



# Marketing Guide

April 29-30, 2022

<b>Promotional Benefits</b>	<b>Getaway</b>	<b>Getaway 2</b>	<b>Super Getaway</b>	<b>Great Escape</b>
<b>For EACH Certificate valued:</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 your 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 3 times
<b>Online</b> – Item listing on <a href="http://wcny.org/greatgetaways">wcny.org/greatgetaways</a> <u>Includes:</u> <i>BUSINESS NAME, CITY &amp; STATE</i> <i>HYPERLINK</i> to your website <i>LINK</i> to custom TV Promotion <i>ITEM DESCRIPTION</i>	✓	✓	✓	✓
<b>Social Media</b> – One Tag on Facebook (20,000+ followers)		✓	✓	✓
<b>eGuide</b> – Custom ad in WCNY e-Guide (~20,000 subscribers)			✓	✓
<b>Print</b> – <i>BUSINESS NAME</i> included in participant list in July/August WCNY CONNECT magazine (mailed to ~15,000 member homes)			✓	✓
<b>Radio Promotion</b> – <i>BUSINESS NAME, CITY, STATE</i> mentioned on Classic FM Travel promo				✓

