

AD FORMATS



The best thing you'll do in Lake Placid!

Great fun for the whole family. Travel through some of the most pristine areas of the Adirondacks on our late model Ski-doo's. Let Snow Tours make your vacation a memorable one. Call for rates and details.

Snow Tours Inc., 128 Hillcrest Ave., Lake Placid, NY 12946
518.523.3415 Fax: 518.523.9085 adksnowtours@yahoo.com
adironacks.com/snowtours/index.html

LOGO

HALF PAGE AD

Ad size: 3.5 x 4" includes one image, one headline, logo, and approximately 35 - 40 words.

RATE: \$850



Speed Skating is Family Fun!

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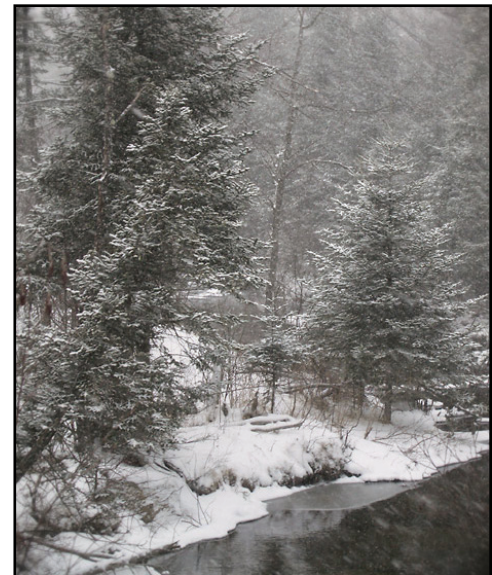
LOGO

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QUARTER PAGE AD

Ad size: 3.5 x 2" Ad includes one photo approximately 1.75 x 2", one headline, and approximately 40 words of copy

RATE: \$420



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FULL PAGE AD

Ad size: 3.5 x 8.25" Ad includes one image 3.5 x 5.2", one headline, logo, and approximately 35 - 40 words of copy.

RATE: \$1,500

PHOTO REQUIREMENTS:

Understanding imaging specs can be tricky. But there are a few "rules" that we use to ensure that your image is clear:

Images should be 300 dpi or larger - for printed pieces. This means we cannot use photos from the web which are typically 72 dpi.

DIGITAL CAMERA SETTINGS:

However, if you take a photo at the highest quality setting - around 2560 x 1920 pixels, at 72 dpi - the image *can* be used for print (because it's so big.)

If you have any questions, send us the image and we'll let you know if it will work.



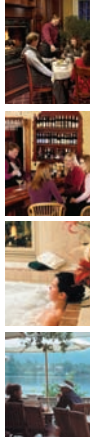
Not every resort sees things from our point of view.

THE VIEW RESTAURANT
Our award-winning chefs offer fine dining in a warm, relaxed atmosphere. Serving 5:30-9:00 pm. Reservations suggested. 523-2544, x140.
Eight-time winner of the Wine Spectator's Dining Guide Award of Excellence

TASTE BISTRO & BAR
Our European-inspired bistro offers inventive fusions of French, German and Italian specialties combined with local ingredients.
Serving 5:00-9:30 pm (Gauis-Thurs), 5:00-10:00 pm (Fri & Sat).

THE SPA
offers luxurious Signature Treatments. Treat yourself to one of our many services such as an Adirondack Maple Sugar Body Scrub, an Inn Balance Facial, or a Custom Massage. Open 8:00 am to 8:00 pm; call for an appointment, 523-2544, x610.

THE COTTAGE CAFE
offers a cozy dining room, neighborhood-style bar and waterfront deck overlooking Mirror Lake and the Adirondack high peaks – the perfect place to unwind, inside or out. The menu features unique twists on pub-style favorites as well as special health-conscious dishes. Serving daily, 11:30 am to 10:00 pm, cocktails until at least 1:00 am.



Casual Adirondack Elegance. Exquisite European Spa. Relaxed Candlelight Gourmet & Spa Dining.

"Set on the water at the very edge of Lake Placid, the Mirror Lake Inn is less rustic, more clubby and traditional, and has the warmest and most attentive service I've encountered anywhere." – Condé Nast Traveler

**Mirror Lake Inn
Resort and Spa**

Lake Placid's Finest
On the lakeshore • 518.523.2544 • MirrorLakeInn.com
Mirror Lake Drive, Lake Placid, NY 12946

**TWO-PAGE SPREAD
OPTION 1**

Ad size: 7x8.25" - (crosses break in page.) Ad includes one large photo approximately 3.5 x 8.25", 4 smaller images at .875 x 1.05", one headline, 4 sub headlines, logo, 4 small paragraphs (approximately 35-45 words each) and one additional paragraph approximately 60 words.

RATE: \$2,850

PAYMENT SCHEDULES MAY BE MADE.



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**TWO-PAGE SPREAD
OPTION 2**

Ad size: 7x8.25" - (crosses break in page.) Ad includes one large photo approximately 7x5", one headline, logo, and approximately 85 words of copy.

RATE: \$2,850

PAYMENT SCHEDULES MAY BE MADE.