

# WCNY connect | card

**GET NEW CUSTOMERS** WCNY will introduce your establishment to our 15,000 members, their friends, and families, AND to an audience of 1.8 million viewers across 19 counties. In exchange for your single-use, 2-for-1 or other discount you will receive:

- ▶ TV, Radio, Digital, and Social
- ▶ Professional Production of Ads and Digital INCLUDED
- ▶ All for **NO CASH**



**In 2019, PBS was named the most trusted institution in America\***  
**for the 16th year in a row.** When your business partners with WCNY and our Connect Card program, you get the instant trust and credibility you only get with PBS.

*\*Source: Survey Sampling International (SSI), January 2019.*

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## PARTNER BENEFITS

NO CASH	There are NO out-of-pocket costs with this program. Just welcome new customers as they present their WCNY Connect Card for a single use, 2-for-1 or other discount savings.
PROFESSIONAL PRODUCTION SERVICES	Our team of professionals will create high quality, multi-platform assets to showcase your business as part of the promotion of our Connect Card member benefit. Production may include assets you provide or use WCNY assistance for graphic design, and/or copywriting.
TV PROMOTIONS	Promotion on WCNY's 5 Channels: PBS, Create, GLOBAL CONNECT, WICKNeY KIDS, and HowTo. Your business highlighted in Connect Card promotional spots. These professionally produced spots will air in rotation across our 5 TV channels, reaching a potential audience of 1.8 million viewers across Central New York, the Finger Lakes, and the Mohawk Valley. Each partner is featured in their own 15 second spot.
RADIO PROMOTIONS	Your business highlighted in Connect Card promotional announcements in rotation on our Classic FM and HD radio stations; reaching listeners across Central New York, Finger Lakes, Mohawk Valley, and Southern Ontario Canada.
WEB / DIGITAL	WCNY.ORG Your business featured in the WCNY Connect Card directory special section of our website. Your promotion will feature 1- 4 photos, a 75-100 word description, a sample list of 5 featured menu items or attraction features, and a link to your website. The Connect Card app helps promote your business to members wherever they go! The Connect Card app delivers bi-weekly app notifications to promote the card benefits. Geo-targeting will deliver push notifications about your benefit to Connect Card app holders when customers are within a certain radius of your location.
EMAIL MARKETING & SOCIAL MEDIA	THE WCNY E-GUIDE / SOCIAL PLATFORMS Your professionally designed banner ad featured in our weekly e-newsletter twice a year; reaches approximately 14,000 subscribers and links to your website, plus additional promotion in rotation through our social media channels.