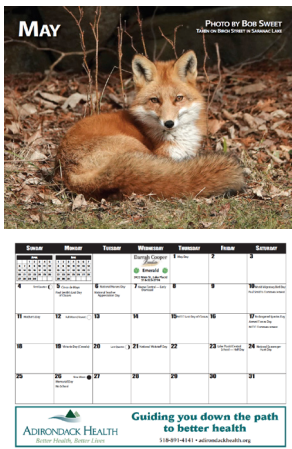




## Calendar Photo Contest Is a Community-Building Tradition Showcasing Local Sights and Businesses

An annual contest turns photos submitted by local readers into a showcase of area attractions and wildlife with great exposure for participating sponsor-advertisers.

**Adirondack Daily Enterprise and Lake Placid News, New York**



The 2025 calendar generated **advertising revenue from 19 local businesses.**

**CREATE:** The Adirondack Daily Enterprise begins promoting their annual calendar photo contest to readers in late summer with a September deadline for submitting photos depicting local vistas, activities and wildlife. The staff votes to select the best calendar image for each month based on the seasons. The resulting calendar includes holidays as well as the dates of local school and college closures.

**SELL:** The publication sells half-banner and full-banner sponsor ads under each calendar month. Many advertisers have preferred months based on their business, and advertisers can also purchase a listing on a particular calendar date if they

are running an event or special they wish to promote. The full-color wall calendars are inserted into subscribers' newspapers in December. The publication also runs an ad letting readers know copies are available for sale at the newspaper office, promoting them as stocking stuffers.

**PROFIT:** The 2025 calendar generated advertising revenue from 19 local businesses, giving each of those businesses a full month of valuable visibility in area homes and businesses. All businesses with a featured ad received 10 free calendar copies to hand to customers. Photographers with featured photos also received five free copies.

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