

MARKET YOUR MESSAGE TO REACH VISITORS TRAVELING TO SARATOGA COUNTY, NY.

Discover
SARATOGA



DESTINATION SARATOGA, the official visitor guide of Saratoga County, published by Discover Saratoga, Saratoga County's official tourism and promotions agency. Get noticed by active, engaged and culturally curious visitors.

The 2027 Saratoga County Visitor Guide is an annual publication providing tourism information and inspiration about Saratoga County. Sixty thousand guides are distributed throughout the Northeast and beyond, reaching high-intent travelers.

60k+ Copies Distributed Annually
plus **2 million+ online impressions and 2,500+ digital downloads**



DISTRIBUTION LOCATIONS

• AAA Offices • Attractions • Hotels • Transportation Hubs • Travel agencies • Visitor Centers • Retail Locations

DISTRIBUTION GEOGRAPHY

Distribution throughout New York state, Pennsylvania, New Jersey, Connecticut, Massachusetts and Vermont. New York State distribution areas including: Syracuse, I-90 (NYS Thruway), Rte. 81 (North to Cicero and South to Jamesville), Central Finger Lakes (Geneva, Waterloo, Seneca Falls, Auburn), travel and visitor centers throughout Berkshire County, Albany County, Columbia County, Saratoga County and New York City - NYC 34th Street and NYC Grand Central Station. Northwest Connecticut and Connecticut Hotels. New Jersey consumer areas, and Northern New Jersey Thruways. Additional travel centers on Interstate 84 and 91. Paid distribution to Philly metro areas.

EDITORIAL FEATURES:

THE GREAT *outdoors*

FABULOUS *finds*

A WALK THROUGH *history*

HEALTH & *wellness*

ENTERTAINMENT & *the arts*

CULINARY *experiences*

TRIP *ideas*

PUT IT ON *the map*

MEMBERSHIP *directory*

Reach your customers precisely when they are making their decisions about where to go and things to do in Saratoga County, NY. Destination Saratoga guide plays an important role in helping visitors decide where to spend their time and money during their stay in Saratoga County.

CONTACT OUR TEAM TO RESERVE AD SPACE.

Reserve by November 6, 2027. Call 518.584.1531 or email advertising@discoversaratoga.org

DEADLINES:

11/6/26: Ad Space Reservation & Advertorial Commitment Deadline

12/4/26: Advertising Creative Deadline & Advertorial Deadline

Distribution to commence in February 2027.

2027 ADVERTISING INVESTMENT

Premium Inside Front Cover Full Page	\$6,300	Full Page	\$5,040
Premium Back Cover Full Page	\$6,500	Full Page Advertorial	\$3,600
Premium Inside Back Cover Half Page	\$3,000	Half Page	\$3,045
		Quarter Page	\$1,575

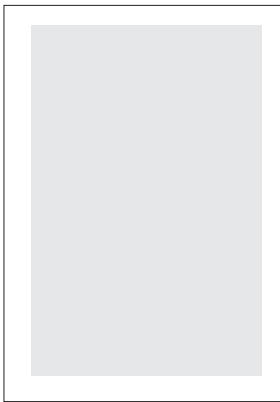


Additional options for advertisers to increase visibility. Available as add-ons to above space reservations.

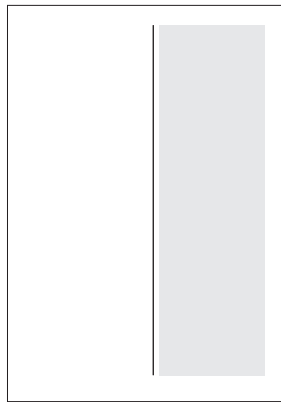
Enhanced directory listing / QR code highlight: +\$250 | Social media feature or shout-out +\$100

Digital bundle (app + email + website highlight): +\$250-\$450 | Shop Listing: \$500

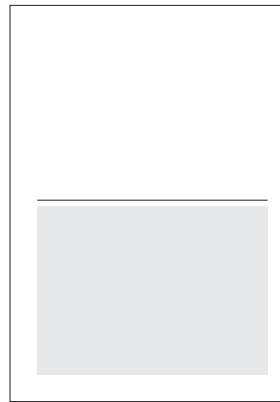
AD SPECS



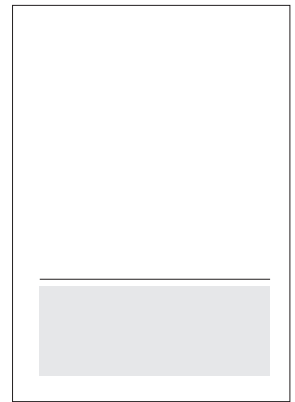
Full Page
5.8125 x 8.8333 - no bleed



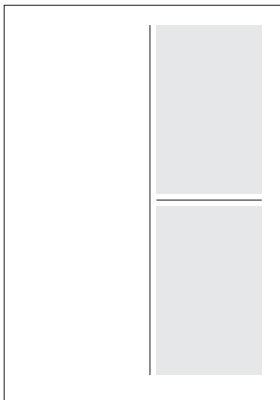
Half Page (Vertical)
2.6563 x 8.8333 - no bleed



Half Page (Horizontal)
5.8125 x 4.25 - no bleed



Quarter Page (Horizontal)
5.8125 x 2.25 - no bleed



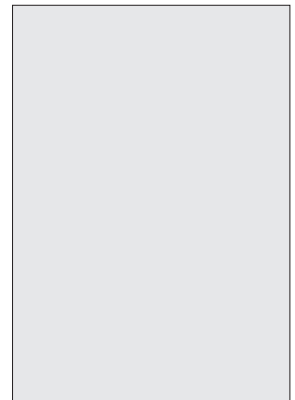
Quarter Page (Vertical)
2.6563 x 4.25 - no bleed



Advertorial (One Image)
4.3117 x 5.25 - no bleed
Word Count: 275 + 1-5 word headline (optional) dek up to 15 words



Advertorial (Two Images)
Image one: 2.8229 x 3
Image two: 2.8229 x 4
no bleeds
Word Count: 275 + 1-5 word headline (optional) dek up to 15 words



Inside Front/Back Cover
7.25 x 10.25
Trim: 7 x 10
Safety: 6.5 x 9.5

AD SUBMISSION REQUIREMENTS

File format: PDF/X1-A

Color: All colors should be converted to CMYK. RGB, Lab, and Index color files are not acceptable.

Resolution: Images should have an effective resolution of at least 300 dpi.

Fonts: Fonts should be embedded or outlined. OpenType or TrueType only.

Image files: PSD, TIFF, and EPS are preferred file formats over JPG.

Text: Text should be at least 6 pt, and black text should be 100% black.

Submit Final Ads to: advertising@discoversaratoga.org

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