



Member Features and Media Services

Reach over half of Sonoma County, fans of local:
Join GO LOCAL and use our smart marketing

GO LOCAL PARTICIPATION BENEFITS

GO LOCAL reaches exclusively local-loving consumers in Sonoma County—your customers. And, as a member, your business is licensed to use the powerful GO LOCAL shared brand—a group of logos that have created proven and positive community momentum since 2010 (see sampling below and more at golocal.coop/logos).

- Become part of the local business community by being a GO LOCAL member or supporter
- Use the GO LOCAL shared brand to let customers know you are a trusted, local provider
- Increase your sales & gain market share with GO LOCAL resources

FEATURES	DETAILS	ANNUAL DUES
Online Listing	The ONLY place where you can find an online directory of locally owned businesses in Sonoma County.	Tier 1 - \$200/yr Nonprofits, 1st year in business, or up to \$100K sales. Tier 2 - \$300/yr \$100K-\$500K sales Tier 3 - \$500/yr \$500K-\$2Million sales Tier 4 - \$1200/yr \$2M-\$10M sales Tier 5 - \$2500/yr \$10M+ sales View the benefits, tiers and apply at golocal.coop/join .
Pocket Guide Listing	Printed and distributed throughout the county at 100 merchant locations, 10K published twice a year = 20K annually.	
Digital Promotions	We'll spread the word! Share your news and events with us, and we'll share across our social networks when possible.	
Marketing Consulting	One hour free to use towards planning, a marketing audit, or other marketing assistance.	
Referral Network	Attend or speak at a Refer Local lunch, every second Friday monthly. Learn more at golocal.coop/refer .	
GO LOCAL Rewards	Have the option to offer a discount or promo when customers show their GO LOCAL Rewards Card or debit card with the GO LOCAL logo.	
Media Offers	Opt to apply up to 1/3 of your annual dues to any of our media offers on these pages—designed to reach a targeted local audience.	

Annual dues are based on Sonoma County annual sales.

"Supporter" participation is available for select non-locally owned businesses and franchises at the same annual tiers.

GO LOCAL MARKETING OFFERS

	ADD-ON SERVICES	DETAILS	PRICE
MARKETING	GO LOCAL Custom Logo Design	GO LOCAL can create a logo that incorporates a member's industry/business. More at golocal.coop/logos	\$75-\$100 depending on design
	Online Presence Assessment	Google, web, social and reviews—we'll offer suggestions and opportunities for improvement.	1 hour FREE for members annually
	Marketing Plan, Audit or Creation	Suggestions, opportunities, timelines for your short- and long-term planning and goals.	\$150/hr additional consulting

GO LOCAL ADVERTISING OFFERS

	ADD-ON SERVICES	DETAILS	PRICE
PRINT ADVERTISING	Pocket Guide Display Ads <i>Learn more: golocal.coop/pocketguide24</i>	Let locals find you in the 8" x 5" GO LOCAL Pocket Guide directory. Published twice a year in Summer & Winter. 10,000 printed for 30,000 circulation each issue. Picked up for free at in racks at local grocers and retailers throughout Sonoma County.	Per 6-month issue : \$430 half-page ad \$710 full-page ad \$850 premium full, limited availability <small>2024 PRICING</small>
	Made Local Magazine Ads <i>Learn more: madelocalmagazine.com/ad-info</i>	Be part of one of the most popular magazines in Sonoma County since 2013! Reach folks who love food, drink, land, and our unique entrepreneurial scene. Advertise in this full size specialty magazine, published 5x/year, 12,000 printed per issue. Picked up for free at local grocers and retailers.	\$515-\$1,475 per issue Quarter, half, full page 5x freq. & member discounts \$240 Restaurant plate ads \$140 Product ads <small>2024 PRICING</small>
	Holiday Gift Guide Ads <i>Learn more: golocal.coop/holidaymag25</i>	Send your message right into mailboxes during the holiday shopping season with this high-quality direct mail magazine. Mailed to 24,000 highest income households in Santa Rosa the week of Thanksgiving. Includes 1-2 "best gift idea" ads on an additional page in the guide.	\$875 Half-page profile \$1500 Full-page profile \$2,250 Premium Full-page Limited display ads available <small>2024 PRICING</small>
DIGITAL ADVERTISING	Outdoor Digital Highway Billboard <i>Learn more: golocal.coop/outdoor</i>	Get seen on the rotating billboard on Hwy 101 in Rohnert Park. One Veale outdoor reservation is split into 4 individual ad buys for more affordable access to this high-impression opportunity. 6-second ad panels are seen every 4 min, or 275x daily, for over 7,077 ad showings in 28 days.	28-day run ad panels: \$1,650 Southbound \$1,750 Northbound <small>2024 PRICING</small>
	Facebook/Instagram Ad Campaigns <i>Examples: facebook.com/GoLocal, IG: @golocalso, @madelocalmagazine</i>	GO LOCAL's unique position as a preferred advertiser and community advocate reaches audiences across FB/IG specifically targeted to benefit your business or events. You supply the content, or we'll create it for you. We design and run the campaign, then send you results.	Start at \$200 Single monthly ad campaign \$800 Quarterly \$2400 1-year monthly
	Featured Section in GO LOCAL Email Newsletter <i>Video, clickable poster or header with copy (50 words) with call-to-action link or button & small image.</i>	Through GO LOCAL's segmented e-newsletter lists, reach loads of bona-fide fans of local targeted to promote your business or events. Sent to 20,000+ local consumer contacts or 3,000+ local business contacts.	\$150 per newsletter \$600 Quarterly, limited availability

GO LOCAL SPONSORSHIP PACKAGES

PACKAGES	DETAILS	PRICE
Local Business Recovery Fund <i>Learn more: golocal.coop/recovery24</i>	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.	\$1,000-\$5,000
Top Sponsor Package	Be the ultimate GO LOCAL leader. It's a premium membership, sponsorship and media package for the year with exclusive access to additional media options customized to include just the mix that your business needs. Available for each calendar year.	\$16,000+ Annually



Over half of Sonoma County residents agree with the statement:
Prefer to Shop Local vs National Chain Stores.

Source: US Census Bureau (ACS 2022)