



• 2024 PROMO GUIDE — Clubs & Theatres • Updated 01/08/2024	MEDIA BUY		
	\$350	\$550	\$750
<b>Show Added To SIGT Digital Calendar + Highlighted in Print Calendar</b> ShowsIGoTo.com calendar receives 50,000+ impressions per month. 3000 Printed/Mo.	★	★	★
<b>Ticket Giveaway w/ Sharable Show Preview — written in persuasive tone</b> Featurette published to promote the show through giving back to fans & raising awareness.	★	★	★
<b>Announce Asset shared as Social Posts — Facebook, Instagram, Twitter/X</b> 1080x1080 or 1200x628 Show Asset shared as Social Feed Posts.	★	★	★
<b>Facebook Event for show added to SIGT Facebook's "Events"</b> This shows up in your news feed as "Shows I Go To added an event" and stays in <a href="#">/events</a>	★	★	★
<b>Story-Sized Show Asset shared on Social Stories — IG Story + Fb Story</b> 1080x1920 (or x1080) flyer added to story with direct links to "secure tickets here."	★	★	★
<b>Targeted Meta Advertisements — Engagement &amp; Traffic Campaigns</b> Two Targeted Facebook ads to fans with artist-specific demographics & interests.	★	★	★
<b>Show Asset added to "Shows To Go To" on site's sidebar</b> 300x300 admat added to all posts & giveaways of <a href="#">showsigoto.com</a>	★	★	★
<b>Show Asset added to "Featured Highlights" on Instagram w/ links</b> This will remain on SIGT IG's profile until the show date and will be labeled accordingly.	★	★	★
<b>eBlast to 17,500+ Fans w/ Show Asset + Link</b> Show-specific flyer included in the body of the email newsletter with direct link.	★	★	★
<b>Instagram Engagement Advertisements — Created in Ads Manager</b> Two targeted IG ads: Instagram Story Ad + Boosted Instagram Post.		★	★
<b>2X eBlast to 17,500+ Fans w/ Show Asset + Link (Monthly)</b> Show-specific flyer included in the body of the email newsletter with direct link.		★	★
<b>Large Show Asset added to "Shows To Go To" on site's sidebar</b> 300x600 admat added to all posts & giveaways of <a href="#">showsigoto.com</a>		★	★
<b>2X Social Spends</b> Double your ad spends: Facebook Post + Instagram Story Ad + IG Boosted Post.			★
<b>Home Skyscraper Ad Space on Home page of ShowsIGoTo.com</b> 160x600 ad featured on the home page of the website.			★
<b>eBlast "Featured Show" to 17,500+ Fans w/ Show Asset</b> Write-up + flyer included in the body of the email newsletter with direct link.			★
<b>Leaderboard Ad Space on ShowsIGoTo.com</b> 728x90 ad featured at the top of all pages of the website.			★

### ADD-ONS

**Local Business Activation — Digital and/or Contest Entry Box (\$100)**  
Custom tailored giveaway feature with a local relevant partner business.