



TelAUC 2019 Marketing Guide

April 25–27 & May 2–4

Promotional Benefits	Standard	Chairman's	Director	Specials I	Specials II
For each ITEM valued at:	\$75 to \$499 each item	\$75+ each item 8 or more items	\$500 to \$999 each item	\$1,000 to \$2,499 each item	\$2,500+ each item
On TV <i>Live Presentation</i> Includes one graphic/ logo, company name, item description & recaps DURATION FREQUENCY	X 15–20 Seconds Airs 1 time	X 15–20 Seconds Airs 1 time	XX 15–20 Seconds Airs 2 times		
<i>Video Presentation</i> Includes multiple graphics, company name, item description & recaps DURATION FREQUENCY				XX 30 Seconds Airs 2 times	XX 60 Seconds Airs 2 times
Website Hyperlink to your website on wcnyc.org Item description		X		X	X
Print Company listing in July/August WCNY CONNECT magazine (mailed to ~15,000 member homes)		X		X	X
Facebook Featured on WCNY's Facebook page (6,235+ fans) Hyperlink to your website				X	X
eGuide Featured in one WCNY digital news blast (17,000+ subscribers) Hyperlink to your website					X
Radio Promotion Live mentions by WCNY radio host on Classic FM in 3 TelAuc spots					X

WCNY reserves the right to limit the TV presentations for items that aren't selling, since TelAuc is a fundraising event.

Other Promotions

Cash Supporter
All cash contributions welcome!

Cash contributions of \$75 or more will receive a WCNY host thank you on live TV.

Steal of the Night
Suitable for food or entertainment items only. Requires approval by Auction management.

(10 identical items) — Minimum \$25 each

One high-energy on-air presentation by WCNY host, approximately 45-60 seconds.

