

# GROW YOUR BUSINESS

*By Advertising with Us*





# PROMOTE YOUR BUSINESS

## *with our Network of Online Regional Guides*

Get found on some of the most popular lifestyle guides in Upstate New York. Advertise your business to thousands of locals and visitors searching for things to do, places to stay, restaurants, local services & businesses and much more.

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### **Saratoga.com Audience:**

**5.6+** Million Pageviews Per Year  
**104,500** Social Media Followers  
**22,000+** Newsletter Subscribers  
**59%** Female  
**58%** Ages 25-54



### **Adirondack.net Audience:**

**2.6+** Million Pageviews Per Year  
**272,000+** Social Media Followers  
**11,360+** Newsletter Subscribers  
**52%** Female  
**56%** Ages 25-54



### **Albany.com Audience:**

**4.1+** Million Pageviews Per Year  
**49,000+** Social Media Followers  
**10,700+** Newsletter Subscribers  
**60%** Female  
**60%** Ages 25-54



### **GlensFalls.com Audience:**

**647,850** Pageviews Per Year  
**13,400+** Social Media Followers  
**6,225+** Newsletter Subscribers  
**60%** Female  
**58%** Ages 35-64



### **Clifton Park.com Audience:**

**336,150** Pageviews Per Year  
**6,000+** Social Media Followers  
**3,022+** Newsletter Subscribers  
**69%** Female  
**47%** Ages 25-44



### **LakeGeorge.com Audience:**

**6.2+** Million Pageviews Per Year  
**207,500+** Social Media Followers  
**36,620+** Newsletter Subscribers  
**60%** Female  
**65%** Ages 25-54

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Advertising with us will ensure that you reach the right audience at the right time. Our highly engaged audiences rely on us to provide them with the most up-to-date information on places to go and things to do in the region. We have designed unique marketing packages that raise brand awareness and push traffic to your site.

Contact us today to find out more about our packages or create your own from the details on the following pages.



# Sponsored Content


Home > Community > Restaurants > Discover Saratoga National: Your Regional Hotspot for Experiencing Life's Moments

COMMUNITY RESTAURANTS

## Discover Saratoga National: Your Regional Hotspot for Experiencing Life's Moments

SPONSORED BY SARATOGA NATIONAL

Have you ever driven by the attractive fieldstone entrance of Saratoga National on Union Avenue and wondered, can I venture beyond those expansive green lawns? You can and you should explore all this beautiful property has to offer! Saratoga National is open for anyone to enjoy. Never visited before? You are missing out on some incredible times with friends and family. Haven't visited for awhile? Rediscover a constantly expanding and improving destination.



Drive through the entrance and you'll know you're somewhere special. The mile-long journey past ponds, fountains, rustic bridges, expertly manicured lawns and golf course

LEARN MORE

Saratoga National Golf & Spa Resort

You and 28 other friends like this

Saratoga National Golf Club

Book your Holiday Party at Prime

Inquire within TODAY - 518 306 2376

Prime at Saratoga National blends the traditional steakhouse and a casual lounge into one. We offer a dynamic fine dining experience with superior quality of a modern steakhouse. Open year round to the public. Located on the grounds of Saratoga National Golf & Spa Resort.

Tweets by @Saratoga

Saratoga National

That's a great THANK YOU for another wonderful season of golf at Saratoga.

Let us write an article all about your business, product or service! Promote your business throughout the year with creative, search engine friendly articles that are focused on your unique message, service or feature. Articles will be shared in social media and linked to from our home page and other relevant sections of our regional guides.

# Business Listing

Visit Saratoga.com for Everything Saratoga 47°


Places to Stay Things to Do Food & Drink Events Businesses Travel Guides

Home / All Lodging / Hotels, Motels & Resorts

## The Adelphi Hotel

Embrace The Extraordinary  
365 Broadway Saratoga Springs, NY 12866 | theadelphihotel.com

Write a Review



CALL

VISIT WEBSITE

CONTACT US

BOOK NOW

Welcome to The Adelphi Hotel

SEE MORE

Stand out from your competition! Get a full page of images, video and content that is written to get you found by people actively searching for places to go and things to do in the region. Includes links to your website, reservation system, menus, contact information and more!

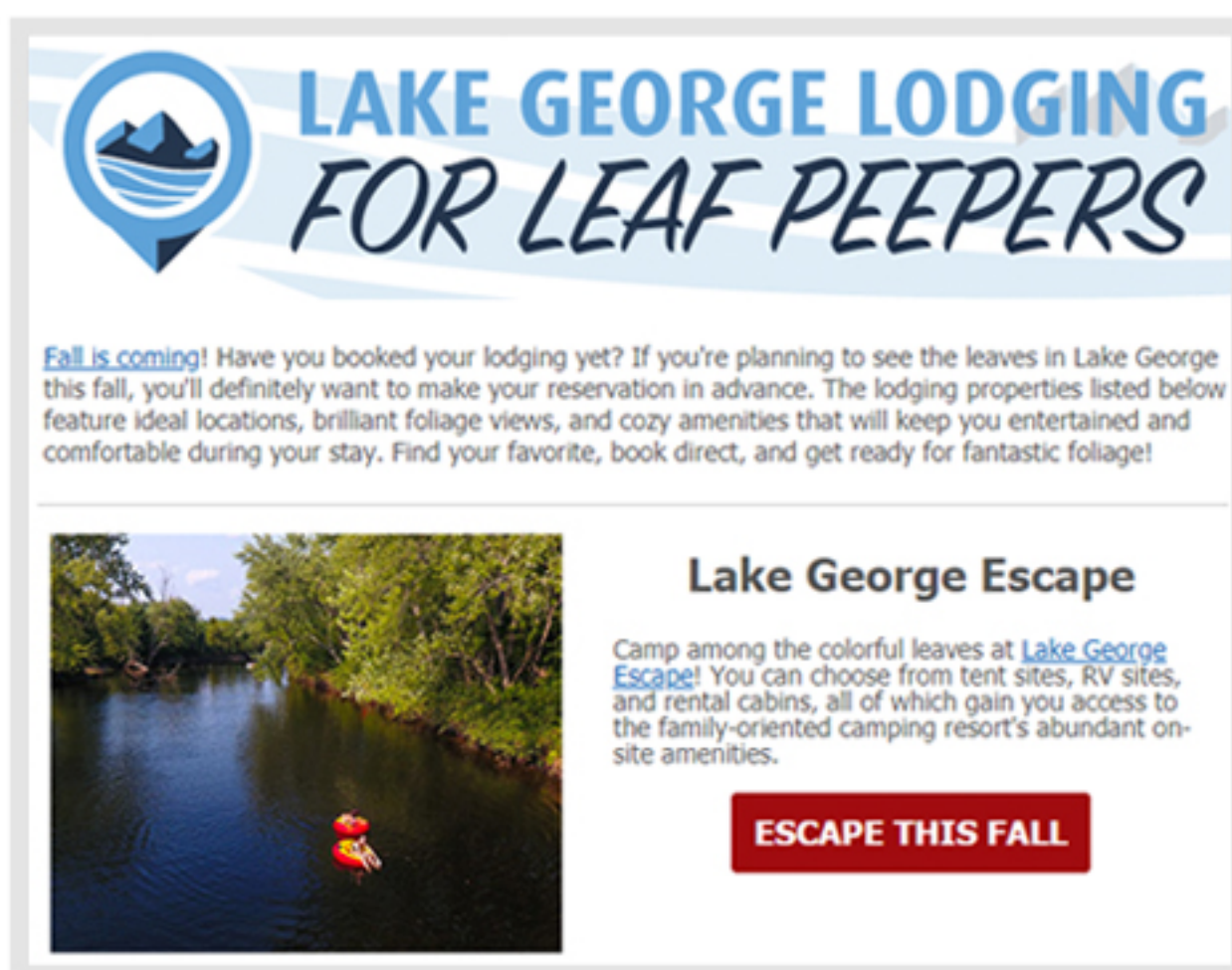


# Social Media Marketing on our Facebook or Instagram



Tap into our influence!  
Promote your business, offers  
and events to thousands of  
followers of our regional  
social media pages.

## Newsletter Marketing for Deals



Reach people where the  
look everyday -- their inbox!  
Send your special offers or  
packages to thousands of  
potential visitors to your  
region.



# Lead Generation



Guide to Albany's Capital Region48°

THINGS TO DO | FOOD & DRINK | EVENTS | HOTELS | BUSINESS

Home / Sweepstakes / Win A \$50 Gift Card To Jack's Oyster House!

## Win A \$50 Gift Card To Jack's Oyster House!



Enjoy the ultimate dining experience at [Jack's Oyster House](#) on State Street in Albany! For more than a century, Jack's has offered exceptional service and delicious cuisine.

One lucky winner will get a \$50 gift card to dine at Jack's! Enter once per day to increase your chances of winning - the winners will be randomly selected on November 12, 2018.


First Name \*

Last Name \*

E-mail Address \*

Need more prospects for your business? Engage your brand and grow your lead list with a giveaway. This popular feature of our regional guides allows you to quickly collect email addresses and exposes your brand to highly relevant audiences.

# Display Ads



Plan Lake George Fun On LakeGeorge.com!44°


Find a Business | Enter Giveaways | Advertise

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

Home / Things To Do / Lake George Activities / Amusement Parks & Attractions

## Amusement Parks & Attractions in Lake George

Taking a vacation or looking for things to do in the Lake George, NY area? Add these exciting Lake George attractions to your itinerary!




### Adirondack Extreme Adventure Course

Bolton Landing, NY

BEST OF WINNER - Others have tried to imitate but will never duplicate. Enjoy bragging rights after you triumphantly conquer the United States' largest tree-top adventure course. Ziplines, aerial skateboard, Tarzan swings. Open April - November.


[Get Details](#)[Website >](#)



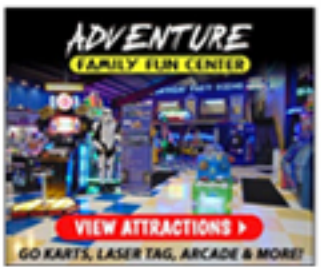
### Eagle Flyer - High-Speed Zipline

Lake George, NY

The Eagle Flyer offers a thrilling ziplining adventure high above the treetops with unparalleled views of Lake George and the Adirondack mountains. Go beyond traditional outdoor activities and have a truly spectacular experience.



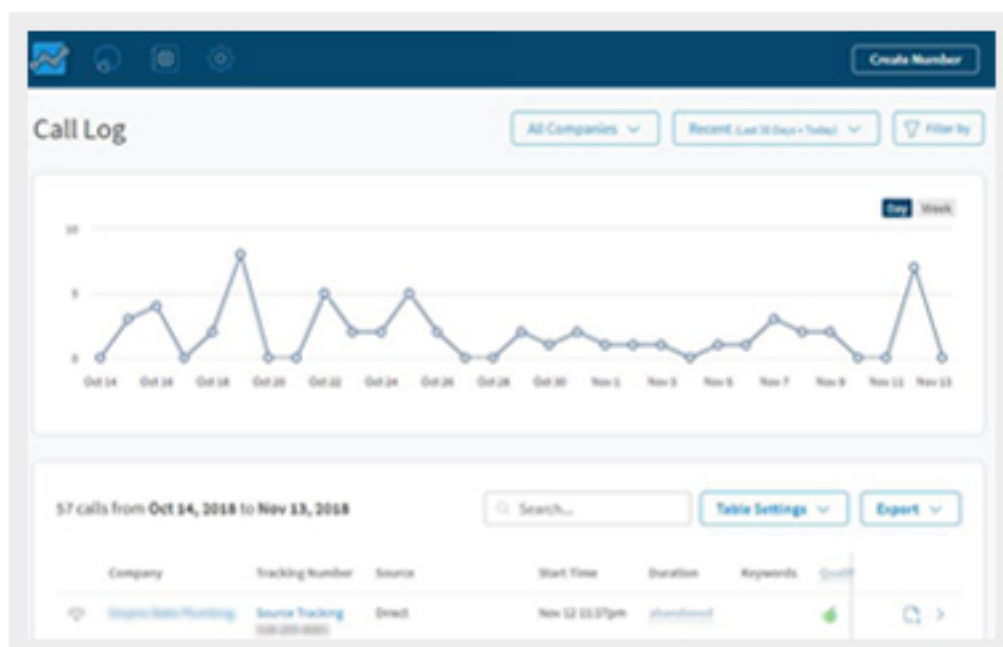
OPEN 7 DAYS A WEEK!



VIEW ATTRACTIONS >

GO KARTS, LASER TAG, ARCADE & MORE!

Use these online billboards to educate the consumer, build trust and reach more people within your target market. Strong calls to action in your display advertising are a great way to drive people to your website where they can learn more about your business.



## Call Tracking

Not sure if your marketing is working? Track where your calls are coming from to determine if your marketing efforts are leading to sales.

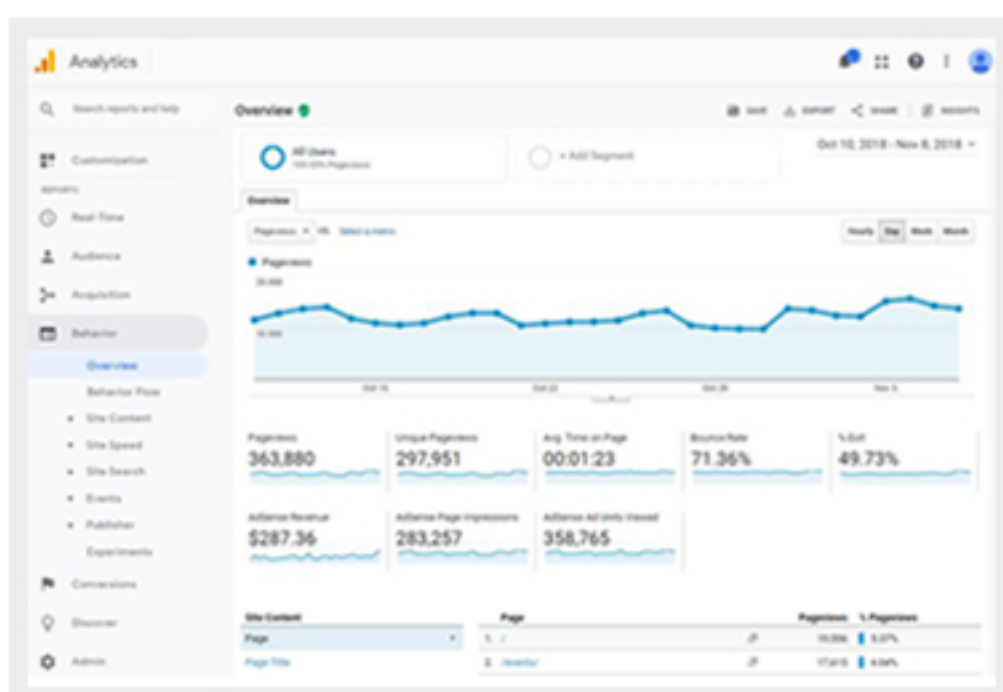
## Installation of Google Analytics

The proof is in the numbers. Understand what your customers needs are and whether you are addressing them with Google Analytics. You'll know where your site visitors come from, how long they stay on your site and what pages they visit.



## Google Analytic Reporting

Know if your marketing efforts are working. Once per year, we will provide a summary and analysis of your marketing initiatives on the regional guides.





# Year End Review

Let us be your marketing partner. Included with our premium packages is a review and strategy session. We will look at successes from the previous year, talk about your goals and develop a plan together for the upcoming year.

