

Advertising with the
Sonoma County Gazette is simple.
One concise, creative message.
All month long.

SMALL SHOPS AND HOLIDAY GIFT GUIDE

Small Shops Guide Investment

Ad rates begin at \$191 for the 2022 Gazette Small Shops Guide. Your investment gives you a great ad that works all month long, plus placement on a numbered map, boosted in the gift guide and listed in an advertisers index).

Open rates

AD SIZE	OPEN (1X) RATE
Full BACK PAGE - RESERVED	\$2,367
Full Page (95 s.i.)	\$1,949
3/4 Page H/V (72 s.i.)	\$1,571
Half Page H/V (47 s.i.)	\$1,148
1/3 page H/V/Sq. (34 s.i.)	\$796
1/4 page H/V/Sq. (23 s.i.)	\$645
1/6 page H/V/Sq. (17 s.i.)	\$439
1/8 page H/V (13 s.i.)	\$358
9.7 sq. inch H/V	\$270
7.3 sq. in. H/V	\$213
5.4 sq. in. Square	\$191

REACH 100,000 READERS THIS HOLIDAY SEASON!

Holiday gift guide:
A great addition to your map placement
or
first foray into advertising

Print only

Copy only \$110
Copy + photo \$152

Print + Digital

Copy, photo + online gallery \$199
Copy, photo, online gallery +
Gazette Gab e-newsletter \$249

BOOK NOW!

Deadline: Nov. 16, 2022

Gift guide categories

Homegrown in Sonoma County

A barn boutique shopping experience featuring dozens of local makers. Unique gifts, home goods, clothing, accessories, both in body products and more. Shop in store (located at Paving Cloud Farm) or online - local delivery & shipping available. Follow us on Instagram @hellamcollective for the most up to date information. Looking for a fun outing with family or friends? Inquire about small events with private shopping. From: Bull Farm Collective, 1280 Jacobson Lane, Petaluma, CA, 94954. hellamcollective.com

Family fun

Crazy Crayons works with The National Crayon Recycle Program to take unwanted, broken crayons and recycle them into brand new handmade and uniquely designed crayons for a new set of kids to enjoy! It is a great way to teach children about recycling. All the products are 100% recycled, hand poured and packaged in plastic-free, recycled packaging. These Crazy Crayons are sure to add your little one's imagination soaring. From: The Store Next Door, 432 4th St, Santa Rosa, CA, 707-284-7424.

Combining whimsical pieces for the garden and home with practical finds like pet and garden supplies, Sweden Freds has everything under the sun! The gift shop offers fun and scorable items for kids and adults alike. Unique ornaments, scarves, socks and hand-warmers are found this time of year among pander, mugs, and honey. It's easy to shop for the gardener, bird enthusiast, pet lover and yourself in this warm, hearted place! From: Sweden's Frodo, Swedenfords.com, 9140 Sonoma Hwy, Kenwood, CA 95422.

Delight a recipient with a gift box featuring all locally made products from Made Local Marketplace in Montgomery Village. They have a lovely selection of curated and themed boxes to choose from or can help you put together your own with items from the 100s of local artists and makers their feature. Some favorite boxes are the Tea Lover's Box, Lavender Box, Sonoma Good Box and Sonoma Tastes Good Box (Also a completely Homegrown in Sonoma County gift!) From: Made Local, 2823 Magowan Dr., Santa Rosa, CA 95404.

Finding the perfect gift for someone special is a joy, but finding one that is locally sourced is even better! Shopping locally is hugely important to us and the majority of our items are made right here in the North Bay area. One of our most popular local artisans is Lakebound Candle Co. Their soy wax candles are hand poured, small, amazing, and have a 45+ hours burn time! They make the perfect can't go wrong gift! From: The Store Next Door, 432 4th St, Santa Rosa, CA, 707-284-7424.

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