



## 2018 Online Auction Marketing Guide

Promotional Benefits	Value of Donated Items \$100 - \$499	Value of Donated Items \$500+
<p><b>Website</b></p> <p>Hyperlink to your website on wcnyc.org Item description</p>	x	x
<p><b>Print</b></p> <p>Company listing in July/August WCNY CONNECT  (mailed to 15,000+ member homes)</p>		x
<p><b>Facebook</b></p> <p>Featured on WCNY's Facebook page (2,300+ fans)  Tag your Facebook page</p>	x	x
<p><b>eGuide</b></p> <p>Featured in one WCNY digital news blast (15,000+ subscribers)  Hyperlink to your website</p>	x	x