



Datafeed Options & Pricing

Robust Event Calendars Made Easy

Export Type

I-Frame Widget

This option is the most basic option we provide. It is a plug-and-play solution that can be placed on your website as soon as it is provided to you and always includes the latest published events. This option does not have the ability to change the style of how things look, but it does have built in search and sort capabilities.

XML Feed

The XML feed is our most popular option. It provides a formatted list of events for you to use on your website. This option does not include search and sort capabilities. It leaves the style of displaying events up to your website/database integration. You will need to have your own solution for display and sorting of the events. NowPlayingUtah provides the information only. This option does have filtering capabilities so you only receive the events that are pertinent to your needs.

XML Feed WordPress Plugin

If your website is a WordPress site, there is a plugin you can get to add an events calendar to your site using the XML feed. This option is a plug and play solution that has some of the flexibility of the XML feed with the ease of the i-Frame widget. The plugin provides the search and display capabilities without you needing to program those items.

JSON API

This option provides the most robust set of information for the calendar feed. It is the only option that can include the entire set of NowPlayingUtah.com events that have been published. It does not have any filtering options available on the syndication feed side. Similar to an XML feed, we provide the data and you decide how to display and filter it on your end.

Annual Pricing
\$3,000

\$5,000

\$5,000

\$10,000

Events

6,000+ Events listed annually
2000+ Events on a given day
40% User-submitted
60% Curated by content team

Additional Features

Customizable by Category
Customizable by Location
Customizable by Venue
Customizable by Date Range
Ongoing Customer Support

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