



ON THE SNOW⁺



Largest Reach Of Mountain Travel Consumers

Founded in 1968. Over generations our media platform has evolved but our commitment to enable the Mountain Experience has never wavered.

Pageviews
Annually

35M+

North American
Users

9M+

North American Skiers/
Riders on OnTheSnow

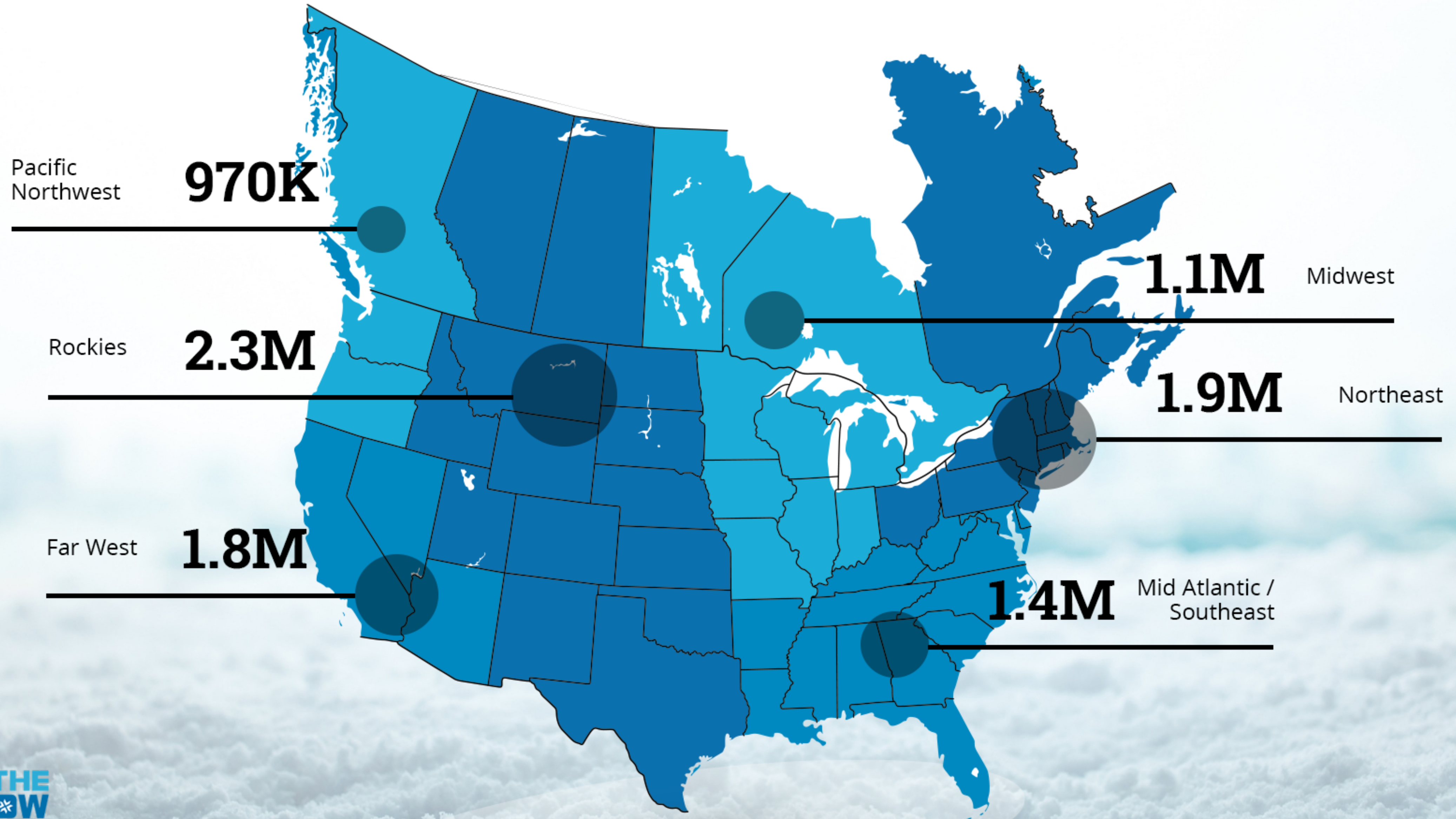
76%

ON THE SNOW⁺



ON THE SNOW⁺

9 Million North American Skiers (76% of skier population)



Amplified Exposure

Featured rotation on
Regional Snow
Report Page



SNOW REPORTS

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MAGAZINE

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Vail, Colorado

Colorado Snow Report

Snow

Trip Planning

Snow Report

Weather

Cams

First Hand Report

Related: Rocky Mountains

Featured Snow Report

Aspen Snowmass

Colorado, USA

Last Snowfall:

3" Yesterday

Colorado Snow Report

Webcam Snow Report >

Open	Snowfall	Base Depth	Open Trails	Open Lifts
<div>Arapahoe Basin</div> <div>Today 9:13 AM</div>	<div>3"</div> <div>Yesterday</div>	<div>45-56"</div> <div>Powder</div>	<div>121 / 128</div>	<div>20/25</div>

Advertisement

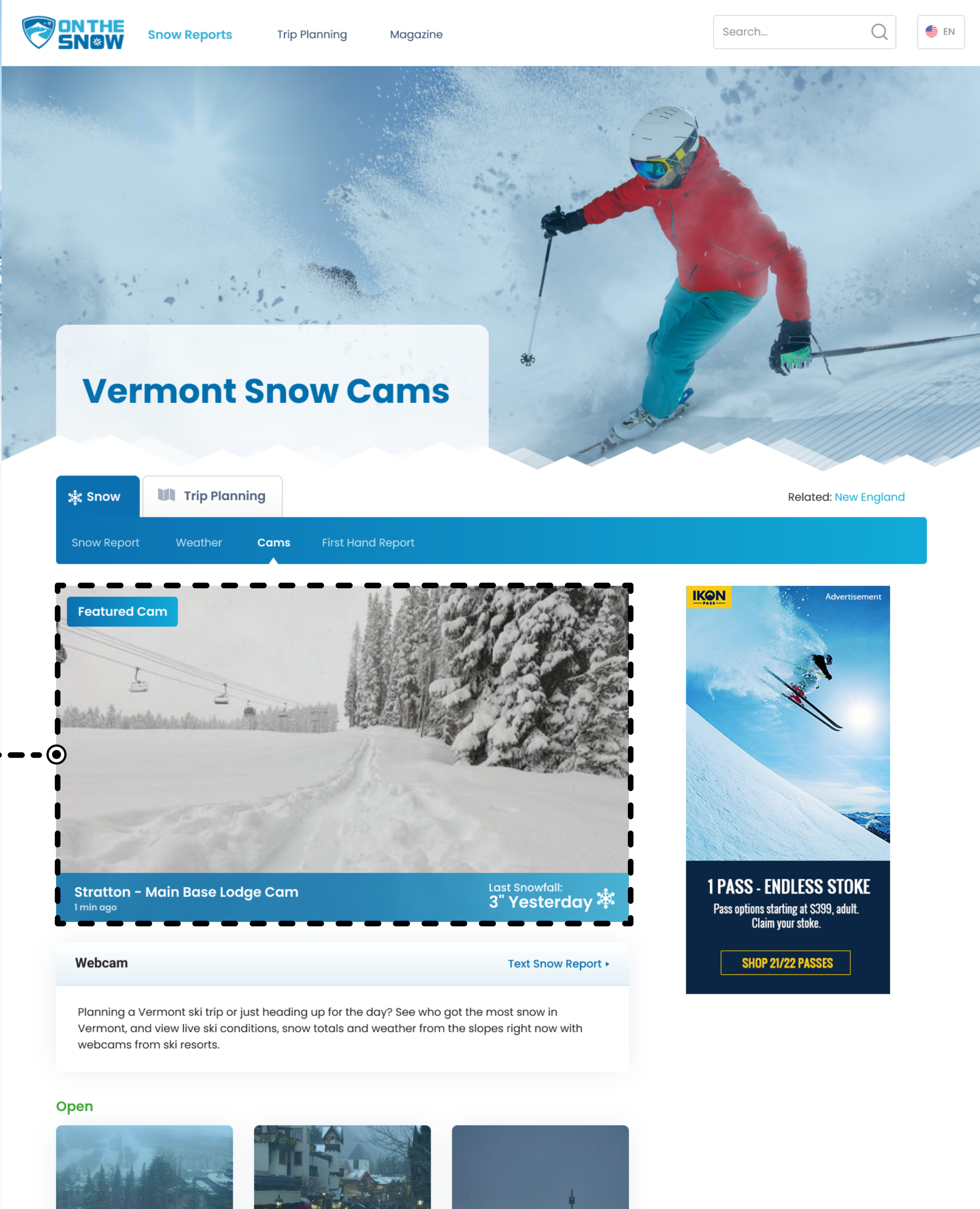
1 PASS - ENDLESS STOKE

Pass options starting at \$399, adult.
Claim your stoke.

SHOP 21/22 PASSES

Amplified Exposure

Featured rotation on
Regional Web
Cam Page



Amplified Exposure

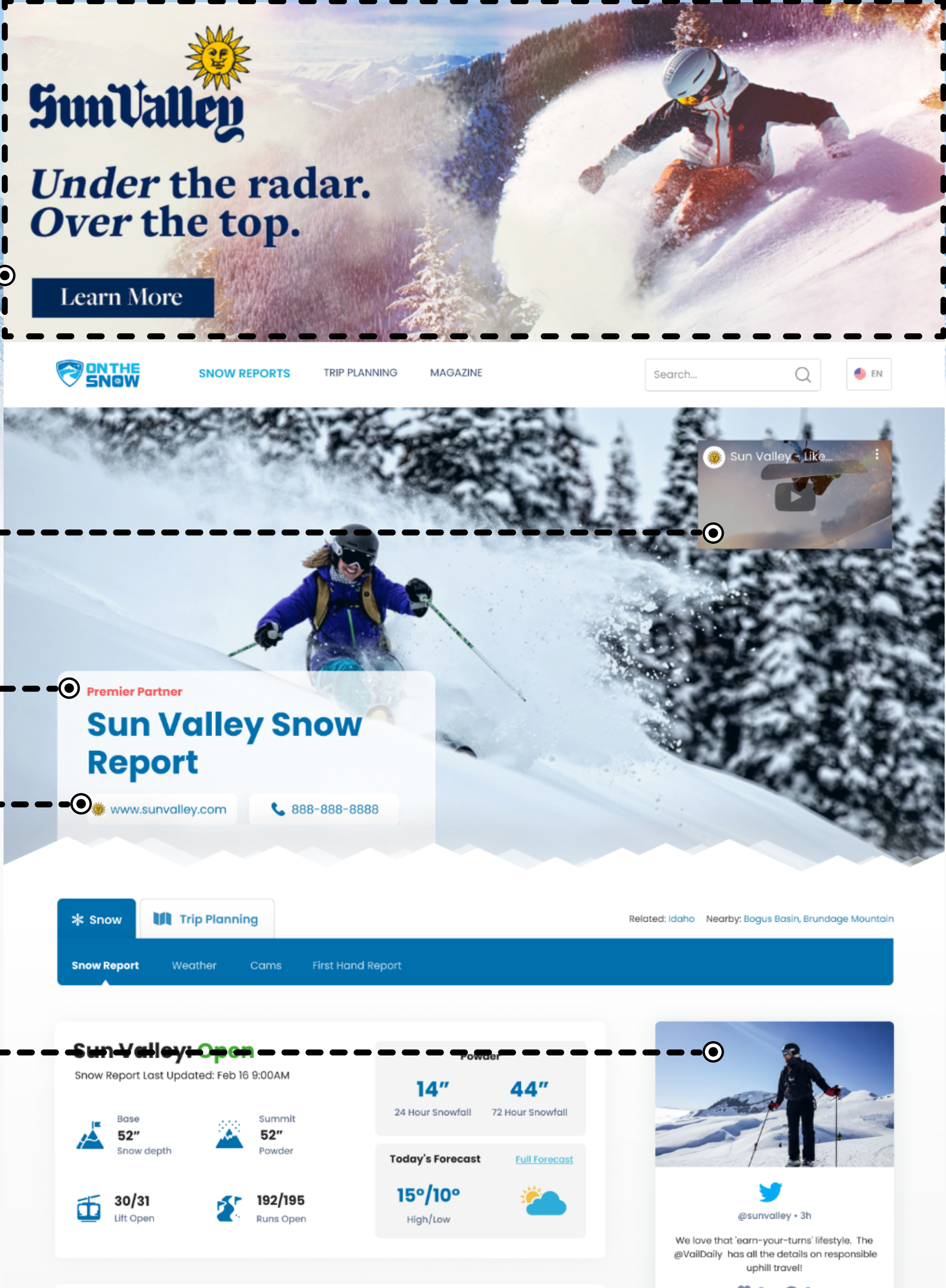
Big screen unit on Resort's
Snow Report Page -
1 impression per session

Exclusive Video Promotion on
All Resort Pages

Listed as Premier Partner

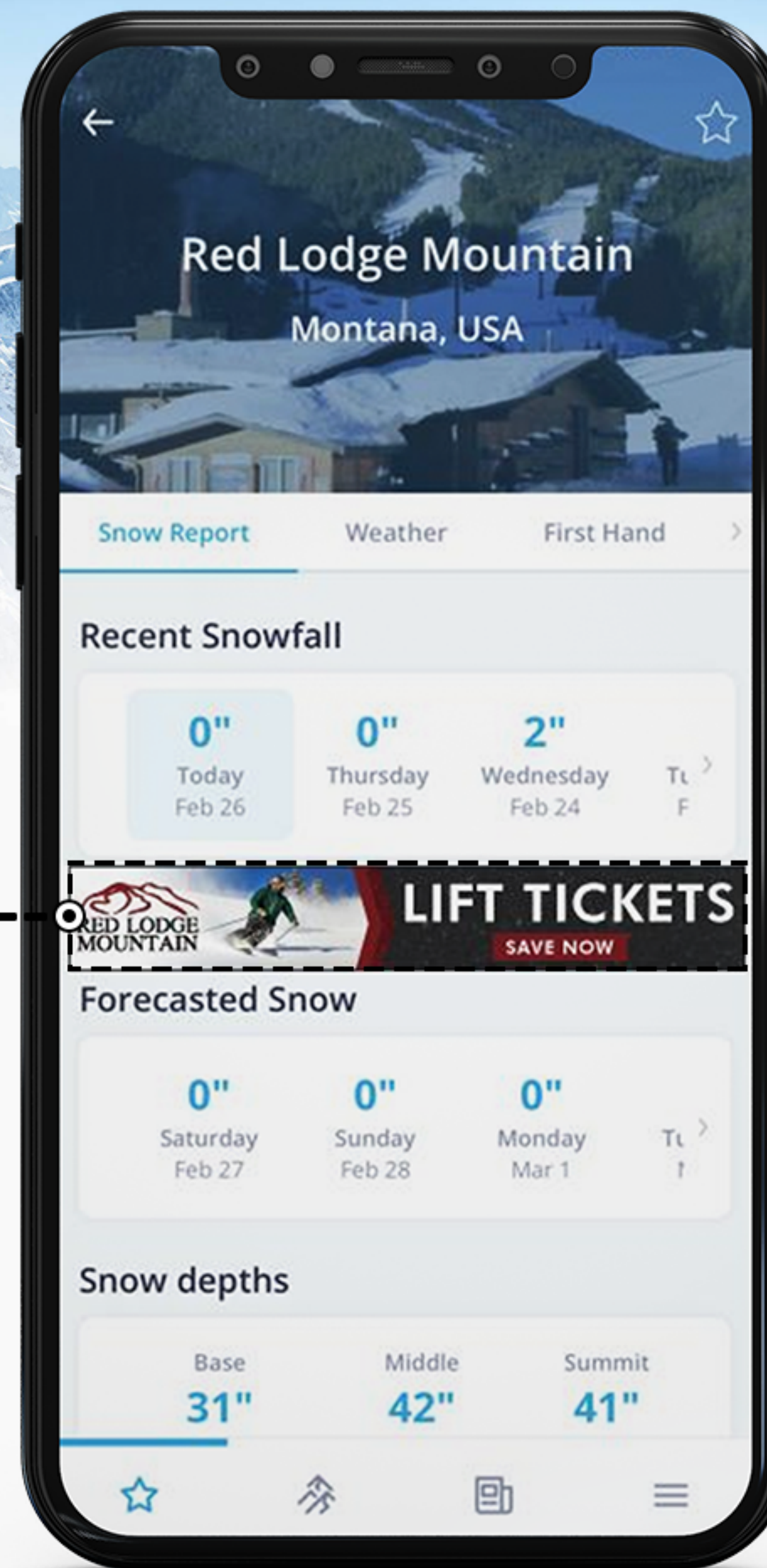
Drive traffic to your resort site
with logo & link on every
resort page

Integrates Social Stream



Amplified Exposure

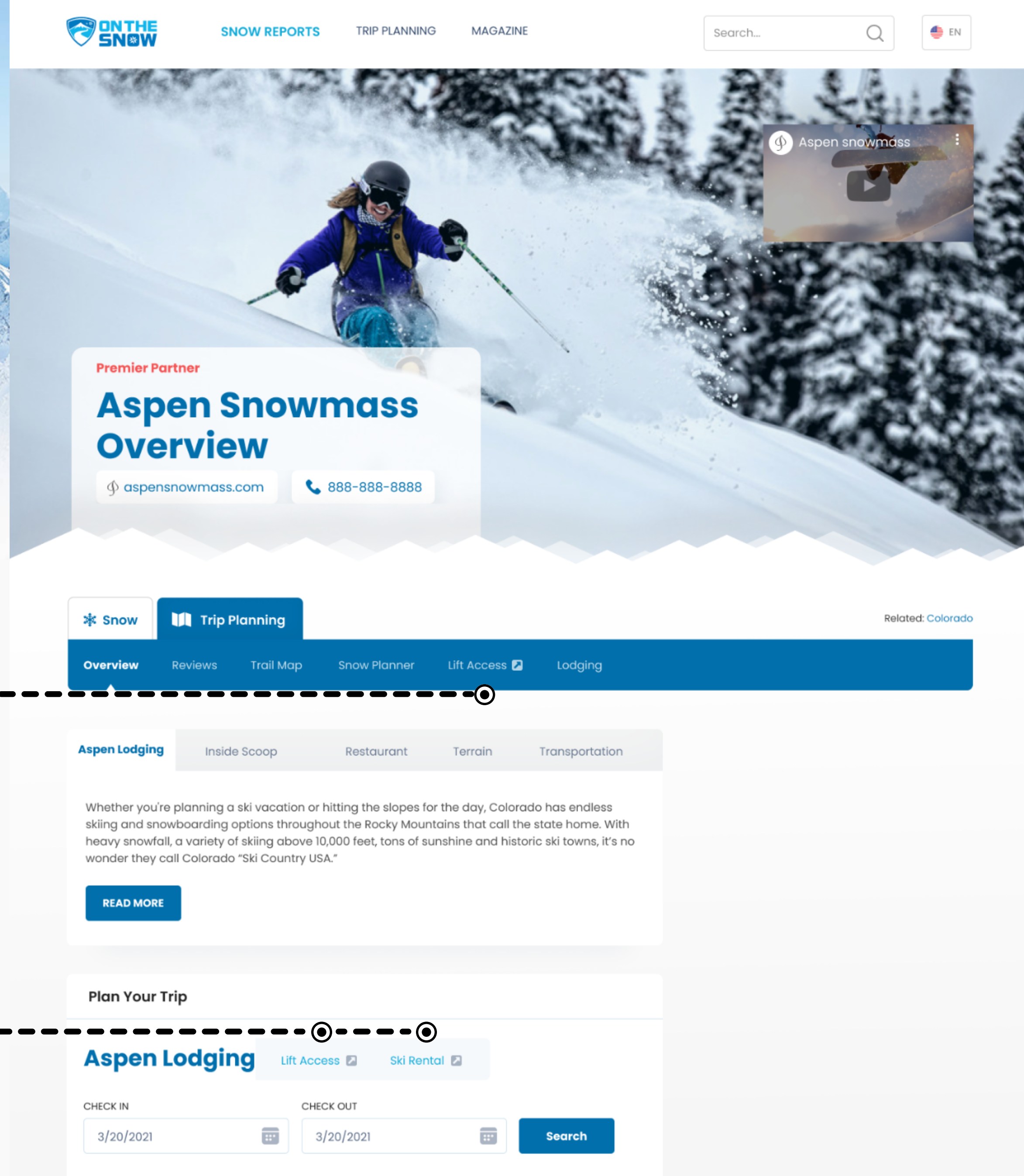
300x50 unit on Resort's
Snow Report Page



Drives Advance Purchase

Links to your site buy lift tickets or season passes

Exclusive Lift Access and Ski Rental segments on all trip planning pages



Measurable Results

ON THE SNOW ⁺ Exclusive Feature	Clicks ⁺	Impressions
Big Screen Advert	1,540	150,201
Mobile Display Ad	283	95,876
Resort Homepage	2,612	
Lift Ticket Access	2,759	
Ski Rental	1,542	
Social	2,513	
	+ Can use click tags on every redirection link to your site	
Additional Metrics		
Resort Pageviews		276,000
User who have Favored Resort		53,625
Snow Notification Subscribers		3,603
Snow Notification Emails		35,756
Total Resort Impressions		557,833
Total Clicks To Resort Sites		11,250

