



# 2018 HOLIDAY MEDIA PACKAGES

To let locals find you these holidays...  
Why not use all of the GO LOCAL ways?

Reach locals across multiple media outlets this holiday  
with one easy package.



## Digital/Social

### Facebook Campaigns - \$200

Use GO LOCAL's social power to reach 12,000 to 20,000+ locals with 1-2 campaigns in Nov/Dec.

### + GO LOCAL E-News Featured Section - \$125

(Resident or Business, Nov or Dec) Featured profile section. Sent to 23,000 residents or 3,000 business contacts.



## Radio

### Radio Spot - 1 wk shared - \$240

3 members share 15-sec inserts in a 60-sec GO LOCAL Holiday spot in Nov or Dec. Spots run Mon-Sun 6am-7pm. \*10 spots on Froggy, River, or HOT 101.7; or \*20 spots on KSRO or K-Hits 104.9.



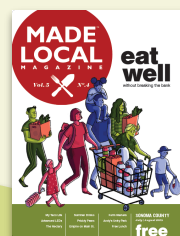
## Print

### Made Local Magazine - Nov/Dec issue, 1/4 pg ad - \$340

Your ad in a special holiday shopping section. 12,000 distributed at local grocers.

### + Pocket Guide - Winter 2018-19 Edition, 1/2 pg ad - \$315

1/2 page ad in addition to your member listing. 10,000 distributed at GO LOCAL merchants late Nov '18 thru late May '19.



## Video

### GO LOCAL Member Video - \$90

We'll whip up a short video for your social media use, branded with GO LOCAL holiday theme. Uses your existing photos or short video segments. ~30 sec length.



## \$1,310 Holiday Package

(or mix & match your own)

## Additional Media Offerings:

## Radio



### Exclusive Radio Spot

An exclusive 40-sec feature for your business within a 60-sec GO LOCAL holiday radio spot. Details above. **\$600**

## All-In-One



### All-In-One Video/Photo Production Package for your Social Media

Get a video shoot at your business, resulting in 1-3 edited videos, 20 photos, and Facebook/Instagram ad campaigns. We'll help develop your scripting and planning so it packs a big punch! **\$1,800**

## Outdoor



### Outdoor Digital Board along US 101 in Rohnert Park

28-day run, either in Nov or Dec, Northbound or Southbound

- Exclusive panel for each participant
- 183 showings per participant per day; 5,133 showings total.
- Each displays every 7.2 minutes

**\$1,250**

**Reservation  
Deadline  
Oct 1st**

*Packages are customizable. Limited quantities available.*

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