



2016 HOLIDAY MEDIA PACKAGE

Plan early and plan smart.
Power up your marketing this
holiday season with GO LOCAL.



Facebook

Boosted Campaign

Reach 12,000 to 20,000+ locals with one or two posts
\$200



E-Blasts

GO LOCAL Resident OR Biz E-news blast: Featured profile for your business.

Sent to 20,000 targeted residents, or 3,000 targeted business contacts.
\$125



Magazine

Made Local Magazine - Nov/Dec issue

1/4 page ad in a special section for holiday promotion. Reach 36,000 locals.
\$330

Radio

SHARED RADIO SPOT: 1-wk run between 11/15-12/24 Mon-Sun, 6a-7p

3 members share 15-sec inserts in a 60-sec GO LOCAL Holiday spot.
10 spots on Froggy, River, or HOT 101.7; or 20 spots KSRO or Mix 104.9.
\$240



Video

GO LOCAL Video Produced by SoCo Videography

SHARED VIDEO SPOT: 3 members share 15-sec inserts in a GO LOCAL
branded video. 60-sec length.
\$600



\$1,495 Holiday Package with SHARED Radio and Video

Additional Media Buys:

Radio

EXCLUSIVE RADIO SPOT:

Same as described above, but you get an exclusive 40-sec insert within a 60-sec radio spot
\$600

Video

EXCLUSIVE VIDEO SPOT:

Same as described above, but you get an exclusive 45-sec insert within a 60-sec video spot
\$1,800

Video Ads

Targeted advertising for your video through YouTube

Targeted Sonoma County audience - pay only for full video views: 1,400-5,600 range.
\$140-\$420



Outdoor

Outdoor Digital Board along US 101 in Rohnert Park

4 week run, either in November or December • Exclusive panel for each participant •
3,850 showings per member every 7.2 minutes • 111,000 persons reached per member
\$1,250

Packages are customizable. Limited quantities available, so reserve one now!

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