



SCHROON LAKE
— Chamber of Commerce —

2024 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 2024 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 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 three 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 VERY 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.

Finally, this year we will offer a number of co-op advertising opportunities in major distribution print publications, including the “Adirondack 4-Season Guide,” “Visit ADKs Hiking Guide,” “Upstate Summer” magazine, and more. This type of advertising typically includes dedicated pages with a feature on the Schroon Lake area and a number of individual business ads, at a significantly discounted rate. **The Chamber pays a portion of the cost**, and the remaining amount is divided among advertisers. The more businesses that advertise, the lower the cost for everyone. If you are interested in joining one of co-op advertising options, check the section in the form and we will contact you with more information.

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 (except for co-op advertising).

Completed forms must be returned to the Chamber NO LATER THAN MARCH 1 in order for your ad to be included in the Business Services Directory. Payments may also be made via credit card; contact the Chamber to make these arrangements.

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):

- | | |
|--|---|
| <input type="checkbox"/> Arts & Artisans | <input type="checkbox"/> Lodging |
| <input type="checkbox"/> Attractions & Events | <input type="checkbox"/> Organizations |
| <input type="checkbox"/> Food, Drinks & Dining | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> General/Professional Services | <input type="checkbox"/> Recreation, Wellness, & Camps/Programs |
| <input type="checkbox"/> Home & Business Services | <input type="checkbox"/> 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

Co-op Advertising Opportunities

- Please contact me with more information and pricing