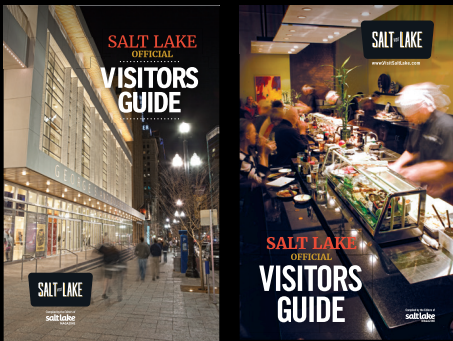


SALT LAKE OFFICIAL VISITORS GUIDE



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Distributed to over 250 locations

ADVERTISING RATES

\$4900 Full Page

\$2900 Half Page

\$1250 Formatted Dining

*Guaranteed position add 15%

In this award-winning tourism guide, published for Visit Salt Lake, you can discover the best local restaurants, attractions, visual arts, shopping, nightlife, and outdoor sports. The **Salt Lake Official Visitors Guide** gives visitors the information they need to explore our unique state and make the most of their visit in Utah.

Bonus: The Official Visitors Guide will be featured in a digital format at visitsaltlake.com for the duration of its newsstand life.

1/3 page Formatted Dining

Full Page

Half Page

The primary sources that impact a final decision during the planning of a trip are based on:

- 57% - The Internet
- 48% - Word of mouth – recommendations from friends & relatives
- 32% - Printed brochures
- 25% - Maps or guides
- 15% - Mobile apps
- 8% - Billboards, signage & advertising

Printed brochures, maps and guides impacted the final decision one-third of the time – behind the Internet and word of mouth.*

During a trip, additional decisions are made as follows:

- 81% - from locally distributed brochures
- 70% - Internet
- 66% - Friends, relatives
- 63% - Maps or guides
- 34% - Mobile apps
- 31% - Billboards, signage and advertising

Seven out of ten visitors pick up at least one brochure while on a trip. Of those, nearly half (42%) plan on purchasing goods or services as a result of picking up their brochure.*

*Study on The Need for Printed Materials conducted by Center for Marketing Technology at Bentley, University in Waltham, Massachusetts 2012.

ISSUE DEADLINES	SPACE CLOSE	PRESS-READY	PUB DATE
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