



# GO LOCAL

July is Independents Month.

*Join with communities across the nation and celebrate the freedoms and opportunities independent businesses provide.*

*Here in Sonoma County, we ask folks to support our independent businesses throughout July.*

GO LOCAL offers two ways for business members to participate in 2018:

- FREE branding tools to let your spirit of red, white and blue really fly.
- A special media package to boost your reach in July. By promoting your business with other members under the umbrella of the GO LOCAL brand, the promotional value for each participant is stronger. We price all media competitively with our co-op marketing advantage.

## Independents Month Media Package 2018

### 1. Facebook

#### Boosted Post and Contest!

Reach 5,000 to 20,000 GL fans with a contest we create, run, and promote for you. You get contestant emails to add to your own newsletter list. Your business supplies the prize.

**\$150**



### 2. E-Blast featured section

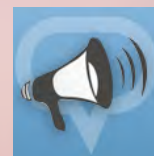
#### GO LOCAL Resident news email blast

featured profile section for your biz - sent to 23,000

#### GO LOCAL Business news email blast

featured profile section for your biz - sent to 3,000

**\$125**



### 3. Radio

#### Amaturo Sonoma Media Group

You get a 15-sec spot shared with 2 others within a 60 sec spot running for 1 week  
Participating stations:

Froggy, KSRO, Hot 101, K-Hits, The River

**\$240**

Or...get an  
exclusive  
60-sec spot  
for **\$600**



**Package Cost: \$500**



Additional option:  
**10' x 4' Independents  
Month banner** to hang  
outdoors throughout July.  
**\$125**

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