

Features and Media Offers

Do something to reach 212,000 Sonomans.
Join GO LOCAL and use smart marketing.



Nov2023

ALL INCLUSIVE FEATURES	YEARLY DUES	✓
<p>GO LOCAL Participation</p> <p>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 or supporter.</p> <p>The Shared Brand</p> <p>All members are licensed to use the powerful GO LOCAL shared brand - a group of logos with proven and positive community momentum since 2010.</p> <p>Promotion</p> <ul style="list-style-type: none"> • Online Listing - The ONLY place where you can find an online directory of 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 and supporters. 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 - 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 and supporters 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>Annual participation is based on Sonoma County annual sales:</p> <p>Tier 1 - \$200/yr for nonprofits, 1st year in business, or up to \$100K SoCo sales</p> <p>Tier 2 - \$300/yr \$100K-\$500K SoCo sales</p> <p>Tier 3 - \$500/yr \$500K-\$2Million SoCo sales</p> <p>Tier 4 - \$1200/yr \$2M-\$10M SoCo sales</p> <p>Tier 5 - \$2500/yr \$10M+ SoCo sales</p> <p>View the benefits, tiers and apply at golocal.coop/join.</p> <p>"Supporter" participation is available for select non-locally owned businesses and franchises at the same participation tiers above, with otherwise the same benefits. Contact GO LOCAL to confirm.</p>	
ADD ONS: MARKETING SERVICES	PRICE	✓
<p>More GO LOCAL Marketing</p> <p>Marketing consulting focused on your specific needs.</p> <p>Options include:</p> <ul style="list-style-type: none"> • Online presence assessment for your business with suggestions and opportunities for improvement (Google, website, social, reviews, etc) • Marketing plan audit or creation with suggestions, opportunities, timelines for your short- & long-term planning. • Location-based consumer behavior and spending analysis reporting for your business using ESRI Business Analyst Online. Ideal for consumer-facing businesses. 	<ul style="list-style-type: none"> • 1-hr consulting free to members annually • Additional consulting by GO LOCAL \$150/hr. 	
<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>See all GO LOCAL member logos at golocal.coop/logos</p>	<p>Logo design cost for members is \$75 for basic logos and \$100 for logos with additional artwork or backgrounds.</p>	

ADD ONS: MARKETING SERVICES cont'd	PRICE	✓
<p>Digital Marketing Services</p> <p>Virtual Tour Maps for your Google Platform - Business Profile, Maps & Search, and for your Website</p> <p>3D virtual tours of your business expand your business visibility online & show off the beauty of your business while increasing customer trust and expectations. Your customers will be able to "see" your business and establish a level of comfort before they walk in the door. Save time, money and energy hosting meet-n-greets, calls and emails - the tour can do it for you. One-time fee to shoot, create and publish, based on business square footage, at 50%-70% off regular rates!</p> <p>Get package details at Virtual Tour Map's listing: golocal.coop/virtualtourmaps</p>	<p>One-time fee based on square footage:</p> <ul style="list-style-type: none"> • 1,000-1,999 sf + 10 photos - (\$520-\$1,035) • 2,000-3,999 sf + 15 photos - (\$1,195-\$1,675) • 4,000-5,000 sf + 20 photos - (\$1,755-\$2,200) • 5,000-10,000 sf - custom • Matterport 3D hosting free 1st year, \$49 2nd year + after (50% discount) to keep your 3D tours live. 	
<p><i>ONE TIME SERVICES BY APPY MARKETING:</i></p> <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>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. 2 options for a one-time fee.</p> <ul style="list-style-type: none"> • Listing setup and optimization - includes creation of basic listing with all contact info, services, attributes, graphics, link to request reviews, 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>See Appy Marketing's listing: golocal.coop/appy.</p>	<p>Digital Assessment/Consulting:</p> <ul style="list-style-type: none"> • One-time digital assessment fee (\$225) • Hourly online digital presence consulting (\$150/hr) <p>GBP one-time fee:</p> <ul style="list-style-type: none"> • Listing setup & optimization (\$475) • Listing enhancement (\$775) 	
<p><i>ONGOING SERVICES BY WSI SMART MARKETING:</i></p> <p>Google Map Listing Monthly Optimization & Reporting</p> <p>Hiring a professional company to boost your Google Maps placement is essential for maximizing local visibility. WSI Smart Marketing specializes in optimizing your online presence, ensuring potential customers can easily find your business on Google Maps. With their expertise and ongoing monthly services, you'll rank higher in local searches than your competitors. You'll attract more foot traffic, and ultimately grow your customer base.</p> <p>Social Media Management</p> <p>The world of social media marketing is expanding quickly and shows no signs of slowing down. So the question is, what is your business doing to be found on social media to build a brand following of loyal customers?</p> <p>Managing your online culture on Facebook, LinkedIn, Twitter, YouTube, and other social media channels allows you to target your exact demographic to help grow your business.</p> <p>Search Engine Optimization</p> <p>You may have the greatest website, but it's of no value if no one can find it. 97% of customers search online for services and products they want to use. The algorithms used by search engines update and change to make sure the most relevant websites rank high for relevant search terms. Through WSI's adaptive SEO approach, their experts ensure your website stays relevant and your search rankings rise.</p> <p>See WSI Smart Marketing's listing: golocal.coop/wsi.</p>	<p>Google Map Listing Monthly Optimization & Reporting: Starts as low as \$325/mo</p> <p>Social Media Management: Starts as low as \$600/mo</p> <p>SEO: Starts as low as \$850/mo</p>	

ADD ONS: MARKETING SERVICES cont'd	PRICE	✓
<p>Photography & Graphics Business photoshoots with trusted member photographers</p> <p>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> <p>ONE-HOUR PHOTOSHOOT - with choice of two commercial photographers - \$540</p> <ul style="list-style-type: none"> • Paige Green Photography - one hour, at one location. Paige is also the current photographer for feature stories in Made Local Magazine. • Lisa Rose Small Business Photography- one hour, at one location. <p>MINI-SHOOT - with commercial photographer Kelsey Joy Photography - \$300 30 minutes of professional photography and the opportunity to self-select or have the photographer select 5 photos to be edited and shared in high- and low-resolution formats.</p>	<p><i>One-hour commercial photo shoot, resulting in hi-res images you own (\$540)</i></p> <p><i>30-minute commercial mini-shoot, resulting in 5 hi-res images you own (\$300)</i></p>	
<p>Graphic Design - Brand Refresh with Form & Content</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: golocal.coop/formcon</i></p>	<p><i>Brand Refresh ranges from \$600-800, pending designer's review of your current brand assets.</i></p>	
ADD ONS: ADVERTISING	PRICE	✓
<p>Digital Advertising on Happening in Sonoma County</p> <p>Reach engaged Sonoma County residents and visitors who are eager to support local businesses! People visit 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. 15,-20,000 individuals visit the website each month, representing all age groups; 5,000 subscribe to the weekly newsletter, which has a 65% average open rate. 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><i>Learn more at Happening in Sonoma County's listing: golocal.coop/happening.</i></p>	<p><i>Digital website and newsletter ad package options:</i></p> <ul style="list-style-type: none"> • Package #1 (\$440) • Package #2 (\$880) 	
<p>Featured Section in GO LOCAL's Digital Email Newsletter</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><i>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.</i></p>	<ul style="list-style-type: none"> • <i>Featured section per newsletter: \$150</i> • <i>Quarterly featured section package: \$600 annually - limited availability.</i> 	

ADD ONS: ADVERTISING cont'd	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/IG pages have 20,000+ 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/golocalsoco • instagram.com/madelocalmagazine</p> <p>Social Media Videos</p> <p>We'll create a short, styled 10-30 sec. video for social media. We'll use images, your short video clips if you have them, and text captions that can tell more of an active, compelling story than static images can.</p> <p>See examples on our YouTube channel: bit.ly/2UGs5gm</p>	<ul style="list-style-type: none"> • Single monthly ad campaigns start at \$200. • Quarterly ad campaign package \$800. • 1-year monthly package \$2400. • Vignette video production \$150 each. • Package of 4 for \$525. 	
<p>Video Production</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 by GO LOCAL, with optional social media ad campaigns added to promote your video.</p> <p>Learn more at Brown Barn Films listing.</p>	<ul style="list-style-type: none"> • Video Production Package pricing varies. Contact GO LOCAL to set up an initial meeting with videographer to discover a price range based on your project scope and needs. • Book 2+ videos and save. 	
<p>Outdoor Digital Advertising on 101 to reach thousands of commuters</p> <p>Get seen on the really gigantic board that rotates ads on Highway 101 in Rohnert Park. We split one Veale Outdoor panel reservation into 4 individual ad buys for more affordable access to this high-impression ad opportunity. Each advertiser gets their own 6-second ad panel seen 275 times daily, for over 7,077 ad showings in 28 days. 28-day runs available year round in both directions. Art production is included if needed.</p> <p>Learn more and see current schedule at gocalocal.coop/outdoor.</p>	<p>28-day run ad panels: \$1,650 Southbound \$1,750 Northbound</p>	
<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: gocalocal.coop/pocketguide24.</p>	<p>Display ads per 6-month issue, in 2023: \$425 (half), \$685 (full), \$845 (premium full, limited availability)</p>	

ADD ONS: ADVERTISING cont'd	PRICE	✓
<p>Print Advertising cont'd</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 8.375" 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.</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 page options - \$515-\$1475 per issue • Restaurant plate ads \$220 • Product ads \$130 • Food truck ads \$350 	
<p>Holiday Gift Guide</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/holidaymag24.</p>	<ul style="list-style-type: none"> • Half page profile \$850 • Full page profile \$1450 • Premium full display \$2,250 • Limited display ads available. • Includes 1-2 "best gift ideas" ads on an additional page in the guide. 	
<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>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>Commercial Radio Packages</p> <p>Access well over half of the Sonoma County population with Amaturio Sonoma Media stations, providing exceptional coverage across a diversified demographic array. We include a GO LOCAL message with your script - it's good community & brand recognition. Weeklong spots run Mon-Sun between 5am-midnight.</p> <p>\$500 per 1-week advertising package for 25-sec in a GO LOCAL 30-sec spot. Your choice of stations, with weekly ad frequency shown:</p> <ul style="list-style-type: none"> • KZST 100.1 (5 spots) • Froggy 92.9 (7 spots) • 97.7 The River (8 spots) • The Wolf 102.7, HOT 101.7, KSRO 1350/103.5 (10 spots) • KJZY 93.7 (13 spots) • The Bull 99.1, Oldies 107.9 (17 spots) <p>For \$1000 per 1-week advertising package including 50-55-sec in a GO LOCAL 60-sec spot, see golocal.coop/media for details.</p>	<p>Two-week long underwriting package of 15-second spots (or 30-second spots for non-profits) on 104.9 KRCB.</p> <p>Contact us for pricing</p> <ul style="list-style-type: none"> • Week-long radio package of 30-sec spots is \$500. You get 25 seconds of a 30-second spot. • Week-long radio package of 60-sec spots is \$1000. You get 50-55 seconds of a 60-second spot. 	

SOMETHING SPECIAL	PRICE	✓
<p>One-of-a-Kind...</p> <p>Local Business Resilience Fund - Sponsor Package</p> <p>Be a champion and sponsor this annual program! All sponsor dollars go directly to a matching fund for member businesses and nonprofits who apply and are approved. Sponsorship open Jan-Aug annually, funds allocated to recipients in Sept. <i>Learn more at gocalocal.coop/resilience23.</i></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. <i>Open Oct-Dec for the following calendar year.</i></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. <i>Get your plan set for the entire year.</i></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:		