



# 2021 HOLIDAY MEDIA PACKAGE

Customize your package for your needs & budget.

To let locals find you this holiday season, use GO LOCAL's marketing power to reach customers across multiple media avenues.

**MAGAZINES - Oct. 15th deadline • ALL OTHER - Nov. 1st deadline**

## Social

- Social Media Campaign: \$150 per campaign**  
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.

## Print



- Made Local Magazine Nov/Dec issue, Quarter page ad: \$395**  
12,000 copies picked up by local shoppers in racks at local grocers throughout the county. Ads due 10/15. Add \$150 for ad design. **Half pg ad \$650; full pg ad \$1200**
- Holiday Direct Mail Magazine Half page profile: \$675**  
Reach the 24,000 highest income Santa Rosa households directly in their mailbox. Profile ads due 10/15. **Full page profile \$1295. Ask about premium options.**
- Pocket Guide Winter Edition Half page ad: \$350**  
1/2 page ad in addition to your member listing. 10,000 distributed at GO LOCAL merchants for 6 months, from Dec '21 to May '22. Ads due 11/1. Add \$75 for ad design. **Full page ad \$575**

## Radio



- 1 week shared radio spots: \$300**  
2 businesses share 20-sec inserts in a 60-sec GO LOCAL Holiday spot in Nov or Dec.
- 1 week exclusive radio spots: \$600**  
1 business 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 107.9.

## More

- Video, Photography, Brand Refresh, Content Writing, Other Digital Advertising, Virtual Tour Maps, GMB Optimization, Web Chat & Review Widgets**  
Contact us for more info on these additional offerings.

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