



Marketing Guide

January 21-23 & 29-30,
2021

<u>Promotional Benefits</u>	<u>Getaway</u>	<u>Getaway 2</u>	<u>Super Getaway</u>	<u>Great Escape</u>
For EACH Certificate valued:	\$200 - \$999 (1 Certificate)	\$200 - \$999 (2 or more certificates- <u>each</u> with above \$ value)	\$1,000 - \$2,499 (1 Certificate)	\$2,500 - \$5000* (1 Certificate)
On TV – Custom TV Promotion <i>produced by WCNY, using property’s digital photos and/or video – includes logo</i>	30-Second Promo Airs 1 time	30-Second Promo Airs 1 time for each certificate	30-Second Promo Airs 2 times	60-Second Promo Airs 3 times
Online – package listing on wcny.org/travelauction <u>Includes:</u> <i>PROPERTY NAME, CITY, STATE, COUNTRY HYPERLINK</i> to your website <i>LINK</i> to custom TV Promotion <i>PACKAGE DESCRIPTION</i> (Dec.-Feb.)	✓	✓	✓	✓
Social Media – One Tag on Facebook post <u>per</u> certificate (20,000+ followers)		✓	✓	✓
eGuide – Custom ad in WCNY e-Guide (~20,000 subscribers)			✓	✓
Print – <i>PROPERTY NAME</i> & Location included in participant list in May 2021 WCNY CONNECT magazine (mailed to ~15,000 member homes)			✓	✓
Radio Promotion – <i>PROPERTY NAME, CITY, STATE COUNTRY</i> mentioned on Classic FM Travel promo				✓

Please consider:

Northeast States & Canada: 2 or more-night stays

Southeast, Central, Mountain & Pacific States: 3 or more-night stay

Caribbean & other International Properties: 4 or more-night stays



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connected.

*Call the auction office at (315) 385-7381 to inquire about custom promotional packages for trips valued at \$5,000+. wcny.org/travelaucwcn