



Warren County Winter 2021

WORKSHOP

TACTICS/MARKETS	SPOTS/IMPs	NOVEMBER				DECEMBER					TOTAL	
		1	8	15	22	29	6	13	20	27		
DIGITAL (ALL MARKETS)												
PAID SOCIAL - Newsfeed and Story Ads	19,000 results											\$20,588.00
Shopping												
Winter Outdoor Recreation												
Lodging												
Winter Vacation												
Ice Castles												
Winter & Holiday Events												
GOOGLE ADS - Text and YouTube Ads	Dependent on search traffic											\$22,000.00
Activities (Text Ads) - Factory Outlets, Attractions, Dining, Museums & History, Craft Beverages, Couples Activities, Free Activities												
Seasonal (Text Ads) - Winter												
Winter Recreation (Text Ads) - Ice Fishing, Skiing & Snowboarding, Ice Skating, Winter Hikes, Snowshoeing, Sledding & Tubing, Snowmobiling, XC												
Events (Text Ads) - Events, Ice Castles, Winter Carnival												
Lodging (Text Ads) - Cabins, Packages, B&B's & Inns, Lodging, Resorts, Pet Friendly												
Branding (Text Ads) - Branding												
Shopping (YouTube Ads) - Shopping												
Ice Bars (YouTube Ad) - Ice Bars												
NATIVE ADVERTISING - In-Feed	1.8 million imp.											\$16,749.00
Unbeatable Deals! The Factory Outlets of Lake George												
The 12 Best Towns for a Winter Escape												
10 Winter Activities for People Who Don't Like the Cold												
Ice Castles												
Winter Vacation in the Lake George Area: Snow-Covered and Cozy												
RETARGETING - Banner Ads	Dependent on site traffic											\$12,000.00
TELEVISION & CONNECTED TV												
ALBANY												
Spectrum Cable - 365,000 subs (:05 sec spot - Shopping)	1,875					\$1,665.00						\$1,665.00
SYRACUSE/UTICA												
Spectrum Cable - 495,800 subs (:05 sec spot - TBD)	1,875					\$1,998.00						\$1,998.00
											\$75,000.00	