



# GET EXPOSURE FOR ONLY \$25 A WEEK!

As Lake Placid undergoes a reconstruction initiative for its Main Street infrastructure, the Regional Office of Sustainable Tourism (ROOST) and the Lake Placid Business Association (LPBA) have partnered up to help provide businesses with the following co-op marketing opportunity.

## HOW IT WORKS:

- For 8 weeks in May and June ROOST will underwrite a “Perfecting Placid” section in:
  - Adirondack Daily Enterprise (Tuesdays)
  - Lake Placid News (Thursdays)
- In this section you can get a full color business card sized ad for only \$25 per ad for both papers!
  - Ad dimensions 3.25”w x 2”h
  - Regular cost \$270!

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*Adirondack Daily Enterprise*

**LAKE PLACID NEWS**

**DEADLINE: WEDNESDAY OF THE PRIOR WEEK**

Yes, I want to advertise on the Main Street Construction co-op promotion.

Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

*Adirondack Daily Enterprise* & **LAKE PLACID NEWS**

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