



2019 HOLIDAY MEDIA PACKAGE

To let locals find you these holidays, use GO LOCAL's marketing power.

Reach locals across multiple media outlets this holiday with one easy package.

Print

Made Local Magazine

Nov/Dec issue, 1/4 pg ad: \$350

12,000 copies picked up by shoppers who love local, in racks at local grocers throughout the county. Add \$150 ad design. 1/2 & full page ad options available.

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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. Co-branded by GO LOCAL and City of Santa Rosa's Economic Development department. Full page profile option \$1250.

+

Pocket Guide Winter Edition 1/2 pg ad: \$315

1/2 page ad in addition to your member listing. 10,000 distributed at GO LOCAL merchants for 6 months, from Nov '19 to May '20. Add \$75 ad design.



Digital/Social

Social Media Campaign:

\$200

Use GO LOCAL's social power to reach a targeted local audience of thousands on Facebook/Instagram, with your choice of 1 or 2 campaigns during the holiday season.

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Video Vignette: \$115

Need fresh content for your social promotions? We'll whip up a styled short video (~30 sec) for social media use - just supply desired copy and photos or short video segments. See examples on our YouTube channel.

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Featured Section in GO LOCAL's E-Newsletter: \$125

Featured profile in Nov or Dec. Sent to 23,000 local residents or 3,000 business contacts.

Radio

Radio Spot, 1 week shared: \$240

3 members share 15-sec inserts in a 60-sec GO LOCAL Holiday spot in Nov or Dec. 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. Exclusive spot option \$600.



**Holiday Package
Reservation Deadline:
Sept. 20th**

Includes all items above for \$1995. Or contact us to mix & match your own customized package; limited quantities available.

Also available:

Video Production

All-In-One Video Production and Promotion Package: \$1,800

GO LOCAL and your choice of 3 pro videographers will help plan and produce a video for your business, resulting in your own quality video for all your marketing needs. Includes targeted Facebook & YouTube promotional ad campaigns by GO LOCAL.

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