



**Saratoga  
RaceTrack**  
— .COM —



*Your Lifestyle Guide to Horse Racing  
in Saratoga Springs*

# Why Advertise On SaratogaRaceTrack.com?



1.75+  
million

Page Views Each  
Summer  
(May–Labor Day)



30,000  
Social Media  
Followers



10,400+  
Newsletter  
Subscribers

- A leading resource on all things track-related in Saratoga for more than a decade
- An engaged and growing social media audience
- Top placements in Google for targeted keywords and phrases related to horse racing in Saratoga Springs
- Content that users need: racing schedules, race course FAQ, local events, things to do, business reviews, & more

# The SaratogaRaceTrack.com Audience



- 51% female



- 54% ages 25-54



- 47% have children



- 60% \$50,000+ annual income



- 61% College or higher education

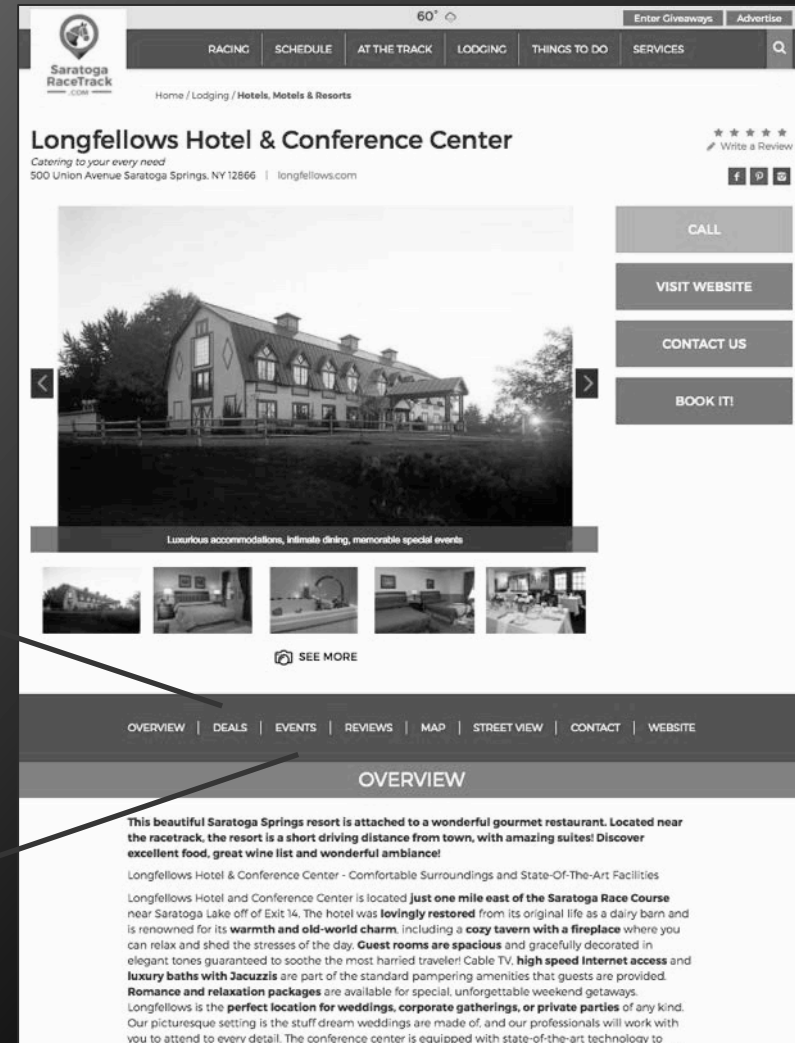
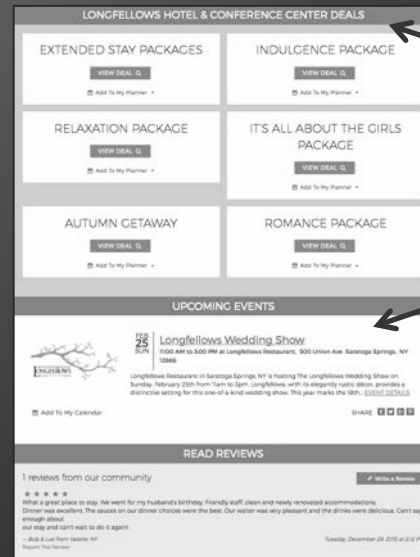


- Top 4 Metros: New York City, Albany-Schenectady-Troy, Boston MA-Manchester NH, Hartford-New Haven CT

# 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 Saratoga RaceTrack website's lodging directory. The main heading is "Saratoga Lodging - Hotels, Motels, Bed and Breakfasts, Inns And Vacation Rentals Conveniently Located Near The Saratoga Racetrack". Below this, there's a search bar and a list of lodging options. Three specific listings are visible: "The Medbery Inn & Spa", "Union Gables Victorian Mansion Inn & Suites", and "Courtyard Clifton Park by Marriott". Each listing includes a photo, a brief description, and buttons for "Get Details" and "Website". On the right side of the page, there are three display ads. The top ad is for "THE HOTEL YOU'LL NEVER FORGET" by The Gordon Putnam, featuring a price of \$149. The middle ad is for "Romance Package" by Longfellow's, featuring a romantic getaway. The bottom ad is for "HOLIDAY GUIDE" featuring gift ideas, events, and more.


**Saratoga RaceTrack**  
Home / Directory / Lodging

## Saratoga Lodging - Hotels, Motels, Bed and Breakfasts, Inns And Vacation Rentals Conveniently Located Near The Saratoga Racetrack

Looking for accommodations near the Saratoga Racetrack? You will find a **wide assortment of Saratoga lodging choices** from quaint bed and breakfast inns to sophisticated hotels to spacious vacation rentals. Find the lodging of your choice right here on SaratogaRaceTrack.com! Book your Lodging NOW!

Search: Lodging    Search by Business Location

Bed & Breakfast Inns | Budget Accommodations | Campgrounds | Hotels, Motels & Resorts | Other Lodging Near Saratoga | Vacation & House Rentals




### The Medbery Inn & Spa

Ballston Spa, NY

Providing you with relaxing accommodations and full service mineral spa and salon. Located just minutes from beautiful downtown Ballston Spa, New York.

[Get Details](#)   [Website >](#)




### Union Gables Victorian Mansion Inn & Suites

Saratoga Springs, NY

Voted Best of the Saratoga Region, Union Gables offers the luxury of a hotel with comforts of a bed and breakfast. Spacious guestrooms, gas fireplaces, seasonal heated outdoor pool, acre of gardens, wrap around porch, and cooked to order breakfast.

[Get Details](#)   [Website >](#)




### Courtyard Clifton Park by Marriott


Clifton Park, NY

Conveniently located between Saratoga Springs and Albany, Courtyard Clifton Park by Marriott offers the perfect combination of comfortable accommodations and amenities for both leisure and business travelers alike!


[Get Details](#)   [Website >](#)



THE HOTEL YOU'LL NEVER FORGET  
BED + BREAKFAST + MINERAL BATH  
Starting at \$149  
BOOK NOW  
THE GORDON PUTNAM



Romance Package  
Pamper that special someone you love with a romantic getaway.  
LONGFELLOW'S  
LEARN MORE!



HOLIDAY GUIDE  
VIEW GIFT IDEAS, EVENTS & MORE >

Display Ads

- Promote your brand, your offer, or your event throughout the Saratoga Springs 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 Saratoga racing on the platform they use most
- 30,000 active 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

**Saratoga Race Track**  
June 27 · 🌐

Planning a trip to the track this summer? Check out this package from Holiday Inn Express Clifton Park:

2 Clubhouse Tickets, 2 Race Programs, and shuttle service included in your stay! Book here: <http://bit.ly/1GO0ZZh>

A black and white photograph of a horse race. Two horses are in the foreground, galloping towards the right. The horse on the right has the number 6 on its saddle cloth. Jockeys are visible on both horses. The background shows a racetrack with a fence and some trees.

**Saratoga Track Package @ Holiday Inn Express**

Our 59 handsomely appointed guest rooms and our 17 spacious suites are perfect for business travelers and vacationers alike.

[SARATOGA.COM](http://SARATOGA.COM)

152 Likes 2 Comments 33 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 Saratoga.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

**Past Contests on SaratogaRaceTrack.com**

**Win Equesticon Panel Passes!**  
Enter now for your chance to win a pair of Equesticon Panel Passes giving you access to the inaugural event at the Saratoga Springs City Center on August 14 & 15.  
**Winner:** Sarah P., Daniel K., Aleah W.

**Win Grandstand Seats At Saratoga Race Course's Travers Day!**  
One lucky winner will get a pair of covered Grandstand seats for Travers Day - August 26, 2017 - at Saratoga Race Course, the most popular day of the summer meet.  
**Winner:** Kerry M.

**The 2017 #ILoveSaratoga Summer Giveaway**  
Is there a better place to be than Saratoga in the summer? Enter to win an ultimate 4 Day/3 Night, Jam-Packed, Fun-Filled Vacation for 2 in Saratoga Springs NY provided by Saratoga County Tourism (\$2,500+ value)  
Enjoy sumptuous accommodations, excellent golfing, fabulous dining, a luxurious spa experience, tickets to the Saratoga Performing Arts Center, reserved seating at Saratoga Race Course, deluxe gift basket and more!

**Win Tickets To The One Fine Day Centennial Soiree At The Union Cables B & B**  
Who doesn't love live music, signature drinks and delectable fare to enjoy? Here's your chance to win two tickets to the Shelters of Saratoga's One Fine Day Centennial Soiree on August 25th.  
**Winner:** Judy K & James C

**SpaTickets.com Travers Giveway (\$500+ Value!)**  
Enter for your chance to win 2 Clubhouse Seats for the Travers Stakes at Saratoga Race Track on Saturday, August 23, 2014!  
**Winner:** Mary Jo

**Day Passes and Rodeo Tickets to the Washington County Fair**  
Enter NOW for your chance to win two day passes and four preferred seating tickets to the Rodeo at the Washington County Fair August 18th or 19th!

**THE HOTEL YOU'LL NEVER FORGET**  
WIN 1 BREAKFAST + MINERAL BATH  
Starting at \$149  
BOOK NOW  
THE GORDON PUTNAM  
by the Saratoga Race Course

**Romance Package**  
Pamper that special someone you love with a romantic getaway.  
LONGFELLOWS  
Saratoga Race Course  
Learn More!

**HOLIDAY GUIDE**  
VIEW GIFT IDEAS, EVENTS & 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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