

To let locals find you these holidays, use GO LOCAL's marketing power to reach locals across multiple media outlets.



## 2020 HOLIDAY MEDIA PACKAGE

Customize your package for your needs & budget!



**DEADLINES:**  
MAGAZINES - Oct. 13th  
ALL OTHER - Nov. 1st

### Social

**Video Vignette: \$150**

Need fresh content for your social promotions? We'll whip up a styled short "story" video for social media use - just supply desired photos or short video segments with brief copy. See examples on [our YouTube channel](#).

**Social Media Campaign: \$150**

Use GO LOCAL's social power to reach a customized and targeted local audience on Facebook/Instagram, with 1 or 2 multi-day campaigns during the holiday season.

**Featured Section in GO LOCAL Holiday E-Newsletters: \$150**

Featured profile in our Nov or Dec e-news sent to 23,000 local residents or 3,000 business contacts.

### Print

**Made Local Magazine Nov/Dec issue, 1/4 pg ad: \$375**

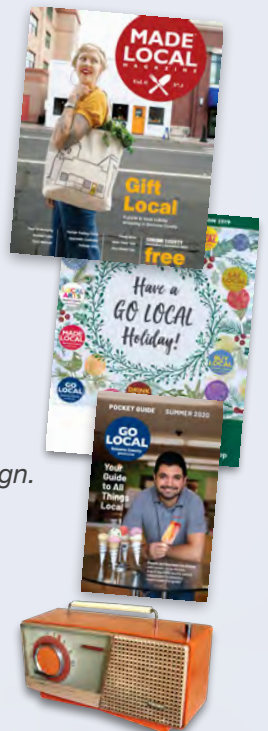
12,000 copies picked up by local shoppers in racks at local grocers throughout the county. Ads due 10/13. Add \$150 for ad design. **Half pg ad \$575; full pg ad \$1100**

**Holiday Direct Mail Magazine 1/2 pg profile: \$650**

Be front of mind with the 24,000 highest income Santa Rosa households right in their mailbox. Profile ads due 10/13. **Full page profile \$1250.**

**Pocket Guide Winter Edition 1/2 pg ad: \$350**

1/2 page ad in addition to your member listing. 10,000 distributed at GO LOCAL merchants for 6 months, from Dec '20 to May '21. Ads due 11/1. Add \$75 for ad design. **Full page ad \$575**



### Radio

**1 week shared radio spots: \$300**

2 members share 20-sec inserts in a 60-sec GO LOCAL Holiday spot in Nov or Dec.

**1 week exclusive radio spots: \$600**

1 member gets ~45 seconds in a 60-sec GO LOCAL Holiday spot in Nov or Dec. All spots run Mon-Sun 6am-7pm. 10 spots on Froggy, River, or HOT 101.7; or 20 spots on KSRO or K-Hits 104.9.

### Outdoor & More

**Outdoor Digital Board, Nov or Dec: \$1,300**

Get your 6-sec panel shown 183 times daily for 28 days running! 5,133 total panel showings min.

**Video, Photography, Brand Refresh, GMB Optimization, Web Chat & Review Widgets**

Contact us for more info on additional offerings.

CONTACT: Janeen 707-888-6105 ext.2 or [info@golocal.coop](mailto:info@golocal.coop). More info at [golocal.coop/media](http://golocal.coop/media)