



ADVERTISE WITH US

2023 Advertising Opportunities

With the Watkins Glen Area Chamber's slate of advertising opportunities, your business will always be in front of motivated visitors and stay top of mind as they plan their visit and travel through the region.

Why should you advertise? Here are the facts:

In 2022 our Downtown Franklin Street Visitor Center welcomed nearly **17,000 visitors**.

The Watkins Glen State Park received more than **1,000,000 visitors** between May and October 2022 with nearly **70,000 visitors** directly entering the State Park Visitor Center.

Over **90,000 travel guides** were distributed to attractions, lodging, restaurants, navigation sites, and visitors directly in the region. The online version of the travel guide, available on our website, gathered over **3,000 read-throughs**.

2023 Watkins Glen Area Chamber Advertising Opportunities

- Travel Guide Ads
- Visitor Center Video Advertising
- Visitor Center Window Displays
- WG State Park Brochure Distribution
- WG State Park Video Advertising
- ExploreWatkinsglen.com Website Ads

For pricing and available advertising opportunities visit:

www.ExploreWatkinsGlen.com/advertising/

2023 Downtown Visitor Center Video Advertising



TV Location #1



TV Location #2

\$40 monthly | TV #1 & #2 in 2023 only.

Video advertising is a dynamic way to tell your story to visitors to the area! Two wall-mounted TVs are located in high-traffic areas within the Downtown Visitor Center. TVs are on during all operating hours of our Downtown Visitor Center which welcomes nearly **20,000 visitors annually**.

- Videos will be played on rotation with no more than 10 advertisers per screen.
- Videos will play more than 40 times daily during visitor center operating hours.
- The advertiser is responsible for providing a video that is **no longer than 1 minute**, your video may be shorter.
- No audio is available - closed captioning is highly suggested.
- Advertisers are permitted to refresh videos monthly.
- Videos must be submitted 1 week before the start of the month to be played.
- Chamber must approve the video before advertising runs.

If you have questions about any of these parameters, please ask!

2023 State Park Visitor Center Advertising



The Watkins Glen State Park
welcomed



over **ONE MILLION**
visitors in 2022!



Over **69,000**
directly entered the
visitor center



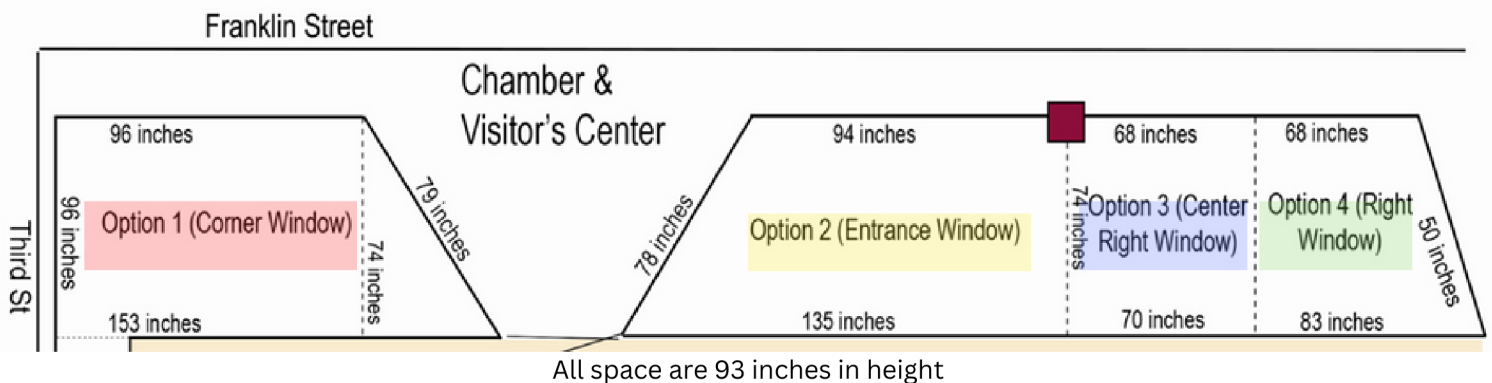
from May through
October 2022!

State Park Brochure/Rack card Distribution (60 Spaces Available)
\$100 Total

State Park Visitor Center Video Advertising (10 Slots Available)
\$600 Total

- Videos will be played on rotation with no more than 10 advertisers per screen.
- Videos will play more than 40 times daily during visitor center operating hours.
- The advertiser is responsible for providing a video that is no longer than 1 minute.
- No audio is available - closed captioning is highly suggested.
- Advertisers are permitted to refresh videos monthly.

2023 Downtown Visitor Center Window Advertising



Option 1

Corner Window
Facing Third St., and Visitor
Center (Entrance)
Investment:
\$190/month

Option 2

Entrance Window
Facing Franklin St.
and Visitor Center
Investment:
\$165/month

Option 3

Center Right
Window
(Facing Franklin
St.)
Investment:
\$140/month

Option 4

Right Window
(Facing Franklin
Street)
Investment:
\$150/month

We have very limited spaces available, please contact Caitlin for available openings.

- Payment for reserved months must be submitted in full by at least the first of the month. If payment is not made in full by the 10th of the month you will be asked to remove your display due to nonpayment.
- The advertiser is responsible for the set-up, breakdown, and clean-up of their entire display.
- Window displays may be set up any time after 9 am on the first business day of the month for which advertising is reserved unless other arrangements are made in advance. Window displays must be removed by 5 pm on the last business day of the month for which advertising is reserved unless other arrangements are made in advance.
- For long-term contracts (6 consecutive months or longer) displays must be switched out every 3 months.
- Advertisers are asked not to attach window clings or other products to the surface of the window. No blinking lights are permitted. Please do not include perishable items or products under pressure in your display.
- Posters, banners, and other items that hang from the ceiling or are otherwise displayed in the space must not wholly block the windows.
- Displays must be three-dimensional and visually appealing.
- Advertisers should remember that the displays are double-sided, visible from both the street and inside the Visitor Center. We want you to use the space to the fullest extent possible and to make your business shine!

If you have questions about any of these parameters, please ask! Remember, displays are designed to lure and pique visitor interest.

2023 WGACC Advertising Contract

Business Name: _____

Contact Name & Job Title: _____

Phone: _____

Email: _____

Signature: _____ Date: _____

Downtown Visitor Center Video Advertising TV Location #1 & #2 | Investment: \$40/month

All videos will be shown on both TV locations as one price in 2023 only. Location #2 TV will be installed by April 2023 or sooner.

Months Requested:

☐

Jan

☐

Feb

☐

Mar

☐

Apr

☐

May

☐

Jun

☐

Jul

☐

Aug

☐

Sep

☐

Oct

☐

Nov

☐

Dec

Total: _____

Downtown Visitor Window Advertising

I am interested in a Window Display Space

☐

We have very limited spaces available,
please contact Caitlin for available openings.

State Park Brochure/Rack card Distribution (60 Spaces Available)

Investment: \$25/month | 4 Month Contract* | **\$100 Total**

*The State Park Visitor Center is open Memorial Day (End of May) through Late October (Weather Permitting)

☐

State Park Visitor Center Video Advertising (10 Slots Available)

Investment: \$150/month | 4 Month Contract* | **\$600 Total**

*The State Park Visitor Center is open Memorial Day (End of May) through Late October (Weather Permitting)

☐

Payment for reserved months must be submitted in full by at least the first of the month. If payment is not made in full by the 10th of the month you will be asked to remove your display due to nonpayment.

Grand Total: _____

Payment Options:

Pay by Invoice: _____ Check # : _____

Make checks payable to Watkins Glen Chamber of Commerce

Credit Card: Card Number: _____ Exp. Date: _____

Name on Card: _____ CV Code: _____

Billing Zip: _____ Authorized Signature: _____

Office Use Only:

_____ Received Signed Contract _____ Payment Received _____ Received Advertisement