

GoTonight's Promotional Services and Options

Monthly subscription 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.**

<u>Weekly Options</u> (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)

<u>Special Events</u> (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): <u>@GoTonightAdmin</u>