



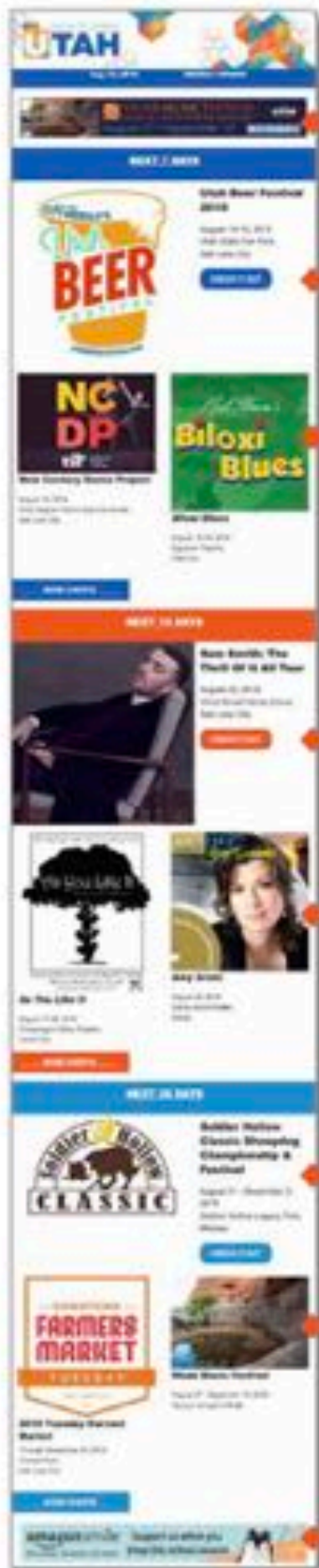
**Featured Video**

**Homepage Side Banner Ad**



**Premium Placement:  
Homepage Spotlight Event**

1 of 5 rotating spotlight events  
Event details pulled from NowPlayingUtah.com



## Advertising Opportunities

**Sponsor Ad**

**Spotlight**

**Featured Events**  
2 spots available

**Spotlight**

**Featured Events**  
2 spots available

**Spotlight**

**Featured Events**  
2 spots available

**Blast Banner Ad**

### Weekly Email Blast Events & Ads

- Emailed every Tuesday
- Over 8,000 subscribers
- 18% open-rate / 3% CTR
- Spotlight and Featured Events are pulled from event listings on NowPlayingUtah.com

### BY THE NUMBERS

1.3 million unique annual visitors  
116,000 annual monthly visitors

#1 city is SLC: 21.78%  
#2 city is LA: 3.82%

73.39% are in UT  
7.36% are in CA  
1.91% are in ID  
1.58% are in CO

27.19% are 25-34  
22.18% are 35-44  
39% are over 45  
58.6% are female

ONLINE ADVERTISEMENTS	WEEK	MONTH
Run of Site Banner Ad	\$75	\$200
Featured Video (Top placement on Home Page)	\$100	\$300
Videos must be no longer than 3 minutes length / Available 1 month at a time maximum / Must be hosted on YouTube.com or Dropshots.com - provide embed code		

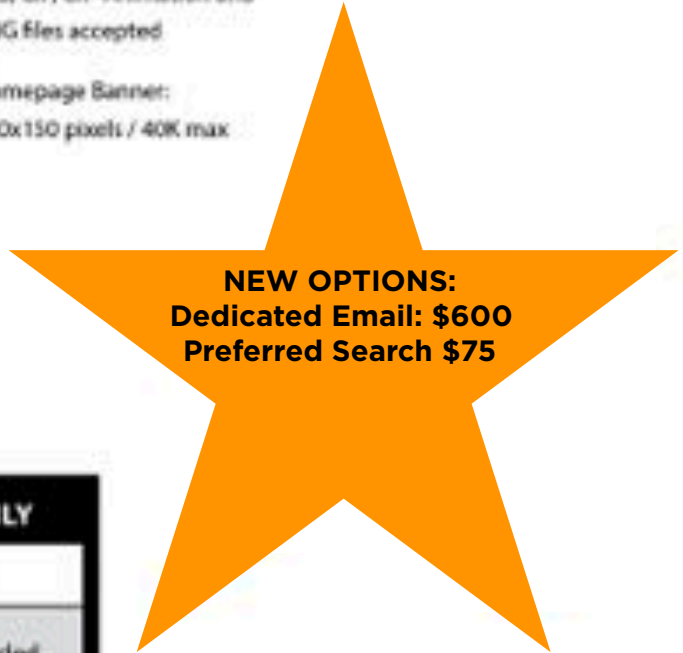
**ARTWORK DUE:** 1 week prior to ad run

**SUBMIT ARTWORK TO:** npusupport@nowplayingutah.com

JPG, GIF, GIF-Animation and PNG files accepted

Homepage Banner:

300x150 pixels / 40K max



PREMIUM PLACEMENT	WEEKLY	MONTHLY
Homepage Spotlight Event	\$100	n/a
1 of 5 rotating events / Available 1 week at a time maximum / No artwork needed		

Homepage Spotlight Event is run of site

WEEKLY EMAIL BLAST	PER EMAIL BLAST
Email Blast Spotlight Event	\$150
Available 1 per month maximum / No artwork needed	
Email Blast Featured Event	\$100
Available 1 per month maximum / No artwork needed	
Email Blast Sponsor Ad	\$125
Email Blast Banner Ad	\$75

**ARTWORK DUE:** Friday prior to Tuesday email blast

**SUBMIT ARTWORK TO:** npusupport@nowplayingutah.com

JPG, GIF, GIF-Animation and PNG files accepted

**Sponsor and Blast Banner Ads:**

560x76 pixels / 25K max

**Spotlight Event Image/ad: 360 x 360 pixels**

**Featured Event Image/ad: 270 x 270 pixels**

**Preferred Search pushes your event first when consumers search for related keywords**

**Dedicated email blasts allow you to highlight 1 or more events to our newsletter list**

TO ADVERTISE WITH NOW PLAYING UTAH CONTACT:

**Kylie Howard**

**[kylie@nowplayingutah.com](mailto:kylie@nowplayingutah.com) // 801.341.9121**