



2022 PROMO GUIDE, Clubs & Amphitheatres, updated 04/20/2022	MEDIA BUY		
	\$300	\$500	\$750
Show Added To SIGT Calendar ShowsIGoTo.com calendar receives 10,000+ impressions per month.	★	★	★
Facebook Event for show added to SIGT Facebook's "Events" This shows up in your news feed as "Shows I Go To added an event" and remains.	★	★	★
Ticket Giveaway w/ Sharable Show Preview — written in persuasive tone Featurette published to promote the show while giving back to fans.	★	★	★
Show Asset shared as Social Posts — Facebook, Instagram, Twitter 1080x1080 or 1200x628 Show Asset shared as Social Posts	★	★	★
Weekly Show Asset shared on Social App Stories — Insta Story & Fb Story 1920x1080 flyer added to story weekly with direct links to "get tickets here"	★	★	★
Boosted Facebook Content Targeted Facebook ad to fans with artist-specific demographics & interests	★	★	★
Show Asset added to "Shows To Go To" on site's sidebar 300x300 flyer added to all pages & blog posts of showsigoto.com website.	★	★	★
Show Asset added to "Featured Highlights" on Instagram w/ links This will remain on SIGT IG's profile until the show date and will be labeled accordingly.	★	★	★
Email Blast to 9,500+ Fans w/ Show Asset Show-specific flyer included in the body of the email newsletter with direct link.	★	★	★
Boosted Instagram Content Two targeted IG ads: Instagram Story Ad + Boosted Instagram Post		★	★
Second eBlast to 9,500+ Fans w/ Show Asset Show-specific flyer included in the body of the email newsletter with direct link.		★	★
Increased Social Spends Maximize your ads: Facebook Post + Instagram Story Ad + IG Boosted Post			★
Dedicated Subject of eBlast — "Win Tickets to ARTIST in CITY" to 9500+ Large show-specific flyer included at the beginning of the newsletter with verbiage+link.			★
Email addresses from marketing use All email addresses collected from your giveaway entries shared as a .csv list			★

ADD-ONS

Leaderboard Ad Space on ShowsIGoTo.com (\$100/mo)

728 x 90 ad featured at the top of all pages of the website. Example here.

SIGT Street Team Service (\$100 per show)

Have the SIGT team hit the streets to distribute your flyers to ORL partners/businesses.