Warren County Winter - Spring (Jan - Apr) 2023

2022 TACTICS & THEMES		TARGETING				JANUARY					FEBRUARY				MARCH				APRIL					BUDGET
						26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	
CONNECTED TV	**LANDING PAGE**	**GEO**	**DEMOGRAPHICS**	**INTERESTS**	**IMPRESSIONS**																			
WINTER CONNECTED TV	https://visitlakegeorge.com/	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Rochester, Springfield, Boston, Hartford, Burlington/Plattsburgh, Montreal	Age 25 - 65+	Travel, winter travel, vacation travel, winter sport, outdoor enthusiast	530,000	$25,000.00																		$25,000.00
																			CONNECTED TV					$25,000.00
PAID SOCIAL	**LANDING PAGE**	**GEO**	**DEMOGRAPHICS**	**INTERESTS**	**RESULTS**																			
OUTDOOR WINTER ACTIVITIES	https://www.visitlakegeorge.com/main-outdoors/winter-activities/	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Rochester, Springfield, Boston, Hartford, Burlington/Plattsburgh, Montreal	Age 25 - 64	Nordic skiing, cross-country skiing, outdoor recreation, winter sport, showshoe, alpine skiing, snowboarding	7,100	$7,500.00																		$7,500.00
ICE BARS	https://www.visitlakegeorge.com/coolest-ice-bars/		Age 21+	Alcohol, brewery, cocktail, craft beer, happy hour, bars, beer, wine	3,800			$4,000.00																$4,000.00
EVENTS	https://www.visitlakegeorge.com/events/		Age 26-65+	Interested in upcoming events, events, festival, entertainment	3,800	$4,000.00																		$4,000.00
ICE CASTLES	https://www.visitlakegeorge.com/event/ice-castles/		Age 25-65+	Interested in upcoming events, events, festival, entertainment, frequent travelers, travel	3,300			$3,500.00																$3,500.00
WINTER CARNIVAL	https://www.visitlakegeorge.com/event/lake-george-winter-carnival/		Age 25-65+	Interested in upcoming events, events, festival, entertainment, winter sport, outdoor recreation	2,800			$3,000.00																$3,000.00
MAPLE WEEKENDS	https://www.visitlakegeorge.com/series/thurman-maple-days/		Age 25-65+	Maple syrup, natural product, organic farming, organic product, agriculture	1,900								$2,000.00											$2,000.00
LODGING	https://www.visitlakegeorge.com/stay-year-round/		Age 25-65+	Travel, frequent travelers, adventure travel	3,800	$4,000.00																		$4,000.00
FOOD & DRINK	https://www.visitlakegeorge.com/main-food-drink/		Age 25 - 65+	Dining out, foodies, restaurants, food & beverage, craft beverages, breweries	2,300	$2,500.00																		$2,500.00
CULTURE - ART & HISTORY	https://www.visitlakegeorge.com/culture/		Age 25 - 65+	Performing arts, history, museums, visual arts	4,700	$5,000.00																		$5,000.00
HIKING	https://www.visitlakegeorge.com/main-outdoors/hiking/		Age 25 - 64	Hiking, nature, outdoor recreation, outdoor enthusiast, trekking, backpacking	1,400												$1,514.00							$1,514.00
WHITEWATER RAFTING	https://www.visitlakegeorge.com/main-outdoors/rafting/		Age 25 - 54	Whitewater rafting, whitewater kayaking	950												$1,000.00							$1,000.00
FISHING	https://www.visitlakegeorge.com/main-outdoors/fishing/		Age 25 - 65+	Fishing, anglers, fishing derbies, sport fishing, recreation fishing	950												$1,000.00							$1,000.00
																			PAID SOCIAL					$39,014.00
NATIVE ADVERTISING	**LANDING PAGE**	**GEO**	**DEMOGRAPHICS**	**INTERESTS**	**IMPRESSIONS**																			
WINTER ACTIVITIES FOR PEOPLE WHO DON'T LIKE THE COLD	https://www.visitlakegeorge.com/10-winter-activities-people-who-dont-like-cold/	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Rochester, Boston, Springfield, Montreal	Age 25-64	Travel, winter travel, vacation travel	897,500	$7,500.00																		$7,500.00
12 BEST TOWNS FOR A WINTER ESCAPE	https://www.visitlakegeorge.com/12-best-towns-winter-escape/			Travel, winter travel, vacation travel, winter sport, outdoor enthusiast	598,000			$5,000.00																$5,000.00
WHAT TO DO WHEN VISITING THE ICE CASTLES	https://www.visitlakegeorge.com/event/ice-castles/			Travel, winter travel, vacation travel, winter sport, outdoor enthusiast	598,000			$5,000.00																$5,000.00
APRIL BREAK IN THE LAKE GEORGE AREA	https://www.visitlakegeorge.com/april-break-lake-george-area/			Travel, vacation travel, family travel, parents	598,000											$5,000.00								$5,000.00
																			NATIVE					$22,500.00
DISPLAY	**LANDING PAGE**	**AUDIENCE**		**IMPRESSIONS**																				
RETARGETING	https://visitlakegeorge.com/	Previous website visitors from the past 30 days; users who completed the audio ad		Dependent on site traffic & audio completions		$5,000.00																		$5,000.00
																			DISPLAY					$5,000.00
GOOGLE ADS	**AD TYPE**	**GEO TARGET**	**AD GROUPS** - Keywords and landing pages are specific to each ad group																					
BRANDING	Search/Text	New York, Pennsylvania, Connecticut, New Jersey, Massachusetts, Quebec, Ontario		Branding		$2,507.00																		$2,507.00
OUTDOORS	Search/Text			Hiking, Fishing, Scenic Drives, Winter Activities		$9,400.00																		$9,400.00
TOP ATTRACTIONS	Search/Text			Arts & Theatre, Attractions, Museums & History, Shopping		$9,400.00																		$9,400.00
EVENTS	Search/Text			Events, Ice Bars, Winter Carnival, Holidays, Ice Castles		$9,400.00																		$9,400.00
STAY	Search/Text			B&B's & Inns, Cabins, Lodging, Packages, Pet Friendly, Resorts		$6,267.00																		$6,267.00
FOOD & DRINK	Search/Text			Craft Beverages, Dining		$3,134.00																		$3,134.00
WINTER VIDEO	YouTube/Video			Winter Vacation				$1,233.00																$1,233.00
SHOPPING VIDEO	YouTube/Video			Shopping, Holiday Shopping, Black Friday, Factory Outlets, Discount Stores							$1,410.00													$1,410.00
ICE BARS	YouTube/Video			Ice Bars				$1,202.00																$1,202.00
MAPLE WEEKENDS	YouTube/Video			Maple Weekends									$940.00											$940.00
SPRING INDOOR ACTIVITIES	YouTube/Video			Spring Indoor Activities												$1,593.00								$1,593.00
																			GOOGLE ADS TOTAL					$46,486.00
																			TOTAL BUDGET					$138,000.00

Note: All rates are estimated and for planning purposes only