

14th Annual December 8-10, 2023



HOLIDAY STROLL INSERT ADVERTISING OPPORTUNITY

This year, we will attract even more locals and visitors to your business during Holiday Stroll through a special Holiday Stroll insert. The insert will be distributed prior to and during Stroll weekend in collaboration with the Lake Placid Business Association and the Lake Placid News. The Stroll insert will include the schedule of events, photos, promotions, Yule Log History, and more.

Your ad in the 2023 Holiday Stroll insert will:

1. Promote your special offer, greeting or event to increase traffic and sales during weekend festivities.
 2. Benefit from increased visibility in the Stroll insert with a display ad for your business.
 3. Showcase your involvement and participation in Holiday Village Stroll with a dedicated display ad for your business.
- Schedule of events, photos and specials will be publicized in this unique guide.

PUBLISHED: December 2nd in the Adirondack Daily Enterprise and December 1st in the Lake Placid News. Bonus Distribution of the Holiday Stroll insert at participating retailers, restaurants, events venues, hotels and the Visitor's Center.

RESERVE BY: Friday, November 3, 2023

SIZE/PRICE: See sizes and prices on the back.

CONTACT: Carol Swirsky, advertising consultant, 518-891-2600 ext. 18
cswirsky@adirondackdailyenterprise.com

YES ___ I want to be included in the Lake Placid Holiday Stroll Special Tabloid

Business _____ Contact name _____ Phone# _____

Address _____ E-Mail _____

15,000 Online Impressions \$93.50



LAKE PLACID NEWS

Adirondack Daily Enterprise

54 Broadway • 518-891-2600 • Saranac Lake

3x5
(4.875" x 5")
\$293.10

**Add color for
only \$70⁰⁰ more**

2x6
(3.25" x 6")
\$234.48

2x2
(3.25" x 2")
\$78.16

2x4
(3.25" x 4")
\$156.32

Other sizes
available
**\$19.54 per
column
inch**
In print &
online

2x3
(3.25" x 3")
\$117.24

6x2
(10" x 2")
\$234.48