SARATOGA SPRINGS — From the development of new hotels and the construction of parking garages, to addressing affordable housing issues and the daily recreational activities of year-round residents, most everything that happens in Saratoga Springs passes through City Hall.

Historical significance aside, the 146-year-old brick building on Broadway houses a variety of review commissions and advisory boards, each with their own specialty which feed their recommendations to the City Government in 2017.

See Party pg. 14

Party Like It’s 1917
ATC Invites Public to Stately Building’s 100th Birthday

SARATOGA SPRINGS — One hundred years ago, on a cold January day, the newly constructed marble headquarters of the Adirondack Trust Company opened its doors for the first time, replacing the smaller building that bank customers had been using since 1902.

On Saturday morning, January 7, from 9 to 11 a.m., ATC will be hosting a public reception honoring the stately building’s centennial in the main lobby of

See Changes pg. 11

Volume 11 • Issue 1 • January 6 – January 12, 2017
saratogaTODAYnewspaper.com • (518) 581-2480
LOCAL • INDEPENDENT • FREE

by Norra Reyes
Saratoga TODAY

Weekend Forecast
FRIDAY
27 |13
SATURDAY
25 |12
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Business
14-15
Education
16-17
Arts and Entertainment
27-30
Sports
35-40

Property Transactions
See pg. 13

Caffè Lena Unveiled
See pg. 28

Adirondack Trust Company founder Senator Edgar T. Brackett (left) looks on as the foundation cornerstone is placed in 1916. Photo courtesy of Adirondack Trust Company.

Airborne: Saratoga Surges
Changes for City Government in 2017
Property Transactions
Party Like It’s 1917
Caffè Lena Unveiled
Why Partner with Saratoga TODAY?

A top quality editorial environment for your ad. Our advertising-to-editorial ratio is designed to create a perfect balance. Consumers are engaged with well-designed ads.

Outstanding coverage of Saratoga County.

Your partnership demonstrates your support for your community. Your partnership helps us to pursue our mission of promoting business, organizations and individuals in the region.

Targeted, direct access to informed readers. A high quality editorial product and incredibly effective distribution delivers a desirable and coveted demographic. Reach them through us!

Saratoga TODAY by the Numbers...

1. Simply Saratoga
2. SaratogaMama
3. Saratoga BRIDE
4. Sartoga Home & Lifestyle
5. Saratoga Today Sports
6. Equicurean
7. A Saratoga Christmas
8. Healthy Saratoga
9. Simply Lake Placid
10. Simply Lake George

In 2006 I created Saratoga TODAY because I am passionate about this region. My team and I are committed to delivering superior results and giving back to the communities in which we live, work and raise our families. Your support makes this all possible, and for that I thank you.

-Chad Beatty
Owner/Publisher

Saratoga TODAY is proud to be the primary source of ‘all things Local’ in the Saratoga community. When it comes to reaching locals, brand trust, and a hometown feel, Saratoga TODAY delivers results. We are a locally-owned and operated multimedia company located in Saratoga Springs, NY. Originally launched in 2006 as a grass roots local newspaper, we now also produce a variety of high-quality lifestyle magazines, websites, events, and offer an in-house ‘Creative Team’ to oversee all specialty products. From layout and design to writing and photo editing, we do it all!
# 2017 Editorial Calendar

<table>
<thead>
<tr>
<th>In Paper Features</th>
<th>Glossy Magazines</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline 1 Week Prior to Publish Date</td>
<td>Deadline 1 Month Prior</td>
<td></td>
</tr>
</tbody>
</table>

**January 6, 2017**  
Families TODAY

**January 13, 2017**  
Families TODAY

**January 20, 2017**  
Simply Saratoga

**January 27, 2017**  
Simply Saratoga

**February 3, 2017**  
Valentine Guide / Your Home

**February 10, 2017**  
Valentine Guide / Families TODAY Saratoga Bride

**February 12, 2017**  
Saratoga Bridal Expo

**February 17, 2017**  
Summer Camps Saratoga Home & Lifestyle

**February 24, 2017**  
Summer Camps

**March 3, 2017**  
Summer Camps / Your Home SaratogaMama

**March 10, 2017**  
Summer Camps / Families TODAY / Best Of Ballot

**March 17, 2017**  
Summer Camps / Best Of Ballot Simply Saratoga

**March 24, 2017**  
Summer Camps / Best Of Ballot

**March 31, 2017**  
Summer Camps / Best Of Ballot

**April 7, 2017**  
Summer Camps / Your Home / Best Of Ballot / EASTER

**April 14, 2017**  
Summer Camps / Families TODAY / Best Of Ballot / EASTER Community Guide

**April 21, 2017**  
Summer Camps / Best Of Ballot / EASTER

**April 28, 2017**  
Summer Camps

**May 5, 2017**  
Summer Camps / Your Home / Mother’s Day Healthy Saratoga

**May 12, 2017**  
Summer Camps / Families TODAY / Mother’s Day Simply Saratoga

**May 19, 2017**  
Summer Camps / Women of Influence Tab WOI Lunch (5/17)

**May 26, 2017**  
Summer Camps SaratogaMama

**June 2, 2017**  
Summer Camps / Your Home / Best Of Tab

**June 9, 2017**  
Families TODAY

**June 16, 2017**  
Simply Lake Placid

**June 23, 2017**  
Simply Saratoga

**June 30, 2017**  

**July 7, 2017**  
Your Home

**July 14, 2017**  
Families TODAY / Starting Gate Equicurean

**July 21, 2017**  
Winner’s Circle

**July 28, 2017**  
Winner’s Circle

**August 4, 2017**  
Winner’s Circle / Your HOME

**August 11, 2017**  
Winner’s Circle / Families TODAY

**August 18, 2017**  
Winner’s Circle

**August 25, 2017**  
Winner’s Circle SaratogaMama

**September 1, 2017**  
Winner’s Circle

**September 8, 2017**  
Simply Saratoga (SOH)

**September 15, 2017**  
Your Home

**September 22, 2017**  
Families TODAY

**September 29, 2017**  

**October 6, 2017**  
Your Home

**October 13, 2017**  
Families TODAY Healthy Saratoga

**October 20, 2017**  
Family & Locally Owned Businesses

**November 3, 2017**  
Your Home

**November 10, 2017**  
Families TODAY / Thanksgiving Dining Guide Simply Saratoga

**November 17, 2017**  
Thanksgiving Dining Guide / Gift Guide Simply Lake Placid

**November 22, 2017**  
Gift Guide Saratoga Christmas

**December 1, 2017**  
Gift Guide

**December 8, 2017**  
Gift Guide / Families TODAY

**December 15, 2017**  
Gift Guide SaratogaMama

**December 22, 2017**  
Gift Guide

**December 29, 2017**  
NO PAPER THIS WEEK
Saratoga TODAY is the community’s weekly source for news and information. With a distribution of 10,500 newspapers every Friday, Saratoga TODAY’s colorful, easy-to-read tab format, is a must-have for homeowners and business people in the greater Saratoga Springs region.

**RETAIL RATES**

Open Rate / Non-Contract:
$21.45 per column inch (pci)
Discount for Chamber/DBA Members:
$19.69 pci

*Note: As in any business, the more you buy, the better the rate. Ask about our frequency rates.*

**FULL PROCESS COLOR**

Up To 35” = $25
Over 35” = $50

**INSERTIONS**

$50 per thousand - single sheet
Multi-page insert rates available

**CLASSIFIED RATES**

**Free Ads**
Sale items under $250.00,
Lost & Found, Garage Sales

**Business**

**Service Directory**
$12.00 for the first five lines
(each additional line $2.50)

*Note: Four week minimum purchase.*

**Private Party Display Ads**
$10.00 per column inch
(each additional line $2.00)

**Commercial Display Ads**
(includes rentals)
$21.45 for 4 per column inch
(each additional line $2.50)

**Real Estate Display Ads**
(1 x 2.5 with photo)
$15.00 per column inch

**Help Wanted Ads**
Help Wanted Line Ad:
$20 for the first 4 lines,
$2.50 for each additional line.
(approx. 30 characters per line)

Help Wanted Display Ad:
$18.75 per column inch

**Obituaries**

Basic (100 words or less): $0
Standard (200 words or less): $100
Extended (500 words or less): $200
Add a picture for $25

*Insertion of an American Flag is always no charge. Sorry, no room for logos.*

**NEWSPAPER MECHANICAL MEASUREMENTS:**

Retail ad sizes:

<table>
<thead>
<tr>
<th>Column</th>
<th>Width (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<tr>
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<tr>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

*Note: Retail pages are 5 columns wide by 13 inches high.*
Perfect Bound Magazines

Saratoga TODAY’s assortment of magazines are distributed throughout Saratoga County, and allow you to target the specific demographics you are looking to reach as an advertiser. Our partnerships include Price Chopper, Hannaford, Stewarts and Adirondack Trust (to name a few). We deliver your message directly into the hands of your potential customers. Distribution varies from 8,000 to 20,000 copies per issue. As an added bonus, our magazines are also online for an entire year, with a link to your website or Facebook page – at no extra cost!

SIMPLY SARATOGA

The People, The Places, The Lifestyle! This award winning magazine tells those stories and brings readers into our little corner of the world. With vibrant photos, behind-the-scene stories and regular features, this bi-monthly lifestyle magazine paints a picture of life in the beautiful Saratoga region.

SARATOGA BRIDE

The area’s premier bridal magazine, celebrating the Saratoga, Adirondack & Capital Region as a world class four-season wedding destination! Distribution starts in February & continues all year!

WELCOME HOME

Serving as the community guide for the Saratoga Region, WELCOME HOME has an easy-to-read color coded format that provides an alphabetized listing with detailed contact information of all the towns that make up Saratoga County. Welcome Home is your go to guide for all things local.

EQUICUREAN

Equicurean is the go-to publication for those with a love for Thoroughbred horse racing and world-class polo. Advertising in Equicurean reaches a select audience whom you seek…the affluent, lifestyle-specific demographic that travels into the area to enjoy not only the prestigious Saratoga Race Course and Saratoga Polo Grounds, but all the charm the area has to offer.

CONTACT US

518.581.2480
saratogaTODAYnewspaper.com
Five Case Street
Saratoga Springs, NY 12866
Saddle-Stitch Magazines

Saratoga TODAY’s assortment of magazines are distributed throughout Saratoga County, and allow you to target the specific demographics you are looking to reach as an advertiser. Our partnerships include Price Chopper, Hannaford, Stewarts and Adirondack Trust (to name a few). We deliver your message directly into the hands of your potential customers. Distribution varies from 8,000 to 20,000 copies per issue. As an added bonus, our magazines are also online for an entire year, with a link to your website or Facebook page – at no extra cost!

SARATOGA MAMA
This award winning magazine is the region’s best print resource for raising a family in Saratoga County. Saratoga Mama strives to educate, entertain, inform & connect local families with the resources they need.

HEALTHY SARATOGA
From babies to boomers and everyone in between, Healthy Saratoga is your go-to magazine for everything health and fitness related in Saratoga County.

SARATOGA HOME & LIFESTYLE
The Saratoga Home & Lifestyle Show is the region’s must-attend event, and our magazine is their must-have publication! This is a great opportunity for you to showcase your business to thousands of folks looking to improve their home environments.

SIMPLY LAKE PLACID
The Lake Placid region finally has a publication worthy of its name and reputation! Publishing two editions per year, readers can expect in-depth local features, comprehensive wrap-around coverage of the top events, a seasonal calendar, and unique features such as Mountain Life, Gardening, Architecture, Recipes and Bridal.

SARATOGA CHRISTMAS
As the official magazine to downtown Saratoga Springs for the holiday season, Saratoga Christmas contains everything you need to know about the Festival of Trees, The Victorian Streetwalk & Saratoga’s annual tree lighting.

Saratoga Mama, Saratoga Christmas, Saratoga Home & Lifestyle, Healthy Saratoga & Simply Lake Placid are all saddle-stitched

PLEASE USE THESE RATES:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Premium Back Cover</td>
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</tr>
<tr>
<td>Premium Inside Front/Back Cover</td>
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<tr>
<td>Full Page (7.875” wide x 10.375” high)</td>
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<tr>
<td>Half Page (7.875” wide x 5” high)</td>
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<tr>
<td>Third Page (5.194” wide x 5” high)</td>
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<tr>
<td>Quarter Page (3.9” wide x 5” high)</td>
<td>$ 450</td>
</tr>
<tr>
<td>Eighth Page (3.9” wide x 2.5” high)</td>
<td>$ 325</td>
</tr>
</tbody>
</table>

CONTACT US

518.581.2480
saratogaTODAYnewspaper.com
Five Case Street
Saratoga Springs, NY 12866
SARATOGA BRIDAL EXPO
In May, soon-to-be brides have the chance to peruse, taste-test and chat with the region’s premier bridal vendors…all while enjoying live music and the romantic backdrop of downtown Saratoga Springs. No other bridal event lets you connect with as many venues and caterers under one roof or experience a LIVE runway fashion show!

WOMEN OF INFLUENCE AWARDS
Each May, Saratoga TODAY will once again recognize Saratoga County’s top outstanding leaders with an awards luncheon and a comprehensive special section dedicated to them, the women who help shape the communities in which we live and work. This special edition will be pre-released at the Women of Influence awards luncheon and the general release (10,500 copies) will come out in the following Friday’s edition of Saratoga TODAY.
Check Us Out Online!

www.saratogaTODAYnewspaper.com

Whether it’s this week’s newspaper or one of our many magazines, stay up-to-date with our online editions. Our turn-page technology makes it seem as though you are holding the product in your hand as you flip through the pages. With over 500,000 hits a month it’s a great way to reach our online readers at affordable rates.

Saratoga TODAY Fact Sheet

- Locally staffed, privately owned
- Not affiliated with any other newspaper.
- Easy access building on the East Side of town.
- Every publication is free & advertiser supported.
- We have twice the readers of any other Saratoga publication.

<table>
<thead>
<tr>
<th>LOCAL ADVERTISING SOURCE</th>
<th>DISTRIBUTION</th>
<th>NEWSPAPER COVERAGE</th>
<th>MAGAZINES</th>
<th>ONLINE MAGAZINE EXPOSURE WITH FREE HOTLINKS TO WEBSITE</th>
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<tr>
<td>The Saratogian</td>
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</tr>
<tr>
<td>Saratoga Living</td>
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<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>SARATOGA TODAY™</td>
<td>10,500</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*Source: Alliance For Audited Media 2015

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