



• 2024 PROMO GUIDE — Stadiums, Amps, & Arenas • Updated 01/08/2024	MEDIA BUY		
	\$550	\$750	\$1500
Show Added To SIGT Digital Calendar + Highlighted in Print Calendar ShowsIGoTo.com calendar receives 50,000+ impressions per month. 3000 Printed/Mo.	★	★	★
Ticket Giveaway w/ Sharable Show Preview — written in persuasive tone Featurette published to promote the show through giving back to fans & raising awareness.	★	★	★
Announce Asset shared as Social Posts — Facebook, Instagram, Twitter/X 1080x1080 or 1200x628 Show Asset shared as Social Feed Posts.	★	★	★
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 stays in /events	★	★	★
Story-Sized Show Asset shared on Social Stories — IG Story + Fb Story 1080x1920 (or x1080) flyer added to story with direct links to "secure tickets here."	★	★	★
Targeted Meta Advertisements — Engagement & Traffic Campaigns Two Targeted Facebook ads to fans with artist-specific demographics & interests.	★	★	★
Large Show Asset added to "Shows To Go To" on site's sidebar 300x600 admat added to all posts & giveaways of showsigoto.com	★	★	★
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.	★	★	★
2X eBlast to 17,500+ Fans w/ Show Asset + Link (Monthly) 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.	★	★	★
eBlast "Featured Show" to 17,500+ Fans w/ Show Asset Write-up + 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.		★	★
2X Social Spends Double your ad spends: Facebook Post + Instagram Story Ad + IG Boosted Post.		★	★
Leaderboard Ad Space on ShowsIGoTo.com 728x90 ad featured at the top of all pages of the website.		★	★
Email addresses from marketing use All email addresses collected from your giveaway entries shared as a .csv list.			★
Print Calendar Feature - Custom Asset Make your show stand-out with a full-color custom feature on our print calendar!			★
Dedicated Subject of eBlast — "ARTIST" in subject to 17,500+ Large show-specific flyer included at the beginning of the newsletter with verbiage+link.			★
Local Business Activation — Digital + Contest Entry Box Custom tailored giveaway feature with a local relevant partner business.			★
3X Social Spends Triple your ad spends: Facebook Post + Instagram Story Ad + IG Boosted Post.			★
All-Post Banner Ad Custom Banner Ad (jpg or .gif) featured at bottom of all 3000+ giveaway posts/pages.			★
50+ Shares — 25,000+ Reach Boost Minimum of 50 shares of your content from authentic Instagram accounts w/ 500+ followers each.			★
Reel / Tik-Tok Content Custom Video Content created and shared for your show.			★