

GoList for local news publishers

A business advertising platform connected to your community

Publishers set the subscription price.
Businesses maintain their posts. Readers
discover what is nearby.



Local advertising needs a local connection

Businesses want to reach nearby people

They need a straightforward place to share offers and events.

Readers need useful local information

Finding out what is happening often means checking several sites.

Publishers know their communities

That knowledge can support a local business subscription service.



A publisher-led service for businesses and readers

The publisher

Hosts the local service and sets the business subscription price.

The business

Creates its listing and maintains promotions and event information.

The reader

Discovers businesses and local activity through GoList and participating publishers.

Your community knowledge supports a platform that connects people across the USA.

One business account, several ways to be seen

Mobile app

Business listings, events and promotions in GoList.

Publisher website

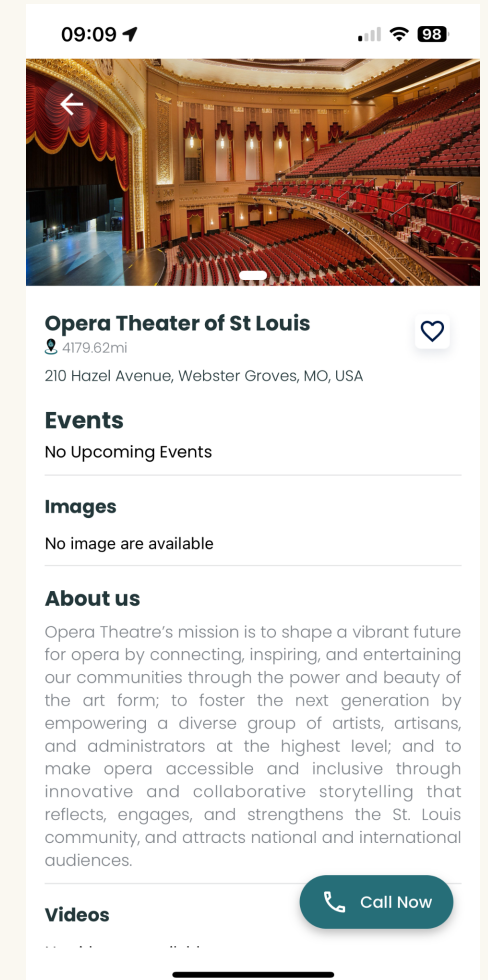
Embedded business content alongside your publication.

Print options

Additional print advertising where the publisher offers it.

Push notifications

Updates for app users who choose to follow a business.



You set the monthly subscription price

Choose a price that fits your market and audience.

Connect your Stripe account for subscription payments.

Discuss optional print advertising with your business subscribers.

Confirm the current commercial terms, payment setup and available options with GoList before launch.

Businesses maintain their own information

Online registration

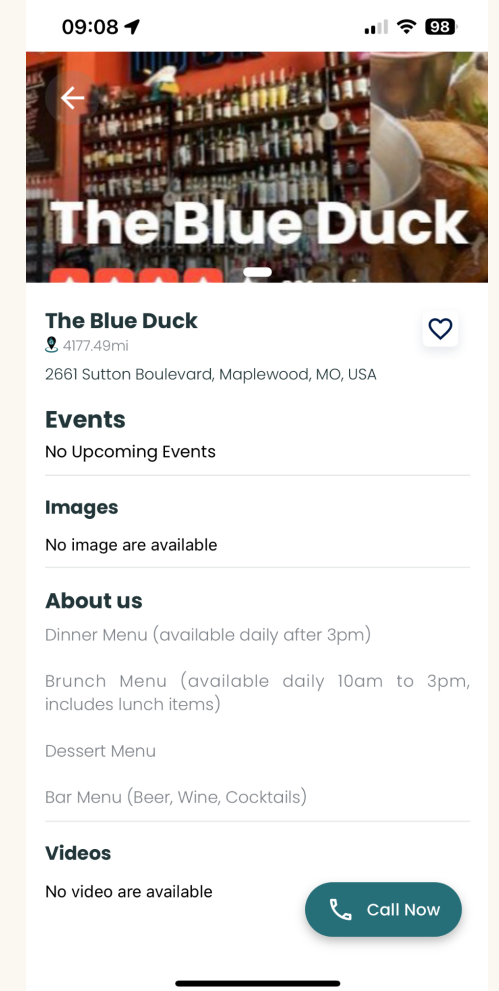
Businesses create an account and complete the subscription process.

Promotions and events

They publish and update their own content through the business interface.

Less routine updating for your team

Your staff can focus on the publication and local relationships.



A place for the wider community

Nonprofits and community institutions

The supplied model allows these organizations to post events and updates without a subscription.

Business participation

Window stickers help participating businesses show their support for local news.

Confirm current eligibility and arrangements with GoList.



Your website provides an audience from the start

GoList can supply embedded business content for your website while app adoption develops.

Local promotions and event information can appear in an “About Town” area alongside your existing content.

GoList can discuss layout and format requirements with your website or CMS team.

Website integration requirements should be agreed before implementation.

A familiar app for local discovery

Around home

Find businesses, events and offers nearby.

While travelling

Explore participating communities through the same app.

Beyond your readership

Reach app users who do not already read your publication.



Could GoList work for your publication?

Do your readers take an active interest in local life?

Do nearby businesses want to reach your audience?

Would a business subscription service complement your existing advertising?

Regional, local, college, niche and broadcast journalism outlets can discuss their fit with GoList.

A setup that fits your publication

Pricing

Set subscription rates for your market and reach.

Presentation

Discuss how embedded content fits your site design.

CMS partnerships

Explore commercial and technical arrangements with your existing provider.

Print availability and technical requirements depend on the publisher.



The next conversation is about your community

Your publication

Tell us your area, audience and current advertising approach.

Your local businesses

Discuss the businesses and community organizations you want to involve.

Your launch plan

Agree commercial terms, payment setup and website requirements.

The aim: make business participation manageable for your team and useful for your readers.

Become a GoList host

Tell us about your newspaper or publication and the community you serve.

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