



# Media Offers to Boost Your Sales

Sign up for a whole package of GO LOCAL membership, marketing and advertising here. Craft a smart plan with these carefully chosen offerings.

MARKETING SERVICES	PRICE	SELECT
<p><b>GO LOCAL Membership</b></p> <p><b>Join or Renew</b></p> <p>Through shared branding, targeted media and a Rewards Program, GO LOCAL reaches exclusively local-loving consumers in Sonoma County - your customers. Increase your sales, gain market share, and feel part of the local business community by being a GO LOCAL member.  <i>Get member benefits, tiers and the application at <a href="http://golocal.coop/join">golocal.coop/join</a>.</i></p>	<p><i>Annual membership is based on Sonoma County sales, with 5 tiers ranging from \$200-\$2500.</i></p>	
<p><b>GO LOCAL Reward Offer</b></p> <p><b>Set up a Reward Offer</b></p> <p>"Show the Card" offer - a simple offer that's redeemed by your business when customers show their card or mention GO LOCAL.</p>	<p><i>There's no cost to offer a Reward through GO LOCAL other than the cost to the business for the offer; Offering a Reward is an optional member benefit.</i></p>	
<p><b>Consulting</b></p> <p><b>Hourly Marketing Consulting</b></p> <p>One hour marketing consulting included with GO LOCAL annual membership - can be focused in specific areas for your business or using an overall marketing plan framework.</p>	<ul style="list-style-type: none"> <li>• 1-hr consulting free to members annually</li> <li>• Additional consulting \$150/hr by GO LOCAL.</li> </ul>	
<p><b>Digital Marketing Services</b></p> <p><b>Virtual Tour Maps for your Google My Business, Search, Maps and Website</b></p> <p>Get a 3D virtual tour of your business to expand your business visibility online, show off the beauty of your business while increasing customer trust and expectations. With safety being top of mind in the current environment, your customers will be able to "see" your business and establish a level of comfort before they even walk in the door!</p> <p>One-time fee to shoot, create and publish your tour based on business square footage. It can also be booked 2-3 times annually to show your business seasonally.  <i>Get package details at Virtual Tour Map's listing: <a href="http://golocal.coop/virtualtourmaps">golocal.coop/virtualtourmaps</a>.</i></p>	<p><i>One-time fee based on square footage:</i></p> <ul style="list-style-type: none"> <li>• 1,500-3,000 sf &amp; 15 photos (\$390)</li> <li>• 3,000-5,000 sf &amp; 20 photos (\$570)</li> <li>• 3,000-5,000 sf &amp; 20 photos (\$780)</li> <li>• Matterport 3D hosting is free the 1st year, then \$49 the 2nd year and annually thereafter (that's discounted 50% to GO LOCAL members) to keep your 3D tours live.</li> </ul>	
<p><b>Google My Business Listing - creation &amp; optimization</b></p> <p>Setting up and optimizing a Google My Business (GMB) listing is critical to establishing your brand and local online presence. 3 options, one-time fee.</p> <ul style="list-style-type: none"> <li>• Basic listing setup - includes creation of basic listing with all contact info and also services, attributes, graphics, &amp; link to request reviews</li> <li>• Listing optimization - includes above and also adding up to 3 products, 3 posts, and a GMB website</li> <li>• Listing enhancement - includes all of the above and also includes geo-tagged images, up to 3 review posts, written content, links to other online sites, and up to 5 Q &amp; A</li> </ul> <p><i>Get details at Appy Marketing's listing: <a href="http://golocal.coop/appy">golocal.coop/appy</a>.</i></p>	<p><i>One-time fee:</i></p> <ul style="list-style-type: none"> <li>• Basic listing setup (\$300)</li> <li>• Listing optimization (\$475)</li> <li>• Listing enhancement (\$775)</li> </ul>	

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<p><b>Digital Marketing Services</b></p> <p><b>Set up &amp; control your online business information at the four core data aggregators</b></p> <p>Control your info at the core sources to ensure correct and accurate online info across dozens of search sites. Consumers use a variety of search engines, directories, maps, and apps to find and engage with your business. What matters is that they discover accurate, up-to-date, and compelling information at every turn. 2 package options, one-time fee.</p> <p>Basic or advanced setup to control your info across the 4 data aggregators. Business must have claimed their GMB listing, and assuming that the business doesn't move or change its name, this is a one-time fee.</p> <p><i>Get details at Appy Marketing's listing: <a href="http://golocal.coop/appy">golocal.coop/appy</a>.</i></p>	<p>One-time fee:</p> <ul style="list-style-type: none"> <li>• Basic setup (\$420)</li> <li>• Advanced setup (\$960)</li> </ul>	
<p><b>Set up and maintain a chat/review widget for your website.</b></p> <p>Widgets are a simplified way to not only get reviews but also a way for visitors to a website to reach out to the business owner. See example at <a href="http://appymarketing.com">appymarketing.com</a>.</p> <p><i>Get details at Appy Marketing's listing: <a href="http://golocal.coop/appy">golocal.coop/appy</a>.</i></p>	<ul style="list-style-type: none"> <li>• Setup fee (\$120)</li> <li>• Monthly subscription with 3-month minimum (\$90/month)</li> </ul>	
<p><b>Get an overall digital assessment of your business presence.</b></p> <p>Benefit from an assessment of your current local online presence on Google My Business and across the top online directories. This audit compares your business with competitors in your area and includes specific recommendations for next steps.</p> <p><i>Get details at Appy Marketing's listing: <a href="http://golocal.coop/appy">golocal.coop/appy</a>.</i></p>	<ul style="list-style-type: none"> <li>• One-time digital assessment fee (\$225)</li> <li>• Hourly online digital presence consulting also offered (\$150/hr)</li> </ul>	
<p><b>Graphics, Photography, Signage</b></p> <p><b>Graphic Design – Brand Refresh</b></p> <p>Does your brand need a lift – or a shift? If you'd rather make the most of what you've got than start from scratch, this subtle yet meaningful makeover is for you.</p> <ul style="list-style-type: none"> <li>• LOGO UPDATE A consultation will reveal the purpose and direction for your Brand Refresh. We'll deliver a new version of your logo that reflects your business now; an update to your color palette if desired; maybe a tweak to your tagline.</li> <li>• BRAND AUDIT We'll review everything that uses your brand visuals and all of the ways that your business communicates both internally and with customers (website, social media, emails, signage, print collateral, advertising, apparel). Then, we'll make a plan to create and maintain brand image consistency.</li> </ul> <p><i>Get details at Form + Content's listing: <a href="http://golocal.coop/formcon">golocal.coop/formcon</a>.</i></p>	<p>Brand Refresh ranges from \$600-800, pending designer's review of your current brand assets.</p>	
<p><b>Graphic Design – Hourly Design Work</b></p> <p>Have random, small graphic design projects that need to get taken care of? LKG Creative, also the designer of the GO LOCAL Pocket Guide, offers hourly graphic design &amp; content development services through GO LOCAL.</p> <p><i>Get details at LKG Creative's listing: <a href="http://golocal.coop/lkg">golocal.coop/lkg</a>.</i></p>	<p>Hourly work \$75/hr, with a 2hr minimum.</p>	
<p><b>Business photoshoot</b></p> <p>Does your business need a fresh set of compelling visuals for your digital and print presence? Paige Green, also the current photographer for feature stories in Made Local Magazine, is offering a special one-hour photo shoot at your business location through GO LOCAL. We'll discuss your needs in advance, then she'll come out and capture what you do, and you'll get a set of photos to help bring added magic to your business presence.</p> <p><i>Learn more at Paige Green Photography's listing: <a href="http://golocal.coop/paigegreen">golocal.coop/paigegreen</a>.</i></p>	<p>One-hour commercial photo shoot, resulting in hi-res images you own (\$540)</p>	

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<p><b>Graphics, Photography, Signage</b></p> <p><b>Signage &amp; Printing</b></p> <p>Need some fresh window storefront signage, vehicle signage, or other branded materials to grow your LOCAL brand presence and attract customers? We'll determine just the right GO LOCAL printer your project and coordinate it for you.</p>	<p><i>Pricing varies depending on project.</i></p>	
<p><b>GO LOCAL Custom Logo Design</b></p> <p>GO LOCAL can create a logo that incorporates your industry or business category - like DREAM LOCAL, SPARKLE LOCAL, CELEBRATE LOCAL!</p> <p><i>For members only...see all GO LOCAL member logos at <a href="http://golocal.coop/logos">golocal.coop/logos</a></i></p>	<p><i>Logo design cost for members is \$50 for basic logos and \$75 for logos with additional artwork or backgrounds.</i></p>	
ADVERTISING	PRICE	SELECT
<p><b>Digital &amp; Video Advertising</b></p> <p><b>Facebook/Instagram Ad Campaigns</b></p> <p>Leverage GO LOCAL's unique position as a preferred advertiser and community advocate to strategically blow your horn to the social masses. The GO LOCAL FB page has 15,000+ local fans who love local businesses, and you can reach 5,000-20,000+ Sonoma County fans per campaign across FB/IG, with targeted interests and geographic reach. You supply content, or we create it for you. <i>See examples of content at <a href="https://facebook.com/GoLocal">facebook.com/GoLocal</a>.</i></p>	<p><i>Ad campaigns starting at \$150. Quarterly ad campaign package: \$600. Monthly 1-year package: \$1800.</i></p>	
<p><b>Email Newsletter Featured Section</b></p> <p>Monthly GO LOCAL e-Newsletters - Through GO LOCAL's e-newsletter list, reach loads of bona-fide fans of local: 23,000+ local consumer contacts or 3,000+ local business contacts.</p> <p>Your featured section in our newsletter can be a video, a clickable poster, or can include header, ~40 words copy with call-to-action link or button, small image.</p>	<p><i>\$150 per newsletter, or quarterly featured section package: \$600 annually - limited availability.</i></p>	
<p><b>Video Vignettes</b></p> <p>We can whip up a short, styled video for your digital marketing using images and copy that you supply, to tell more of a story than a slideshow alone can do. <i>See examples on our YouTube channel: <a href="http://bit.ly/2UGs5gm">bit.ly/2UGs5gm</a></i></p>	<p><i>Vignette video production starting at \$150</i></p>	
<p><b>Video Production All-In-One Packages</b></p> <p>Be top of mind to your customers! Creating and distributing relevant video content on a regular basis through a multitude of platforms meets your customers where they are. In other words, tell good stories online about your business, and keep telling them. Videography planning, production and editing by videographer; planning assistance, delivery and social media promotion by GO LOCAL. Your choice of GO LOCAL member videographers - see details on their GO LOCAL listings below:</p> <p><a href="#">Peddle Head - Hannah Gart Videography</a>  <a href="#">Cinematic Lifestyle Imagery</a>  <a href="#">SoCo Videography</a>  <a href="#">Brown Barn Films</a></p>	<p><i>All-In-One Video Packages start at \$1800. Book 2+ videos and save.</i></p>	

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<p><b>Print Advertising</b></p> <p><b>Pocket Guide</b></p> <p>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, <i>published in December (WINTER edition) &amp; May/June (SUMMER edition)</i>. All members are listed with name, 10-word description, address, phone, website, Reward offer. Advertisers get seen even more! Learn more about Pocket Guide advertising: <a href="http://golocal.coop/pocketguide20">golocal.coop/pocketguide20</a>.</p>	<p>Display ads \$350 (half) and \$575 (full) per 6-month issue</p>	
<p><b>Made Local Magazine</b></p> <p>Reach folks who love food and drink, which is everybody! Advertise in our full size 8-1/2" x 11" specialty magazine, published 5x/year (Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec). 12,000 printed per issue. Distributed by local grocers and retailers. <i>Learn about Made Local Magazine advertising: <a href="http://madelocalmagazine.com/ad-info">madelocalmagazine.com/ad-info</a>.</i></p>	<ul style="list-style-type: none"> <li>•Display ads (quarter, half and full) \$400-\$1300 per issue</li> <li>•Restaurant plate ads \$205</li> <li>•Product ads #110</li> </ul>	
<p><b>Holiday Direct Mail Magazine</b></p> <p>This direct mail magazine is sent to the 24,000 highest income households in Santa Rosa the week after Thanksgiving to reach holiday shoppers. Send your message right into their mailbox in this high-quality magazine. <i>Learn more about Holiday Direct Mail advertising: <a href="http://golocal.coop/holidaymag20">golocal.coop/holidaymag20</a>.</i></p>	<ul style="list-style-type: none"> <li>•Half page profile \$650</li> <li>•Full page profile \$1250</li> <li>•Limited display ads available in half or full page.</li> <li>•Includes 1-2 "best gift ideas"</li> </ul>	
<p><b>Outdoor Advertising</b></p> <p><b>Digital Board on 101 to reach thousands of commuters</b></p> <p>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 individual ad spots 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, &amp; 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. <i>Learn more at <a href="http://golocal.coop/outdoor">golocal.coop/outdoor</a>.</i></p>	<p>28-day run panel \$1,300 - limited availability</p>	
<p><b>Radio</b></p> <p><b>Broadcast Radio Packages</b></p> <p>Access over half of the Sonoma County population with Amaturio 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:</p> <ul style="list-style-type: none"> <li>• Froggy 95.5, 97.7 The River, &amp; Hot 101.7 (10 spots per week), or</li> <li>• KSRO &amp; K-Hits 104.9 (20 spots per week)</li> </ul>	<ul style="list-style-type: none"> <li>•Week-long packages of 60-second spots start at \$600.</li> <li>•Share a spot between 2 businesses (20 sec each) - \$300 per member.</li> </ul>	
<p><b>Annual Media Packages</b></p> <p><b>Annual Customized Media Package</b> - We'll work with you to design a customized, jam-packed media package for the year that best fits the marketing needs and budget for your business. Get it all set for the year!</p> <p><b>Top Sponsor Package</b> - Be the ultimate GO LOCAL leader. It's a premium membership and media package for the year, customized to include just the media your business needs. Annual commitment \$16,000 including membership, sponsorship, and a media package, open Oct-Dec for the following calendar year,</p>	<p>Package prices vary.</p>	
<p><b>TOTAL:</b></p>		