THE SALT PROJECT
THINGS TO DO IN UTAH WITH KIDS!

Thank you for your interest in advertising with The Salt Project! Check out the info below, and feel free to e-mail us with any questions you may have.

Advertising with The Salt Project is more than just placing an ad - we customize each marketing package to make sure your information is reaching our audience at its full potential, and that you're getting noticed. Our in-person experiences with you are what make advertising with us different.

ABOUT THE SALT PROJECT

The Salt Project is a Travel Website that focuses on things to do In Utah. If you are interested in targeting Utah Families, The Salt Project is a perfect fit for you! The majority of our readers are located in Utah, female, and between the ages of 25-45. Most are mothers as well.

Our goal is to provide our audience with reliable and REAL information about activities, products, events, businesses and grub here in our wonderful state. We strive to communicate openly with them via social media, blog posts/comments, and newsletters. The Salt Project carefully selects advertising partners that fit our readers' needs. Our audience trusts us, and we love providing them with local gems we've discovered.

As a partner, you will become a part of our wonderful community or readers, and we will always help to promote your business as best we can.

Would you like to collaborate?

SOCIAL MEDIA REACH

INSTAGRAM: followers	7,835
FACEBOOK: followers	1,345
PINTEREST: monthly views	57,741

WEBSITE (Average Monthly)

Unique Page Views:	15,000
Unique Visitors:	4,600
Avg. Time on Site:	2:38

DEMOGRAPHICS

Gender:	82.9% Female

Age:

18-24:	10.32%
25-34:	40.3%
35-44:	35.03%

Location:

Utah:	70.7%
California:	10%
Colorado:	3%

BRANDS WE'VE WORKED WITH

- KSL Studio 5
- Young Automotive Group
- Utah Museum of Natural History
- Larry H. Miller Megaplex Theaters
- iFly Ogden
- Thanksgiving Point
- Seven Peaks
- The Leonardo
- Utah Flying Trapeze
- Slide the City
- and hundreds more!

MARKETING PACKAGES

Blog Post | $100 (Most Popular)
We write about in-person experiences. We would prefer you to host The Salt Project, so we may give an honest, open opinion about your product or service. We also recommend hosting a giveaway in addition to your blog post. This is a great way to get more interaction with our readers.
- Giveaways require our readers to follow/like/share at least one of your social media properties (Instagram performs best)
- Giveaways are always held on Wednesdays and run until Saturday at Midnight.
- Minimum givaway of: $25 value or a pass for a family of four.

Product Review | $35
- The Salt Project is made up of three families, so you may decide on how many items you would like us to review.
- Minimum of $35 in product
- We do not do product specific posts. Instead we prefer to naturally work the item into our posts.
- Includes 1 Instagram/Facebook Shout-Out

Ad in the Salt Project Shop | $15
1 month Ad in our deals section to show off your product/services on the Salt Project Shop Page.

Instagram Shout-out | $25
1 Instagram Shout-out
- Events, Discounts & Coupons, just about anything.

Instagram Giveaway Only | $40
1 Instagram Giveaway
- Includes Verbiage and readers will be required to follow your IG account as well as ours.

Small Monthly Package | $50
- 1 Ad on our Salt Project Shop that can be changed once each month
- 1 social media blasts on Facebook, Instagram, Twitter, or Pinterest
- Additional social media blasts $25 each
- Support and advice for your campaign for the duration of your ad

Large Monthly Package | $100
- A 260 x 260 image ad on our website Sidebar that can be changed once each month
- 1 Ad on our Salt Project Shop that can be changed once each month
- 2 social media blasts on Facebook, Instagram, Twitter, or Pinterest
- Additional social media blasts $25 each
- Support and advice for your campaign for the duration of your ad