

LGRCC 2025-2026 ADVERTISING RATES SHEET

SCAN TO VIEW
LAYOUT & SPECS FOR
2026 TRAVEL BROCHURE & MAP



2026 TRAVEL BROCHURE & MAP

AD COMMITMENT BY DEC. 1, 2025 | ARTWORK DEADLINE DEC. 12, 2025

Please note: Ad space is limited based on a first come, first serve for all ad sizes. Complimentary design is offered through the LGRCC.

PRODUCT	AD SIZE	PRICE	Print Listing & Pin on Map	Enhanced Website Listing	Website Box Ad	Website Leaderboard	Website Masthead	Website Savings with Print Ad
1/8 Page	2.6406" x 2.0155"	\$500	✓					
1/8 Page Enhanced	2.6406" x 2.0155"	\$650	✓	✓				\$350 \$0
1/4 Page	2.6406" x 4.0938"	\$1,250	✓	✓	✓			\$850 \$0
1/2 Page	5.3437" x 4.0938"	\$2,500	✓	✓		✓		\$1,100 \$0
Full Page	5.3437" x 8.25"	\$5,000	✓	✓			✓	\$1,350 \$0

WEBSITE PRODUCTS.

A LA CARTE - ANNUAL

DIGITAL PRODUCT	PRICE	SPECS	DETAILS
Website Enhanced Listing	\$350	Up to 4 photos	Featured placement and photo with up to 3 additional photos on your business listing page.
Website Box Ad	\$500	300x250 px, 72 dpi	Compact ad, strategic placement, selected page for maximum visibility.
Website Leaderboard	\$750	728x90 px, 72 dpi	High-visibility banner ad, top of selected page, optimal exposure.
Website Masthead	\$1,000	1480x800 px, 72 dpi	Prominent graphic, top of chosen category page, maximum visibility.

DIGITAL PACKAGES

BUNDLED DIGITAL PRODUCTS

DIGITAL PACKAGE	PRICE	Website Graphic	Dedicated Eblast	Featured Blog Post	Website Enhanced Listing
Bronze Package	\$500		1 Blast	✓	✓
Silver Package	\$1,000	Box Ad	1 Blast	✓	✓
Gold Package	\$1,500	Leaderboard	3 Blasts	✓	✓
Platinum Package	\$2,000	Masthead	4 Blasts	✓	✓

lakegeorgechamber.com/businesses/member-advertising for specs, pricing and details on all advertising products.

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EBLASTS AND CONTENT

DIGITAL PRODUCT	PRICE	DISTRIBUTION	DETAILS
Member News Spotlight	\$50/spotlight	1-2 x Monthly	Highlight your event/business in Chamber Pulse newsletter, 1K member contacts, featured section with images/links, logo in footer.
Consumer News Spotlight	\$75/spotlight	Monthly	Feature your event/business in monthly Consumer News (leisure traveler) list of 12K+, dedicated section with images/links.
Consumer News Dedicated Eblast	\$200/eblast	Anytime	Custom email, entire Consumer News (leisure traveler) list of 12K+ engaged subscribers.
Sponsored Blog Post	\$150/post	Anytime	Professionally written blog post, showcasing your business/event, SEO-optimized for better ranking with feature in Consumer News..

ADDITIONAL ENGAGEMENT PACKAGES

PRODUCT	PRICE	DISTRIBUTION	DETAILS
Social Media Takeover	\$150	Anytime	24-hour social media takeover, 14K+ Facebook & 6K+ Instagram followers, story/reel highlights, custom graphics & promotional content.
Event Promotion Basic	\$50	Anytime	Social media shoutout (Facebook, Instagram), event listing on Lake George events calendar, inclusion in Consumer News to 12K+ subscribers.
Event Promotion Premium	\$350	Anytime	Featured blog post on Lake George website, sponsored social posts (\$50 boost), targeted email to Consumer News, all Basic Package features.
Lake George Village Information Center	\$350	Annual	Members-only rate, brochure display at Lake George Village Information Center (Beach Road), May–October, 27K+ visitors annually.