



## Marketing Plan 2023

<u>Promotional Benefits</u>	<u>Getaway</u>	<u>Getaway 2</u>	<u>Super Getaway</u>	<u>Great Escape</u>
<b>For EACH Certificate value:</b>	<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 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 2 times
<b>Online</b> – item listing on wcnycn.org/travelauction <b>Includes:</b> COMPANY NAME, CITY, STATE, COUNTRY HYPERLINK to your website LINK to custom TV Promotion ITEM DESCRIPTION	✓	✓	✓	✓
<b>Social Media</b> – One Tag on Facebook (16,000+ followers & fans)		✓	✓	✓
<b>Print</b> – COMPANY NAME & Location included in participant list in a future WCNY CONNECT magazine (mailed to ~15,000 member homes)			✓	✓
<b>e-Guide</b> – Custom ad in WCNY e-Guide (~37,000 subscribers)				✓
<b>Radio Promotion</b> – COMPANY NAME, CITY, STATE COUNTRY mentioned on Classic FM Travel promo				✓

*Quote your best rate for each certificate toward our inventory valuation.*



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