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Marketing Plan 2023

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Promotional Benefits**  **For EACH Certificate valued:**  **(Minimum 2 nights preferred)** | **Getaway  $200 - $999**  **(1 Certificate)** | **Getaway 2**  **$200 - $999**  **(2 or more certificates- each with above $ value)** | **Super Getaway**  **$1,000 - $2,499 (1 Certificate)** | **Great Escape**  **$2,500 - $5000\***  **(1 Certificate)** |
| **On TV –** Custom TV Promotion p*roduced 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 2 times |
| **Online –** package listing on wcny.org/travelauction  **Includes:**  *PROPERTY NAME, CITY, STATE, COUNTRY*  *HYPERLINK* to your website *LINK* to custom TV Promotion *PACKAGE DESCRIPTION* |  |  |  |  |
| **­­Social Media –** One Tag on Facebook  (16,000+ followers & fans) |  |  |  |  |
| **Print –** *PROPERTY NAME* & Location included in participant list in a future WCNY CONNECT magazine (mailed to ~15,000 member homes) |  |  |  |  |
| **e-Guide –** Custom ad in WCNY e-Guide (~37,000 subscribers) |  |  |  |  |
| **Radio Promotion –** 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

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

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Call the auction office at (315) 385-7381 to inquire about custom promotional packages for trips values at $5,000+  
***wcny.org/travelaucwcny***