Media Kit

Prepared for:

Prepared by: Stuart Melling, July 17, 2018

Version 1.01

What

The Utah Review is Utah's premier online magazine covering the local arts scene. The Utah Review's content is syndicated by both Google News and Bing News and has been featured by organizations such as Visit Salt Lake. Our work has been critically recognized multiple times by the Utah Society Of Professional Journalists.

Why

As traditional print media wanes, so too does the critical coverage of Utah's local arts scene. The Utah Review seeks to shine an informative light on this vibrant community of artists, events and organizations.

As such, over the last few years The Utah Review has been invited media to cover events such as:

Sundance Film Festival
The Utah Arts Festival
Taste Of The Wasatch
FanX / Salt Lake Comic Con
Outdoor Retailer

Who

We're a collection of SLC locals with a broad and deep experience in social, print, radio and TV media. Our award winning roster of contributors are well known throughout the state for providing quality journalism across a range of subjects. At The Utah Review they come together to focus squarely on the arts scene.

The Utah Review

Bringing you the best of your Utah. News, reviews, events and more.

Salt Lake City, Utah

SPONSORSHIP OPTIONS

Run Of Site

We offer four banner ad slots across The Utah Review. We allow only one Run Of Site (RoS) sponsor at any given time to give our RoS sponsor the maximum exposure for their promotion. The banner slots available are as follows:

1 x 728x90 pixel leaderboard ad, above the fold, above the start of post content
1 x 728x90 pixel leaderboard ad, below the fold, after paragraph four of post content (if available)
1 x 300x250 pixel square box, above the fold, right hand column
1 x 300x250 pixel square box, below the fold, right hand column

The RoS option is a perfect choice for sponsors who have an immediate message to relay:

upcoming shows
ticket sales
special performances
Important announcements

RoS requires a minimum two week commitment. We have no maximum buy out restriction.

Targeted Ads

Our targeted ads focus on user intent, appearing only on pages matching certain Tags. A sponsor using our targeted ad system could have their ad item displayed on every page matching their business or organization name. Tags can be seen at the end of each article of the site, denoted by the "Tagged With". Authors always Tag an article with the business, organization, person or event detailed within.

Targeted ads can appear as popup windows, slide in elements, complete screen takeovers or inserts into the native content itself.   Examples of these ad elements can be seen can be seen on our sister site, Gastronomic SLC:

Pop up with three second delay
Bottom scroll in, no delay, time limited
Full screen takeover after five seconds

<u>After post insertion</u>

Targeted ads can display countdown clocks, special offers, discount coupons, general info, images or lead generation forms. In the case of the latter, we need the API key for your preferred email list platform (Mail Chimp, Constant Contact etc).

Targeted Ads make for an exceptionally focused option for communicating directly to readers of The Utah Review with a specific affinity for your business, organization or event.

PRICING

Description	Price per week		Min commit
Run Of Site	$	100.00	2 weeks
Targeted Ads	$	12.50	4 weeks
Social	TBA		

CONTACT DETAILS

Please contact Stuart for all items relating to sponsorship.

Snail mail

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Principals

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