



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://visittakegeorge.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.visittakegeorge.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, snowboard, alpine skiing, snowboarding	7,100						\$7,500.00										\$7,500.00						
ICE BARS	https://www.visittakegeorge.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.visittakegeorge.com/events/		Age 26-65+	Interested in upcoming events, events, festival, entertainment	3,800						\$4,000.00										\$4,000.00						
ICE CASTLES	https://www.visittakegeorge.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.visittakegeorge.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.visittakegeorge.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.visittakegeorge.com/day-year-round/		Age 25-65+	Travel, frequent travelers, adventure travel	3,800						\$4,000.00										\$4,000.00						
FOOD & DRINK	https://www.visittakegeorge.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.visittakegeorge.com/culture/		Age 25 - 65+	Performing arts, history, museums, visual arts	4,700						\$5,000.00										\$5,000.00						
HIKING	https://www.visittakegeorge.com/main-outdoors/hiking/		Age 25 - 64	Hiking, nature, outdoor recreation, outdoor enthusiast, trekking, backpacking	1,400											\$1,514.00					\$1,514.00						
WHITWATER RAFTING	https://www.visittakegeorge.com/main-outdoors/rafting/	Age 25 - 54	Whitewater rafting, whitewater kayaking	950											\$1,000.00					\$1,000.00							
FISHING	https://www.visittakegeorge.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.visittakegeorge.com/30-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.visittakegeorge.com/12-best-towns-winter-escape/		Age 25-64	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.visittakegeorge.com/event/ice-castles/		Age 25-64	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.visittakegeorge.com/spring-break-lake-george-area/		Age 25-64	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://visittakegeorge.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			BBQ'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