

AMNY Cares Grant Program Opportunity

ADVANCE
MEDIA NEW YORK





Lindsay Marlenga

Senior Director of Marketing,
Advance Media New York



Bridget Cerrone

Senior Account Manager
Advance Media New York

The Idea of Travel Has Changed



From Where You Go



From Where You Go



To How You Get There



To How You Get There



To What You Do When You Get There






To What You Do When You Get There



It's A Whole New World





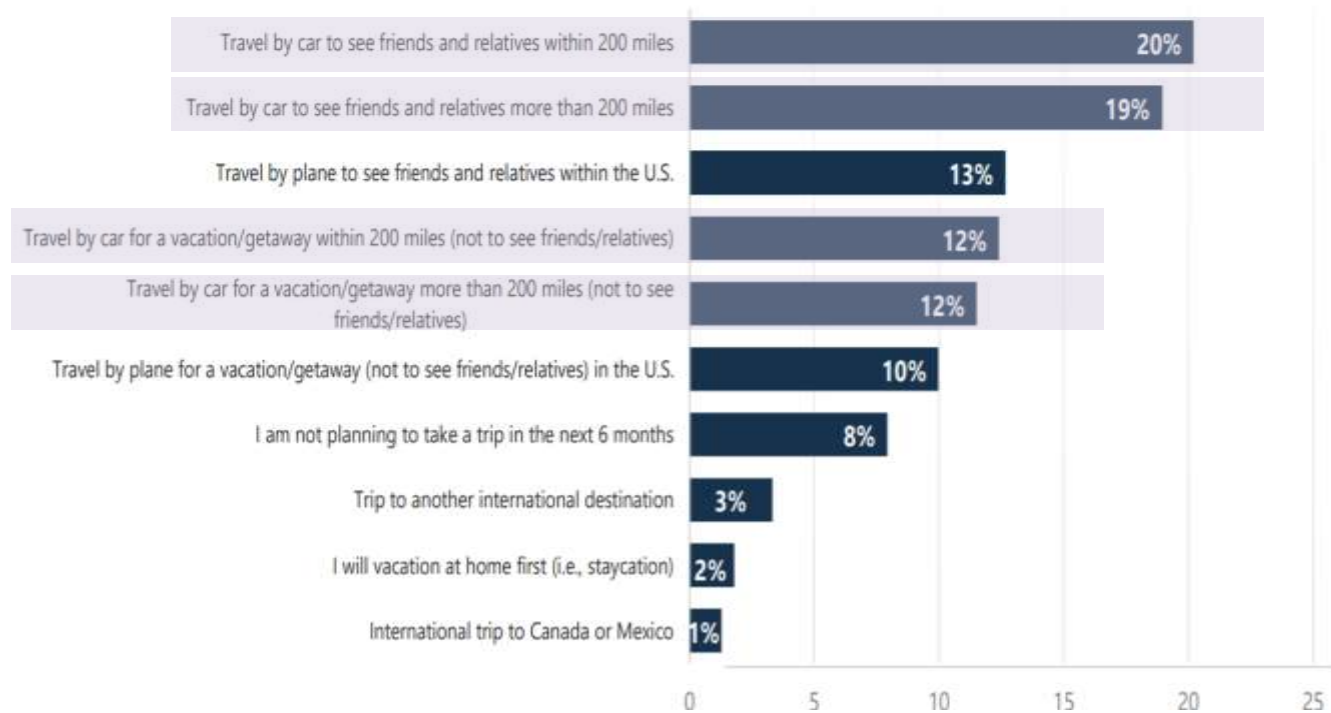
A top-down view of a wooden desk. In the center is a large, unfolded map. To the left of the map is a silver laptop with its screen displaying a grid of travel-related images. Below the laptop is a white digital camera. To the right of the map, a person's hands are visible; one hand holds a small cup, and the other holds a pen, poised to write on a notepad. A small potted plant sits on the left side of the desk. The background is a warm-toned wooden surface.

**71% of people
miss travel and can't wait to
do it again**

**70% are planning new
travel again**

**Planning a trip makes them
feel better about their
current circumstances**

First Trip Travelers Plan to Take in the Next Six Months



“Tourism recovery typically begins locally. Travelers tend to first venture out closer to home, and visit their local eateries, stay local for a weekend getaway or travel domestically before a robust demand for international travel returns.”


Elizabeth Monahan, TRIPADVISOR.COM

I 
NY
MORE
THAN
EVER

BE GENEROUS. YOUR CITY NEEDS YOU. THIS POSTER IS NOT FOR SALE.

Big Jim

Illustration: Big Jim. All rights reserved. No reproduction or distribution without written permission. www.bigjim.com

A serene beach scene with a small boat on the water under a blue sky with clouds.

**“I’m in love with cities I’ve never been to
and people I’ve never met.” – John Green**

Who Are My Travelers?



What Will Attract Them?



How Do I Make Them Feel Safe?



How Will They Find Me?



ADVANCE
MEDIA NEW YORK

Cares

syracuse.com



PRESENTED BY



BOND SCHOENECK
& KING ATTORNEYS

Tips for Earning Grant Investment



- Be a local business in need
- Tell us how NY Pause has impacted your business
- Share the budget you'd like matched
- Apply by July 31st deadline

How to Use Your Matching Grant



Phase 1: The Local Campaign

- 4-6 week campaign
- “Best Vacation in Town” / staycation focus
- Smaller scale geo focused on their county or surrounding counties

Phase 2: The Statewide Campaign

- 8-10 week campaign
- “Celebrate Freedom”
- Statewide geo, getting your destination out in front of a wider, more likely group at the right time

Phase 3: The Feeder Market Campaign

- 8-10 week campaign
- “Celebrate Freedom”
- Feeder market geo, broadening audience to those within 200 mile radius (including weekend warriors)

How to Use Your Matching Grant



Matching funds will apply to Advance's owned & operated premium publisher websites and publications. Digital and print products include:

- **NYUp.com**
- **Syracuse.com**

Impressions (display and video), sponsored content distribution on one or both sites.

PLUS:

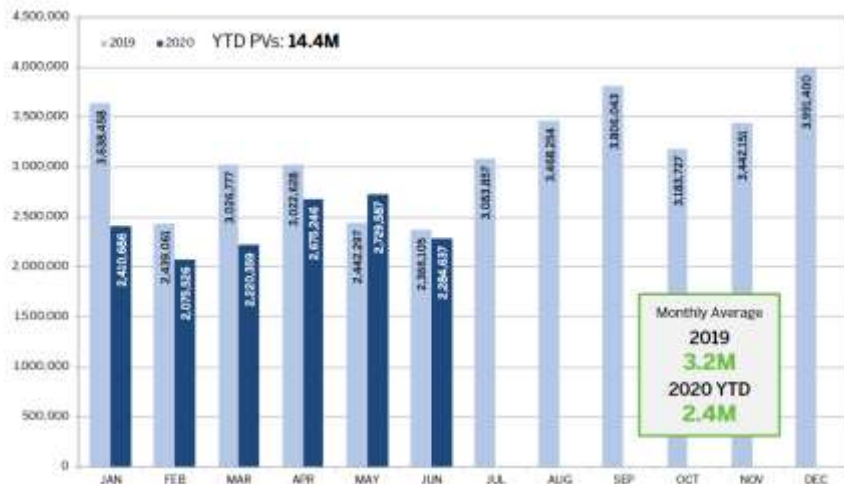
- **Post-Standard print ads**
- **Real Deals e-mail blasts** (our subscriber list)
- **The Good Life Magazine**
- **Creative Services** charges at 1:1 ratio (dollar-for-dollar match).



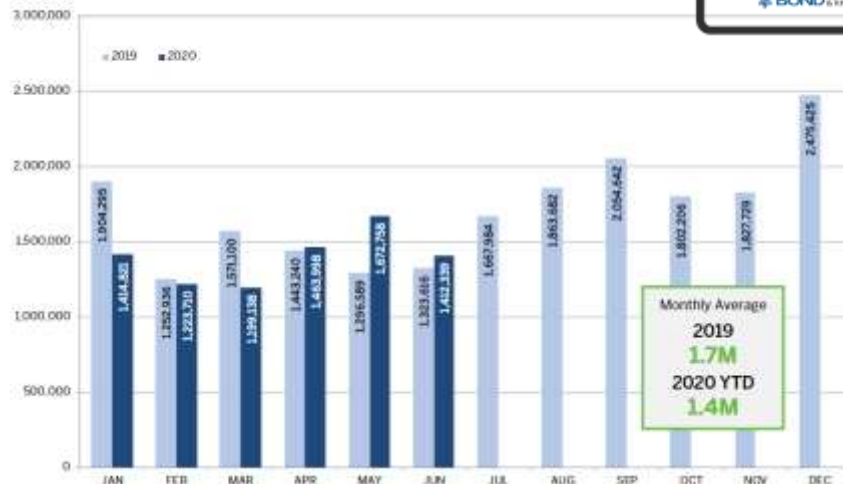
NYUP.com Traffic



Total Page Views



Total Users

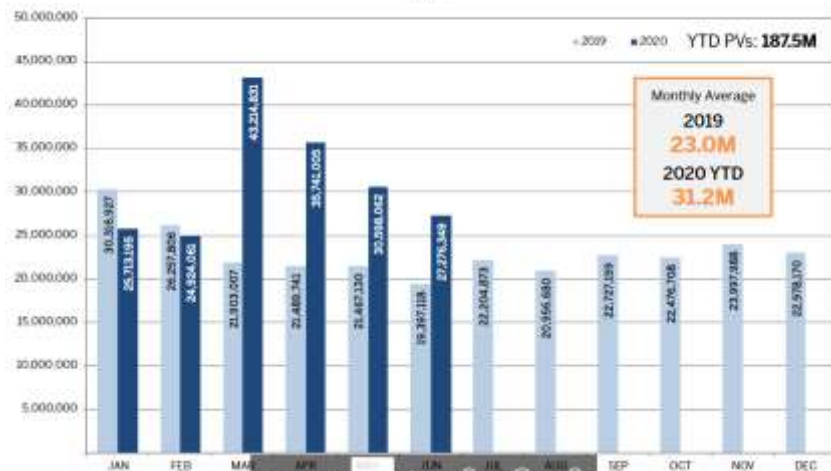


Headline	CVs
bargain mansion in upstate ny: \$54,900 for 8 bedrooms on 9 acres	204,279
old catskill game farm is for sale - 200 acres, 100 buildings could be yours	154,770
15 waterfalls in upstate ny to see in person before you die	136,656
yankees star aaron judge's girlfriend busted for dui: 'do you know who my boyfriend is?'	132,153
must-see cabin in upstate ny: \$39,900 for 10 acres, plus one-room schoolhouse	117,886

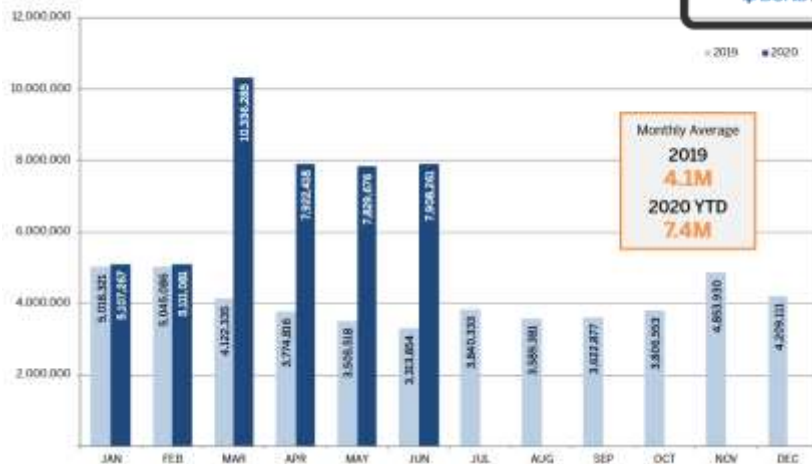
Syracuse.com Traffic



Total Page Views



Total Users



Headline	CVs
syracuse police officer shoves news photographer to the ground during protest (video)	5,886
list: cny restaurants reopening for outdoor dining	4,816
new york, nj, ct order 14-day quarantines for travelers from some other states	4,746
9 shot at a party on syracuse's near west side; teen in critical condition	4,576
restarting ny, phase 3: what's opening? what's closed?	4,498

Grant Program Thought Starters



- NYSTIA Members Co-op

NYSTIA Coop - AMNY Matching Grant Program

NYSTIA Partners participation opportunities: When planning your marketing programs or to extend your current marketing efforts in August, September and October, AMNY Matching Grants are available to help you increase your reach and drive more visitors to your destination this summer and fall.

Digital display ads, video ads, sponsored content, and other options are available on our premium publisher sites.

Choose from:

Choose Geo Targets or Behavioral Targets

Minimum investment for eligibility for AMNY Cares Matching Funds: \$1000/mo. per market (min)

Matching funds can also be used on other Advance sites – PennLive, MassLive, Cleveland.com upon request.

Minimum O&O investments to qualify:

Print only: \$750/month

Digital only: \$1,000/month

Print + Digital combination: \$1,500/month

Matching grant campaigns must end by October 31, 2020

We're pledging up to
\$1.25 Million in matching grants*

Apply today @ www.AMNYcares.com

The deadline to apply is July 31, 2020

*We're glad to help all our members be eligible. Please apply for more info. Some restrictions apply.

A top-down view of a desk workspace. A laptop keyboard is visible at the top, showing keys like 'Alt Gr', 'Ctrl', and arrow keys. A blue ballpoint pen lies diagonally across a dark grey notebook. Two yellow sticky notes, each with a large black question mark, are placed on the laptop's surface. To the right, there are crumpled pieces of blue, pink, and green paper. A spiral-bound notebook is partially visible on the right side.

Questions?



THANK YOU

Bridget Cerrone – bcerrone@advancemediany.com