



Advertise With Us Today

NowPlayingUtah.com (NPU) is Utah's most comprehensive and most visited state-wide arts, entertainment, and culture events website.

What is Available?

NPU offers both online and digital advertising in the form of:

- Native website advertisements
- Dedicated E-newsletters
- Event E-newsletters

Why Choose Us?

We connect you to both state-wide and out-of-state audiences as part of our growing user base.

1.4M Annual NPU native website visitors

1.9M Annual impressions on NPU events

7.7K NPU E-newsletter subscribers

Contact Us Today

You can secure your advertising today with **Benjamin Tyrrel**, NPU Sales Support Specialist, at **benjamint@utculture.org**



Advertising Pricing Sheet

Online Advertising

Rate Per Week

Homepage Spotlight Banner..... \$225

36,042 average impressions/week

- Rotating image placed on NPU’s homepage slider

Homepage Spotlight Video..... \$300

36,042 average impressions/week

- Rotating video placed on NPU’s homepage slider

Run of Site Banner.....\$125

31,085 average impressions/week, 0.13% average CTR

- Banner placed on left side of NPU’s website during user navigation

Category Search Banner..... \$125

- Banner placed above search results pertaining to NPU category

Digital Advertising

Dedicated E-mail Blast.....\$600

0.87% average CTR, 80.4 average clicks per newsletter

- E-newsletter focusing on one event sent to all NPU subscribers

E-mail Top Banner..... \$100

17% average CTR, 16 average clicks per newsletter

- Banner placed at top of NPU events e-newsletter

E-mail Spotlight Event.....\$225

0.60% average CTR, 55.1 average clicks per newsletter

- Event image, description, and link placed at top of NPU events e-newsletter

E-mail Featured Event.....\$80

26% average CTR, 24.3 average clicks per newsletter

- Event image, description, and link placed in NPU events e-newsletter

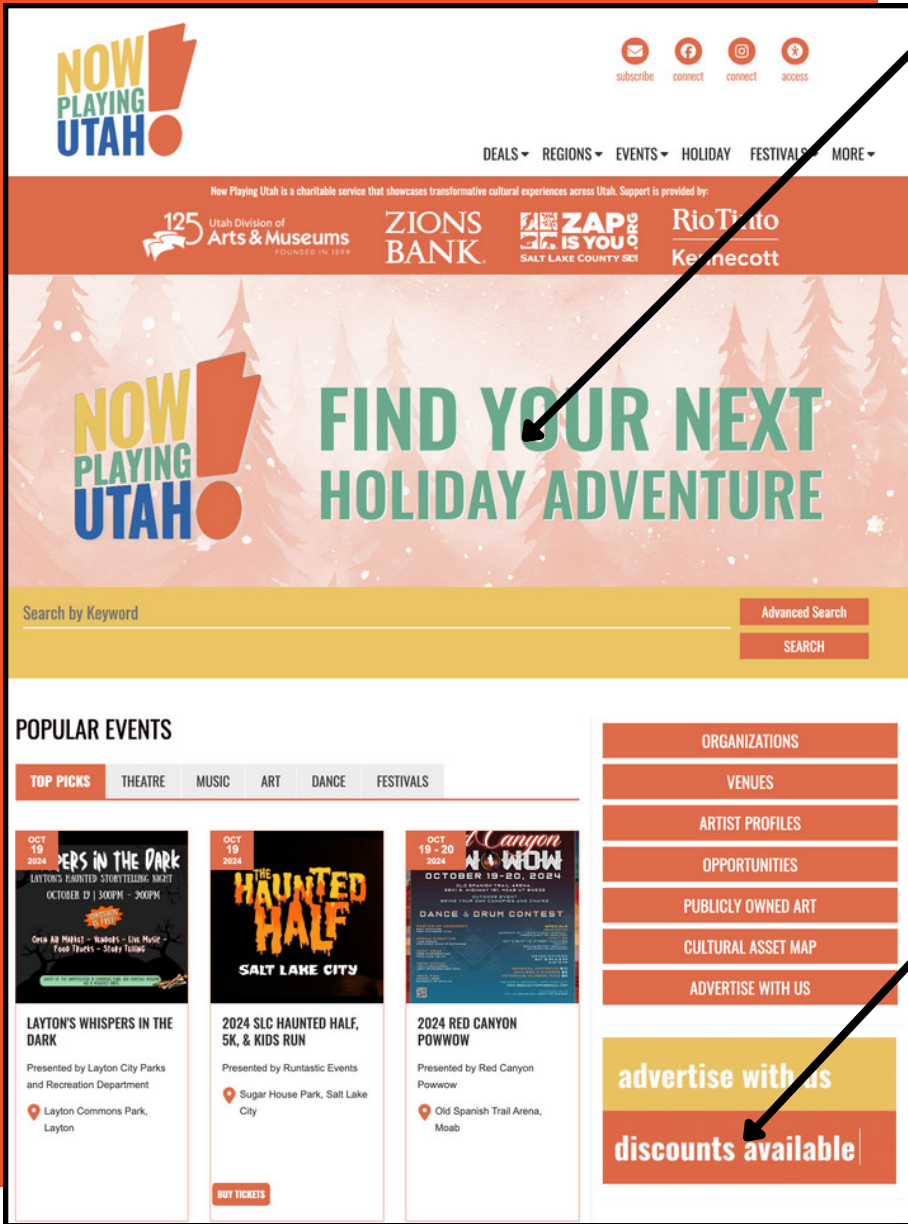
E-mail Bottom Banner.....\$50

.07% average CTR, 6.6 average clicks per newsletter

- Banner placed at bottom of NPU events e-newsletter

Online Advertising

NowPlayingUtah.com



Homepage Spotlight Banner (\$225)

Homepage Spotlight Video (\$300)

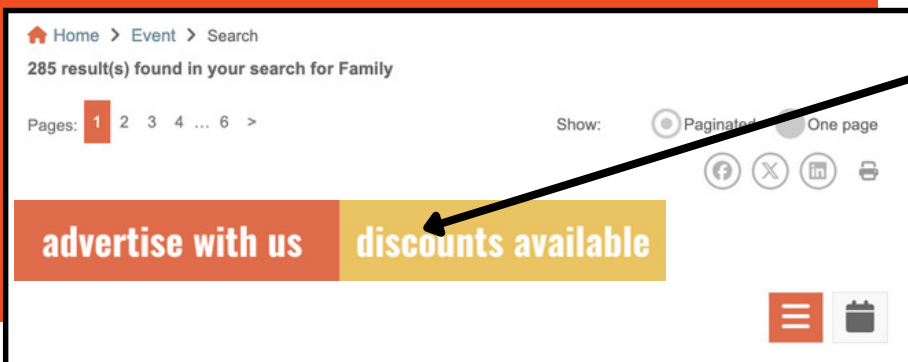
36,042 average impressions/week

- Image - 1920 px width x 750 px height, no animation, PNG or JPEG
NOTE: No text should be included in bottom 10% of image
- URL Link - click on image
- Video - 1920 px width x 750 px height, 30-second maximum, MP4
NOTE: No URL Link available for click-through

Run of Site Banner (\$125)

31,085 average impressions/week
0.13% average CTR

- Image - 400 px width x 200 px height, PNG or JPEG
- URL Link - click on image



Category Search Banner (\$125)

- Image - 728 px width x 90 px height, PNG or JPEG
- URL Link - click on image

Digital Advertising

Email Newsletters



Newsletter Subscribers

NPU's e-newsletters are sent weekly to our statewide audience

- 7,740 total subscribers
- 14.86% average open rate
- 1.02% average CTR

NOW PLAYING UTAH

20% Off Concerts on the Slopes in Park City

CONCERTS ON THE SLOPES

Fri Aug 23: **Aly & AJ**
SAT AUG 24: **Josh Turner**
Fri Aug 30: **LOVE THE 90s**
All 4 One, Color Me Badd, Tone Loc, Rob Base, and Young MC
Sat Aug 31: **Sara Evans**
THE UNBROKE TOUR

BUY TICKETS

GET 20% OFF LAWN TICKETS, WITH CODE **SUMMER20M** AT CHECKOUT

This year, Park City Institute launched an exciting summer concert series that takes place right on the famed slopes of Park City Mountain Resort. It's an open-air concert experience unlike any other, pairing a backdrop of epic valley views with great music and laid-back summer vibes.

To celebrate the end of the summer series, Concerts on the Slopes is offering 20% off general admission tickets for the four remaining shows. Head over to [Showpass](#) and use the code **SUMMER20M** to score discounted lawn tickets to Aly & AJ, Josh Turner, Sara Evans, and an epic 90's lineup that includes All 4 One, Color Me Badd, Tone Loc, Rob Base, and Young MC.

Grab a picnic blanket or some low-back chairs, pack your backback cooler with drinks and snacks, and bring the whole family for a fun concert experience to close out the summer.

GET TICKETS NOW

Dedicated Email Blast (\$600) 0.87% average CTR, 80.4 average clicks per newsletter

- Image - dimensions vary on desire (minimum 1000 px in width), no animation, PNG or JPEG
- Headline - 85 character maximum, including spaces
- Copy - unlimited (750 characters recommended, including spaces)
- URL Link - click on image at top, link in headline, and click on button at bottom: Get Tickets, Learn More, etc.

Digital Advertising

Email Newsletters



Email Top Banner (\$100)

0.17% average CTR, 16 average clicks per newsletter

- Image - 1200 px width x 500 px height, no animation, PNG or JPEG
- URL Link - click on image

UPCOMING EVENTS



Email Spotlight Event (\$225)

0.60% average CTR, 55.1 average clicks per newsletter

- Image - dimensions vary on desire (minimum 570 px in width), no animation, PNG or JPEG
- Headline - 65 character maximum, including spaces
- Copy - 600 character maximum, including spaces
- URL Link - click on image at top, link in headline, and click on button at bottom: Get Tickets, Learn More, etc.

[Science Utah: Is Cretaceous Bookmarked by Asteroid Impacts?](#)

July 11, 2024
Clark Planetarium, Salt Lake City

Most everyone is aware of the Yucatan Chicxulub asteroid impact that drove the non-avian dinosaurs and a multitude of other animals and plants to extinction. New data from the basal Cretaceous of eastern Utah provides evidence that suggests Utah's beloved Jurassic Morrison dinosaur fauna may have been driven to extinction by an asteroid impact as well. Clark Planetarium invites you to the first lecture in the Science Utah Lecture Series, highlighting the work of Utah State Paleontologist Dr. James Kirkland.

[GET FREE TICKETS](#)



[Rock of Ages - The Musical](#)

July 3-7, 2024
Egyptian Theatre,
Park City

The EGYPTIAN THEATRE Park City is proud to present ROCK OF AGES! Presented by The Ziegfeld Theatre Co. this NEW Musical Comedy celebrates the iconic era of 80's Hollywood Rock, taking audiences back to the time of BIG bands, BIG guitar solos, and even BIGGER hair! Featuring hits from several bands including Styx, Poison, Twisted Sister, Whitesnake, Pat Benatar, and MORE! Performing in our historic Theatre JULY 3 - 7, 2024 | WED, FRI, & SAT @ 8 pm | SUN @ 5 pm.

[GET TICKETS](#)

Email Featured Event (\$80)

0.26% average CTR, 24.3 average clicks per newsletter

- Image - 576 px width x 576 px height, no animation, PNG or JPEG
- Headline - 55 character maximum, including spaces
- Copy - 350 character maximum, including spaces
- URL Link - click on image at left, link in headline, and click on button at bottom: Get Tickets, Learn More, etc.

Email Bottom Banner (\$50)

.07% average CTR, 6.6 average clicks per newsletter

- Image - 1200 px width x 500 px height, no animation, PNG or JPEG
- URL Link - click on image

