



**Saratoga**  
— .COM —



Welcome to  
Saratoga Springs

*Your Lifestyle Guide to Saratoga Springs*

# Why Advertise On Saratoga.com?



6.56+  
million  
Page Views  
Each Year



Nearly  
100,000  
Social Media  
Followers



21,100+  
Newsletter  
Subscribers

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

# The Saratoga.com Audience



- 59% female



- 58% ages 25-54



- 46% have children



- 62% \$50,000+ annual income



- 63% College or higher education

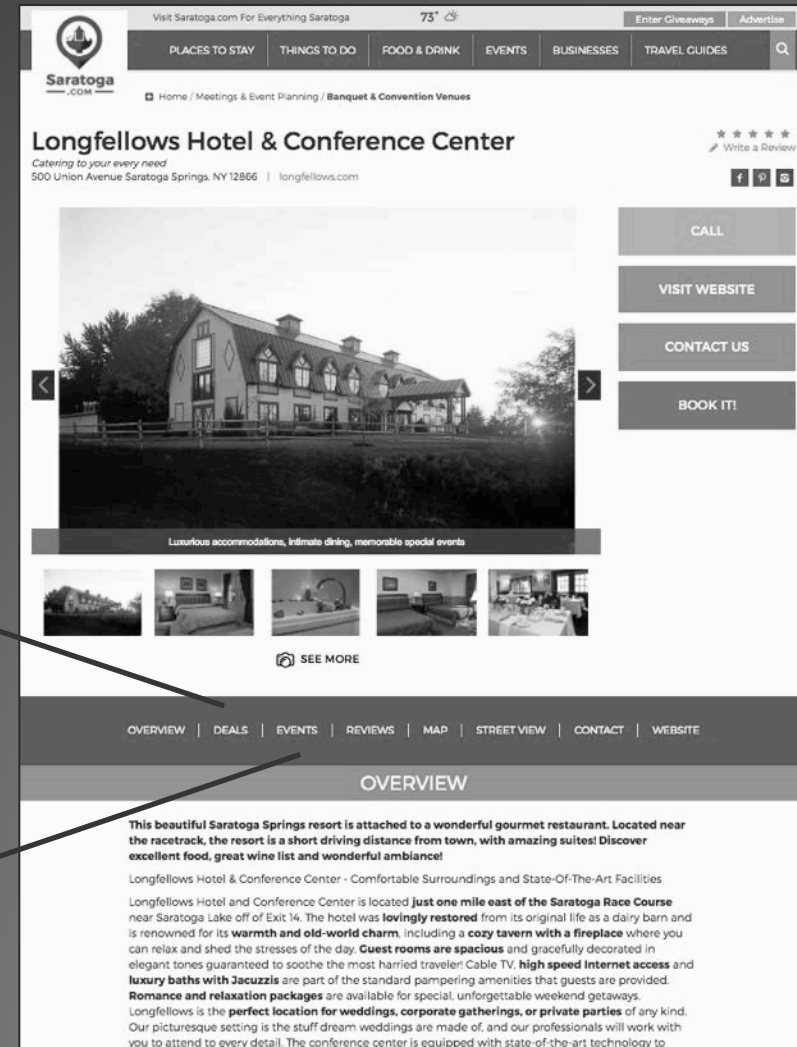
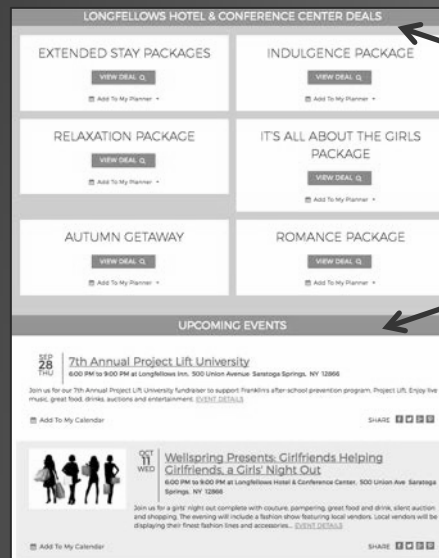


- Top 3 Metros: Albany-Schenectady-Troy, New York City, Boston MA-Manchester NH

# 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 Saratoga.com website. The header includes the Saratoga logo, navigation links (PLACES TO STAY, THINGS TO DO, FOOD & DRINK, EVENTS, BUSINESSES, TRAVEL GUIDES), and a search bar. The main content area is titled "Find Fun Saratoga Attractions & Things To Do in Saratoga Springs". It features several featured listings:

- Mountain Ridge Adventure:** Described as the Capital Region's premiere treetop challenge course and zip line park. Includes a "Get Details" button and a "Website" link.
- Serendipity Arts Studio:** Offers cooking classes and parties for kids and adults. Includes a "Get Details" button and a "Website" link.
- Summer Camps at The Glenville Sportplex:** Hosts fun-filled group outings. Includes a "Get Details" button and a "Website" link.
- Elms Family Farm:** Offers old-fashioned fall activities like pumpkin picking and exploring a corn maze. Includes a "Get Details" button and a "Website" link.

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

- Country Nights - Carnival Lights:** Promoting a fall event with a "Book Now" button.
- Irish 2000 Celtic & Arts Festival:** Promoting a festival with a "CLICK HERE" button.
- Saratoga's New Treetop Challenge Course and Zipline Park:** Promoting a new adventure park with a "Book Now" button.

A line points from the text "Display Ads" to the bottom of these three vertical 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 Springs on the platform they use most
- Nearly 100,000 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

**Saratoga Springs, NY**  
June 30 · 🌐

Do you like potato chips? Who doesn't??

The Chip Festival on July 15th will be full of vendors, samples, contests and all kinds of snacks! Admission is just \$5, and kids under 12 get in FREE.



**The Chip Festival | July 15, 2017**

Prepare Your Taste Buds for a Legendary Experience. Salty? Spicy? Cheesy? Potato? Corn? Thick-cut? Razor-thin? No matter how you slice or flavor them, people love their chips. And that's precisely why you should join us for The Chip...

[SARATOGA.COM](http://SARATOGA.COM)[Learn More](#)

276 Likes 27 Comments 124 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.

The screenshot shows an email newsletter from Saratoga Race Course. The header features the Saratoga logo and the text "Make Plans For the Mid-Summer Derby". Below this is a large image of horses racing. The main body of the email contains several promotional sections:

- Attend Equestricon™**: Recognized as the first international horse racing convention, Equestricon™ will take place on August 14-15 at the Saratoga Springs City Center. Highlights of this two-day convention will include panel discussions, social events, live entertainment, meet and greets, and more. A "Get Tickets" button is present.
- Head to the Races**: Although Saratoga Race Course's 2017 meet is flying by, there are still plenty of races and special events to look forward to. Take a look through our Race Course Guide so you can be prepared for your next trip to the Track. A "View Guide" button is present.
- Travers Wine Tasting**: August 25, 2017, Saratoga City Center. A "Click Here for Details" button is present.
- STEVEN BRUNDAGE**: A photo of Steven Brundage is shown.
- SARATOGA MAGIC SHOWS**: AUGUST 11, 12, 25 & 26 - THE HILTON. A "BUY TICKETS" button is present.
- Enjoy the Orchestra**: The acclaimed Philadelphia Orchestra is in the midst of its summer season at Saratoga Performing Arts Center (SPAC). Be sure to catch one of the themed mini-festivals and other special events before the season ends on August 19! A "See Schedule" button is present.

# 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

Visit Saratoga.com For Everything Saratoga 73°

Enter Giveaways | Advertise

PLACES TO STAY | THINGS TO DO | FOOD & DRINK | EVENTS | BUSINESSES | TRAVEL GUIDES

Home / Contents / Past Contests

**Win Tickets to See Zac Brown Band at SPAC!**  
Enter today for your chance to win a four pack of lawn tickets to see Zac Brown Band at SPAC on September 2!  
**Winner:** Mary K.

**Win Equestricon Panel Passes!**  
Enter now for your chance to win a pair of Equestricon 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 \$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!  
**Winner:** James C., Roy S., & Debra O.

**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!

So many Ways and so many Days to Enjoy...  
The Saratoga County Fair  
Events Every Weekend! [More Info](#)

PLAN A SPECTACULAR BIRTHDAY PARTY!  
Elms  
PLAN YOUR PARTY!

ASAP DUMPSTER RENTALS  
10-12-16-30 YARD CONTAINERS READY AVAILABLE  
CALL ROBIN @ (518) 584-0444

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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