



Your Lifestyle Guide to the Adirondacks

Why Advertise On Adirondack.net?



3.26+
million
Page Views
Each Year



255,000+
Social Media
Followers



11,000+
Newsletter
Subscribers

- A leading resource on all things Adirondacks for more than a decade
- An engaged and growing social media audience
- Top placements in Google for targeted keywords and phrases related to the Adirondacks
- Content that users need: events, things to do, business reviews, & information

The Adirondack.net Audience



- 52% female



- 56% ages 25-54



- 50% have children



- 57% \$50,000+ annual income



- 64% College or higher education

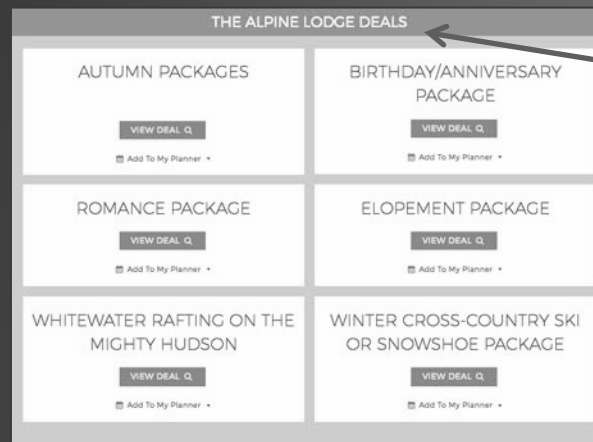


- Top 3 Metros: Albany-Schenectady-Troy, New York City, Syracuse

Custom Micro-Sites



- Listed on relevant category directory pages
- Includes personalized business description, photo gallery, website & social media links & more
- Allows event uploads that feed into our events calendar
- Multiple Calls-to-Action for Lead Generation



Display Advertising



The screenshot shows the Adirondack.net website. At the top, there's a navigation bar with links like LODGING, THINGS TO DO, FOOD & DRINK, EVENTS, BUSINESS, and GUIDES. Below this is a search bar with filters for Category, Region, and City. The main content area features three featured advertisements:

- The Cabins in Hope**: Located in Northville, NY. Description: "Our 3 cabins are comfortably private and pleasantly set apart. Located on 4 acres of gorgeous Sacandaga riverfront we offer 20th century quaintness with 21st century hospitality by combining the privacy of a cabin with the service & value of a B & B." Buttons: "Get Details", "Website >".
- Lake Placid Summit Hotel**: Located in Lake Placid, NY. Description: "When it comes to Adirondack lodging and hotel accommodations, Lake Placid Summit Hotel, Resort and Suites, is perfect for the family or business traveler." Buttons: "Get Details", "Website >".
- Sunset Bay Vacation Resort RV Park & Marina**: Located in Mayfield, NY. Description: "Join us for a fun-filled vacation on the 29 mile long Great Sacandaga Lake! Private marina, beach, seasonal full service RV sites. Planned events, activities, and more!" Buttons: "Get Details", "Website >".

On the right side of the page, there are three vertical display ads:

- Trout House Village RESORT**: Romantic Getaway Specials. Buttons: "View Details >".
- Take a hike.**: Image of people hiking. Buttons: "View Details >".
- ADIRONDACK FALL GUIDE**: Buttons: "VIEW THE GUIDE >".

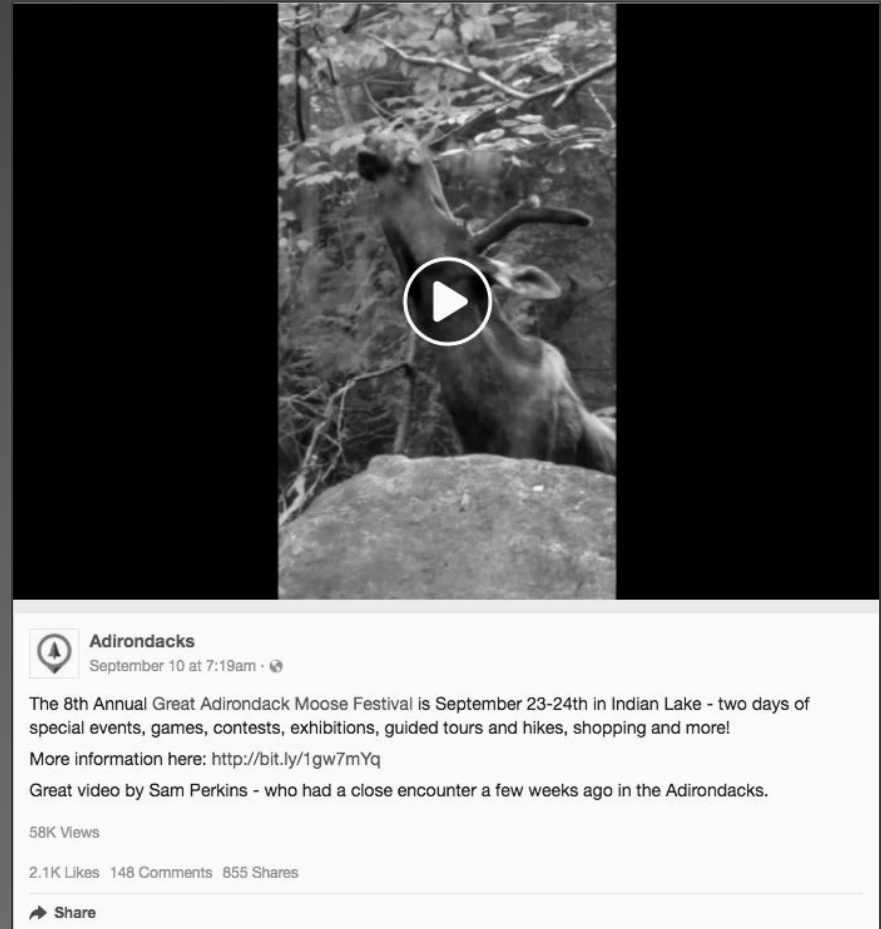
Display Ads

- Promote your brand, your offer, or your event throughout the Adirondacks
- Create top of mind awareness with a visually appealing ad and strong call to action
- Maximize your impact by targeting your ad to relevant sections of the site
- Get measurable results for optimal ROI

Social Media Marketing



- Reach people who love the Adirondacks on the platform they use most
- Over 255,000 fans across multiple channels including Facebook & Twitter
- Great for promoting your newest products, specials, events and more
- Boost your posts and reach a larger audience or target a specific demographic




E-Mail Newsletters




- Advertise directly where your consumers are everyday – their inbox! It's millennials preferred format for receiving promotional content.
- Promote upcoming events, things to do, travel packages, dining, specials and more to an active and engaged audience.

View this email in your browser




Prepare For Fun All Summer Long!



If there's one thing you should have on your summer to-do list this year, it's visiting the Adirondacks. Throughout the park, there are tons of amazing indoor and outdoor attractions just waiting for you to experience for the first time. Take a look!

[Find Things To Do](#)


Visit the County Fair



It's time to go to the fair - the 69th annual Clinton County Fair, that is! Held at the Clinton County Fairgrounds in Plattsburgh on July 18-23, this fair is one of the region's biggest summer events. Highlights include animal exhibits, activities and games, and a performance by the Charlie Daniels Band.

[See Schedule](#)

Browse ADK Products



The Adirondack Experience, formerly known as the Adirondack Museum, in Blue Mountain Lake will host their Made in the Adirondacks Fair on July 22. Featuring a wide variety of artisans across the campus, visitors will be able to check out arts, crafts, demonstrations, workshops, demos, and more. The event is free with museum admission.

[Learn More](#)

Taste Mouthwatering BBQ



One of the smokiest and tastiest events in the Adirondacks is happening on July 28 & 29 - the Great Adirondack BBQ Festival in Old Forge! Some of the best cooks around will be grilling BBQ using original recipes showcased in four categories: pork, pork ribs, brisket, and chicken.

[View Event Info](#)

GORE SEASON PASS
BEST PRICE
[LEARN MORE](#)

LAKEFRONT LODGING
JUST 3 MILES TO THE VILLAGE
[Get More Info](#)

Giveaways



- This popular section of Adirondack.net is promoted on our homepage, newsletters, and social media channels
- Increase Brand Recognition
- Build lead generation for future e-mail marketing with opted-in subscribers*
- Gain social media followers with a targeted giveaway section that encourages “likes”

*Optional with some programs

Adirondack.NET Your Guide to the Adirondack Region 72°

Enter Giveaways | Advertise

LODGING | THINGS TO DO | FOOD & DRINK | EVENTS | BUSINESS | GUIDES

Home / Contents / Peak Contests

Ultimate Midweek Getaway At Lake George Escape Camping Resort
Enter to win a FREE two night rental stay mid-week at Lake George Escape, plus a smores package!
[LEARN MORE](#)

Win A Premium Package To Ausable Chasm!
Enter now for your chance to win a Premium Package to Ausable Chasm in the Adirondacks for up to six people!
Winnen Jayne B.

Win A Classic Membership From AAA Northway
Enter to win a Classic Membership from AAA Northway and take advantage of the nation's most trusted roadside assistance provider.
Winnen Jamie B., Angela B., Natalia A.

Win A Family 4 Pack Of Passes To Mountain Ridge Adventure!
Enjoy a day of fun and excitement with the whole family when you win a Family 4 Pack of Treetop Passes to Mountain Ridge Adventure!
Winnen Pamela W.

Win a Weekend Getaway at the Trout House Village Resort!
Stay at the Trout House Village Resort in Hague NY for FREE THIS June! Enter now >>
Winnen Patrick F.

Win a \$15,000 Wedding Of Your Dreams On Lake George!!
Imagine exchanging your vows overlooking beautiful Lake George...Learn more by clicking here to enter >>
Winnen Raymond L.

GORE Summer & Fall Activities
[LEARN MORE](#)

Trout House Village RESORT
Romantic Getaway Specials
Enjoy the natural beauty, cozy cabins and delicious food at Trout House Village
[View Details >](#)

Want to reach a highly engaged audience looking for places to go and things to do?

Contact us about a custom marketing solution for your business.

Call or E-mail

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