



Media Offers to Boost Your Sales

Sign up for a whole package of GO LOCAL membership, marketing and advertising here. Craft a smart plan with these carefully chosen offerings.

MARKETING SERVICES	PRICE	SELECT
<p>GO LOCAL Membership</p> <p>Join or Renew</p> <p>Through shared branding, targeted media and a Rewards Program, GO LOCAL reaches exclusively local-loving consumers in Sonoma County - your customers. Increase your sales, gain market share, and feel part of the local business community by being a GO LOCAL member. Supporter level participation available for select non-locally owned businesses and franchises.</p> <p><i>Learn of all the benefits, tiers and the application at gocalocal.coop/join.</i></p>	<p>Annual participation is based on Sonoma County sales, with 5 tiers ranging from \$200-\$2500.</p>	
<p>GO LOCAL Reward Offer</p> <p>Set up a Reward Offer</p> <p>"Show the Card" offer - a simple offer that's redeemed by your business when customers show their card or mention GO LOCAL. Rewards merchants get an annual promotion in our weekly Rewards e-news to 15,000 locals.</p>	<p>NO COST to offer a Reward through GO LOCAL other than the cost to the business for the offer; Offering a Reward is an optional member benefit.</p>	
<p>Consulting</p> <p>Hourly Marketing Consulting</p> <p>One hour marketing consulting included with GO LOCAL annual membership. Can be focused in specific areas for your business, or can be used for a marketing plan review or development, or for a 1-hour marketing audit exercise.</p>	<ul style="list-style-type: none"> • 1-hr consulting free to members annually • Additional consulting by GO LOCAL \$150/hr. 	
<p>Digital Marketing Services</p> <p>Virtual Tour Maps for your Google My Business, Search, Maps and Website</p> <p>Get a 3D virtual tour of your business to expand your business visibility online, show off the beauty of your business while increasing customer trust and expectations. With safety being top of mind in the current environment, your customers will be able to "see" your business and establish a level of comfort before they walk in the door!</p> <p>One-time fee to shoot, create and publish your tour based on business square footage. It can also be booked 2-3 times annually to show your business seasonally.</p> <p><i>Get package details at Virtual Tour Map's listing: gocalocal.coop/virtualtourmaps.</i></p>	<p>One-time fee based on square footage:</p> <ul style="list-style-type: none"> • Up to 1,500 sf & 10 photos (\$440) • 1,500-3,000 sf & 15 photos (\$620) • 3,000-5,000 sf & 20 photos (\$830) • Matterport 3D hosting is free 1st year, then \$49 2nd year and thereafter (50% discount to GO LOCAL members) to keep your 3D tours live. 	
<p>Google My Business Listing - create & optimize</p> <p>Setting up and optimizing a Google My Business (GMB) listing is critical to establishing your brand and local online presence. 3 options, one-time fee.</p> <ul style="list-style-type: none"> • Basic listing setup - includes creation of basic listing with all contact info and also services, attributes, graphics, & link to request reviews • Listing optimization - above + up to 3 products, 3 posts, and a GMB website • Listing enhancement - items above + geo-tagged images, up to 3 review posts, written content, links to other online sites, and up to 5 Q & A <p><i>Get details at Appy Marketing's listing: gocalocal.coop/appy.</i></p>	<p>One-time fee:</p> <ul style="list-style-type: none"> • Basic listing setup (\$300) • Listing optimization (\$475) • Listing enhancement (\$775) 	

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<p>Digital Marketing Services</p> <p>Set up & control your online business information at the four core data aggregators</p> <p>Control your info at the core sources to ensure correct and accurate online info across dozens of search sites. Consumers use a variety of search engines, directories, maps, and apps to find and engage with your business. What matters is that they discover accurate, up-to-date, and compelling information at every turn. 2 package options, one-time fee.</p> <p>Basic or advanced setup to control your info across the 4 data aggregators. Business must have claimed their GMB listing, and assuming that the business doesn't move or change its name, this is a one-time fee.</p> <p><i>Get details at Appy Marketing's listing: gocalocal.coop/appy.</i></p>	<p>One-time fee:</p> <ul style="list-style-type: none"> • Basic setup (\$420) • Advanced setup (\$960) 	
<p>Set up and maintain a chat/review widget for your website.</p> <p>Widgets are a simplified way to not only get reviews but also a way for visitors to a website to reach out to the business owner. See example at appymarketing.com.</p> <p><i>Get details at Appy Marketing's listing: gocalocal.coop/appy.</i></p>	<ul style="list-style-type: none"> • Setup fee (\$120) • Monthly subscription with 3-month minimum (\$90/month) 	
<p>Get an overall digital assessment of your business.</p> <p>Benefit from an assessment of your current local online presence on Google My Business and across the top online directories. This audit compares your business with competitors in your area and includes specific recommendations for next steps.</p> <p><i>Get details at Appy Marketing's listing: gocalocal.coop/appy.</i></p>	<ul style="list-style-type: none"> • One-time digital assessment fee (\$225) • Hourly online digital presence consulting also offered (\$150/hr) 	
<p>Content Writing/Editing</p> <p>Make your business story compelling: strengthen your written presence.</p> <p>Want help drafting or revising content for your website? Do you lack the time, patience or experience to give clarity and punch to your business story and messages?</p> <ul style="list-style-type: none"> • WEB PAGE CONTENT CREATION OR REFRESH (\$700-\$1,000) We'll review your existing online and other written materials ... then make your story or messages stronger, clearer, livelier, more engaging. We'll draft up to 2 pages of original website content or edit/strengthen up to 4 pages of existing content. • HOURLY WRITING WORK, additional (\$100/hr) <p><i>Get details at Pen-for-Rent's listing: gocalocal.coop/PenForRent.</i></p>	<ul style="list-style-type: none"> • Web Page content creation or refresh ranges from \$700-\$1000, pending review of your writing project's scope. • Hourly writing work also offered (\$100/hr) 	
<p>Graphics, Photography, Signs</p> <p>Business photoshoot</p> <p>Does your business need a fresh set of compelling visuals for your digital and print presence? Paige Green, also the current photographer for feature stories in Made Local Magazine, is offering a special one-hour photo shoot at your business location through GO LOCAL. We'll discuss your needs in advance, then she'll come out and capture what you do, and you'll get a set of photos to help bring added magic to your business presence.</p> <p><i>Learn more at Paige Green Photography's listing: gocalocal.coop/paigegreen.</i></p>	<p>One-hour commercial photo shoot, resulting in hi-res images you own (\$540)</p>	

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<p>Graphics, Photography, Signs</p> <p>Graphic Design – Brand Refresh</p> <p>Does your brand need a lift – or a shift? If you'd rather make the most of what you've got than start from scratch, this subtle yet meaningful makeover is for you.</p> <ul style="list-style-type: none"> • LOGO UPDATE A consultation will reveal the purpose and direction for your Brand Refresh. We'll deliver a new version of your logo that reflects your business now; an update to your color palette if desired; maybe a tweak to your tagline. • BRAND AUDIT We'll review everything that uses your brand visuals and all of the ways that your business communicates both internally and with customers (website, social media, emails, signage, print collateral, advertising, apparel). Then, we'll make a plan to create and maintain brand image consistency. <p><i>Get details at Form + Content's listing: golocal.coop/formcon</i></p>	<p><i>Brand Refresh ranges from \$600-800, pending designer's review of your current brand assets.</i></p>	
<p>Signage & Printing</p> <p>Need some fresh window storefront signage, vehicle signage, or other branded materials to grow your LOCAL brand presence and attract customers? We'll determine just the right GO LOCAL printer your project and coordinate it for you.</p>	<p><i>Pricing varies depending on project.</i></p>	
<p>GO LOCAL Custom Logo Design</p> <p>GO LOCAL can create a logo that incorporates your industry or business category – like DREAM LOCAL, SPARKLE LOCAL, CELEBRATE LOCAL! <i>For members only...see all GO LOCAL member logos at golocal.coop/logos</i></p>	<p><i>Logo design cost for members is \$50 for basic logos and \$75 for logos with additional artwork or backgrounds.</i></p>	
ADVERTISING	PRICE	SELECT
<p>Digital & Video Advertising</p> <p>Facebook/Instagram Ad Campaigns</p> <p>Leverage GO LOCAL's unique position as a preferred advertiser and community advocate to strategically blow your horn to the social masses. The GO LOCAL FB page has 15,000+ local fans who love local businesses, and you can reach 5,000-20,000+ Sonoma County fans per campaign across FB/IG, with targeted interests and geographic reach. You supply content, or we create it for you.</p> <p><i>See examples of content at facebook.com/GoLocal.</i></p>	<ul style="list-style-type: none"> • Ad campaigns starting at \$150. • Quarterly ad campaign package: \$600. • Monthly 1-year package: \$1800. 	
<p>Email Newsletter Featured Section</p> <p>Monthly GO LOCAL e-Newsletters – Through GO LOCAL's e-newsletter list, reach loads of bona-fide fans of local: 20,000+ local consumer contacts or 3,000+ local business contacts.</p> <p>Your featured section in our newsletter can be a video, a clickable poster, or can include header, ~50 words copy with call-to-action link or button, small image.</p>	<ul style="list-style-type: none"> • Featured section per newsletter: \$150 • Quarterly featured section package: \$600 annually – limited availability. 	
<p>Video Vignettes</p> <p>We'll whip up a short, styled video for your digital marketing using images, short video if you have it, and overlaid copy to tell more of a story than a slideshow alone.</p> <p><i>See examples on our YouTube channel: bit.ly/2UGs5gm</i></p>	<ul style="list-style-type: none"> • Vignette video production \$150 each. • Package of 4 for \$525. 	

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<h2>Digital & Video Advertising</h2> <h3>Video Production All-In-One Packages</h3> <p>Be top of mind to your customers! Creating and distributing relevant video content on a regular basis through a multitude of platforms meets your customers where they are. In other words, tell good stories online about your business, and keep telling them. Videography planning, production and editing by videographer; planning assistance, delivery and social media ad campaign by GO LOCAL.</p> <p>Your choice of member videographers – see details on their GO LOCAL listings: Peddle Head - Hannah Gart Videography * Brown Barn Films * SoCo Videography</p>	<ul style="list-style-type: none"> • All-In-One Video Packages start at \$1800. • Book 2+ videos and save. 	
<h3>Digital Advertising on Happening in Sonoma County</h3> <p>Reach engaged Sonoma County residents and visitors who are eager to support local businesses! People visit <i>Happening in Sonoma County</i> to find out where to go and what to do: entertainment, arts and cultural events, nature and recreation activities, and more.</p> <p><i>Happening</i> provides always-current content about things to do in Sonoma County. Three-thousand-plus individuals visit the website each week, representing all age groups; 4,000-plus subscribe to the weekly newsletter. Promote your business with a package that includes ads on <i>Happening's</i> website and weekly newsletter on a schedule that's best for your business, any time of year.</p> <ul style="list-style-type: none"> • Digital Ad Package #1 (\$440) - Two two-week ads on website that appear on every page and alongside every event plus three ads in weekly email newsletter. • Digital Ad Package #2 (\$880) - Four two-week ads on website that appear on every page and alongside every event plus six ads in weekly email newsletter. <p>Learn more at <i>Happening in Sonoma County's</i> listing: gocalocal.coop/happening.</p>	<p>Digital website and newsletter ad package options:</p> <ul style="list-style-type: none"> • Package #1(\$440) • Package #2(\$880) 	
<h2>Print Advertising</h2> <h3>Pocket Guide</h3> <p>Let locals find you in the free 8-1/2" x 5-1/4" GO LOCAL Pocket Guide directory. 10,000 printed per issue for 30,000 readers, published in December (WINTER edition) & May/June (SUMMER edition).</p> <p>All members are listed with name, 10-word description, address, phone, website, Reward offer. Advertisers get seen even more!</p> <p>Learn more about Pocket Guide advertising: gocalocal.coop/pocketguide21.</p>	<ul style="list-style-type: none"> • Display ads per 6 month issue: • \$350 (half) • \$575 (full) 	
<h3>Made Local Magazine</h3> <p>Reach folks who love food, drink, the land, and our unique entrepreneurial scene in Sonoma County, which is everybody! Advertise in our full size 8-1/2" x 11" specialty magazine, published 5x/year (Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec). 12,000 printed per issue. Distributed by local grocers and retailers.</p> <p>Learn about <i>Made Local Magazine</i> advertising: madelocalmagazine.com/ad-info.</p>	<ul style="list-style-type: none"> • Display ads (quarter, half and full) \$425-\$1800 per issue • Restaurant plate ads \$200 • Product ads \$120 • NEW: co-op ad offer of 12 ads (1 yr) in GO LOCAL mags and Northbay biz Magazine 	
<h3>Holiday Direct Mail Magazine</h3> <p>This direct mail magazine is sent to the 24,000 highest income households in Santa Rosa the week after Thanksgiving to reach holiday shoppers. Send your message right into mailboxes at peak shopping season in this high-quality mag.</p> <p>Learn more about <i>Holiday Direct Mail</i> advertising: gocalocal.coop/holidaymag21.</p>	<ul style="list-style-type: none"> • Half page profile \$675 • Full page profile \$1300 • Limited display ads available in half or full page. • Includes 1-2 "best gift ideas" 	

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<p>Outdoor Advertising</p> <p>Digital Board on 101 to reach thousands of commuters</p> <p>Get seen on the really gigantic board that rotates screen panels on Highway 101 in Rohnert Park. We split one Veale Outdoor panel into 6 individual ad spots for more affordable access to this high-impression ad buy. Art production included if needed.</p> <p>Boards available through GO LOCAL in Mar, May, Jun, Jul, Sep, Nov, & Dec.</p> <p>THE 6 PARTICIPANTS EACH GET: 5133 panels in 28 days; 183 panels daily; each panel shown every 7.2 minutes. Average total impressions 84,000.</p> <p>TOTAL RUN-TIME: board runs 10 ads/minute, 6 sec. duration, 22 hrs daily 5am-3am.</p> <p><i>Learn more at golocal.coop/outdoor.</i></p>	<p>28-day run ad panel is \$1,300 (2021 pricing)</p>	
<p>Radio</p> <p>Broadcast Radio Packages</p> <p>93% of adults listen to broadcast radio. Access over half of the Sonoma County population with Amatturo Sonoma Media stations, providing exceptional coverage across a diversified demographic array.</p> <p>A radio flight is a great way to tie your marketing power together and brand with the GO LOCAL message. 60-second spots where you get the middle 40-45 seconds, and we include a GO LOCAL message (10 seconds at beginning and end of spot) - it's good community & brand recognition.</p> <p>Choose from one or more of their five local stations:</p> <ul style="list-style-type: none"> • Froggy 95.5, 97.7 The River, & Hot 101.7 (10 spots per week), or • KSRO & K-Hits 107.9 (20 spots per week) 	<ul style="list-style-type: none"> • Week-long radio package of 10 to 20 spots is \$600. You get 45 seconds of a 60-second spot, with a short GO LOCAL intro and exit. • Share a spot between 2 businesses (20 sec each) - \$300 per member. 	
<p>Annual Media Packages</p> <p>Annual Customized Media Package - We'll work with you to design a customized, jam-packed media package for the year that best fits the marketing needs and budget for your business. Get it all set for the year!</p> <p>Top Sponsor Package - Be the ultimate GO LOCAL leader. It's a premium membership and media package for the year, customized to include just the media your business needs. Annual commitment \$16,000 including membership, sponsorship, and a media package, open Oct-Dec for the following calendar year.</p> <p>Local Business Recovery Fund Sponsor Package - Be a direct champion for other locally owned businesses and nonprofits by sponsoring this annual fund. Learn more at golocal.coop/recovery21.</p>	<p>Package prices vary.</p>	
<p>TOTAL:</p>		