



Take advantage of all these GO LOCAL membership benefits and our carefully chosen local marketing and advertising offerings. It's the key to success as a member!

Benefits & Media Offers

to Boost Your Sales

2022

BENEFITS	PRICE	✓
<p>GO LOCAL Membership</p> <p>GO LOCAL reaches exclusively local-loving consumers in Sonoma County - your customers.</p> <p>Increase your sales, gain market share, and feel part of the local business community by being a GO LOCAL member.</p> <p>The Shared Brand All members are licensed to use the powerful GO LOCAL shared brand - a group of logos with a proven and positive community momentum 13 years running.</p> <p>Member Promotion</p> <ul style="list-style-type: none"> • Online Listing - The ONLY place where you can find an online directory of exclusively locally owned businesses in Sonoma County. • Free Print Listing in Pocket Guide - Distributed throughout Sonoma County at over 100 GO LOCAL merchant locations. 10,000 published and printed 2x/year. • Social Media and Other Promotion - Through our popular social channels, GO LOCAL spreads the word about our members. Share your news with us, and submit stories and events for our website too. • Marketing Consulting - One hour consulting available. Use it for planning, a marketing audit, or for other marketing assistance. • Referral Network - Attend or speak at a Refer Local networking lunch, every second Friday. Learn more at golocal.coop/events. • Offer a GO LOCAL Reward - Members have the option to offer a "Show the Card" Reward when customers show their card or mention GO LOCAL at your business. • Media Offers - Current members may opt to apply up to 1/3 of their membership fee to any of our media offers, all strategically designed to reach a targeted local audience. <p>View the benefits, tiers and apply at golocal.coop/join.</p>	<p>Annual participation is based on Sonoma County annual sales:</p> <p>Tier 1 - \$200/yr for nonprofits, first year businesses, or businesses up to \$100,000 SoCo sales</p> <p>Tier 2 - \$300/yr \$100,000-\$500,000 SoCo sales</p> <p>Tier 3 - \$500/yr \$500,000-\$2Million SoCo sales</p> <p>Tier 4 - \$1200/yr \$2M-\$10M SoCo sales</p> <p>Tier 5 - \$2500/yr \$10M+ SoCo sales</p> <p>"Supporter" participation is available for select non-locally owned businesses and franchises at the same tiers.</p>	

MARKETING SERVICES	PRICE	✓
<p>Consulting</p> <p>Marketing Consulting</p> <p>Additional hourly marketing consulting available. Focused on your specific needs.</p>	<ul style="list-style-type: none"> • 1-hr consulting free to members annually • Additional consulting by GO LOCAL \$150/hr. 	
<p>Digital Marketing Services</p> <p>Virtual Tour Maps for your Google My Business, Search, Maps and Website</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 walk in the door! 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.</p> <p><i>Get package details at Virtual Tour Map's listing: gocalocal.coop/virtualtourmaps.</i></p>	<p>One-time fee based on square footage:</p> <ul style="list-style-type: none"> • Up to 1,500 sf & 10 photos (\$440) • 1,500-3,000 sf & 15 photos (\$620) • 3,000-5,000 sf & 20 photos (\$830) • Matterport 3D hosting is free 1st year, then \$49 2nd year and thereafter (50% discount to GO LOCAL members) to keep your 3D tours live. 	
<p>Google Business Profile - create & optimize</p> <p>Setting up and optimizing a Google Business Profile is critical to establishing your brand and local online presence. 3 options, one-time fee.</p> <ul style="list-style-type: none"> • Basic listing setup - includes creation of basic listing with all contact info and also services, attributes, graphics, & link to request reviews • Listing optimization - above + up to 3 products, 3 posts, and a GMB website • Listing enhancement - items above + geo-tagged images, up to 3 review posts, written content, links to other online sites, and up to 5 Q & A <p><i>Get details at Appy Marketing's listing: gocalocal.coop/appy.</i></p>	<p>One-time fee:</p> <ul style="list-style-type: none"> • Basic listing setup (\$300) • Listing optimization (\$475) • Listing enhancement (\$775) 	
<p>Set up & control your online business information at the four core data aggregators</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: gocalocal.coop/appy.</i></p>	<p>One-time fee:</p> <ul style="list-style-type: none"> • Basic setup (\$420) • Advanced setup (\$960) 	
<p>Set up and maintain a chat/review widget for your website.</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 appymarketing.com.</p> <p><i>Get details at Appy Marketing's listing: gocalocal.coop/appy.</i></p>	<ul style="list-style-type: none"> • Setup fee (\$120) • Monthly subscription with 3-month minimum (\$90/month) 	
<p>Get an overall digital assessment of your business.</p> <p>Benefit from an assessment of your current local online presence on your Google Business Profile 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: gocalocal.coop/appy.</i></p>	<ul style="list-style-type: none"> • One-time digital assessment fee (\$225) • Hourly online digital presence consulting also offered (\$150/hr) 	

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<p>Content Writing/Editing</p> <p>Make your written business story compelling.</p> <p>Want help drafting or revising content for your website? Do you lack the time, patience or experience to give clarity and punch to your business story and messages?</p> <ul style="list-style-type: none"> • WEB PAGE CONTENT CREATION OR REFRESH - We'll review your existing online and other written materials ... then make your story or messages stronger, clearer, livelier, more engaging. We'll draft up to 2 pages of original website content or edit/strengthen up to 4 pages of existing content. <p><i>Get details at Pen-for-Rent's listing: gocalocal.coop/PenForRent.</i></p>	<ul style="list-style-type: none"> • Web Page content creation or refresh ranges from \$700-\$1000, pending review of your writing project's scope. • Hourly writing work also offered (\$100/hr) 	
<p>Photography & Graphics</p> <p>Business photoshoot</p> <p>ONE-HOUR PHOTOSHOOT - Does your business need a fresh set of compelling visuals for your digital and print presence? Get a special GO LOCAL package for a one-hour photo shoot at your business location. We'll discuss your needs in advance, then the photographer will come out and capture what you do, and you'll get a set of photos to bring added magic to your business presence.</p> <ul style="list-style-type: none"> • Commercial photo shoot with Paige Green - one hour, at one location - \$540. Paige is also the current photographer for feature stories in Made Local Magazine. Learn more at Paige Green Photography's listing. • Commercial photo shoot with Lisa Rose - one hour, at one location - \$540. Learn more at Lisa Rose Small Business Photography's listing. 	<p><i>One-hour commercial photo shoot, resulting in hi-res images you own (\$540)</i></p>	
<p>Graphic Design - Brand Refresh</p> <p>Does your brand need a lift — or a shift? If you want to make the most of what you've got, this subtle yet meaningful makeover is for you.</p> <ul style="list-style-type: none"> • 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. • 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. <p><i>Get details at Form + Content's listing: gocalocal.coop/formcon</i></p>	<p><i>Brand Refresh ranges from \$600-800, pending designer's review of your current brand assets.</i></p>	
<p>GO LOCAL Custom Logo Design</p> <p>For members only, GO LOCAL can create a logo that incorporates your industry or business category - like TOUR LOCAL, SLEEP LOCAL or CELEBRATE LOCAL!</p> <p><i>See all GO LOCAL member logos at gocalocal.coop/logos</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	✓
<p>Digital & Video Advertising</p> <p>Facebook/Instagram Ad Campaigns</p> <p>Use GO LOCAL's unique position as a preferred advertiser and community advocate. The GO LOCAL FB page has 17,000+ local fans who love local businesses, and we can reach an audience across FB/IG specifically targeted to benefit your business. You supply the content, or we create it for you.</p> <p>See examples of content at facebook.com/GoLocal, instagram.com/golocalso, instagram.com/madelocalmagazine</p> <p>Video Vignettes</p> <p>We'll create a short, styled 30 sec. video for social media using images, text, and short video (if you have it) that can tell more of a story than a slideshow alone.</p> <p>See examples on our YouTube channel: bit.ly/2UGs5gm</p>	<ul style="list-style-type: none"> • Single monthly ad campaigns starting at \$150. • Quarterly ad campaign package starting at \$600. • Monthly 1-year package starting at \$1800. • Vignette video production \$150 each. • Package of 4 for \$525. 	
<p>Email Newsletter Featured Section</p> <p>Through GO LOCAL's segmented e-newsletter lists, reach loads of bona-fide fans of local. Sent to 20,000+ 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, ~50 words copy with call-to-action link or button, small image.</p>	<ul style="list-style-type: none"> • Featured section per newsletter: \$150 • Quarterly featured section package: \$600 annually - limited availability. 	
<p>Video Production All-In-One Packages</p> <p>Creating and distributing relevant video content on a regular basis through a multitude of platforms meets your customers where they are. Tell good stories online about your business. Package includes videography planning, production and editing by videographer; planning assistance, delivery and social media ad campaign by GO LOCAL.</p> <p>Your choice of member videographers - see details on their GO LOCAL listings: Peaddle Head - Hannah Gart Videography * Brown Barn Films * SoCo Videography</p>	<ul style="list-style-type: none"> • All-In-One Video Packages start at \$1800. • Book 2+ videos and save. 	
<p>Digital Advertising on <i>Happening in Sonoma County</i></p> <p>Reach engaged Sonoma County residents and visitors who are eager to support local businesses! People visit <i>Happening in Sonoma County</i> (HappeningSonomaCounty.com) to find out where to go and what to do: entertainment, arts and cultural events, nature and recreation activities, and more. <i>Happening</i> provides always-current content about things to do in Sonoma County. Three-thousand-plus individuals visit the website each week, representing all age groups; 4,000-plus subscribe to the weekly newsletter. Promote your business with a package that includes ads on <i>Happening's</i> website and weekly newsletter on a schedule that's best for your business, any time of year.</p> <ul style="list-style-type: none"> • Digital Ad Package #1 (\$440) - Two two-week ads on website that appear on every page and alongside every event plus three ads in weekly email newsletter. • Digital Ad Package #2 (\$880) - Four two-week ads on website that appear on every page and alongside every event plus six ads in weekly email newsletter. <p>Learn more at <i>Happening in Sonoma County's</i> listing: golocal.coop/happening.</p>	<p>Digital website and newsletter ad package options:</p> <ul style="list-style-type: none"> • Package #1 (\$440) • Package #2 (\$880) 	

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<p>Print Advertising</p> <p>Pocket Guide</p> <p>Let locals find you in the 8" x 5" GO LOCAL Pocket Guide directory. 10,000 printed for 30,000 circulation each issue. Published twice a year in December (WINTER/SPRING) & June (SUMMER/FALL). Available for free in racks at local grocers and retailers throughout Sonoma County. Advertisers get noticed MORE with a half or full page all-color display ad.</p> <p>Learn more about Pocket Guide advertising: golocal.coop/pocketguide22.</p>	<p>Display ads per 6-month issue, in 2022: \$395 (half), \$650 (full)</p> <p>Full year commitment (2 issues): \$790 (half), \$1300 (full)</p>	
<p>Made Local Magazine</p> <p>Be part of one of the most popular magazines in Sonoma County. Reach folks who love food, drink, the land, and our unique entrepreneurial scene, which is everybody!</p> <p>Advertise in this full size 8-1/2" x 11" specialty magazine, published 5x/year (Mar/Apr, May/June, Jul/Aug, Sep/Oct, Nov/Dec). 12,000 printed per issue. Distributed by local grocers and retailers.</p> <p>Learn about Made Local Magazine advertising: madelocalmagazine.com/ad-info.</p>	<ul style="list-style-type: none"> • Display ads (quarter, half and full) \$475-\$1525 per issue • Restaurant plate ads \$220 • Product ads \$130 • NEW: co-op ad offer of 12 ads (1 yr) in GO LOCAL mags and Northbay biz Magazine 	
<p>Holiday Direct Mail Magazine</p> <p>Send your message right into mailboxes in the holiday shopping season at the perfect time with this high-quality direct mail magazine. It's mailed to the 24,000 highest income households in Santa Rosa the week of Thanksgiving.</p> <p>Learn more about Holiday Direct Mail advertising: golocal.coop/holidaymag22.</p>	<ul style="list-style-type: none"> • Half page profile \$795 • Full page profile \$1400 • Limited display ads available in half or full page. • Includes 1-2 "best gift ideas" on a separate page. 	
<p>Outdoor Advertising</p> <p>Digital Board on 101 to reach thousands of commuters</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 reservation into 6 individual ad buys for more affordable access to this high-impresion ad opportunity. Each advertiser gets their own ad panel seen over 5,133 times in 28 days.</p> <p>Boards available through GO LOCAL in Mar/Apr, May, Jun, Aug, Sep, Nov, & Dec. Art production is included if needed.</p> <p>Learn more at golocal.coop/outdoor.</p>	<p>28-day run ad panel is \$1,300 (2022 pricing)</p>	
<p>Radio</p> <p>93% of adults listen to broadcast radio. A radio flight is a great way to tie your marketing power together and brand with the GO LOCAL message.</p> <p>Broadcast Radio Packages</p> <p>Access over half of the Sonoma County population with Amarturo Sonoma Media stations, providing exceptional coverage across a diversified demographic array. 60-second spots where you get the middle 40-45 seconds, and we include a GO LOCAL message (10 seconds at beginning and end of spot) - it's good community & brand recognition.</p> <p>Choose from one or more of their five local stations:</p> <ul style="list-style-type: none"> • Froggy 95.5, 97.7 The River, & Hot 101.7 (10 spots per week), or • KSRO & K-Hits 107.9 (20 spots per week) 	<ul style="list-style-type: none"> • Week-long radio package of 10 to 20 spots is \$600. You get 45 seconds of a 60-second spot, with a short GO LOCAL intro and exit. • Share a spot between 2 businesses (20 sec each) - \$300 per member. 	

ADVERTISING	PRICE	✓
<p>Radio</p> <p>Public Radio Underwriting Packages</p> <p>Get your business name known with an underwriting spot on KRCB 104.9, part of Northern California (NorCal) Public Media.</p> <ul style="list-style-type: none"> • Sonoma County's NPR station. A nonprofit public media station based in Rohnert Park and serving the community for nearly 40 years. • Covers the news and events most important to local residents. Provides trusted, independent and essential news. • Carries NPR's most popular programs such as Morning Edition, All Things Considered, Fresh Air, and others such as New York Times' The Daily, Climate One, and the TED Radio Hour. Also has local shows and very popular music shows. <p>Two-week long underwriting package of 15-second spots on 104.9 KRCB - contact the GO LOCAL team for details.</p>	<p><i>Two-week long underwriting package of 15-second spots on 104.9 KRCB.</i></p>	
GO BIG!	PRICE	✓
<p>One-of-a-Kind...</p> <p>Local Business Recovery Fund Sponsor Package</p> <p>Be a champion and sponsor this annual fund for our locally owned businesses and nonprofits! Open Jun-Sep annually. Learn more at gocalocal.coop/recovery22.</p> <p>Top Sponsor Package</p> <p>Be the ultimate GO LOCAL leader. It's a premium membership, sponsorship and media package for the year, customized to include just the media mix that your business needs. Open Oct-Dec for the following calendar year.</p> <p>Customized Annual Media Package</p> <p>We'll consult together to create a customized media package that best fits the marketing and advertising needs for your business at the right budget. Get your plan set for the entire year.</p>	<p><i>Local Business Recovery: Sponsorship \$1,000-\$20,000</i></p> <p><i>TOP SPONSOR: \$16,000+ Annually</i></p> <p><i>Annual Media Packages: Prices vary - see above.</i></p>	
TOTAL:		