2023 MEDIA CALENDAR

MEDIA DEADLINES

Pocket Guide

Product	Ads due by	Release date
Summer/Fall 2023	May 1	~May 25, 2023
Winter/Spring 2023/24	Oct 10	~Nov 15, 2023

Ad specifications and more details at golocal.coop/pocketguide23

Made Local Magazine

Mar/Apr 2023	Feb 3	~Mar 1
May/Jun 2023	Apr 7	~May 1
Jul/Aug 2023	Jun 9	~Jul 1
Sep/Oct 2023	Aug 4	~Sep 1
Nov/Dec 2023	Oct 12	~Nov 8

Ad specifications and more details at madelocalmagazine.com/ad-info

Holiday Direct Mail Gift Guide

Winter 2023	Oct 12	~Nov 20

Ad specifications and more details at golocal.coop/holidaymag23

Outdoor Digital Board on 101

February/March	ad & pmt due 2/1/23	2/13/23 - 3/12/23 (NB)
April	ad & pmt due 3/25/23	4/3/23 - 4/30/23 (SB)
May/June	ad & pmt due 5/1/23	5/8/23 - 6/4/23 (NB)
June/July	ad & pmt due 6/20/23	6/26/23 - 7/23/23 (NB)
August	ad & pmt due 7/20/23	7/31/23 - 8/27/23 (NB)
August/September	ad & pmt due 8/20/23	8/28/23 - 9/24/23 (SB)
November	ad & pmt due 10/20/23	11/6/23 - 12/3/23 (NB)
December #1 NB	ad & pmt due 11/20/23	12/4/23 - 12/31/23 (NB)
December #2 NB	ad & pmt due 11/20/23	12/4/23 - 12/31/23 (NB)
December SB	ad & pmt due 11/20/23	12/4/23 - 12/31/23 (SB)

Ad specifications at golocal.coop/outdoor

Social Media Ad Campaigns

Send content by 1st of each month booked. We'll send an email reminder then. Info needed:

- VISUALS - A video under 30 seconds long, or else 3 to 10 images for us to create a slideshow. Ideal images are 1200px wide by 628px high and have no (or less than 20%) text within.
- COPY - Max 50 words of copy including message and target link/URL.
- GOAL - Provide a target goal (or leave this to us) - Reach, Engagement, Traffic, or Video Views.
- AUDIENCE - Specify desired target audience, age, gender, geographic area, interests, behaviors, demographics (or leave this to us)

Featured Section in GO LOCAL Consumer E-News

Send content by 1st of each month booked. We'll send an email reminder then as well.