



# 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.

**sponsor logos  
average 1,331  
ad clicks per  
month**

**There are two levels of sponsorship:  
Tier 1 and Tier 2.  
Both sponsors get a their logo  
featured in the sponsor’s section.  
Tier 1 includes a rotating 300x250 ad.**

**Tier 1  
sponsor  
rates**

Monthly	150/month
Yearly	1500/year

**50,641 ad  
impressions  
for June 2015**

**Tier 2  
sponsor  
rates**

Monthly	100/month
Yearly	950/year

Analytics for August-October	Page Visits	Unique Users
Weekly Average	4,503.1	2,066.3
Monthly Average	18,012.4	8,265.2

## 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.

The screenshot shows the Building Salt Lake website interface. At the top, there is a navigation bar with the site logo and a search bar. Below the navigation, a featured article titled "New library ready to serve the Glendale community" is displayed with a large image of the library building. To the right of the main content is a sidebar titled "Popular Posts" which includes a section for "Sponsor Logos" with a 125x125 pixel ad and a "Sidebar Ad" with a 300x250 pixel ad. The website also features a "Greater" logo with the tagline "Straightforward banking" and a "Find homes" button.