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
 - o Promo code included in the reservations / confirmation emails

SPONSORSHIPS

- Merced County Hispanic Chamber of Commerce Sponsor
 - Annual Installation Dinner (October 4th)

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

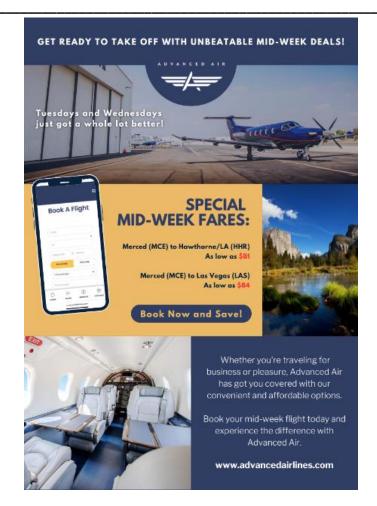
ADVERTISEMENT

- 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

Q4, 2024 Marketing Update



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.



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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