



# Marketing Guide

February 3 - March 17, 2022

<b><u>Promotional Benefits</u></b>	<b><u>Getaway</u></b>	<b><u>Getaway 2</u></b>	<b><u>Super Getaway</u></b>	<b><u>Great Escape</u></b>
<b>For EACH Certificate valued:</b>  (Minimum 2 nights preferred)	<b>\$200 - \$999</b> (1 Certificate)	<b>\$200 - \$999</b> (2 or more certificates- <u>each</u> with above \$ value)	<b>\$1,000 - \$2,499</b> (1 Certificate)	<b>\$2,500 - \$5000*</b> (1 Certificate)
<b>On TV</b> – Custom TV Promotion produced by WCNY, using property'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
<b>Online</b> – package listing on wcnyc.org/travelauction Includes: PROPERTY NAME, CITY, STATE, COUNTRY HYPERLINK to your website LINK to custom TV Promotion PACKAGE DESCRIPTION DURATION (Dec.-Jan.)	✓	✓	✓	✓
<b>Social Media</b> – One Tag on Facebook (20,000+ followers)		✓	✓	✓
<b>eGuide</b> – Custom ad in WCNY e-Guide (~20,000 subscribers)			✓	✓
<b>Print</b> – PROPERTY NAME & Location included in participant list in May 2022 WCNY CONNECT magazine (mailed to ~15,000 member homes)			✓	✓
<b>Radio Promotion</b> – PROPERTY NAME, CITY, STATE COUNTRY mentioned on Classic FM Travel promo				✓

**Based on the distance your property is from Central New York please consider:**

Northeast States & Canada: 2 or more-night stay

Southeast, Central, Mountain & Pacific States: 3

or more-night stay Caribbean & other

International Properties: 4 or more-night stay



**WCNY**  
connected.

\*Call the auction office at (315) 385-7381 to inquire about custom promotional packages for trips valued at \$5,000+. [wcnyc.org/travelaucwcnyc](http://wcnyc.org/travelaucwcnyc)