



# 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><br><br>(Minimum 2 nights preferred)   | <b>\$200 - \$999</b><br>(1 Certificate) | <b>\$200 - \$999</b><br>(2 or more certificates- <u>each</u> with above \$ value) | <b>\$1,000 - \$2,499</b><br>(1 Certificate) | <b>\$2,500 - \$5000*</b><br>(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<br>Airs 1 time          | 30-Second Promo<br>Airs 1 time for each certificate                               | 30-Second Promo<br>Airs 2 times             | 60-Second Promo<br>Airs 3 times             |
| <b>Online</b> – package listing on wcnycn.org/travelauction Includes: PROPERTY NAME, CITY, STATE, COUNTRY HYPERLINK to your website LINK to custom TV Promotion PACKAGE DESCRIPTION | ✓                                       | ✓   | ✓   | ✓   |
| <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+. [wcnycn.org/travelaucwcnycn](http://wcnycn.org/travelaucwcnycn)