

# 2022 NYSTIA Partnership Program

Premium, custom content was created to position four (4) New York State destinations and attractions as a travel destination with much to offer. The participating members had their destinations woven into the storytelling with the same journalistic standards as The Globe's own editorial.

The collage features several digital devices displaying content from The Globe and Mail's 2022 NYSTIA Partnership Program. The devices include a laptop, a tablet, and a smartphone. The content displayed includes:

- Article 1:** "Family fun and more in Orange County, N.Y." featuring LEGOLAND New York. The headline reads "LEGOLAND NEW YORK AWESOME AWAITS!". A sub-headline says "BOOK EARLY AND SAVE!". The article includes a photo of people at LEGOLAND.
- Article 2:** "Comedy and shopping: a winning road trip combination". The headline reads "COMEDY AND SHOPPING: A WINNING ROAD TRIP COMBINATION". The article includes a photo of the National Comedy Center building.
- Article 3:** "Family fun and more in Orange County". The headline reads "FAMILY FUN AND MORE IN ORANGE COUNTY". The article includes a photo of people at LEGOLAND.
- Article 4:** "Summer laughs and shopping a winning combo in New York State". The headline reads "SUMMER LAUGHS AND SHOPPING A WINNING COMBO IN NEW YORK STATE". The article includes a photo of the National Comedy Center building.
- Advertisement 1:** "LAUGH ALL DAY! ONLY 2 HOURS FROM NIAGARA FALLS, ON. Plan your visit at ComedyCenter.org". The ad features the National Comedy Center logo.
- Advertisement 2:** "GET READY TO SAVE FASHIONABLY". The ad lists "120+ OUTLET STORES", "NIKE CLEARANCE STORE", "H&M", "VERA BRADLEY", and "MICHAEL KORS". It also includes the text "DOWNLOAD OUR SAVINGS PLAN TO SAVE MORE!".
- Advertisement 3:** "LEGOLAND NEW YORK RESORT". The ad features a large photo of the LEGOLAND New York Resort and includes the text "Ride, drive, splash, climb, and build your way through seven themed lands at the ultimate LEGO® theme park destination!". It also includes the text "Book early and save at LEGOLAND.com/New-York" and "Go See OC!".