



Albany
— .COM —

Your Lifestyle Guide to the Capital Region

Why Advertise On Albany.com?



3.9+
million
Page Views
Each Year



40,000+
Social Media
Followers



10,300+
Newsletter
Subscribers

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

The Albany.com Audience



- 60% female



- 60% ages 25-54



- 53% have children



- 58% \$50,000+ annual income



- 62% College or higher education

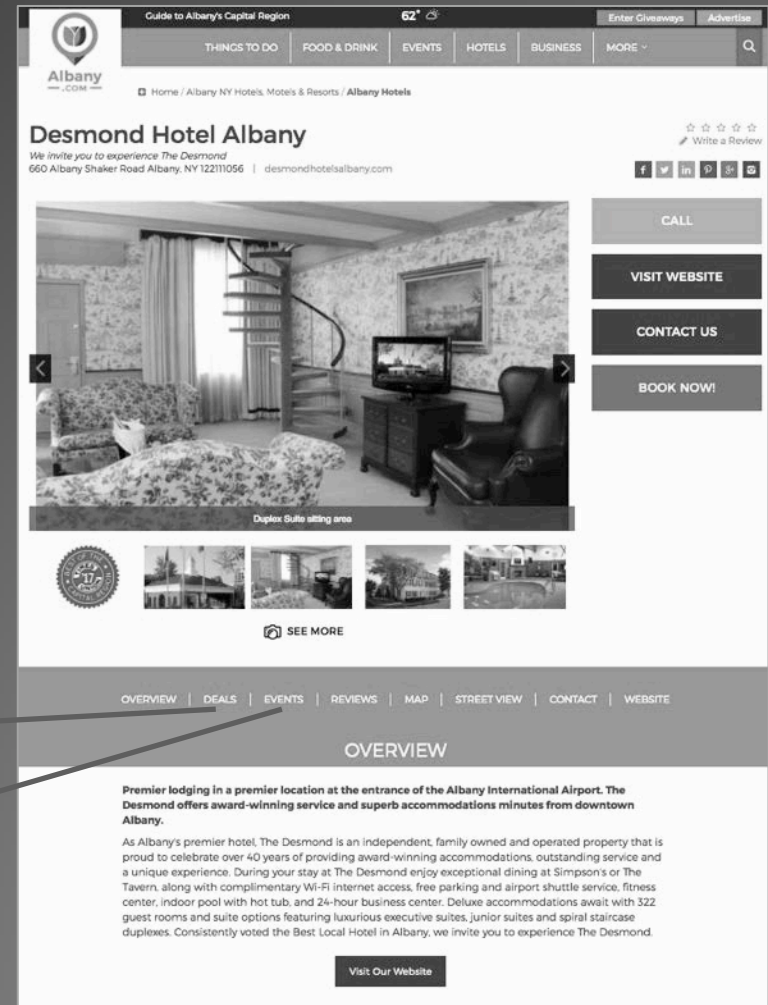
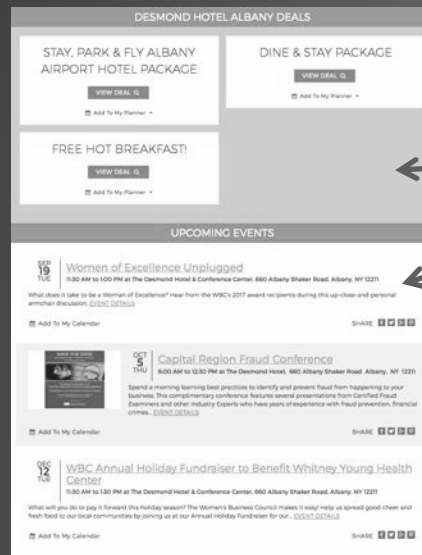


- Top 3 Metros: Albany-Schenectady-Troy, New York City, Boston MA-Manchester NH

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 Albany Area Nightlife website. The header includes the Albany logo, navigation links (THINGS TO DO, FOOD & DRINK, EVENTS, HOTELS, BUSINESS, MORE), and a search bar. The main content area features several listings:

- The Hollow Bar + Kitchen**: Albany, NY. A lauded + unique downtown Albany business. The only establishment in the region that is a 4-star restaurant, led by 2016 Rising Star Chef Winner, Anna Weisheit, a notable craft beer bar + an awarded live music venue. Includes "Get Details" and "Website" buttons.
- City Beer Hall**: Albany, NY. The City Beer Hall - An American Beer Hall and Gastropub located in the heart of historic downtown Albany. Inside this classic architectural gem you will find the finest selection of craft beers and micro brews in the Capital District. Includes "Get Details" and "Website" buttons.
- LAX on Lark Restaurant & Lounge**: Albany, NY. A casual neighborhood restaurant & bar located in the historic Center Square on Lark Street offering a fusion of Italian and Asian cuisine. Includes "Get Details" and "Website" buttons.
- Dave & Buster's**: Albany, NY. This family-friendly chain offers a sport-bar-style atmosphere for American food, arcade games and more! Stop in and have the time of your life! Includes "Get Details" and "Website" buttons.

On the right side of the listings, there are three vertical promotional banners:

- MILWAUKEE 53206**: FOOD FOR THOUGHT: MILWAUKEE 53206 SEPTEMBER 21 AT 6PM \$8.
- ALBANY FALL GUIDE**: VIEW THE GUIDE.
- Lark Fest**: SATURDAY, SEPTEMBER 23, 2017 10AM-6PM. VIEW DETAILS.

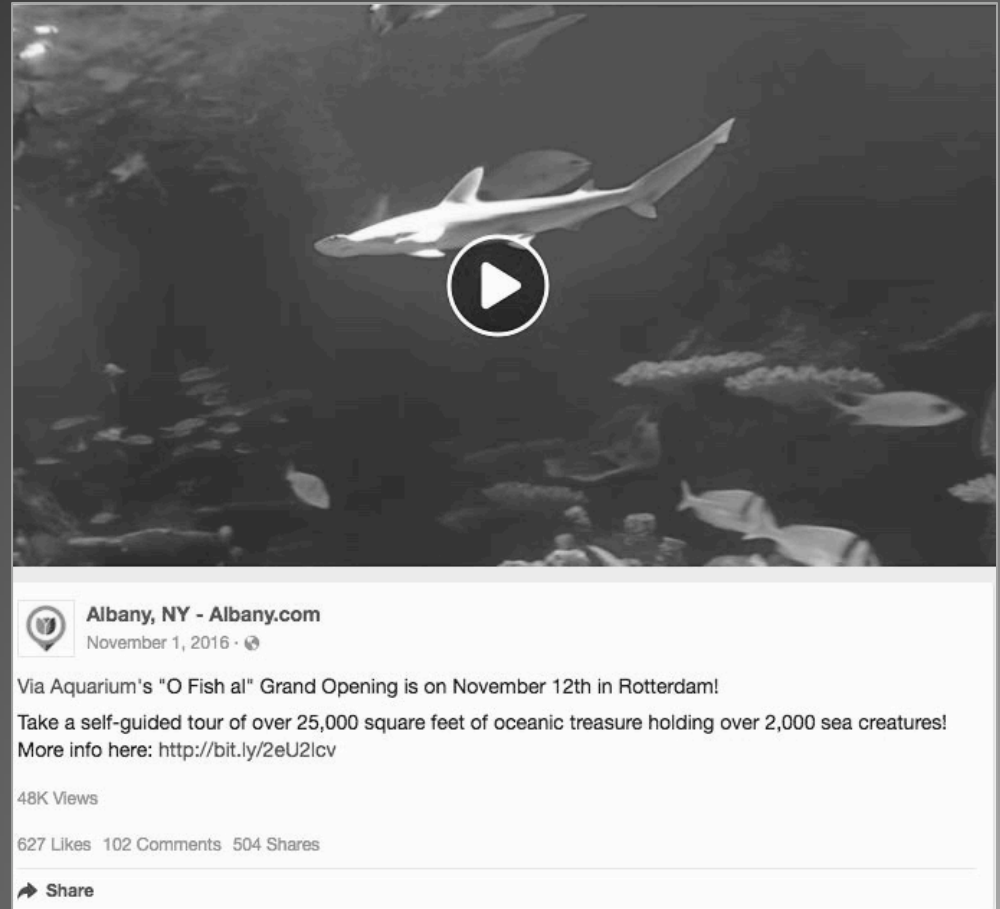
Display Ads

- Promote your brand, your offer, or your event throughout the Capital Region
- 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 Capital Region on the platform they use most
- More than 40,000+ 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



[View this email in your browser](#)




Sunny Weather, Longer Days & Cool Cocktails - It Must Be Summer in Albany!



It's summer in Albany and you know what that means - a hopping nightlife scene, awesome and free live music, and a splashing good time at local public pools and beaches. Not to mention, events at the Plaza, ValleyCats games, and so much more! Discover everything you can experience this season in the Albany area with the [Summer Guide](#).


[See Guide](#)



Tour Secret Gardens

The popular [Hidden City House & Garden Tour](#) in Albany is happening this year on Thursday, June 22nd. Get an exclusive peek at gorgeous gardens and historic homes on this fun walking tour. Bonus: The Lark Street BID is putting together a list of discounts for area restaurants and businesses you can enjoy the night of the tour!


[Learn More](#)



Catch Free Live Music

The [Capital Concert Series](#) at Empire State Plaza starts on June 28th with Reggae Night. There's a full lineup of exciting musical acts you won't want to miss out on, and the concert series goes through the summer into September.

[See Lineup](#)



Celebrate the 4th in Style

Capital Region residents look forward to the [4th of July](#) celebration put on by the Empire State Plaza and Price Chopper every year. In addition to spectacular fireworks you can also check out the United States Airforce Heritage of America Band with special guest Tonic!

[Get Details](#)


- 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.

Giveaways



- This popular section of Albany.com 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



Guide to Albany's Capital Region

61°

Enter Giveaways

Advertise

THINGS TO DO

FOOD & DRINK

EVENTS


HOTELS

BUSINESS

MORE

Home / Contests / Win Tickets to the FUSION Anti-Gala!

Win Tickets to the FUSION Anti-Gala!



The 6th Annual FUSION Anti-Gala, a fundraiser for Albany Barn, is a high-energy, creative cocktail party exploring the intersection of form and function. The event features a custom menu, wine and craft beverage pairings, coffee and dessert stations, musical selections to keep you moving, a live painting showdown, a silent auction and more!

One lucky person will win an amazing prize package (\$350 value) which includes:

- 2 tickets to the event
- Names on the event site and program
- 2 signature cocktails in limited edition glassware
- Reserved parking for the event
- A one year "arts advocate" membership
- And a special swag bag filled with small original art works, barn merch, and more!

Remember, enter once per day to increase your chances of winning. The winner will be selected on Tuesday, September 26.

First Name *

Last Name *

E-mail Address *

Phone Number *

☐ Yes


Are you 18 years of age or older?

☒ Yes


Would you like to receive information on local events and contests?

☒ Yes

Would you like to receive newsletters from Albany Barn?

 8 people like this. Be the first of your friends.

Click below to "Like" Albany Barn on Facebook

 Tommy Dinardi and 32K others like this.

Click below to "Like" Albany on Facebook

☒ I agree with all Contest & Giveaway Rules.

Please click here for a complete list of the rules.

Submit

all fields are required

Disclaimer:

Contest ends September 25, 2017

Limit 1 entry per person per day (you may enter again after 24 hours).



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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