



Media Kit for 2015

Building Salt Lake is 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.

Introductory Ad rates

	Rotation
Banner Ad	100/week (fixed) 300/month (rotation)
Sidebar Ad	75/week (fixed) 225/month (rotation)
Footer Ad	50/week (fixed) 150/month (rotation)

**48,459 ad
impressions
for Oct. 2015**

Analytics for Sept.-Oct.	Page Visits	Unique Users
Weekly Average	4,745	2,172
Monthly Average	20,949	8,759

Our Audience (Based on 2014 Reader Survey):

- 70 percent are under the age of 35.
- 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.

720x90 Banner Ad

Sponsor Logos 125x125

Sidebar Ad 300x250

Footer Ad 300x250

Footer Ad 300x250

Footer Ad 300x250