

Hello and Happy New Year!

My name is Allie Murillo, I am your Account Rep here at Sonoma Media Investments (The Press Democrat, Sonoma Magazine, etc.) I'm reaching out to you because the Press Democrat is re-launching a section called "Towns" – This section will be coming out on Sundays and will be highlighting one of 13 towns in the North Bay each week. Over the course of the year, each town will be showcased 4 times (once per quarter). Within this is a co-op section for 10 advertisers to highlight their business with a print ad, plus we're giving those advertisers 30,000 digital impressions to run for the week.

Our goal in doing this is to uplift North Bay communities and to encourage others to visit *your* town. This is truly the perfect place to encourage residents to support local. It's an inexpensive way to advertise and to update our audience on your business – whether that be COVID updates (hopefully not as many in the new year 😊), special promos, coupons, online buying etc. Did you know that 84% of consumers who are more likely to buy from local businesses said it was to support their local business neighbors?

I truly want to encourage our community to **visit** Rohnert Park, **shop** Rohnert Park, and to **support** Rohnert Park!

I'd love to discuss pricing, run dates, and brainstorm creative ideas. Please feel free to contact me at the information below.

Stay healthy and I'm looking forward to connecting with you soon!

Best,

Allie Murillo

Account Executive

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