



Adirondack Regional Tourism Council

July 2008

Dear Partner in Tourism:

The Adirondack Regional Tourism Council's "Adirondack Great Walks and Day Hikes" and "Adirondack Waterways," have been sought-after references for more than a decade. Over half a million copies of each publication have been distributed through the years, and people tell us that they hold on to their copies until a new edition is published.

"Adirondack Great Walks and Day Hikes" and "Adirondack Waterways" reach the people who want your goods and services – Adirondack visitors with the disposable income to buy new gear and stay in lodging properties close to good paddling and hiking destinations. Our readers are candidates for new experiences – such as whitewater rafting, kayaking, or rock climbing schools, for example.

Each publication will be printed in a 100,000 quantity that will be distributed as a result of story placements, advertising, requests via the Internet, co-op programs with targeted magazines, and a schedule of trade shows, allowing us to reach new information seekers.

As an added bonus for advertisers this year, your business's web site will be listed on a resource page on the Adirondack Regional Tourism Council's official web site, providing a free, direct link to your goods and services. The Council will also offer a 10% discount on any of their advertising opportunities, including brochure distribution and enhanced listings on their website.

You can put your message at the fingertips of people who hike, paddle and love the Adirondacks. Please review the enclosed advertising information sheet and contact John Farrell at 315 768-7137, john@jmfpublishing.com, or complete the form and mail it.

Remember, the ad deadline is August 31, 2008.

Thank you for your support!

Very truly yours,

John Farrell, Advertising Rep
Ron Ofner, Executive Director

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