



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.

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

Source: US Census Bureau (ACS 2022)



golocal.coop/media

MARKETING & ADVERTISING FROM GO LOCAL

	ADD-ON SERVICES	DETAILS	PRICE
MARKETING	Customized Annual Media Package	Let's create a media package that best fits your marketing and advertising needs and budget. <i>Get your plan set for the year!</i>	Prices vary—see below.
	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 GO LOCAL members annually
	Marketing Plan, Audit or Creation	Suggestions, opportunities, timelines for your short- and long-term planning and goals.	\$150/hr Additional GO LOCAL consulting
	Consumer Behavior/Spending Analysis	Reporting for your business using ESRI Business Analysis Online. Ideal for consumer-facing businesses.	
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
	Made Local Magazine Ads <i>Learn more: madelocalmagazine.com/ad-info</i>	Be part of one of the most popular magazines in Sonoma County for over 10 years! 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 and full page 5x frequency & member discounts \$240 Restaurant plate ads \$140 Product ads
	Holiday Gift Guide Ads <i>Learn more: golocal.coop/holidaymag24</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
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
	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. 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
	Social Media Videos <i>Examples: bit.ly/2UGs5gm</i>	We create short, styled 10-20 sec. social media videos using your images, or short video clips if you have them, and text captions. Tell more of an active, compelling story than static images alone.	\$150 each \$525 package of 4
	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. Sent to 20,000+ local consumer contacts or 3,000+ local business contacts.	\$150 per newsletter \$600 Quarterly, limited availability

MARKETING & ADVERTISING FROM TRUSTED GO LOCAL MEMBERS

	ADD-ON SERVICES	DETAILS	PRICE
VIRTUAL TOUR MAPS	3D Virtual Tour Maps for Google Platform - Business Profile, Maps, and Website Search <i>Get package details at Virtual Tour Map listing: golocal.coop/virtualtourmaps</i>	<p>Expand your business visibility while increasing customer trust and expectations. Your customers will be able to “see” your business and establish a level of comfort before they walk in the door.</p> <p><i>One-time fee to shoot, create and publish, based on business square footage, at 50%-70% off regular rates.</i></p> <p><i>Matterport 3D hosting free 1st year, \$49 2nd year + after (50% discount) to keep your 3D tours live.</i></p>	<p>\$520-\$1,035 1,000-1,999 sf + 10 photos</p> <p>\$1,195-\$1,675 2,000-3,999 sf + 15 photos</p> <p>\$1,755-\$2,200 4,000-5,000 sf + 20 photos</p> <p>Custom rates 5,000-10,000 sf</p>
APPY MARKETING	Overall Digital Assessment	<p>Review your current local online presence on your Google Business Profile and across the top directories. This audit compares your business with competitors in the area and includes next steps.</p>	<p>\$225 One-time Audit</p> <p>\$150/hr Consulting</p>
	Google Business Profile: Create/Optimize <i>See Appy Marketing listing: golocal.coop/appy</i>	<p>Create and Optimize: Includes basic listing with all contact info, services, attributes, graphics, link to request reviews, up to 3 products, 3 posts, and a GMB website.</p> <p>Enhance: Includes items above plus geo-tagged images, up to 3 review posts, written content, links to other online sites, and up to 5 Q & A</p>	<p>\$475 One-time Fee</p> <p>\$775 One-time Fee</p>
WSI SMART MARKETING	Google Map Listing Optimization/Reporting	<p>Ensure potential customers can easily find your business on Google Maps. Ongoing monthly services help you rank higher in local searches, attracting more foot traffic and growing customer base.</p>	<p>As low as \$325 Monthly</p>
	Social Media Management	<p>Target your exact demographic to help grow your business by managing your online culture on Facebook, LinkedIn, Twitter, YouTube, and other social media channels.</p>	<p>As low as \$600 Monthly</p>
	SEO <i>See WSI Smart Marketing listing: golocal.coop/wsi</i>	<p>Through WSI’s adaptive search engine optimization approach, their experts ensure your website stays relevant and your search rankings rise.</p>	<p>As low as \$850 Monthly</p>
PHOTOGRAPHERS	Business Photography <i>Get a special GO LOCAL package for a photoshoot at your business location. We’ll discuss your needs in advance, then the photographer will come out and capture what you do.</i>	<p>Paige Green Photography - One hour, at one location, resulting in photos you own. Current <i>Made Local Magazine</i> photographer.</p> <p>Lisa Rose Small Business Photography One hour, at one location, resulting in photos you own.</p> <p>Kelsey Joy Photography - 30 minutes and the opportunity to self-select or photographer selects 5 photos to be edited and shared.</p>	<p>\$540 1-hour shoot</p> <p>\$325 30-minute shoot</p>
	Video Production <i>Brown Barn Films listing: golocal.coop/brownbarn</i>	<p>Create and distribute relevant video content on a regular basis through a multitude of platforms. Tell good stories and meet your customers where they are. Package includes videography planning, production and editing by videographer; with optional social media ad campaigns added by GO LOCAL to promote your video.</p>	<p>Pricing varies.</p> <p><i>Contact GO LOCAL to set up initial meeting for estimate based on project scope. Book 2+ videos and save.</i></p>
	Video Production: Brand Commercial	<p>To grow your customer base and win market share, you need brand awareness. Fours Media will produce a commercial that hooks, engages, and sinks your message into your target customers. Included is an onboarding process that defines your strategy, target audience, storyboard, and clear goals/outcomes for your business.</p>	<p>Starts at \$3,080</p> <p><i>Contact GO LOCAL to set up a meeting with Fours Media.</i></p>
FOURS MEDIA	Social Media Content Vault <i>Fours Media listing: golocal.coop/foursmedia</i>	<p>Outgrow your competition! Fours Media strategizes, conceptualizes, and produces a vault of video and photo content for your business by the quarter. Each vault is designed to grow your brand and customer loyalty. Stay top of mind and build your brand month over month.</p>	<p>Starts at \$5,940/quarter</p> <p><i>Contact GO LOCAL to set up a meeting with a Fours Media strategist and you’ll receive a free social media video for your business.</i></p>

ADVERTISING FROM TRUSTED GO LOCAL MEMBERS

ADD-ON SERVICES	DETAILS	PRICE
<p>HAPPENING SONOMA COUNTY</p> <p>Digital Advertising on Happening in Sonoma County</p> <p>15-20,000 web visitors monthly 5,000 subscribers to the weekly newsletter (65% average open rate).</p> <p>Learn more at Happening in Sonoma County's listing: golocal.coop/happening</p>	<p>Reach engaged Sonoma County residents and visitors eager to support local businesses! People visit HappeningSonomaCounty.com to find out where to go and what to do—entertainment, arts & cultural events, nature, recreation activities, and more.</p> <p>Digital Ad Package #1 - Two 2-week ads on website (appear on every page and alongside every event), three ads in weekly email newsletter.</p> <p>Digital Ad Package #2 - Four 2-week ads on website (appear on every page and alongside every event), six ads in weekly email newsletter.</p>	<p>\$440</p> <p>\$880</p>
<p>KRCB 104.9</p> <p>Public Radio Underwriting Packages</p> <p>Sonoma County's NPR station. A nonprofit public media station based in Rohnert Park and serving the community for nearly 40 years.</p> <p>For details: golocal.coop/krcb</p>	<p>93% of adults listen to broadcast radio. A radio flight is a great way to tie your marketing power together and brand with the GO LOCAL message. Get your business name known with an underwriting spot on KRCB 104.9, part of Northern California (NorCal) Public Media.</p> <p>Two-week long underwriting package of 15-second spots (or 30-second spots for non-profits) on KRCB 104.9.</p>	<p>Contact the GO LOCAL team for pricing and details.</p>
<p>AMATURO SONOMA MEDIA</p> <p>Commercial Radio Packages</p> <p>Access well over half of the Sonoma County population with Amaturio Sonoma Media stations, providing exceptional coverage across a diversified demographic array.</p> <p>For details: golocal.coop/asmg</p>	<p>We include a GO LOCAL message with your script—it's good community and brand recognition. Weeklong spots run Mon-Sun between 5am-midnight.</p> <p>Your choice of stations, with weekly ad frequency shown:</p> <ul style="list-style-type: none"> • KZST 100.1 (5 spots) • Froggy 92.9 (7 spots) • 97.7 The River (8 spots) • The Wolf 102.7, HOT 101.7, KSRO 1350/103.5 (10 spots) • KJZY 93.7 (13 spots) • The Bull 99.1, Oldies 107.9 (17 spots) 	<p>\$500 Week-long radio package of 30-sec spots. You get 25 sec of a 30-sec spot.</p> <p>\$1000 Week-long radio package of 60-sec spots. You get 50-55 sec of a 60-sec spot.</p>

GO LOCAL SPONSORSHIP PACKAGES

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