



2022 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. 14th 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 20,000 local residents.

Print



- Made Local Magazine Nov/Dec issue, Quarter page ad: \$425**
 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 \$750; full pg ad \$1350**
- Holiday Direct Mail Magazine Half page profile: \$795**
 Reach the 24,000 highest income Santa Rosa households directly in their mailbox. Profile ads due 10/14. **Full page profile \$1395. Ask about premium options.**
- Pocket Guide Winter Edition Half page ad: \$395**
 1/2 page ad in addition to your member listing. 10,000 distributed at GO LOCAL merchants for 6 months, from Dec '22 thru May '23. Ads due 11/1. Add \$75 for ad design. **Full page ad \$650**

Radio



- 1 week shared radio spots: \$300, or exclusive \$600**
 2 businesses share 20-sec inserts or 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.
- Public Radio Underwriting Package on KRCB 104.9: \$600**
 Two-week long underwriting package of 15-second spots (or 30-sec for nonprofits) on 104.9 KRCB

More



- Streaming & Cable TV Advertising, Video, Other Digital Advertising, Photography, Brand Refresh, Content Writing,, 3D Virtual Tour, GMB Optimization**
 See gocalocal.coop/media for more info on these & additional offerings.



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