

2024 -2025 Ski New Mexico Advertising

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.

ADVERTISING - 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, and more
- Online advertising throughout the Ski NM Website
- Mentions and featured articles with direct site links.
- 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 Advertising Levels and Benefits

ADVERTISING LEVELS	Community \$3000	TURQUOISE \$2000
Full Page Interactive Listing on Ski NM Website	✓	✓
Recognition on 4 Social Media Posts and Stories	✓	
Recognition on 2 Social Media Posts and Stories		✓
Mention in 3 blog articles throughout the year includes links to your website	✓	✓
1 Feature Blog Article	✓	
1 Article Featured in Weekly Ski NM Email Blast	✓	
1 Advertising placement in Weekly Ski NM Email Blast	✓	✓
Emails sign up field with direct connect to DMO 3rd party email system	✓	✓
Booking link direct to booking domain	✓	✓



EMAIL BANNER

700 px X 150px

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:

Monica Christofferson

monica@carristo.com | 505-463-3190