



2021 Advertising Opportunities

- Our businesses have always been committed to spreading the word about all of the great things Old Forge and the surrounding areas have to offer.
- The **Old Forge Camping Resort Gazette**, **Enchanted Forest Water Safari Directory**, **Water's Edge Inn Guest Services Guide**, and our company websites have helped direct thousands of guests to discover and support our area.
- Our publications are an affordable and unique approach to attract a family-based target audience.
- We thank you for your partnership.

Benefits of Advertising in our publications:

- **Economical pay structure: 50% payment due July 15, 2021 with the last 50% due September 15, 2021. If payment is received in full by April 1, 2021 you receive a 5% discount on your package.**
- Place your business in front of a captive audience who has chosen to visit our area.
- Our advertising packages provide your business with exposure to our Water Safari Resort properties with their wide range of guests as well as a year round presence.
- Our advertising partners are promoted often on our social media platforms.
- In addition to our company websites-receive a listing on our premier travel website ExperienceOldForge.com. Combined, our websites receive over 600,000 unique visitors annually.
- Get the inside track - your business has the opportunity to distribute your company brochure or flyer inside our properties at no additional cost.
- Safari Radio - WaterSafari's custom radio station. Upbeat family friendly music with customized advertising. Professional, production of your commercial at NO extra cost. Our guests are guaranteed to hear your commercial. No other local advertising offers this unique, cost effective exposure.

We invite you to join our family of advertisers and receive the maximum benefit for your advertising dollars. Help us help you by reaching hundreds of thousands of guests annually, and drive traffic to your business.

For our returning advertisers we continue to thank you for your support, and look forward to helping your business reach it's maximum potential.

Matt Newman
Old Forge Camping Resort
3347 State Route 28, Old Forge NY 13420
Phone: 1-800-CAMPING, 315-369-6011, ext 9809
E-mail: Matt@OldForgeCamping.com

Zoe Gosnell
Enchanted Forest Water Safari
3183 State Route 28, Old Forge, NY 13420
Phone: 315-369-6145
E-mail: Zoe@WaterSafari.com

Annette Owens-Diegel
Old Forge Camping Resort
3347 State Route 28, Old Forge NY 13420
Phone: 1-800-CAMPING, 315-369-6011, ext 9806
E-mail: Annetteod@OldForgeCamping.com

PRINT ADVERTISING

ABOUT OUR PUBLICATIONS

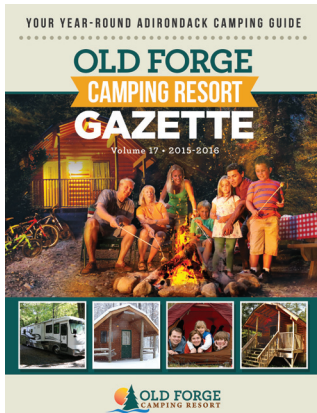


Enchanted Forest Water Safari Directory

- Summer Season exposure
- 12-Panel brochure featuring maps, schedules & general information regarding our facilities with the inside portion reserved for advertising
- Distributed to groups of over 235,000 guests entering the park each summer
- 2-color printing in black & cyan

Directory Ad Sizes

½ Panel	4" w	4" h
¼ Panel	4" w	2" h
⅛ Panel	4" w	1" h



Old Forge Camping Resort Gazette

- Year-Round exposure
- 32-Page full color booklet handed out to all guests checking in and at multiple travel shows throughout Central New York
- General information about the Camping Resort & the Old Forge area, and schedules of events.
- Distributed to over 30,000 guests each year
- Full color printing

Gazette and Water's Edge Guest Services Ad Sizes

½ Panel	8" w	4.75" h
¼ Panel	4" w	4.75" h
⅛ Panel	4" w	2.25" h



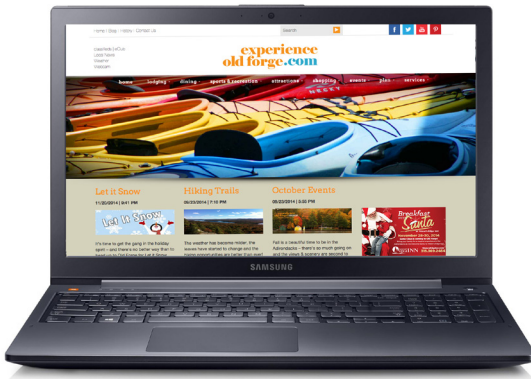
Water's Edge Inn Guest Services Guide

- Year-Round exposure
- A quality directory binder placed in each of the hotel's 77 guest rooms, as well as our winter vacation house rentals
- Features information about local businesses, things to do and restaurants.
- Exposure to over 10,000 guests each year
- Full color printing

ExperienceOldForge.com Website ADVERTISING

Web Advertising Packages - Starting at \$325

- Drive traffic through your own website with a partnership including our Water Safari Resort family of websites and social media platforms.
- ExperienceOldForge.com is a destination guide for visitors to the Central Adirondack region as well as a local resource guide for community members, including things to do, places to eat and shop, special events, services and more!
- Time spent planning a vacation on our websites means time spent researching what the area has to offer.
- Over 110,000 fans on our Water Safari Resort Facebook pages alone have proven that Central New Yorkers love to visit and interact with our properties, which translates to your business as well!
- Package specific offerings listed in detail on page 4.



www.ExperienceOldForge.com

www.WaterSafari.com

www.CalypsosCove.com

www.OldForgeCamping.com

www.WatersEdgeInn.com



SAFARI RADIO ADVERTISING

Safari Radio Commercials Packages - Starting at \$200

- Highlight an event or special promotion at your business to the thousands of guests daily at the Enchanted Forest Water Safari!
- Customize a Safari Radio package for just \$10 each per 30 second commercial
 - **Light:** \$20/day for a minimum of 2 commercials per day
 - **Medium:** \$40/day for a minimum of 4 commercials per day
 - **Heavy:** \$60/day for a minimum of 6 commercials per day
- Examples:
 - For just \$200, your commercial can play twice a day for 10 days
 - For just \$400, your commercial can play twice a day for 20 days
 - For just \$600, your commercial can play twice a day for 30 days
 - Ask us about customizing your options
- Minimum spend of \$200
- Remember - we offer commercial production at NO extra cost!
- If you're interested in a full summer of Safari Radio commercials to promote your business, ask us for more info on Safari Radio Packages!

2021 Advertising Packages

PRINT ONLY

PRINT ADVERTISING PACKAGES

PRINT PLATINUM \$850

- ¼ panel 2-color print ad in the Enchanted Forest Water Safari Directory
- ½ page full color print ad in the Old Forge Camping Resort Gazette AND the Water's Edge Inn Guest Services Guide
- Web Silver listing on ExperienceOldForge.com, with links from our 4 company websites

Upgrade to [Web Platinum Listing](#)+ \$525

Upgrade to [Web Gold Listing](#)+ \$400

- Listing in the Water's Edge Inn Guest Services Guide
- Placement in the Gazette & Water's Edge Inn Guest Services Guide

PRINT GOLD \$675

- ⅓ panel 2-color print ad in the Enchanted Forest Water Park Directory
- ¼ page full color print ad in the Old Forge Camping Resort Gazette AND the Water's Edge Inn Guest Services Guide
- Web Silver listing on ExperienceOldForge.com, with links from our 4 company websites

Upgrade to [Web Platinum Listing](#) + \$625

Upgrade to [Web Gold Listing](#) + \$450

- Listing in the Water's Edge Inn Guest Services Guide
- Placement in the Gazette & Water's Edge Inn Guest Services Guide

PRINT SILVER \$550

- ½ page full color print ad in the Old Forge Camping Resort Gazette AND the Water's Edge Inn Guest Services Guide
- Web Silver listing on ExperienceOldForge.com, with links from our 4 company websites

Upgrade to [Web Platinum Listing](#) + \$725

Upgrade to [Web Gold Listing](#) + \$500

- Listing in the Water's Edge Inn Guest Services Guide
- Placement in the Gazette & Water's Edge Inn Guest Services Guide

PRINT BRONZE \$325

- ½ panel print ad in your Publication Choice - OFCR, WEI or EFWS
- Free Web listing on ExperienceOldForge.com (name, address & phone, **only** as well as placement below the Silver Listings)

Upgrade to [Web Platinum Listing](#)+ \$825

Upgrade to [Web Gold Listing](#)+ \$525

Upgrade to [Web Silver Listing](#)+ \$275

- Placement in the Gazette & Water's Edge Inn Guest Services Guide

WEB ONLY

WEB ADVERTISING PACKAGES

WEB PLATINUM LISTING WITH MICROSITE \$850/year

Our premiere online advertising option includes your business listing on the category page of your choice with top level placement, plus your own custom microsite or mini-website on ExperienceOldForge.com. This is the best way to maximize your visibility and provide a clean, bright, and user-friendly experience for your audience.

- | | | | |
|--------------------------|------------------------|-------------------------|----------------------------|
| • Premium Top Placement | • Hours of Operation | • Photo Rotator Gallery | • Special Offers/Coupons |
| • Business Name | • Map Function | • Video | • Social Media Interaction |
| • Subtitle/Slogan | • 150 Word Description | • Link to Microsite | • Link to PDF |
| • Address & Phone Number | • Bullet Styling | • Link to Website | |



WEB GOLD LISTING \$550/year

Your business listing on the category page of your choice with secondary tier placement below all Web Platinum Listings.

- | | | | |
|-------------------------------------|--------------------------|------------------------|----------------------------|
| • Placement below Platinum Listings | • Subtitle/Slogan | • Map Function | • Photo |
| • Business Name | • Address & Phone Number | • 150 Word Description | • Social Media Interaction |
| | • Hours of Operation | • Link to Website | |



WEB SILVER LISTING \$325/year

An introduction listing to your business on the category page of your choice with placement below all Web Gold Listings.

- | | | | |
|---------------------------------|--------------------------|-----------------------|-------------------|
| • Placement below Gold Listings | • Business Name | • Hours of Operation | • Link to website |
| | • Address & Phone Number | • 50 Word Description | |

Website Advertising Examples

Home | Blog | History | Contact Us

Search



classifieds | eClub
Local News
Weather
Webcam

experience old forge.com

home lodging dining sports & recreation attractions shopping events plan services experience

Enchanted Forest Water Safari

Enchanted Forest Water Safari is an amusement park in Old Forge, New York.

ADDRESS

3183 New York 28
Old Forge, NY
13420

PHONE

315-369-6145

WEBSITE

<http://www.watersafari.com>

New York's Largest Water Theme Park!

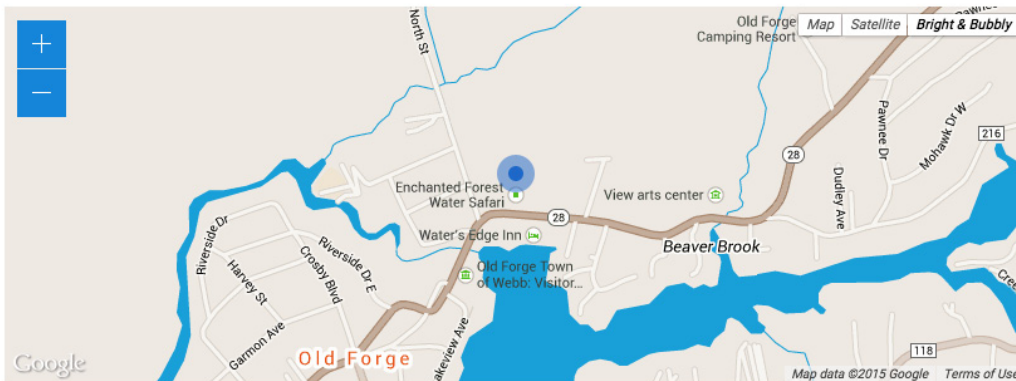
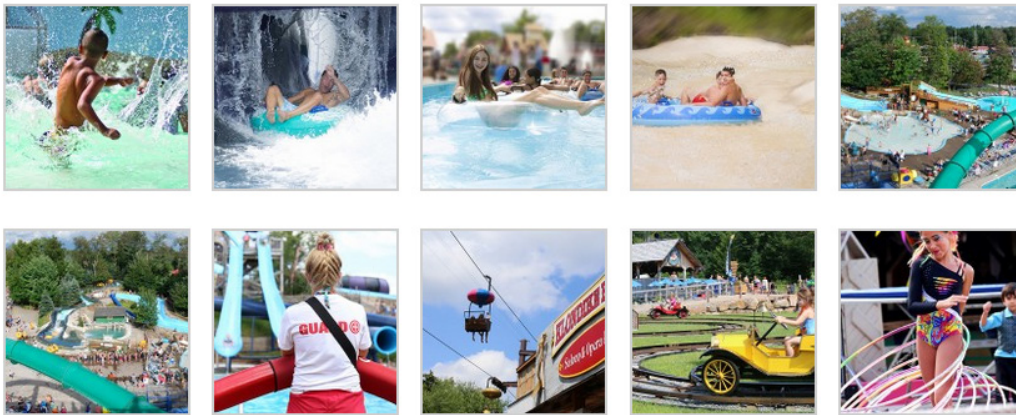
If you are looking for a great escape, and a great adventure... then you are going to love Enchanted Forest Water Safari for great family amusement! Located in New York's Adirondack State Park in Old Forge, NY, the Enchanted Forest Water Safari is New York's Largest Water Theme Park with over 50 rides & attractions including 32 of the wettest and wildest water rides!



- PDF Download
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WEB PLATINUM

- Premium Top Listing
- Business Name
- Sub Title/Slogan
- Address & Phone
- Hours of Operation
- Map Function
- 150 Word Description
- Bullet Styling
- Photo Rotator Gallery
- Link to Website
- Video
- Link to Microsite Page
- Link to PDF
- Special Offers/Coupons
- Social Media Interaction
- Link to PDF



State Route 28, Old Forge, NY 13420



experience old forge.com

- home
- lodging
- dining
- sports & recreation
- attractions
- shopping
- events
- plan
- services
- experience

Restaurants

[Discover More](#)

Slicker's Adirondack Tavern

A family favorite since 1984...

3132 State Route 28
Old Forge, NY
13420

Open 7 days a week

315-369-3002



A family favorite since 1984. An easy walk or bike ride from The Old Forge Camping Resort or the Water's Edge Inn. Enjoy our Air Conditioned dining room and homemade, great food. Fast and friendly service too. Live music on Fridays/Sundays. The menu offers something for everyone: Burgers, Sandwiches, Pizza, Wings, Fresh Haddock Fish Fry EVERY DAY, Shrimp, Chicken Fingers, Nachos, Hot Dogs, Salads, Chowder. Check out our Peel & Eat Shrimp Happy Hour – only 19 cents each, Daily 4-6pm. Take Out Orders Welcome. "The Yellow Place" on the beach, Old Forge. Visit our website www.slickerstavern.com.

[MAP THIS](#)

[VIEW THIS LISTING](#)

WEB GOLD

- Placement Below Platinum Listings
- Business Name
- Sub Title/Slogan
- Address & Phone
- Hours of Operation
- Map Function
- 150 Word Description
- Link to Website
- Photo
- Social Media Interaction

Front Door Diner / Back Door Bar

3092 State Route 28
Old Forge, NY
13420

315-369-2212 / 315-369-3535

Serving breakfast, lunch & dinner with numerous daily specials. Food served until midnight in the bar. Back Door Bar open until 2am. Join us for a cocktail on our deck overlooking the lake. Call for catering and private parties. Live music scheduled throughout the summer! www.backdoorfrontdoor.com or at [Facebook.com/backdoorbar2212](https://www.facebook.com/backdoorbar2212)

WEB SILVER

- Placement Below Gold Listings
- Business Name
- Address & Phone
- Hours of Operation
- 50 Word Description
- Link to Website

Adirondack Dog House

3169 State Route 28
Old Forge, NY
13420

315-369-2476

WEB BRONZE LISTING

- Business Name
- Address & Phone
- Placement Below Silver Listings



Advertising Contract 2021-2022

Please complete and return your contract with ad copy by April 1, 2021.

By signing below the advertiser acknowledges understanding and agreement to all terms and conditions. All contracts must be signed.

Company Name: _____
 Contact Name: _____ Phone: _____
 Physical Address: _____ Fax #: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Website: _____ E-mail: _____
 Authorized Signature: _____ Date: _____

For existing advertisers your current ad copy and listings are attached to the contract

Ad Copy same as last year? Yes No - I will e-mail the new ad

Listing same as last year? Yes No - I will e-mail the new listing

Payment Schedule: 50% due July 15, 2021 - 50% due September 15, 2021

Late payments are subject to a \$25 late fee if received more than 15 days after due date.

Pay in full by April 1st and save 5% on your package price!

- All Ad copies must be at least 300dpi (high resolution), pdf's preferred
- Ad design assistance is available at NO extra cost
- Ad placement to be determined by OFCR, EFWS, or WEI
- All signed contracts & ad copies must be received by April 8th for inclusion in the 2021 publications

CONTACT:

Matt Newman (315) 369-6011, ext. 9809; Matt@OldForgeCamping.com

Zoe Gosnell (315) 369-6145; Zoe@WaterSafari.com

Annette Owens-Diegel (315) 369-6011, ext. 9806; Annetteod@OldForgeCamping.com

PRINT
ADVERTISING
PACKAGES

PRINT PLATINUM \$850

Upgrade to Web Platinum \$525

Upgrade to Web Gold \$400

PRINT GOLD \$675

Upgrade to Web Platinum \$625

Upgrade to Web Gold \$450

PRINT SILVER \$550

Upgrade to Web Platinum \$725

Upgrade to Web Gold \$500

PRINT BRONZE \$325

Select your 1/2 Panel Ad in ONE:

Gazette Directory Guest Services Guide

Upgrade to Web Platinum \$825

Upgrade to Web Gold \$525

Upgrade to Web Silver \$275

WEB
ADVERTISING
PACKAGES

WEB PLATINUM \$850

WEB GOLD \$550

WEB SILVER \$325

WEB BRONZE FREE

Package Add-on's

Safari Radio Commercial Package \$ _____

2021 TOTAL PRICE _____