



**BUILDING
SALT LAKE**

ADVERTISING GUIDE



Our History

Building Salt Lake was founded in 2014 to cover urban planning and development in the Salt Lake City region. We are locally owned, independent media. That means in part that none of our sponsors or advertisers have a say in our coverage.

Our mission: to provide facts-first, values-based, original reporting. We value smart growth, good urban design, and preserving and enhancing Salt Lake’s urban spaces.

Building Salt Lake is Utah’s leading urban planning and development media company. No other local media provides the project-by-project and trend coverage we’re able to provide.

*“Project-by-project and trend coverage
in one of the hottest real estate markets in the country.”*



Building Salt Lake Advertising Guide

There are a number of ways to support us while getting your brand in front of thousands of industry insiders and engaged readers every day.

Become a Building Salt Lake Year-Long Sponsor

Sponsors' year-long commitment helps provide financial support to help Building Salt Lake continue and expand coverage of smart growth and development news happening throughout the Wasatch Front.

Advertise With Us for Shorter-Term Exposure

Building Salt Lake readers are smart and engaged in their professional and personal communities. Our audience grows monthly. Advertising with us will help you reach Salt Lake's principals and professionals across the real estate development spectrum.

**Advertisers and sponsors do not receive preferential coverage from their commercial affiliation with Building Salt Lake.*



A Specialized Readership

Our readers come from every niche along the real estate development spectrum.

82%

Net Promoter Score

58%

In Managerial Roles

73%

Are 25-54 Years Old

Over 65%

Earn over Salt Lake AMI



Building Salt Lake By the Numbers

Our audience is engaged, intelligent and continually expanding. Readers include state and local policymakers, brokers, developers, builders, real estate professionals and residents looking for ways to track and influence urban growth in their neighborhoods.

A Growing Audience:

Daily Readers: 3,482 (59% increase since 2021)

Monthly Readers: 104,460 (57% increase since 2021)

Industry-Leading Email Performance:

62% of Building Salt Lake's 2,448 email subscribers **regularly read daily emails.**

Building Salt Lake's newsletter **open rate is more than double** the industry average.

Our click rate is **over 4 times the industry average.**

— Source: Mailchimp marketing benchmarks, May 2022

Social



3,089 INSTAGRAM FOLLOWERS
(27% increase since May 2022)



3,224 TWITTER FOLLOWERS
(32% increase since May 2022)



3,700 FACEBOOK LIKES
(23% increase since May 2022)



2,448 EMAIL SUBSCRIBERS
(33% increase since May 2022)



What Our Readers Say

“I read BSL to find out what is on the cusp of being built and to see the major news of projects going on. I also come to see more detail oriented articles with always the best photos and renderings one can find on a project.”

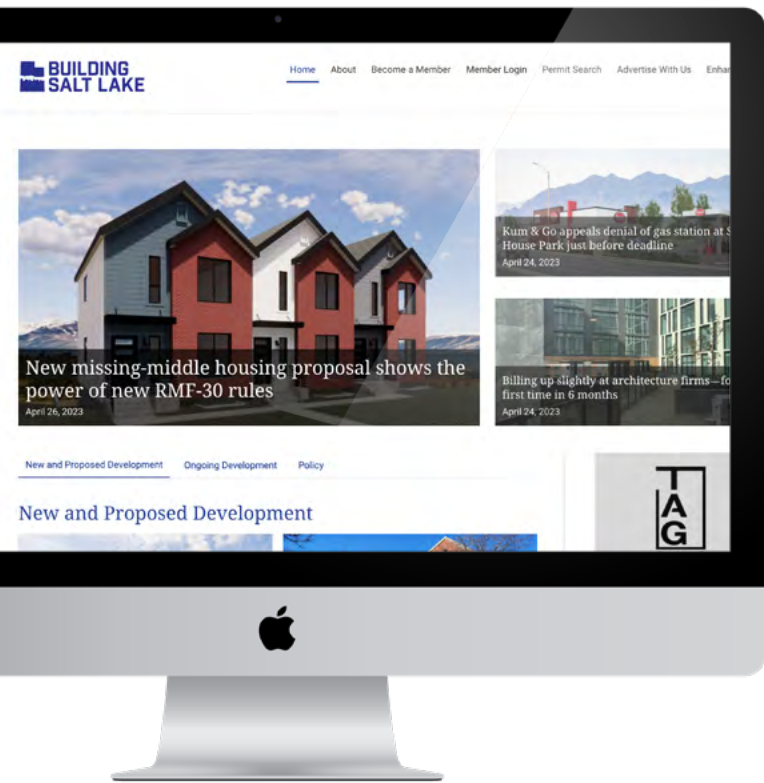
- A.A., *urbanist/hobbyist*

“This blog is awesome for staying up to date on the latest changes to my city. It’s helpful in both professional and personal capacities to understand what cranes are for what project.”

- A.O., *in real estate sales and development*

“I read the blog to keep up with real estate development projects across the city, and local legislation that impacts development and potential urban design opportunities.”

- J.B., *in architecture/engineering*

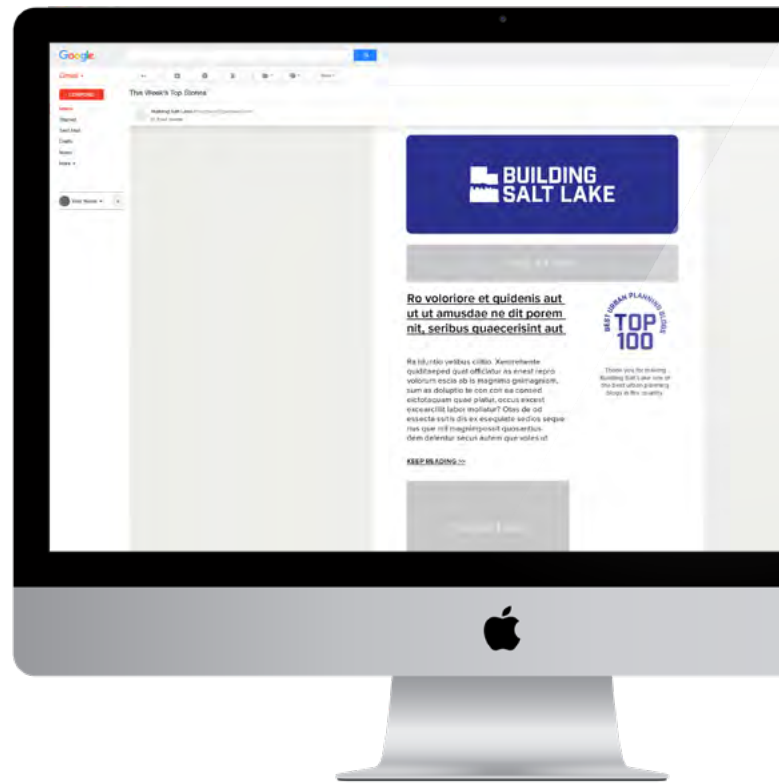


Sponsorship Information

Building Salt Lake has two levels of site sponsorship: **Gold** and **Silver**. Sponsors are placed equally according to Sponsor level. Sponsor ads rotate automatically upon each page load through our sponsor ad locations across the site. Gold Sponsors' ads appear twice as often as Silver Sponsors'.

Sponsors' wordmark logos also appear in black and white in a carousel that is also democratized. The order is randomized per page load for equal treatment. Gold Sponsors appear in the Gold Sponsor carousel. Silver and Gold Sponsors appear in the general sponsors carousel lower on the site.

All Gold Sponsors' wordmark logos appear in the Building Salt Lake daily email, which is sent every morning following the publication of a new story, 2-3 times per week. Additional emails are occasionally sent throughout the year.



NEW FOR 2023: Email Sponsorships

In 2023, we're introducing email sponsorships. Get your brand placed at the top of our daily emails. The placement typically has high engagement.

Short-Term Sidebar Advertising

Short term advertisements offer the ability to reach our audience on a short-term basis, whether that's to highlight a short-term offering, special financing from lenders or a new entry into the market. Advertisements are treated the same as Silver Sponsorships.

Building Salt Lake has a professional graphic designer available at \$100/hour.

Sponsorship Opportunities — Website



Home About Become a Member Member Login Permit Search Advertise With Us Enhanced Search



New and Proposed Development Ongoing Development Policy

New and Proposed Development



Banner Ad

The very top of the site, visible to every site visitor, on every visit. Our highest impact placement.

Limit four weeks

Sidebar Ad

Share our dynamic sidebar with our sponsors. Your ad will rotate with the same frequency as Gold and Platinum level sponsors.

No term limit

Inset Ad In Story

Usually our story content is uninterrupted by ads. This option inserts your ad whenever a user clicks on any of our stories. It's the second-most visible ad placement on the site.

Limit eight weeks

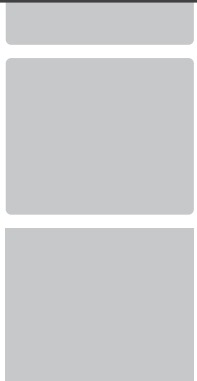
Ra iduntio velibus cillitio. Xerorehente quiditaeped quat officiatu as enest repro volorum escia ab is magna gnumagniam, sum as doluptio te con con ea consed eictotaquam quae platur, occus excest excearcillit labor mollatur? Otas de od essecta ssitis dis ex esequiate sedios seque nus que mil magnimpossit quosantius dem delentur secus autem que voles ut escipsant molore lam ea sequi con con rerumet atur sa iliae coris ditiorat. Ulloreium fugiti bla volorest et elecabo. Nem qui a non plat quam fugit veliciur, cupateme la que aut eum sequo qui undi dit omnitae ne pariatas aborrorrecae quaeMagnam, consend erepre ipsam fuga. Ut reicid quibuscia sumquis corissi dolo molo execat ut as quam quibus



Ra iduntio velibus cillitio. Xerorehente quiditaeped quat officiatu as enest repro volorum escia ab is magna gnumagniam, sum as doluptio te con con ea consed eictotaquam quae platur, occus excest excearcillit labor mollatur? Otas de od essecta ssitis dis ex esequiate sedios seque nus que mil mag nimpssit quosan tius dem delentur secus autem que voles ut escipsant molore lam ea sequi con con rerumet atur sa iliae coris ditiorat. Ulloreium fugiti bla volorest et elecabo. Nem qui a non plat quam fugit veliciur, cupateme la que aut eum sequo qui undi dit omnitae ne pariatas aborrorrecae quaeMagnam, consend erepre ipsam fuga.

Ut reicid quibuscia sumquis corissi dolo molo execat

As quam quibus evenimimis doluptaecom latur? Aceate non estiasi bea dunt, omnis mi, con pliquo et as dis apitemperrum volupta turibus, consero inumEvellest utatio de lat aut acepro voluptum nonessi moloribus asi to blab intis arcienem ius quidi ut vent officiatem ex essimus et volorio berspid ex expe reium culparc hillam ius. sit et



Get Building Salt Lake in your inbox

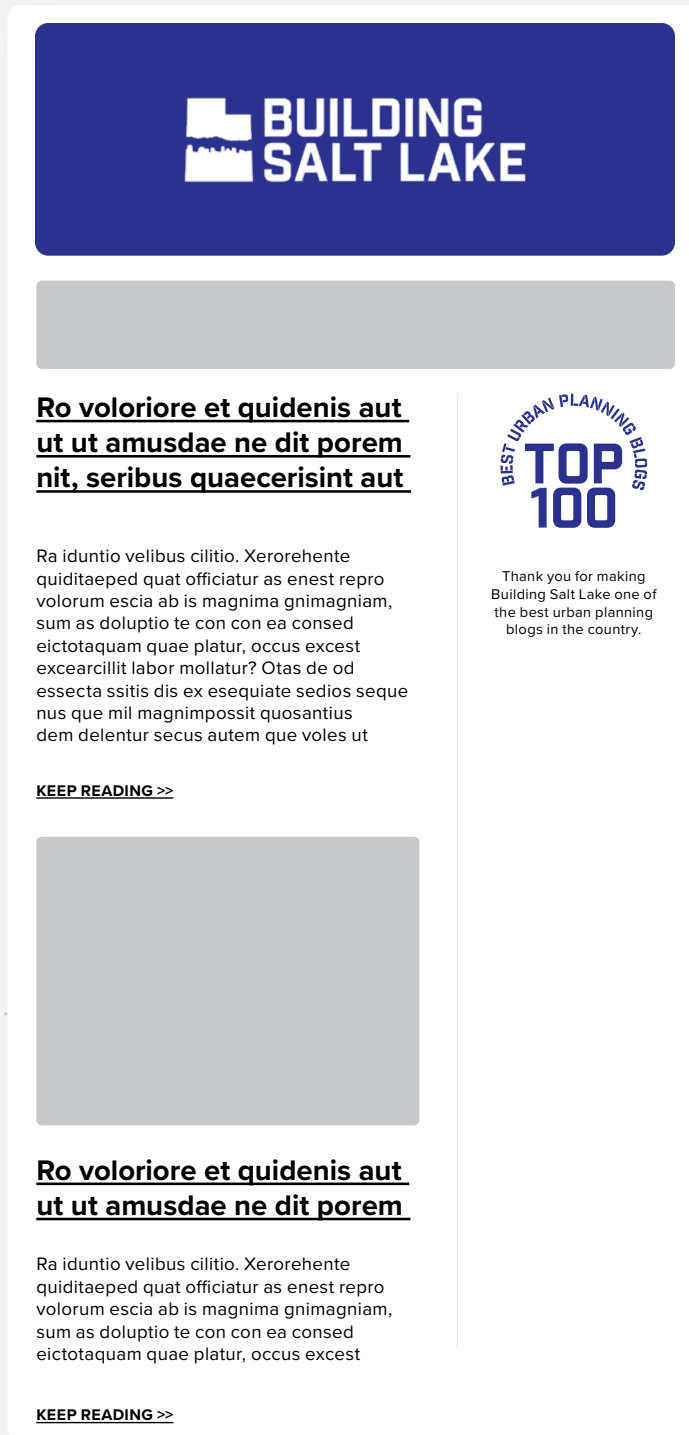
* Indicates required

Email Address *

SUBSCRIBE



Sponsorship Opportunities — Email



The image shows a mockup of an email banner advertisement. At the top is a dark blue rectangular banner with the 'BUILDING SALT LAKE' logo in white. Below this is a grey rectangular placeholder. The main content area features a headline in bold, underlined text: 'Ro voliore et quidenis aut ut ut amusdae ne dit porem nit, seribus quaecerisint aut'. This is followed by a paragraph of placeholder text. To the right of the text is a circular badge that reads 'BEST URBAN PLANNING BLOGS' around the perimeter, with 'TOP 100' in the center. Below the badge is a short paragraph of text: 'Thank you for making Building Salt Lake one of the best urban planning blogs in the country.' At the bottom of the main content area is a 'KEEP READING >>' link. Below the main content is a large grey rectangular placeholder for an inset ad. At the bottom of the entire email layout is another instance of the headline and placeholder text, followed by another 'KEEP READING >>' link.

Email Banner Ad

The highest visibility within our daily and featured emails, right at the top.

Limit 12 weeks

Inset Ad In Email Story

Your ad image placed within our daily and featured emails.

Limit eight weeks



For Pricing, Contact:

Taylor

E: taylor@buildingsaltlake.com

Luke

E: luke@buildingsaltlake.com