

**WCNY’s Marketing Guide**

Online Travel Auction

January 27-Feb 3, Feb 10-17 & Feb 24-March 3, 2019

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| ***Promotional Benefits*** | ***Getaway*** | ***Super Getaway*** | ***Great Escape*** |
| **For EACH package valued at:**  ***(Airfare not included)*** | **$200 to $999** | **$1,000 to $2,499** | **$2,500 to $5,000\*** |
| **On TV -** Custom Video*Produced by WCNY*  FREQUENCY | 30 Second Video  Airs 1 time | 30 Second Video  Airs 2 times | 30 Second Video  Airs 3 times |
| **Online –** package listing on wcny.org/travelauction  Includes Hyperlink to your web site, Travel package DESCRIPTION, link to custom VIDEO | **** | **** | **** |
| **Print** Property name included in Travel Auction participant list in May 2018 WCNY CONNECT magazine (mailed to ~15,000 member homes) |  | **** | **** |
| **Social Media** Featured on one social media platform (~7,500+ followers) |  | **** | **** |
| **Digital News** weekly WCNY  e-Guide (~15,000 subscribers) |  |  | **** |

