

**Merced****Q4, 2024 Marketing Update**

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**Overview:** Please find the Q4, 2024 marketing update for Merced, California.

**PROMOTIONS/GIVEAWAYS**

- Merced County Hispanic Chamber of Commerce – 20% Off Promo Code
- YARTS Pilot Program – 25% Off Promo Code for Passengers
  - Promo code included in the reservations / confirmation emails

**SPONSORSHIPS**

- *Merced County Hispanic Chamber of Commerce – Sponsor*
  - *Annual Installation Dinner (October 4<sup>th</sup>)*

**INFLIGHT MAGAZINE**

- Adventures We Believe In by Levi Stockton
  - Follow our President/CEO as he travels with his family from Los Angeles to Merced on Advanced Air, connecting to AutoCamp, just outside of Yosemite National Park, via YARTS.
- Cover Story: Yosemite Climbing Tips from World's Most Fearless Climber, Alex Honnold
- YARTS Advertiser: Promo Code for 25% Off Your Trip to Yosemite
- AutoCamp Advertiser: Boutique Hotel outside of Yosemite

**ADVERTISEMENT**

- University
  - UC Merced – College Marketing Group
    - *Introducing various advertisements via email marketing and postering for the 2024-2025 academic year*

**EMAIL MARKETING**

- Summer of Adventure
  - 20% Off All Summer Flights
  - Sent to 60,000 Recipients
- Mid-Week Special Fares (MCE)
  - Sent to 6,200 Recipients

ADVANCED AIR



Merced

## Q4, 2024 Marketing Update

GET READY TO TAKE OFF WITH UNBEATABLE MID-WEEK DEALS!

ADVANCED AIR

Tuesdays and Wednesdays  
just got a whole lot better!

**SPECIAL  
MID-WEEK FARES:**

Merced (MCE) to Hawthorne/LA (HHR)  
As low as **\$81**

Merced (MCE) to Las Vegas (LAS)  
As low as **\$84**

**Book Now and Save!**

Whether you're traveling for business or pleasure, Advanced Air has got you covered with our convenient and affordable options.

Book your mid-week flight today and experience the difference with Advanced Air.

[www.advancedairlines.com](http://www.advancedairlines.com)

### **SOCIAL MEDIA**

**Instagram:** @advancedairlines

Followers: 8,239 as of 10/2/2024

- Grid/Stories
  - Last quarter we posted weekly grid/stories highlighting Merced and engaged with the Merced followers by resharing their content. We received shares, likes, and comments.

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Merced

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**Facebook:** @Advancedairlines

Follows: 4,300 as of 10/2/2024

Likes: 3,400 as of 10/2/2024

**TikTok:** @flyadvancedair

Followers: 328

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