



Let locals find you this holiday season!
Use GO LOCAL's marketing power to reach customers across multi-media.

HOLIDAY MEDIA OFFERINGS

Customize it...build the perfect package for your needs & budget.

PRINT: Pocket Guide Winter '23/Spring '24 Edition

gocal.coop/pocketguide23

Get a full color display ad in addition to your free member listing.



10,000 copies picked up by local shoppers at member merchants over 6 months, from mid-Nov '23 to mid-May '24. They disappear!

96-page, 5.5" x 8.5"
full color mini-guide

COST:

Half page ad - \$425

Full page ad - \$685

Add \$75 for ad design

DEADLINE: OCT 5th

PRINT: Holiday Gift Guide

gocal.coop/holidaymag23

Direct mailed to the 24,000 highest income Santa Rosa households. Arrives in mailboxes early Thanksgiving week. Co-sponsored by City of Santa Rosa.



Half or full page options - both also include 1-2 best gift idea ad spots to spotlight products or gift cards.

24 or 32 pg, 8.5"x11"
full color mag

COST:

Half pg profile - \$850

Full pg profile - \$1450

DEADLINE: OCT 12th

DIGITAL & RADIO:

Social Ad Campaigns - \$200

Use GO LOCAL's social power to reach and engage a customized local audience on FB/IG. Book 1 or 2 multi-day campaigns this season.



Feature in Holiday E-News - \$150

Featured section in our Nov or Dec e-news sent to 20,000 local residents. 40% avg open rate.

Outdoor Digital Board in December - \$1,350

Affordable access to this high-impression ad buy. Get over 5,000 showings in 28 days, Dec 4-31.

Details at gocal.coop/outdoor

1-Week Radio Spots - \$500 or \$1000

Details at gocal.coop/media



DEADLINES: Nov 1st

PRINT: Made Local Magazine Nov/Dec issue

madelocalmagazine.com/ad-info

12,000 copies picked up by local shoppers in racks at local grocers throughout the county.



These popular mags get snapped up faster than we can refill the racks!

48-page, 8.5"x11"
full color mag

COST:

Quarter page ad \$495

Half page ad \$725

Full page ad \$1395

Add \$150 for ad design

DEADLINE: OCT 12th

See gocal.coop/media for more info on these & additional offerings.

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