



Marketing Guide

May 13-June 13, 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 produced by WCNY, using your company’s digital photos and/or video includes logo	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 – Item listing on wcny.org/greatgetaways <u>Includes:</u> <i>BUSINESS NAME, CITY & STATE</i> <i>HYPERLINK</i> to your website <i>LINK</i> to custom TV Promotion	✓	✓	✓	✓
Social Media – One Tag on Facebook <u>per</u> certificate (20,000+ followers)		✓	✓	✓
eGuide – Custom ad in WCNY e-Guide (~20,000 subscribers)			✓	✓
Print – <i>BUSINESS NAME</i> included in participant list in September/October WCNY CONNECT magazine (mailed to ~15,000 member homes)			✓	✓
Radio Promotion – <i>BUSINESS NAME, CITY, STATE</i> mentioned on Classic FM Travel promo				✓

