

**USAToday.com**

(Writer, Thomas K. Arnold, was successfully pitched on Brian Head San Diego Magazine feature prior to his writing the story below.)

September 2010

Page views: 112,000 monthly unique visitors in September 2010

The screenshot shows the USA Today Travel website interface. At the top, there's a navigation bar with links for Home, News, Travel, Money, Sports, Life, Tech, and Weather. Below that is a promotional banner for a "FREE \$50 Gas Card" with a "ChoiceHotels.com" logo. The main content area features a "Travel Tips" section with the article "Utah Snow Resorts" by Thomas K. Arnold. The article text describes Utah's winter sports scene and lists several resorts: Brian Head Resort, Park City Mountain Resort, Sundance Resort, Canadian Rockies Resorts, and Adventure in New Zealand. The page also includes various advertisements, such as "Ads by Google" for Sundance Ski and "Ads by Ablade" for California-related topics. The URL at the bottom of the screenshot is http://traveltips.usatoday.com/utah-snow-resorts-16905.html.

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