

[THE PERKS OF AN]

MVP|NY PARTNERSHIP

THE MORE YOU DO = THE MORE YOU GET

WEB, MOBILE & SOCIAL MEDIA

- Profile Page on INNewYork.com &/or WhereTraveler.com (includes mobile sites)
- Inclusion on “Dinner and a Show”
- PR and Social Media Promotions, including Facebook, Twitter, YouTube and more...
- Sweepstakes Promotion
- INNewYork.com “Up-to-the-Minute” Inclusion
- Seasonal Promotions Page

CONCIERGE PROGRAMS

- Turnkey Concierge Event
- Concierge Email Blast
- Concierge E-Newsletter Feature
- Concierge Connection “Up-to-the-Minute” Inclusion
- Hotel Excellence Awards - Silent Auction Participant

EVENT PLANNERS

- Feature in City Spaces Event Planner E-Newsletter (sent bi-monthly)
- City Spaces Dedicated Email Blast (sent weekly and features only one venue)

PROMOTIONAL EVENTS

- March—The New York Times Travel Show
- March—GLBT Expo
- May—Grand Gourmet
- May—New Taste of the Upper West Side
- May—Taste of TriBeCa
- June—Taste of Times Square
- June—American Crafts Festival
- June—Solstice in Times Square
- November—Winter’s Eve @ Lincoln Center

CONSUMERS AND LOCALS

- Feature in “IN Places to” Shop or Dine Advertorial Page
- Feature in “WHERE to” Shop or Dine Advertorial Page
- Feature in “Museums INSider” Advertorial Page
- Spotlight Consumer E-Newsletter Feature
- Spotlight Deal of the Week
- WhereTraveler Newsletter
- Signage on New York Water Taxi Commuter Vessels

INTERNATIONAL

Periodic ads placed in our sister publications

Retail:

- *IN London Magazine*—Inclusion in “NYC Shopping” Spread Ad (Dec./Jan./Feb.)
- *Where Paris Magazine*—Inclusion in “NYC Shopping” Spread Ad (Nov.)

Dining:

- *IN London Magazine*—Inclusion in “NYC Dining” Ad Page (Sept./Oct./Nov.)
- *Where Paris Magazine*—Inclusion in “NYC Dining” Spread Ad (Oct.)

Theatre:

- *Where Paris Magazine*—Inclusion in “NYC Theatre” Spread Ad (Jun.)

Hotels:

- *IN London Magazine* – Inclusion in “NYC Hotel” Ad Page (Jun./Jul./Aug.)
- *Where Paris Magazine* – Inclusion in “NYC Hotel” Spread Ad (Jul.)

EDITORIAL

- Print and Online Editorial Listing (appears same month as ad)
- Inclusion in Publications’ Editorial Pages*
*at discretion of editors



***TOTAL VALUE OF FREE BONUS EXPOSURE \$100,000+**

*Based on the purchase of multiple products.

THE RIGHT READERS. THE RIGHT RESPONSE. THE RIGHT RETURNS.

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