story with a blog post
- Email notification to blog subscribers is sent when blog is posted
- Minimum of 3-5 images and 600-800 words
- Option to include 1 video
- Option for Visit Salt Lake to produce Sponsored Content



This four-season resort is nestled away among the picturesque Wasatch Mountains' Little Cottonwood Canyon. Make sure to bring your camera. The sights are so gorgeous, you'll be snapping a pic every few minutes. We guarantee it. It boasts Utah's longest ski season but the thrills don't end when the snow melts. The resort also offers dozens of other alpine activities, summer events, mountain dining, and even spa packages.



SKI CITY MEDIA KIT

Online Advertising: SkiCity.com

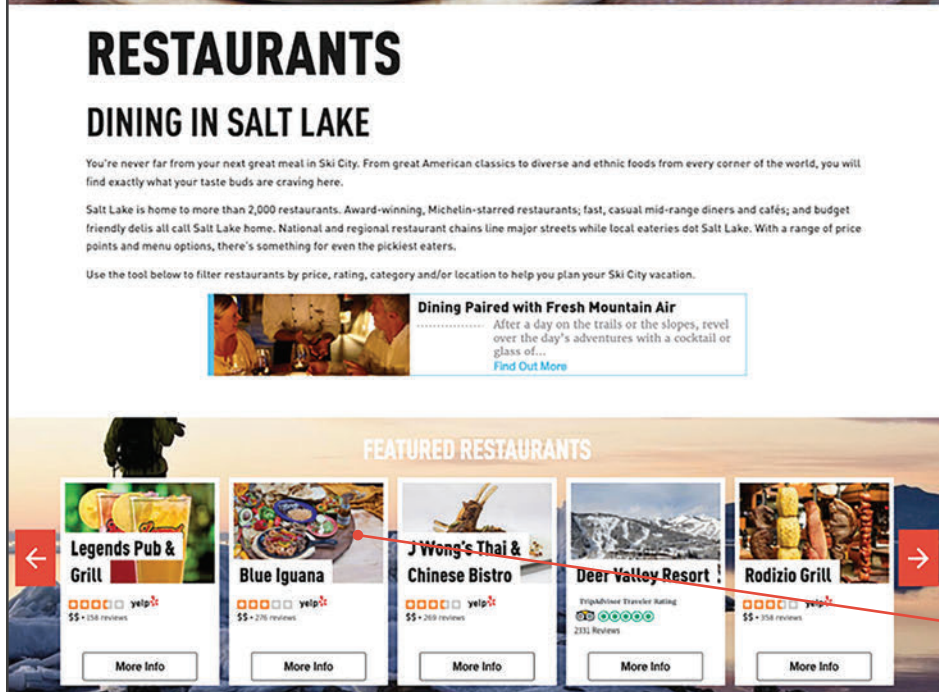


Responsive website design allows advertisements to display on all devices.

FEATURED LISTING PACKAGE (2-piece)

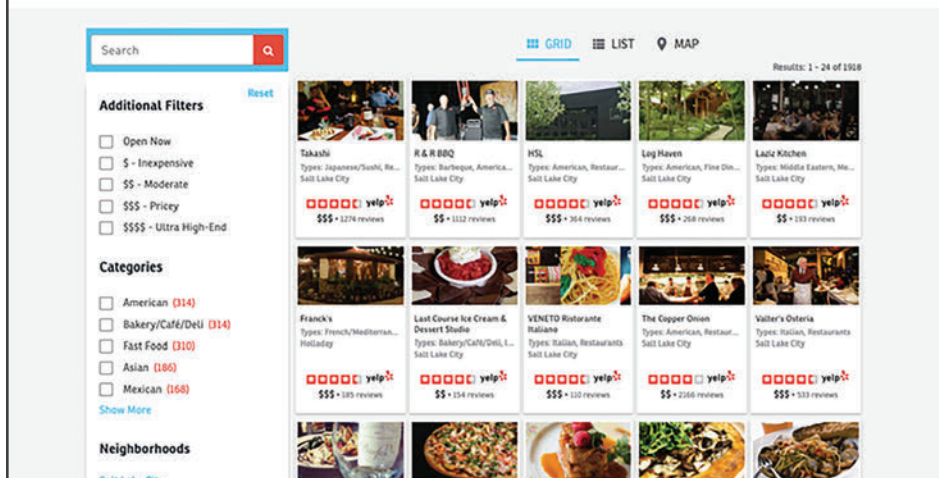
1. HEADER IMAGE

- Premium branding on a category page with bold image, no logos or added graphics
- Creative must be relevant to page content
- Photo (2000 x 875 pixels)
- Copy (40 characters)



2. FEATURED LISTING

- Stand out from the crowd
- Put your featured listings at the top of your industry category
- Featured Section Label
- Also included on VisitSaltLake.com



SKI CITY MEDIA KIT

Online Advertising: SkiCity.com



Responsive website design allows advertisements to display on all devices.

PAGE SPONSOR

- Secure targeted placement on category-specific pages for premium visibility
- Creative must be relevant to page content
- Photo (300 x 121 pixels)
- Headline (35 characters)
- Body (100 characters)
- Linked to website


RESTAURANTS

DINING IN SALT LAKE

You're never far from your next great meal in Ski City. From great American classics to diverse and ethnic foods from every corner of the world, you will find exactly what your taste buds are craving here.

Salt Lake is home to more than 2,000 restaurants. Award-winning, Michelin-starred restaurants; fast, casual mid-range diners and cafés; and budget friendly delis all call Salt Lake home. National and regional restaurant chains line major streets while local eateries dot Salt Lake. With a range of price points and menu options, there's something for even the pickiest eaters.

Use the tool below to filter restaurants by price, rating, category and/or location to help you plan your Ski City vacation.



Dining Paired with Fresh Mountain Air
After a day on the trails or the slopes, revel over the day's adventures with a cocktail or glass of....
[Find Out More](#)

Get the latest articles, ski reports and Salt Lake deals by signing up for the Ski City newsletter.

Request a Winter Planner

SCOTT
LANGE
DYNASTAR

RUN OF SITE BANNER

- Be seen on nearly every page of the website with title, image, tag line and website link
- Photo (610 x 397 pixels)
- Headline (35 characters)
- Body (25 characters)

MOBILE BANNER

- Give "ready-to-spend" visitors one-click mobile access to your business NOW
- Photo (69 x 44 pixels)
- Headline (25 characters)
- Call-To-Action (30 characters)



VISIT SALT LAKE MEDIA KIT

PRINT ADVERTISING: Salt Lake Official Visitors Guide



In this award-winning tourism guide you can discover the best local restaurants, attractions, visual arts, shopping, nightlife, and outdoor sports. The *Salt Lake Official Visitors Guide* gives visitors the information they need to explore our unique state and make the most of their visit in Utah.

Bonus: The *Official Visitors Guide* will be featured in a digital format at visitsaltlake.com for the duration of its newsstand life.

- 75,000 - Spring/Summer issue
- 75,000 - Fall/Winter issue
- Mailed by request
- Distributed to over 250 locations

DISTRIBUTION

Visitor Info
(Salt Palace Convention Center)
Utah Office of Tourism

Statewide Visitors Centers
State Wide Chambers of Commerce
Area Restaurants and

Businesses
Shopping Malls
Attractions and Venues
Airport

Travel Agents
Hotels and Motels
RV Campgrounds
Requested Informational

Packets
Meeting Planners

AD SIZES

2 Page Spread Trim Size	10.5" x 8.375" (width x height)	Full Page Trim Size 5.25" x 8.375" (width x height)	Half page 4.375" x 3.625" (width x height)	1/3 Page Formatted - Dining 4.375" x 2.375"
2 Page Spread With Bleed	11" x 8.625" (width x height)	Full Page With Bleed 5.5" x 8.625" (width x height)		

PRESS READY REQUIREMENTS

- Supported files: Indesign (must be packaged with all images and fonts), PDF/X-1a, Adobe Illustrator eps, and Adobe Photoshop tiff (flattened).
- All graphics should be 300 ppi at the actual printing size and in CMYK.
- Convert all Pantones to CMYK.
- Use support black for solid blacks: C 40 M 30 Y 30 K 100
- Double check PDF for separation and overprint problems.
- Create registration/crop marks outside of the bleed area.
- Keep important information at least .5 inches from the trim edge (Live area, 4.75 x 7.875).
- Preferred file delivery methods are, Dropbox, Hightail, and e-mail if under 10mb.

2019 DEADLINES	SPACE CLOSE	DESIGN MATERIALS	PRESS READY	PUB DATE
Spring/Summer 2019 Issue	April 3	April 8	April 19	May 13
Fall/Winter 2019-20 Issue	July 31	August 5	August 23	October 13

Compiled by the Editors of
saltlake
MAGAZINE

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saltlakemagazine.com | 515 S. 700 East, Trolley Corners Ste. 3-i SLC, UT 84102



For sales information: Elizabeth Brown | ebrown@visitsaltlake.com | 801-534-4981 or sales@saltlakemagazine.com

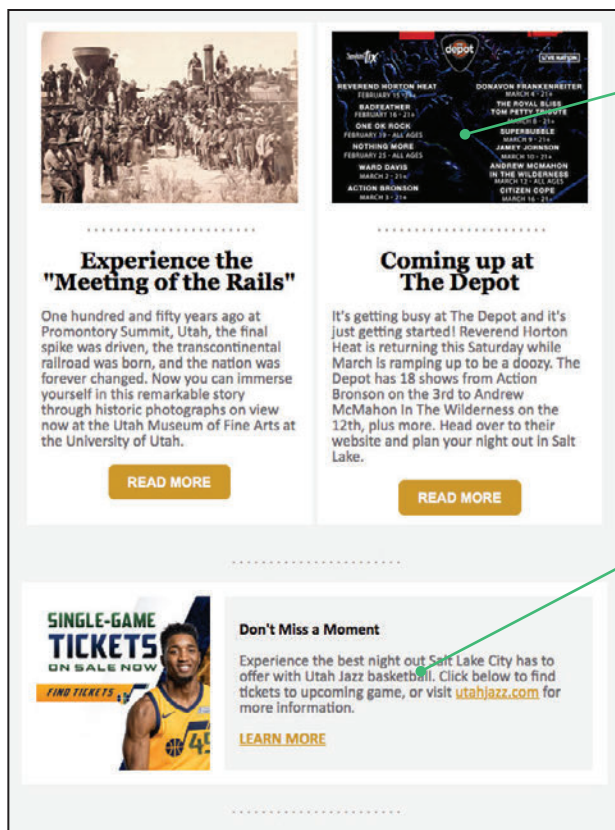
VISIT SALT LAKE MEDIA KIT

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 (not words) including spaces
- Copy - 300 characters (not words) including spaces
- URL Link - click on image at top and button: Read More, Buy Tickets, More Info, etc.

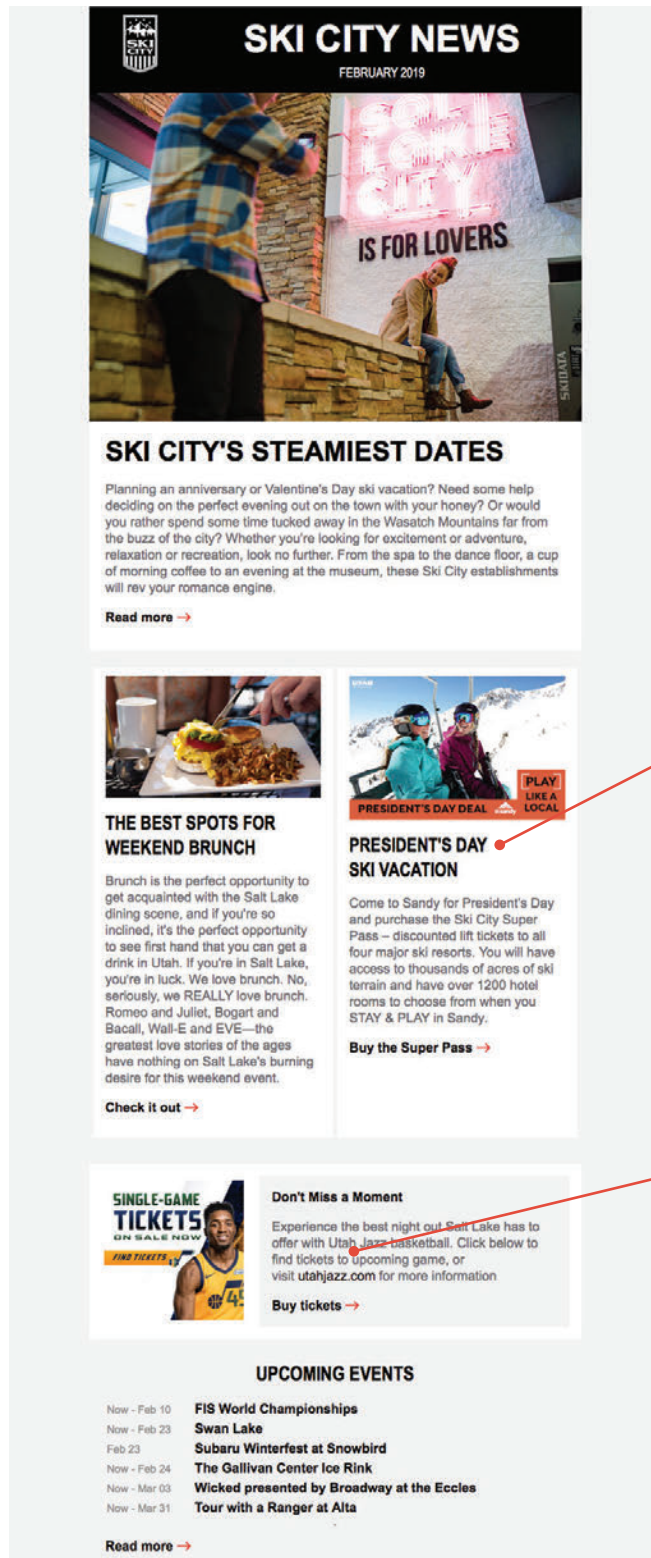
2. E-Newsletter Ad

- Image - 400 px width x 400 px height, no animation - GIF or JPG
- Headline - 30 characters (not words) including spaces
- Copy - 150 characters (not words) including spaces
- URL Link - click on image and text link: Learn More, Read More, Buy Tickets, etc.



SKI CITY MEDIA KIT

Advertising: Email Newsletter



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 (not words) including spaces
- Copy - 300 characters (not words) including spaces
- 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 (not words) including spaces
- Copy - 150 characters (not words) including spaces
- URL Link - click on image and text link: Learn More, Read More, Buy Tickets, etc.

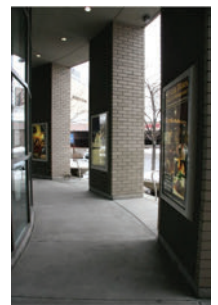
VISIT SALT LAKE MEDIA KIT

DURATRANS ADVERTISING: Salt Lake Visitors Information Center, Mountain America Exposition Center, and Salt Palace Convention Center

Duratrans are back-lit poster boards framed in glass and back lit for optimum clarity. These boards are single eye-catching images that tell the story and intrigues the viewer enough that they want more. A simple, short message is called for here.

Salt Lake Visitors Information Center

Located just outside the entrance to the Visitors Center, at the Salt Palace Convention Center these boards are prime spots for advertisers within walking distance of the Visitors Center in the downtown area.



DURATRANS SPECS: 35.5" width x 60" height at 100 dpi • Save file as JPG or PDF

Mountain America Exposition Center

With over 520,000 visitors and attendees annually, and most of those Utah residents, these well-placed advertising boards are perfect for restaurants, shopping, and entertainment advertisers.



DURATRANS SPECS:

40" width x 40" height at 100 dpi

80" width x 40" height at 100 dpi

Save file as JPG or PDF



VISIT SALT LAKE MEDIA KIT

DURATRANS ADVERTISING: Salt Lake Visitors Information Center, Mountain America Exposition Center, and Salt Palace Convention Center

Salt Palace Convention Center

Reaching over a million convention exhibitors, attendees, visitors, and guests throughout a year, these locations are prime for businesses looking to reach out of state visitors and locals alike.



UTAH THE BEAUTIFUL - 6 Ad Spaces
39 7/8" width x 29 3/4" height at 100 dpi
Save file as JPG or PDF



GREAT RESTAURANTS - 15 Ad Spaces - 2 Display Areas:
40" width x 12" height at 100 dpi • Save file as JPG or PDF



SHOP TIL YOU DROP - 3 Ad Spaces:
47 7/8" width x 67 7/8" height at 100 dpi
Save file as JPG or PDF



SQUARE - 2 Horizontal Shared Ad Spaces or 1 Single Square Ad Space
40 1/4" width x 40" height at 100 dpi
Save file as JPG or PDF



LARGE VERTICAL - 1 Ad Space
30 1/8" width x 40" height at 100 dpi
Save file as JPG or PDF



LARGE HORIZONTAL - 2 Ad Spaces
61 7/8" width x 42 3/4" height at 100 dpi
Save file as JPG or PDF

