

# Building Salt Lake

## Media Kit 2016-2017



**1,175 page likes**



**945 followers**



**645 email subscribers**

**Building Salt Lake** launched in 2014 and has quickly become the in-depth source for urban and community development reporting in Salt Lake City. Because “smart growth starts with us,” Building Salt Lake believes in engaging and informing its audience in how Salt Lake City grows. Building Salt Lake’s audience is engaged, intelligent, and continually expanding. Our readers include local policy makers, developers, and residents passionate about how their city grows.

### By the Numbers\*

\*Source: Google Analytics 9/20/16-10/20/16

**32,202**

**MONTHLY PAGE VIEWS**

**17,201**

**MONTHLY SESSIONS**

**8,739**

**MONTHLY UNIQUE USERS**

**3,983**

**WEEKLY SESSIONS**

To become a sponsor or advertise with us reply to [isaac@buildingsaltlake.com](mailto:isaac@buildingsaltlake.com)

**“Isaac Riddle is an important voice in telling the story of Salt Lake City's ever changing urban landscape. His website, Building Salt Lake, helps to enliven discussions around urban development and challenge readers to take part in more inclusive and holistic community building.”**

- Jason Mathis, Executive Director of the Downtown Alliance



## Our Sponsors

**Our Audience (Based on 2014 Reader Survey\* and Google Analytics):**

- Millennials make up 48 percent of our readers (18-34 years of age).
- 29 percent of readers are between 34-45 years of age.
- 23 percent of readers are over the age of 45.
- \*63 percent have a four-year or advanced degree.
- \*92 percent have had at least some college.
- \*83 percent earn over \$50,000 a year.
- While our audience is predominantly male, female readers made up 52 percent of



PASSION.  
PERSPECTIVE.  
PEOPLE.

**Our readers are engaged:**

- Sponsor logos average over 1,000 clicks each month.
- 45 percent of subscribers open emails from Building Salt Lake.
- 20 percent click to content in daily emails.

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Sponsorship Rates		Featured in Sponsor list	Featured in newsletter	Rotating sidebar ad	Free monthly sponsored post
Platinum	300/month 3000/year				
Gold	200/month 2000/year				
Silver	100/month 1000/year				
Bronze	75/month 750/year				

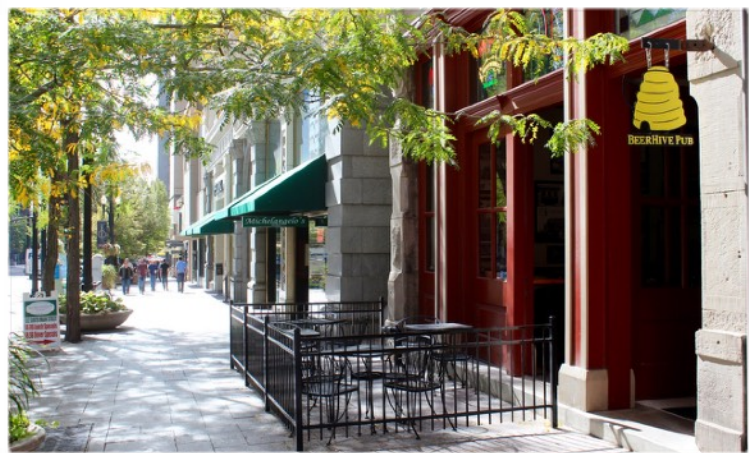
## Sponsored Posts

**Have your company featured via sponsored post. Your post will run along side regular content. \$200/post with no expiration date.**

## **Great Ad Visibility:**

**\*Building Salt Lake had 64,425 ad impressions and 123 ad clicks in Sept. 2016.**

**\*source Google AdSense**



## Ad Rates

Header Ad	125/week (fixed) 250 (rotation)
Banner Ad	100/week (fixed) 200/month (rotation)
Sidebar Ad/ Footer Ad	75/week (fixed) 150/month (rotation)
Sponsored Post (integrates with site content)	200/post No expiration date. Post will be archived like content.

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