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

For pricing and program details: Elizabeth Brown | ebrown@visitsaltlake.com | 801-534-4981
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**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

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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
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**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
Responsive website design allows advertisements to display on all devices.

**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)

**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)
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)

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
SKI CITY MEDIA KIT
Online Advertising: SkiCity.com

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 cafes, and budget friendly eats all call Salt Lake home. National and regional restaurants claim the major streets while local eateries dot Salt Lake. With a range of price points and menu options, there’s something for every pickiest eater.

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

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
RESPONDENTS

DINING IN SALT LAKE

You’re never far from your next great meal in Salt Lake. From great American classics to diverse and exotic foods from every corner of the world, you'll 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 family-friendly eats 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 every 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.

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

Packets
Meeting Planners

AD SIZES

2 Page Spread
Trim Size
10.5” x 8.375”
(width x height)

With Bleed
11” x 8.625”
(width x height)

Full Page
Trim Size
5.25” x 8.375”
(width x height)

Full Page
With Bleed
5.5” x 8.625”
(width x height)

Half page
4.375” x 3.625”
(width x height)

1/3 Page
Formatted - Dining
4.375” x 2.375”

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.

SEND YOUR FILES

Email us
Hightail.com
Dropbox.com

Please email us the file name after the upload is complete.

For production information: production@saltlakemagazine.com | 801-485-5100 ext *204
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.
1. **SKI CITY NEWS:**
   - Subscribers from SkiCity.com, weekly November-April, then monthly
   - 15,340 subscribers
   - 16.69% open rate
   - 1.3% click through rate

2. **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.

3. **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.

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.

For pricing and program details: Elizabeth Brown | ebrown@visitsaltlake.com | 801-534-4981
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