



## 2016-17 Marketing & Advertising Considerations

### Proposed Coops

December **Alaska Airlines Magazine**

Geographic Area(s): Worldwide – Santa Rosa is a hub for Alaska Airlines

Editorial Calendar: Great Northwest

Focus: Waves, Wines & Wilderness – Winter Stays/Packages

Supporting Link(s): <http://www.alaskaairlinesmagazine.com/advertising-info/editorial-calendar/>

OR - **Sunseeker Magazine** (Allegiant Air)

Geographic Area(s): Worldwide, but mostly those flying through Las Vegas

Focus: Waves, Wines & Wilderness – Winter Stays/Packages

Supporting Link(s):

<https://www.allegiantair.com/sunseeker>

January **San Francisco Chronicle Special Section, Online & E-marketing**

Geographic Area(s): San Francisco Market

Focus: Crab Festival, Winter Events & Winter Stays/Packages

### **Today's Bride**

Geographic Area(s): San Francisco Market

Focus: Wedding & Honeymoon venues

Supporting Link(s):

<http://todaysbridesf.com/mk/>

April **Travelzoo**

Geographic Area(s): TBD

Focus: Lodging focused. Party of the Planet & Spring Stays/Packages

## **Proposed Marketing/Advertising**

- TBD      **The Enthusiast Network (TEN)**  
Geographic Area(s): Worldwide  
Focus: Action Sports, Surfing, Biking, Kayaking/Canoeing,  
Supporting Links:  
<http://www.enthusiastnetwork.com/media-kits/action-outdoor-network/grindtv/>  
<http://www.enthusiastnetwork.com/media-kits/action-outdoor-network/bike/>  
<http://www.enthusiastnetwork.com/media-kits/action-outdoor-network/canoe-kayak/>  
<http://www.enthusiastnetwork.com/media-kits/action-outdoor-network/surfing/>
- Sept & Oct      **Small Market Meetings**  
Geographic Area(s): United States  
Focus: September is Pacific Northwest & October is Meetings at the Beach  
Supporting Link(s):  
[http://7bu093si6i64257dgjr3n7fb.wpengine.netdna-cdn.com/wp-content/uploads/sites/4/2016/04/SMM-Rates-Ed-Cal\\_2016.pdf](http://7bu093si6i64257dgjr3n7fb.wpengine.netdna-cdn.com/wp-content/uploads/sites/4/2016/04/SMM-Rates-Ed-Cal_2016.pdf)
- October      **Every Door Direct Mail Campaign**  
Geographic Area(s): Sacramento, Oakland, San Francisco, Santa Rosa  
Focus: Mushroom Festival, Fall & Winter Festivals
- October      **Madden Media iBrochure & Contest**  
Geographic Area(s): United States  
Focus: General Destination, but focus on festivals & events. Included is a giveaway of a package for the Crab Festival in January. Great feeder to build e-marketing database.  
Supporting links:  
<http://maddenmedia.com/ibrochures/>  
<http://vacationfun.com/>
- March      **Breakfast Television Contest & Vancouver Mission**  
Geographic Area(s): Vancouver  
Focus: Agriculture connecting it to Cesar Chavez Day in Canada (March 31).  
Conduct a holiday giveaway through Breakfast Television to handle

international contest rules, plus see if there is an opportunity to appear on Breakfast Television to promote Mendocino County. Would coordinate a sales mission and an agency takeover at the main CAA office in Vancouver.

Supporting links:

<http://www.btvancouver.ca/contests/>

<https://poidirectory.com/find/CAA-Vancouver.html>

### **Proposed Trade/Consumer Shows**

October 1-2                    **San Francisco Ultimate Women's Expo**  
<http://www.sfwomensexpo.com/>

October 22                    **Sacramento Women's Expo**  
<http://sacwomensexpo.com/exhibit/>

January 21 & 22            **Bay Area Pet Expo**  
<http://www.bayareapetexpo.com/>

*\*Consult with the local wine associations about partnerships in Food & Wine Events in feeder cities.*

### **Other**

**Train or Bus Wrap in Bay Area with unique & trackable URL**

<http://www.outfrontmedia.com/whereweare/markets/pages/san-francisco-oakland.aspx>

<http://www.caltrain.com/about/doingbusiness/Advertising/trainads.html>

### **Travelinformation.com**

Lead program to build email database and download of Visitor Guide. Designate a certain budget for the year, extend if needed. Based off of \$1/inquiry.

<http://travelinformation.com/>

### **Geo-fencing along the northern and southern borders of Highway 101**

Geo-fencing is the practice of using global positioning (GPS) or radio frequency identification (RFID) to define a geographic boundary. Then, once this "virtual barrier" is established, the administrator can set up triggers that send a text message, email alert, or app notification when a mobile device enters (or exits) the specified area.

### **Queerty**

The Fun and Relevant News and Entertainment Site for LGBTQ Millennials. Great and engaging social media presence.

<http://q.digital/>

**BringFido.com E-marketing** (3 sends = \$3,000)

The VMC offer sent to more than 100,000 dog enthusiasts, schedule a stand-alone email with BringFido.com.

Focus: Download dog-friendly guide, pet friendly stays

<http://www.bringfido.com/advertise/email/>

**HomeAway.com**

HomeAway, Inc. operates the number one global online marketplace for vacation rentals.

With more than one million vacation rental listings worldwide, HomeAway® connects homeowners and property managers with travelers who seek the space, value and amenities of vacation rentals instead of hotels.

<https://www.homeaway.com/info/about-us/advertising>