

SkiTownRestaurants.com



The Ultimate Ski Town Dining Guide

Partnered with TasteofParkCity.com & TasteofSaltLakeCity.com

2013 Media Kit



Gain Undivided Attention with Affordable Targeted Advertising

Ski Town Restaurants is owned and operated by Park City locals with extensive hospitality, restaurant, and digital marketing experience. Our online restaurant guide is for both locals and visitors to familiarize themselves with the restaurants and dining options in and around ski towns of their choosing. Our mission is to provide a user-friendly and informative website that will make our visitor's lives easy and their stomachs satisfied.

Why Advertise with us?

- We want to increase your online presence and enhance your online marketing exposure in the most targeted way possible.
- We have a highly targeted audience, digital marketing expertise, and can get your ads in front of the right eyeballs you need!
- We are here to support a local economy, we offer affordable advertising opportunities that are a fraction of the cost compared to other local advertising.
- We ensure guaranteed premium placement and that your advertisement remains visible to each and every one of our readers.
- In order to guarantee your ad will be viewed, we limit the amount of sponsors for each type and size of ad.



In Depth Understanding of Our Audience and Your Customers

Target Demographics

Buying online ad space is great, but how do you know your ads are being served to the right audience?

Audience Insights

- 68% of traffic is from the mountain west region
- Top States where our audience lives:
 - Colorado (39.5%)
 - Utah (16.83%)
 - California (8.29%)
 - New York, Washington, Texas, Florida (18.94%)
- Top Cities where our audience lives:
 - Denver, Park City, Steamboat Springs, Salt Lake City, Breckenridge, New York, Los Angeles, Winter Park, Seattle, Aspen, San Francisco
- 40% of traffic is 25 – 34 years old
- 35% of traffic is 34-45 years old
- 92% of traffic is college educated
 - *65% overall traffic has completed graduate school*
- 63% of traffic reports earning \$100K+ salaries
- 74% of traffic reports having children



Where You Advertise Matters: Site Metrics and Traffic Sources

Site Metrics

We implement the best in SEO tactics so that our site is a relevant space for your brand. We guarantee the perfect mix of tourists vs. local residents & new vs. returning visitors so that your ads retain high impact performance

2012 Site Metrics & Traffic Insights

- 2.6MM ad impressions served
- 3:45 minutes average time on site
- 3.79 average page views/user
- 281K unique visitors
- 71% new vs. 28.9% returning visitors
- 73% search traffic from Google and Bing
- 26.7% referral/direct traffic sources
 - UrbanSpoon
 - TripAdvisor
 - NY Times
 - Yelp
 - Resort Quest

2012 Banner Ad Performance Baselines

- Skyscraper (160x600): 0.82% CTR
- Rectangle (300x250): 0.73% CTR
- Leaderboard (728x90): 0.56% CTR
- Average eCPC: **\$2.43**
 - Based on a \$15/CPM and 0.52% CTR
 - The lower the estimated cost per click, the more you save money on getting visitors to your site



Getting Your Brand in front of Our Audience: Digital Marketing

Affordability and Making Your Dollar Count

We know exactly how are you work to make your business a profitable entity. That's why we are focused on getting you the most value for your marketing demand. Let us help you make more money, not waste more money!

Banner Specs & Available Advertising

- Standard IAB ad placements available
 - 160x600, 300x250, and 728x90
- HTML 5, rich media, flash, and standard units accepted
- Ad creative services available upon special request
- Competitive separation guaranteed
- Specific city and/or site sponsorship available
 - Includes road blocked placements and full branded site skin
- CPM based pricing w/ discounts for large volume purchases
 - Pricing starts at \$15/CPM w/ min. purchase of 100K impressions





Start Planning Your Digital Marketing Plan Today!

Let Us Help You

We offer superior client account management, day-to-day optimization strategies, and weekly reporting to make sure your digital marketing efforts are successful.

Interested in advertising on SkiTownRestaurants.com and its sister sites? Contact us for more information.

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