



Marketing Guide

March 8–29, 2020

Promotional Benefits	Getaway	Getaway 2	Super Getaway	Great Escape
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 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	30-Second Promo Airs 3 times
Online – package listing on wcnyc.org/travelauction <u>Includes:</u> PROPERTY NAME, CITY, STATE, COUNTRY HYPERLINK to your website LINK to custom TV Promotion PACKAGE DESCRIPTION DURATION (Dec.-Jan.)	✓	✓	✓	✓
Social Media – One Tag on Facebook post per certificate (20,000+ followers)		✓	✓	✓
eGuide – Custom ad in WCNY e-Guide (~20,000 subscribers)			✓	✓
Print – PROPERTY NAME & Location included in participant list in May 2020 WCNY CONNECT magazine (mailed to ~15,000 member homes)				✓
Radio Promotion – PROPERTY NAME, CITY, STATE COUNTRY 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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*Call the auction office at (315) 385-7381 to inquire about custom promotional packages for trips valued at \$5,000+. wcnyc.org/travelaucwcnyc