

Take advantage of these benefits throughout the year, along with our strategically crafted and locally targeted media offers. It's the key to success as a member!



Membership Benefits

Targeted Marketing · Community Connection

○ The Shared Brand

All members are licensed to use the GO LOCAL shared brand - a whole family of logos with over 500M gross media impressions and a \$10M media value annually. 10 years strong, the GO LOCAL brand has established trust throughout Sonoma County.

○ Member Promotion

Online Listing - Your media-enhanced business listing is part of the GO LOCAL LIST at golocal.coop, the only place where you can find an online directory of ONLY locally owned businesses in Sonoma County.

Print Listing in Pocket Guide - Member listings are also displayed in Pocket Guide, 10,000 published and printed 2x/year. Distributed throughout Sonoma County at over 100 GO LOCAL merchant locations.

Social Media and Other Promotion - Let us know what you're up to, and we'll feature it using the most effective GO LOCAL channels for your business. Submit stories and events for our website too.

○ Marketing Strategy and Support

The GO LOCAL team has 10 years of experience understanding and serving marketing needs of locally owned businesses, helping them thrive. Schedule a 1/2-1hr individual session in person or on phone, to learn best practices and strategies for your specific business. Or, work with us to make targeted introductions for your business needs. Available annually.

○ Refer Local Lunchtime Gathering

Members are invited to attend and introduce themselves and their business at monthly networking lunches every second Friday, with the option to sign up for a 10-min feature presentation. Refer Local is based on the spirit of members working together to strengthen relationships and to give, receive, and track quality referrals to increase profits and customers.

○ GO LOCAL Rewards Card

All members can participate in the GO LOCAL Rewards Card program. By offering a reward to a large and loyal GO LOCAL customer base as a thanks for choosing local first, your business can get more exposure, sales & community connection. While the GO LOCAL shared brand tells people why local first is important, the Rewards Card helps people take action to choose local first. This program helps us measure our combined progress.

Each merchant can customize their reward to suit their specific needs through a "show the card" offer that you can track, or a "swipe the card" offer that is electronically tracked. Offering Rewards is included as part of GO LOCAL membership.

○ Media Offers

New in 2019! Paying members may opt to apply 1/3 of membership fee to any of GO LOCAL's media offers, strategically designed for locally owned businesses.

Digital - Take advantage of GO LOCAL's big media reach with Facebook campaigns or e-newsletter featured section.

Video - Opt for a Video Vignette: a short, styled promo video, or an All-In-One Video Package with a pro videographer.

Print - Reach loyal fans of Local First with advertising in our Pocket Guide 2x/year and Made Local Magazine 5x/year.

Outdoor Digital - Be seen by local commuters along 101 in Rohnert Park with the Veale Outdoors digital board - 183 showings daily!

Radio - Radio reaches 90% of adults in Sonoma County. Advertise on KSRO, Froggy 95.5, 97.7 The River, Hot 101.7, K-Hits 104.9.

"TRUE LOCAL" Online Digital Presence Management - get easily listed & found online across 60+ sites easily with this service.

Signage - Leverage your membership with GO LOCAL signage.

GO LOCAL's mission is to keep dollars recirculating longer locally for a more resilient and thriving economy and community.

WORK
your
membership!

Learn more

Benefits: golocal.coop/benefits

Media: golocal.coop/media

Contact us: 707-888-6105 ext.2 info@golocal.coop



Media Offers to Boost Your Sales

NEW! In 2019, paying members can apply 1/3 of their membership fee to any of these media offers.

Digital

Facebook Ad Campaigns

Leverage GO LOCAL's unique position as a preferred advertiser to strategically blow your horn to the social masses. The GL page has 14,000+ local fans who like local businesses, and you can reach 5,000-20,000+ Sonoma County fans per campaign. You supply content, or we can take care of it for you.

Ad campaigns starting at \$150



Email Newsletter Featured Section

Through GO LOCAL's e-newsletter list, reach 23,000+ consumers or 3,000+ local business contacts

- 25% average open rate; 5% average click through rate
- Your featured section can include header, ~50 words copy with call to action link or button, small image.

\$125 per featured section per newsletter - limited availability



TRUE LOCAL Digital Presence Management - making it easy for customers to find you online

Customers are searching for businesses online right now. GO LOCAL does the work of getting your business listed and controlling, correcting, and enhancing your information across 60+ most prominent search sites, maps and apps from just one place. Essential for businesses that get physical visitors and have moved or opened a new location.

Min. 2-month subscription per location \$180. Annual subscription \$900



Video

Video Vignettes

Short, styled videos using images and copy that you supply, for your digital marketing.

See examples on our YouTube channel: bit.ly/2UGs5gm

Videos starting at \$150

Video Production All-In-One Packages

Be top of mind to your customers! Tell good stories online about your business, and keep telling them. 1x, 4x or 6x annually scheduled commitment of fresh videos. Includes

planning, production and editing by pro videographer; planning assistance, delivery and social media promotion by GO LOCAL.

All-In-One Video Packages starting at \$1800.



Print Advertising

Pocket Guide

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 May & November. All members are listed with name, 10-word description, address, phone, website, Reward offer. Advertisers get seen even more!

Display ads \$315 (half) and \$550 (full) per 6-month issue



Details: gocalocal.coop/media • Contact us: 707-888-6105 ext.2 or info@gocalocal.coop



Media Offers to Boost Your Sales, cont'd

Print Advertising, cont'd

○ Made Local Magazine

Reach folks who love food and drink, which is everybody! Advertise in our full size 8-1/2" x 11" specialty magazine that's published 5x/year (Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec). 12,000 printed per issue. Distributed by local grocers and retailers.

Display ads (quarter, half and full) \$350-\$1300 per issue

○ Holiday Magazine

This direct mail magazine is sent to the highest income households in Santa Rosa the week after Thanksgiving. Tell holiday shoppers about your business.

Profile ads \$600 (half) and \$1200 (full)



Outdoor Advertising

○ Digital Board on 101 to reach thousands of commuters

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 GO LOCAL panels for more affordable access to this high-impression ad buy. Art production included if needed. Boards available through GO LOCAL in Mar, May, Jun, Jul, Sep, Nov, & Dec.

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.

TOTAL RUN-TIME: board runs 10 ads/minute, 6 sec. duration, 22 hrs daily 5am-3am.

28-day run panel \$1,300 - limited availability



Radio

○ Broadcast Radio Packages

Access over half of the Sonoma County population with Amarturo Sonoma Media, providing exceptional coverage across a diversified demographic array. A radio flight is a great way to tie your marketing power together and brand with the GO LOCAL message. Choose from one or more of their five local stations (KSRO, Froggy 95.5, 97.7 The River, Hot 101.7, K-Hits 104.9).

Week-long packages of 60-second spots start at \$600.

Seasonally available packages of 60-second shared spots for 3 businesses (15 sec each) - \$240 per member.



Annual Media Packages

○ Customized Annual Media Packages, or be a GO LOCAL TOP SPONSOR!

ANNUAL PACKAGE - We'll work with your business to design a customized, jam-packed media package for the year that best fits your marketing needs and budget. Get it all set for the year!

TOP SPONSOR PACKAGE - Or, go REALLY big with your GO LOCAL presence! Top Sponsorship is a premium membership and media package for the year, customized so it includes just the media your business needs. Annual commitment \$15,000 min.

Partner Media Offers

○ Special Member Pricing

Special member pricing for advertising and underwriting with our media members and partners, including **Sonoma County Gazette, News of the North Bay, KRCB North Bay Media, KBBF 89.1, KRJF 92.3, North Bay Bohemian**, and more.

**Membership fees do not apply to these partner offers.*

Details: golocal.coop/media • Contact us: 707-888-6105 ext.2 or info@golocal.coop