



Your Lifestyle Guide to Glens Falls

Why Advertise On GlensFalls.com?



772,000+
Page Views
Each Year



11,300+
Social Media
Followers



5,600+
Newsletter
Subscribers

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

The GlensFalls.com Audience



- 60% female



- 58% ages 35-64



- 52% have children



- 56% \$50,000+ annual income



- 59% College or higher education

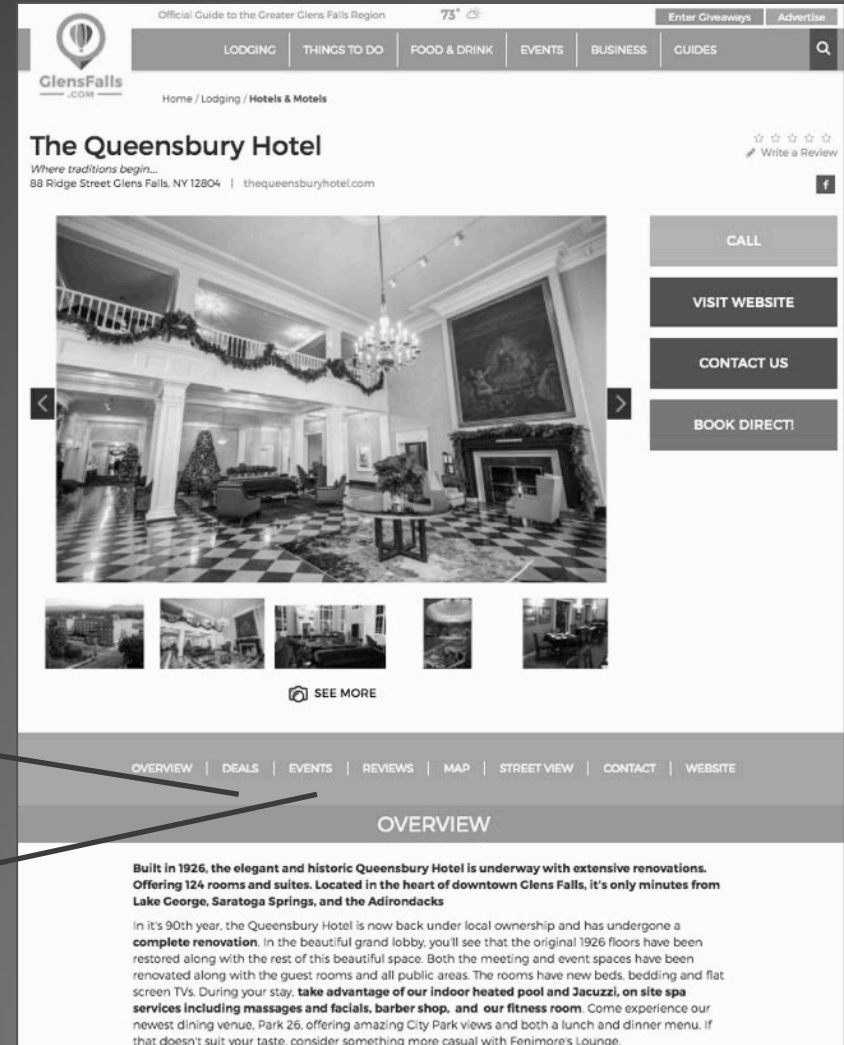
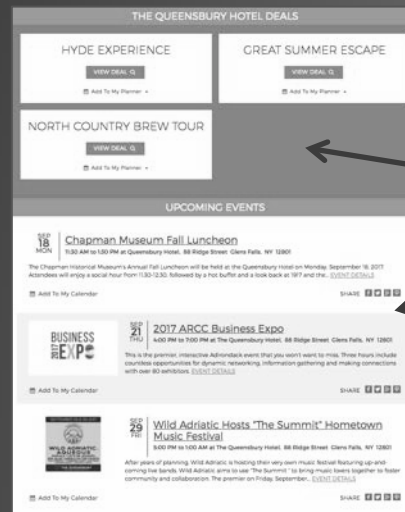


- Top 3 Metros: Albany-Schenectady-Troy, New York City, Burlington VT-Plattsburgh NY

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 Glens Falls Region website. The header includes navigation links like LODGING, THINGS TO DO, FOOD & DRINK, EVENTS, BUSINESS, and GUIDES. The main content area features several business listings:

- Saratoga Paint and Sip Studio**: Located in Saratoga Springs, NY. Description: "No experience necessary - a local artist will instruct you step by step through an original piece of art while you follow along with a cocktail! At the end of the night you'll take home a beautiful painting & hopefully a new found talent!" Buttons: "Get Details", "Website >".
- Adirondack Tubing Adventures - Lazy River Tubing, Rafting**: Located in Lake Luzerne, NY. Description: "Looking for a great way for your family and friends to beat the heat? Adirondack Tubing Adventures provides guided lazy river tubing and rafting trips for all ages!" Buttons: "Get Details", "Website >".
- Adirondack Custom Creations**: Located in Lake George, NY. Description: "Add a rustic touch to your household with a uniquely crafted piece from Adirondack Custom Creations in Lake George, NY. Their showroom features a wide selection of tables, chairs, mantelpieces, bed frames, gifts, and more!" Buttons: "Get Details", "Website >".

On the right side of the page, there are three event advertisements:

- Glens Falls Symphony presents C'est la Vie!**: Debussy's La Mer & music from France. Sunday, September 24, 2017, 4pm. Glens Falls High School. Button: "Buy Tickets Here".
- Taste of the North Country**: 25th Annual. Sunday, October 1, 2017. 11:00 a.m. - 2:00 p.m. Glens Falls City Park. Button: "Get More Info".
- OUTDOOR FUN AND FAMILY TRADITIONS**: Opening 9/16/17. Button: "MORE INFO".

At the bottom of the page, the text "Display Ads" is visible.

- Promote your brand, your offer, or your event throughout the Glens Falls 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 Adirondacks on the platform they use most
- Over 11,300 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 web browser


 **Glens Falls**
COM

See Up-Close Trickery



The last performance from the *Adirondack Theatre Festival* is a magical and mystifying one - see *Glitches in Reality* from Australian magician Simon Coroneil. This show uses up-close trickery and mind-blowing sleight of hand to take the audience on an adventure with magic and illusion. The show runs through August 12th, so get your tickets today!


[Buy Tickets](#)



**Explore the New
Holiday Inn & Suites**

Queensbury's latest hotel is up and running and doing fantastic! Check out an exclusive, sneak peek at the *Holiday Inn Express & Suites* Queensbury - Lake George and see why you should make your next stay at this hotel.

[See More](#)



Don't Miss the Fair

It's fair season in the Glens Falls region and the *Washington County Fair* is running from August 21st through the 27th. Enjoy over 1,800 exhibitors, more than 40 carnival rides, over 30 daily free shows, and so much more.

[Get Details](#)



**Add Flavor to Your
Wednesday Evenings**

Take a Bite is happening every Wednesday evening through August 16th. Head to downtown Glens Falls where restaurants are offering small plates priced at \$5 and under.

[See Event](#)



Go Over the Top

West Mountain is hosting the annual *Over the Top 10K Mountain Bike & 5K Trail Run* on August 19th. The courses have gorgeous views of the Hudson River Valley and the Adirondack Mountains!

[Get Info](#)

- 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 GlensFalls.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

Official Guide to the Greater Glens Falls Region 73°


Enter Giveaways | Advertise

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

GlensFalls.com

Home / Contests / Past Contests

 **Win \$100 To Feigenbaum Cleaners In Honor Of 100 Years In Business!**
Feigenbaum Cleaners is celebrating its centennial anniversary this year, and in honor of 100 years in business, you could win a \$100 gift certificate!
Winnor: James C. Roy S., & Debra O.

 **Win a FREE 4 Pack of Tickets to Water Slide World in Lake George!**
10 winners will be selected to receive a FREE 4 pack of tickets to Water Slide World this summer!
Winnor: Spencer R. Tammy S. Aleah W. Rachel H. Krista H. Donnamarie M. Christy V. Justine M. Richard G. Lisette D. Carol G. & Michelle E.

 **Win Passes To The Great Escape, Courtesy Of AAA Northway**
Want to spend a day at the Great Escape for free? Enter now to win a pair of Great Escape passes, courtesy of AAA Northway!
Winnor: Mary M.

 **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!
Winnor: Pamela W.

 **O'Toole's Gift Card Giveaway!**
Enter now for a chance to win \$100 to O'Toole's Restaurant in Queensbury!
Winnor: Lynn D

 **Glens Falls Brewfest Ticket Giveaway!**
Enter now for your chance to win two free tickets to the Glens Falls Brewfest on April 1st!
Winnor: Mat G & Helen D

SUNDAY BRUNCH
SECOND IS 1/2 PRICE
[GET COUPON](#)

THE TOWER
Come For The Food, Stay For The View!

Become a Quickbooks Expert
so you can focus on your business...not your books.
[Learn More](#)

CBH

OUTDOOR FUN AND FAMILY TRADITIONS
Opening 9/16/17
[MORE INFO](#)

Elms

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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