



**SCHROON LAKE**  
— Chamber of Commerce —

## ADVERTISEMENT OPPORTUNITIES

Chamber of Commerce members have a variety of advertising options available through membership. **FREE** with yearly membership dues, your listing will appear on the Chamber and Schroon Lake Region websites as well as in the 2020 Business Services Directory. You may provide written copy and high-resolution, good quality photos for the Chamber and Schroon Lake Region websites at no additional cost. These materials should be emailed to [director@schroonlakechamber.org](mailto:director@schroonlakechamber.org).

The Chamber is now producing a tri-fold Tourist Brochure (formerly called the “Visitors Guide”) intended to attract visitors, and a separate Business Services Guide, where we are able to offer more advertising opportunities at a lower cost to our members. The Business Services Guide is distributed locally by a Distribution Services company, available at the Chamber office, and downloadable from our website.

We have also continued our contract with the Exit 9 (Clifton Park) Rest Area Information Center to maintain a large “Schroon Lake” display at this location. For those not familiar with the display, it features a total of 20 - 12”x 12” backlit shadow boxes (see the photo below). The display also holds our Tourist Brochure. This is a **very** popular visitor rest stop, and the Schroon Lake display attracts a lot of attention throughout the year. The display is refreshed on an annual basis and there is some advertising space available for 2020, but it will be sold on a first-come, first-served basis. We encourage our members to take advantage of this excellent opportunity to highlight their business in a very visible way.

Please fill out and return the form on the reverse side indicating your choice of advertising, and return to the Chamber along with your payment. You may also complete the form and pay via credit card on our website at <https://www.schroonlakechamber.org/become-member> **All paid advertising MUST be received no later than March 1, 2020 in order to be included in the Business Services Directory and Exit 9 display.**



## MEMBER ADVERTISING

### FREE Listing in Business Services Guide

Business name: \_\_\_\_\_

Address (if you want this in your listing): \_\_\_\_\_

Phone number: \_\_\_\_\_

Business Category (select **all** that apply):

- Arts & Artisans
- Attractions & Events
- Children's Camps
- Construction & Repair
- Food & Dining
- Home Services
- General Services
- Lodging & Campsites
- Organizations
- Real Estate
- Recreation & Family Fun
- Retail & Shopping

### Business Services Guide Advertisement

Full color ads are available in three sizes. The format may be a business card, logo, image, and/or text. Contact Sue at 518-532-7675 for additional information and assistance.

- Small Ad (1.5" x 3") = \$50
- Medium Ad (3" x 3") = \$75
- Large Ad (4.5" x 3") = \$100

### Exit 9 Display Advertisement

Full color, 12" x 12" advertisement space is available. Please provide a full-color, high resolution print-ready image, and avoid using any specific dates or references so your ad is relevant on a year-round basis.

- Exit 9 Ad = \$125

***Please return your completed form to the Chamber along with a check for your paid advertising NO LATER THAN MARCH 1. Payments may also be made via credit card; contact the Chamber to make these arrangements.***