



**WCNY's Marketing Guide**  
**Online Travel Auction**  
 January 27-Feb 3, Feb 10-17 & Feb 24-March 3, 2019

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



**WCNY**  
connected.

\*Call the auction office at (315) 385-7381 to inquire about custom promotional packages for trips valued at \$5,000+. [wcny.org/travelauc19](http://wcny.org/travelauc19)