2017 HOLIDAY MEDIA PACKAGE

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

SHOP LOCAL Sonoma County www.golocal.coop

Facebook

Boosted Campaign
Reach 12,000 to 20,000+ locals with one or two posts in Nov/Dec.
$200

E-Blasts

GO LOCAL Resident OR Biz e-news blast: Featured profile for your business.
Sent to 23,000 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 Member Video (customized)
Video branded with GO LOCAL featuring your business for use in social media.
Uses your existing photos or short video segments. 30 sec length.
$200

$1,095 Holiday Package

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

GO LOCAL SHARED Video Produced by SoCo Videography
SHARED VIDEO SPOT: 3 members share 15-sec inserts in a GO LOCAL branded video. 60-sec.
$600

Video

GO LOCAL EXCLUSIVE Video Produced by SoCo Videography
Same as described above, but get an exclusive 45-sec insert within a 60-sec video spot.
$1,800

Outdoor

Outdoor Digital Board along US 101 in Rohnert Park
28-day run, either in November or December • Exclusive panel for each participant • 5,133 showings per member • Each displays every 7.2 minutes • 495,000 persons reached per member
$1,250

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

CONTACT: Janeen (#2) or Terry (#4) 707-888-6105 or info@golocal.coop