



SCHROON LAKE
— Chamber of Commerce —

2023 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 Adirondack Hub websites as well as in the 2023 Business Services Directory. Please be sure to provide us with written copy and high-resolution, good quality photos for the websites to be sure your business or organization is well-represented. These materials should be emailed to director@schroonlakechamber.org.

The Chamber now produces a tri-fold Tourist Brochure, intended to attract travelers to our area, and a separate Business Services Guide, where we are able to offer more advertising opportunities at lower costs to our members. The Business Services Guide is professionally distributed to over 450 locations, placed at the Clifton Park Rest Area, and available at the Chamber office and other local businesses. We urge you to reserve your ad space early since we have run out of slots for the past two years.

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 photos below). 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. **Note: There are currently limited spaces available in this display and slots will be sold on a first-come, first served basis, with existing advertisers having first rights.** We encourage our members to take advantage of this excellent opportunity to highlight their business or organization 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 3, 2023 in order to be included in the Business Services Directory.**

MEMBER ADVERTISING

Members receive FREE listings on Adirondack Hub (formerly Schroon Lake Region) website, Chamber website, and in the Business Services Guide. PLEASE INCLUDE ALL INFORMATION YOU WANT LISTED.

Business name: _____

Address: _____

Phone Number(s): _____

Email Address: _____

Website: _____

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

- Arts & Artisans
- Attractions, Events & Family Fun
- Food, Drinks & Dining
- General/Professional Services
- Home & Business Repairs/Services
- Lodging & Campsites
- Organizations
- Real Estate
- Recreation, Camps & Programs
- 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. As a service to our members, we can design ads for you with your content, photos, and input. 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. Transparencies must be provided to the Chamber (we can refer you to several local companies that produce these at reasonable cost and provide exact specifications). We suggest you avoid using any specific dates or event 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 3. Payments may also be made via credit card; contact the Chamber to make these arrangements.