



2022 PROMO GUIDE, Clubs & Amphitheatres, updated 08/24/2022	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.	★	★	★
Announce Asset shared as Social Posts — Facebook, Instagram, Twitter 1080x1080 or 1200x628 Show Asset shared as Social Posts	★	★	★
Ticket Giveaway w/ Sharable Show Preview — written in persuasive tone Featurette published to promote the show while giving back to fans.	★	★	★
Weekly Show Asset shared on Social App Stories — Insta Story & Fb Story 1080x1920 flyer added to story weekly with direct links to "get tickets here"	★	★	★
Facebook Engagement Advertisements — Created in Ads Manager Targeted Facebook ad to fans with artist-specific demographics & interests.	★	★	★
Show Asset added to "Shows To Go To" on site's sidebar 300x300 admat 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 11,500+ Fans w/ Show Asset Show-specific flyer included in the body of the email newsletter with direct link.	★	★	★
Instagram Engagement Advertisements — Created in Ads Manager Two targeted IG ads: Instagram Story Ad + Boosted Instagram Post		★	★
Second eBlast to 11,500+ Fans w/ Show Asset Show-specific flyer included in the body of the email newsletter with direct link.		★	★
Skyscraper Ad Space on Home page of ShowsIGoTo.com 160x600 ad featured on the home page of the website.		★	★
Maximize Social Spends Maximize your ads: Facebook Post + Instagram Story Ad + IG Boosted Post			★
Dedicated Subject of 3rd eBlast — "Win Tickets to ARTIST in CITY" to 11,500+ 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			★
Leaderboard Ad Space on ShowsIGoTo.com 728x90 ad featured at the top of all pages of the website.			★

ADD-ONS

Website Takeover — Webskin/Site Background ShowsIGoTo.com (\$500/mo)
Fully customized site background with clickable links. Examples [here](#).

SIGT Street Team Service (\$150) *Available in Orlando & Tampa Bay only
Have the SIGT team hit the streets to distribute your flyers to local partners/businesses.