

GoTonight's Promotional Services and Options

<u>Monthly subscription</u> banner ad pricing is based on automatic monthly ACH payments.

Other payment options include

- .monthly invoices (\$5 monthly fee)
- .pay for 12 months in advance (10% discount)

Customers receive at no additional cost:

- .Banner ad artwork for first banner ad (or customer may produce their own)
- Banner ads include a hotlink to customer website or their GoTonight page
- Banner ads with link appear in rotation in the Weekly Highlights Newsletter
- .Promo announcements can be shared in the newsletter and on social media when requested.**

Weekly Add-on (for new customers, less than 4 mos)
.Pin banner ad to top left (\$10 std, \$15 large)

Weekly Options (non-subscription, short-term customers)

- .Newsletter Announcements (\$10/wk)
- .Facebook Announcements
- (2 wk min, 5 posts per week @ \$20/wk)
- .Custom video on band or venue page (4 wk min \$5/wk)
- .Billboard Banner Ad (2 wk min @ \$40/wk)
- .Pinned Left Banner Ad
- (2 wk min @ \$25/wk [standard] or \$35/wk [large])
- .Right Vertical Banner Ad (2 wk min @ \$40/wk)
- .Banner Ad Artwork (\$30)

Special Events (e.g., Festivals): multi-month packages with:

- .Banner ad
- .Frequent top-of-page newsletter announcements
- .Negotiable rates based on ad placement, banner ad size, number of months, and In-kind arrangements.

** GoTonight's social media (Please give us a LIKE!)

Facebook Business (6K+ followers): <u>GoTonight.com, Central Florida Local Live Music Listing Service</u>
Facebook Public group (20K+ members): <u>GoTonight.com, Helping You Find Local Live Music!</u>
Instagram (500+ followers): @GoTonightAdmin