

2023 -2024 Ski New Mexico Partnership

Ski New Mexico's primary marketing goal is to promote skiing in New Mexico. We strive to give an overview of New Mexico's 8 alpine ski areas, 3 cross country areas and 7 ski town destinations.

PARTNERSHIP - WHAT'S INCLUDED

- Website Page with Details and Images
- Assistance in updating information on the Ski NM website 6 times throughout the year. Ski NM will cultivate as much information from you website as possible.
- Added SEO benefits - links back to website, highlighted blog posts, deals listings and more
- Online advertising throughout the Ski NM Website
- Online deals listings on the Ski NM website
- Social media promotion on the Ski NM social profiles
- Link to reservation system if applicable
- Promotion through social media advertising buy. Advertising that will direct reach and clicks to your community article.

BENEFITS OF ADVERTISING

HELP VISITORS PLAN THEIR TRIP TO NEW MEXICO

Encourage them to book, ski, stay and eat at your business!

INCREASE YOUR WEBSITE SEO

Receive your very own page within the Ski NM website to list business and contact information, photos, video, direct link to your business website and social media links

REACH OVER 200,000+ WEBSITE USERS

All looking for information on skiing in New Mexico.

RECEIVE OVER 600,000+ IMPRESSIONS YEARLY

Via the Ski New Mexico website and social media.

REACH 10,000 VISITORS VIA THE SKI NM EMAIL LIST

All visitors interested in New Mexico ski vacations and snow totals

Target states - New Mexico, Texas, Oklahoma, Louisiana, California, Arizona and Colorado

REACH AN ADDITIONAL 10000 - 15,000 VISITORS VIA SOCIAL MEDIA ADVERTISING

All visitors interested in New Mexico ski vacations and directly referred to your location page.

Target states - New Mexico, Texas, Oklahoma

VALUE ADD

GAIN CLICKS TO YOUR WEBSITE

QUALIFIED CUSTOMERS SEARCHING FOR SERVICES IN YOUR COMMUNITY

INCREASE SEO VALUE WITH QUALITY LINK BACKS

INCREASE VISITS/ BOOKINGS



Ski New Mexico Partnership Levels and Benefits

PARTNERSHIP LEVELS	COMMUNITY \$2500	GOLD \$2000	SILVER \$1600	BRONZE \$1300	COPPER \$1000
Full Page Interactive Listing on Ski NM Website	✓	✓	✓	✓	✓
Banner Advertising on Ski NM Website 4 ad sizes	✓	✓	✓	✓	✓
Deals to be showcased on the home page	✓	✓	✓		
Deals on Ski NM Website Deals Section, Community Page, & Company Page	✓	✓	✓	✓	✓
Recognition on Social Media	✓	✓	✓	✓	✓
Ski NM Blog Article	✓	✓	✓	✓	
Article Featured in Weekly Ski NM Email Blast	✓	✓			
Advertising Placement in Weekly Ski NM Email Blast	✓	✓			
Direct Social Media Advertising Buy	✓	✓			
Email Sign Up DMO Newsletter/Email Embed	✓				

BANNER
970 px X 250 px

SKYSCRAPER
250 px X 600 px

RECTANGLE
250 px X 400 px

SQUARE
250 px X 250 px

Submit ad to Ski NM .jpg, .png, or .gif

OR

Use your secure login that allows you to update and change ads

Questions and Submission:

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