



SARATOGA
CONVENTION & TOURISM BUREAU

MARKETING OPPORTUNITIES



60 Railroad Place, Suite 301 Saratoga Springs, NY 12866
Ph: [518] 584-1531 | Fax: [518] 584-2969
www.discover-saratoga.org | Email: Connie@discover-saratoga.org

WE PROMOTE OUR COMMUNITY AND ALL THOSE WHO MAKE SARATOGA A GREAT PLACE TO LIVE, WORK, AND VISIT!

DISCOVERSARATOGA.ORG HOMEPAGE WEB AD

- \$100/month, \$500/6 months
- DiscoverSaratoga.org homepage has over 300,000 views a year!
- Ad Specs: 260 X 300 pixels, camera-ready ad
- Ad will rotate, time visible will vary based on the number of advertisers
- Please provide a website link
- Statistics are provided

Saratoga Springs and Saratoga County Convention and Tourism Bureau

The Saratoga Convention and Tourism Bureau is your official Saratoga County, NY group destination guide! Known for the Saratoga Race Course, horses, mineral springs, and great restaurants and shopping, this exciting historical and cultural center is located minutes from Albany and is a short drive from most Northeast locations.

PROMOTIONS < >



Register for the 2017 Wedding Event



Conference Discount Card



2016-17 Meeting Promotion



Download the Mobile App

VIEW ALL

DISCOVERSARATOGA.ORG PREFERRED LISTING

- \$100/month, \$500/6 months
- Member listing will appear before the alphabetical order list of members in the specific major and sub categories you are listed in. Categories at the discretion of the SCTB.
- Ad will not rotate, but stay static on the page, even after refreshing
- The preferred listings will be listed in Alphabetical order (randomization of appearance coming soon)
- Statistics are provided

STAY
DINE
SHOP
THINGS TO DO
MEET
TRANSPORTATION
MEDIA
THE BUREAU
JOIN!


Accommodations

HOME > Members

SEARCH

CATEGORIES


- ACCOMMODATIONS
- Hotel / Motel
- Bed & Breakfast / Inns
- Ballston Spa
- Clifton Park
- Glens Falls
- Malta
- Rock City Falls
- Round Lake
- Saratoga Springs
- Wilton



Embassy Suites by Hilton Saratoga Springs

Embassy Suites by Hilton Saratoga Springs is a full service, upscale hotel offering two-room suites, free cooked-to-order breakfast and a complimentary evening reception with hors d'oeuvres and beverages. Both leisure and business travelers looking...


READ MORE



Anne's Washington Inn

From the inviting porch, to our fanciful Victorian gazebo, Anne's Washington Inn is the perfect setting for the most special wedding celebrations. Surrounded by 4 manicured acres, adjacent to Saratoga Spa State Park, the...

READ MORE



Best Western / Clifton Park

Conveniently located between Albany and Saratoga, ideal for business or pleasure. Complimentary continental breakfast. Room amenities include: HBO, coffeemaker, microwave, refrigerator, hair dryer, iron and ironing board, data ports, voice mail, free local calls...

MEMBER TO MEMBER EMAIL

The Member-to-Member email program encourages a culture of cross promotion between Members of the Saratoga Convention & Tourism Bureau by educating our members about events, special promotions, fundraisers, etc. This service may also be used to announce a major change in the operation of business or, in the case of Suppliers or Service Providers, it may be used to promote the goods and services that are available locally to our business community. Out of respect to our members, we ask that Member-to-Member emails be newsworthy and informational. The SCTB has the option of declining the request to send out an email blast if the content is not deemed appropriate.

COST

\$30 per email announcement is requested to help offset the cost of coordinating and maintaining the Member to Member e-mail blast program. The email will go to 475-500 local business owners emails, the SCTB membership.

LIMITATIONS

The SCTB will limit the program to 2 emails a week. We cannot inundate our members with emails, simply keep them informed about what fellow Bureau members are up to. Emails will be scheduled on a First-come, First-served basis. Deployment dates can be requested in advance but remain subject to change. Emails will not be sent until the participation fee is paid in full.

We reserve the right to place additional conditions on this policy for any reason for the prevention of misuse or abuse of this service or the invasion of member privacy. We cannot guarantee the posting of any particular message. It is our conviction that we are servicing the customer best when our members know what's going on and are able to answer questions accurately for our visitors. We reserve the right to change or discontinue this service or change policy at any time and for any reason. Individuals submitting promotional information shall remain entirely responsible for accuracy and shall hold the Bureau and its employees harmless in the event of an error with the only means of resolution being limited to republishing the corrected information after written notification of the error. Member-to-Member e-mail is not to be misunderstood as an endorsement or opinion of the Bureau - they are simply messages relayed from one member to other members

TIMING & SETUP

It is recommended that your e-mail be as short as possible and you are encouraged to include hyperlinks to your own website and/or a printer-friendly poster/flyer for additional information. [use of hyperlinks are tracked and the open rate can help you gauge the level of interest among recipients] It is important to include your e-mail address as well.

The SCTB will send the emails though **Microsoft Outlook** with the subject line- Member To Member and the business name, for example: *Member To Member Chianti Ristorante*.

TEXT & GRAPHICS

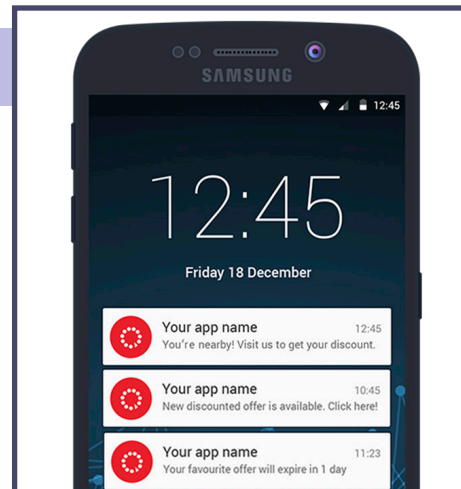
The text you provide will be the body of the email. You can also provide your company logo and 1 or 2 high res photos or flyers.



MOBILE APP MARKETING

MOBILE APP PUSH NOTIFICATION

- \$50 per push, limit to 1 per month
- Nearly 1,500 active users
- Text alerts with promotions and marketing messages
- Target users in specific interest areas (i.e., dining, shopping, wedding, etc.)
- 1 Sentence limit
- Direct to promotion/event website
- Schedule the push to desired date & time



VISITOR CENTER MARKETING

1 ROTATING AD ON 1 OF THE LARGE TVs

- \$100 a month
- Ad rotates amongst other events, posters, photos
- Ad rotates continuously Mon-Sat: 9 AM- 6 PM, Sunday: 10 AM- 3 PM
- Over 35,000 people frequent the Visitor Center each year



BROCHURE DISTRIBUTION

- \$100 for 12-month period, starting in May, we can prorate
- Minimum of 200 copies
- Racks accommodate 4" X 9" brochures
- Printed on a minimum of 80 lb weight paper preferred



BUSINESS NAME _____

Check all you are interested in!

PREFERRED LISTING - \$100 A MONTH, \$500 FOR 6 MONTHS

of Months: _____ Desired Month(s): _____ \$_____

SCTB WEBSITE HOMEPAGE AD - \$100 A MONTH, \$500 FOR 6 MONTHS

of Months: _____ Desired Month(s): _____ \$_____

MEMBER TO MEMBER EMAIL BLAST - \$30 EACH

of Emails: _____ Desired Date(s): _____ \$_____

BROCHURES AT THE VISITOR CENTER - \$100 A YEAR STARTING MAY

(we will pro-rate) Date Range: _____ \$_____

1 ROTATING AD ON THE LARGE SCREEN TVS AT THE VISITOR CENTER - \$100 A MONTH

of Months: _____ Desired Month(s): _____ \$_____

MOBILE APP PUSH NOTIFICATIONS - \$50 A PUSH, LIMIT 1 PER MONTH

of Pushes: _____ Desired Month(s): _____ \$_____

TOTAL INVESTMENT \$_____

MARKETING INVESTMENT PAID BY:

CHECK or CREDIT CARD

TYPE OF CARD _____ CARD NUMBER _____

EXPIRATION DATE _____ NAME ON CARD _____