



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
- 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>