



PARTNER BENEFITS

NO CASH	There are NO out-of-pocket costs with this program. Just welcome new customers as they present their WCNY Connect Card for a single use, 2-for-1 or other discount savings.
PROFESSIONAL PRODUCTION SERVICES	Our team of professionals will create high quality, multi-platform assets (TV, radio, digital, print) to showcase your business as part of the promotion of our Connect Card member benefit. Production may include assets you provide or use WCNY assistance for photography, graphic design, and/or copywriting.
TV PROMOTIONS	Promotion on WCNY's 5 Channels: PBS, Create, GLOBAL CONNECT, HowTo, and WiCkNeY KIDS. Your business highlighted in Connect Card promotional spots. These professionally produced spots will air in rotation across our 5 TV channels, reaching a potential audience of 1.8 million viewers across Central New York, the Finger Lakes, and the Mohawk Valley.
RADIO PROMOTIONS	Your business highlighted in Connect Card promotional announcements in rotation on our Classic FM, Jazz, and Oldies HD radio stations; reaching listeners across Central New York, Finger Lakes, Mohawk Valley, and Southern Ontario Canada.
WEB / DIGITAL	WCNY.ORG Your business featured in the WCNY Connect Card directory special section of our website. Your promotion will feature 1- 4 photos, a 75-100 word description, a sample list of 5 featured menu items or attraction features, and a link to your website. PLUS a Connect Card app is in development that will promote your business to members wherever they go!
EMAIL MARKETING & SOCIAL MEDIA	THE WCNY E-GUIDE / SOCIAL PLATFORMS Your professionally designed banner ad featured in our weekly e-newsletter twice a year; reaches approximately 16,000+ subscribers and links to your website, plus additional promotion in rotation through our social media channels.
PRINT	WCNY CONNECT MAGAZINE Your business promoted in a special feature highlighting WCNY benefits including the Connect Card partners and select additional promotions. WCNY CONNECT CARD DIRECTORY Your business included in our printed Connect Card directory that is provided annually to members.