



LakeGeorge
— .COM —

Your Lifestyle Guide to Lake George

Why Advertise On LakeGeorge.com?



8.06+
million
Page Views
Each Year



Nearly
200,000
Social Media
Followers



29,700+
Newsletter
Subscribers

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

The LakeGeorge.com Audience



- 60% female



- 65% ages 25-54



- 56% have children



- 62% \$50,000+ annual income



- 60% College or higher education

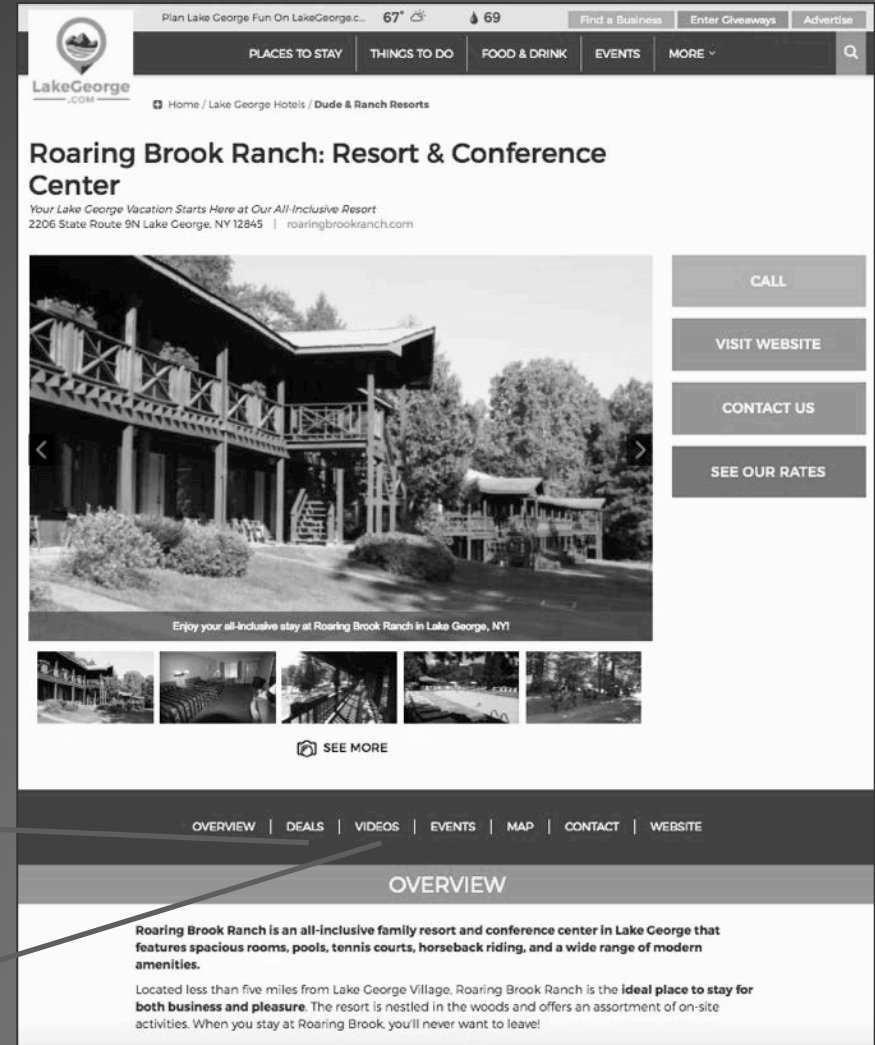
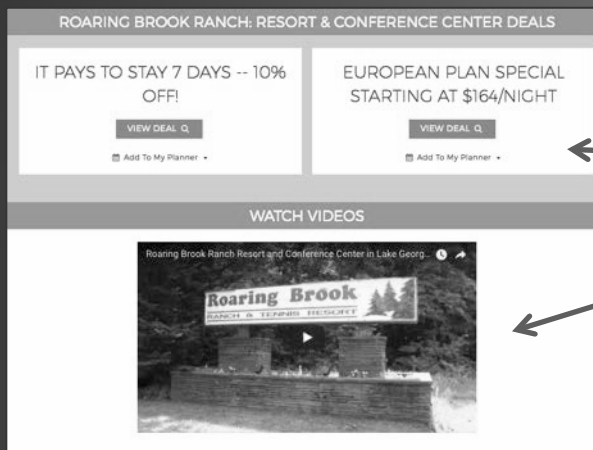


- Top 3 Metros: New York City, Albany-Schenectady-Troy, Boston MA-Manchester NH

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 Lake George website with a navigation bar at the top. Below the navigation bar, there's a section titled "Plan A Mountain Biking Or Cycling Trip In The Lake George Region". Below this, there are three main content areas, each featuring a display ad:

- Lake George Bike Rentals:** The ad features a small image of a person on a bike and text describing the beauty of Lake George for cycling. It includes a "Get Details" button and a "Website" link.
- Common Man Books - Hiking, Biking & Kayaking Guides:** The ad shows a stack of books and text about exploring the outdoors. It includes a "Get Details" button and a "Website" link.
- Hudson Pointe Nature Preserve:** The ad features a photo of a nature trail and text about the preserve. It includes a "Get Details" button.

At the bottom of the page, there's another ad for the **Schroon Lake Loop**, which includes a "Get Details" button.


Display Ads

- Promote your brand, your offer, or your event throughout the Lake George Area
- 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 Lake George on the platform they use most
- Nearly 200,000 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

 **LAKE GEORGE**
September 5 at 10:11am · 🌐

Have you ever experienced Lake George in the fall?

The Lake Motel in Lake George, NY has four fire pits overlooking the lake, and special activities for guests every Friday & Saturday evening!




Lodging in Lake George at the Lake Motel

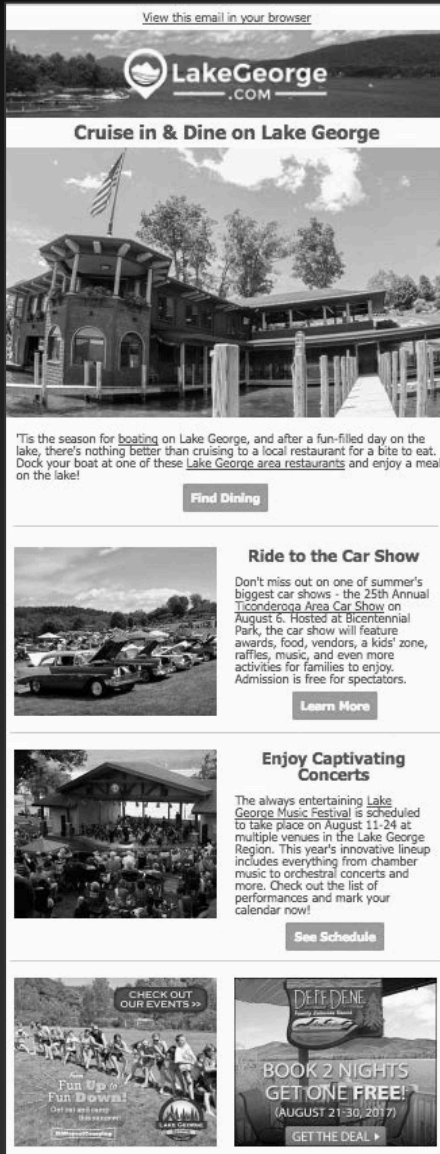
Splash in the Lake Motel's lake front heated pool, relax on any of our decks with spectacular views of the lake, or cosy up at night to our newest fire tables 50 feet out over the lake to get equally impressive views of the stars.

LAKEGEORGE.COM [Learn More](#)

486 Likes 22 Comments 55 Shares

 Share

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.

Giveaways



- This popular section of LakeGeorge.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

A screenshot of the Lake George website's 'Enter Giveaways' section. The page has a dark header with navigation links: 'Find a Business', 'Enter Giveaways', and 'Advertise'. Below the header is a sub-header with 'PLACES TO STAY', 'THINGS TO DO', 'FOOD & DRINK', 'EVENTS', and 'MORE'. The main content area features several giveaway listings, each with a small image, a title, a description, and a winner's name. On the right side, there are three vertical promotional banners: 'LAKE GEORGE STEAMBOAT COMPANY 200 YEARS OF SERVICE!', 'Family Fun!', and 'Book Today'.

Plan Lake George Fun On LakeGeorge.c... 71° 69

Find a Business Enter Giveaways Advertise

PLACES TO STAY THINGS TO DO FOOD & DRINK EVENTS MORE

LakeGeorge.com Home / Contests / Past 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!
Winner: Kathleen T.

Win Tickets To Lake George Music Festival's Sounds Of Our Time!
"Sounds Of Our Time" - an innovative concert series that explores connections that cross musical genres -
Winner: Michael B.

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!
Winner: Kathleen T.

Win Tickets To A Dinner & Fireworks Cruise With The Lake George Steamboat Company!
One lucky winner will receive 4 tickets to a Dinner & Fireworks Cruise with the Lake George Steamboat Co. on the Thursday night of their choice this summer!
Winner: Michael B.

Win All Access Season Passes To The Lake George Music Festival!
Enter now for your chance to win a pair of All Access Season Passes to the Lake George Music Festival, returning to the area on August 11-24, 2017.
Winner: Crystal P.

Win Tickets To A St. Louis Ribs Cruise With The Lake George Steamboat Company!
One lucky winner will receive 4 tickets to a St. Louis Ribs Cruise with the Lake George Steamboat Co. on the Monday night of their choice this summer!
Winner: Diana W.

LAKE GEORGE STEAMBOAT COMPANY
200 YEARS OF SERVICE!
GET MORE INFO

Family Fun!
Book Today

Find your happy place.
CLICK NOW FOR MORE!

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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