



**A National Multi-Platform Advertising Engine
Operated Regionally by Local News Outlets**

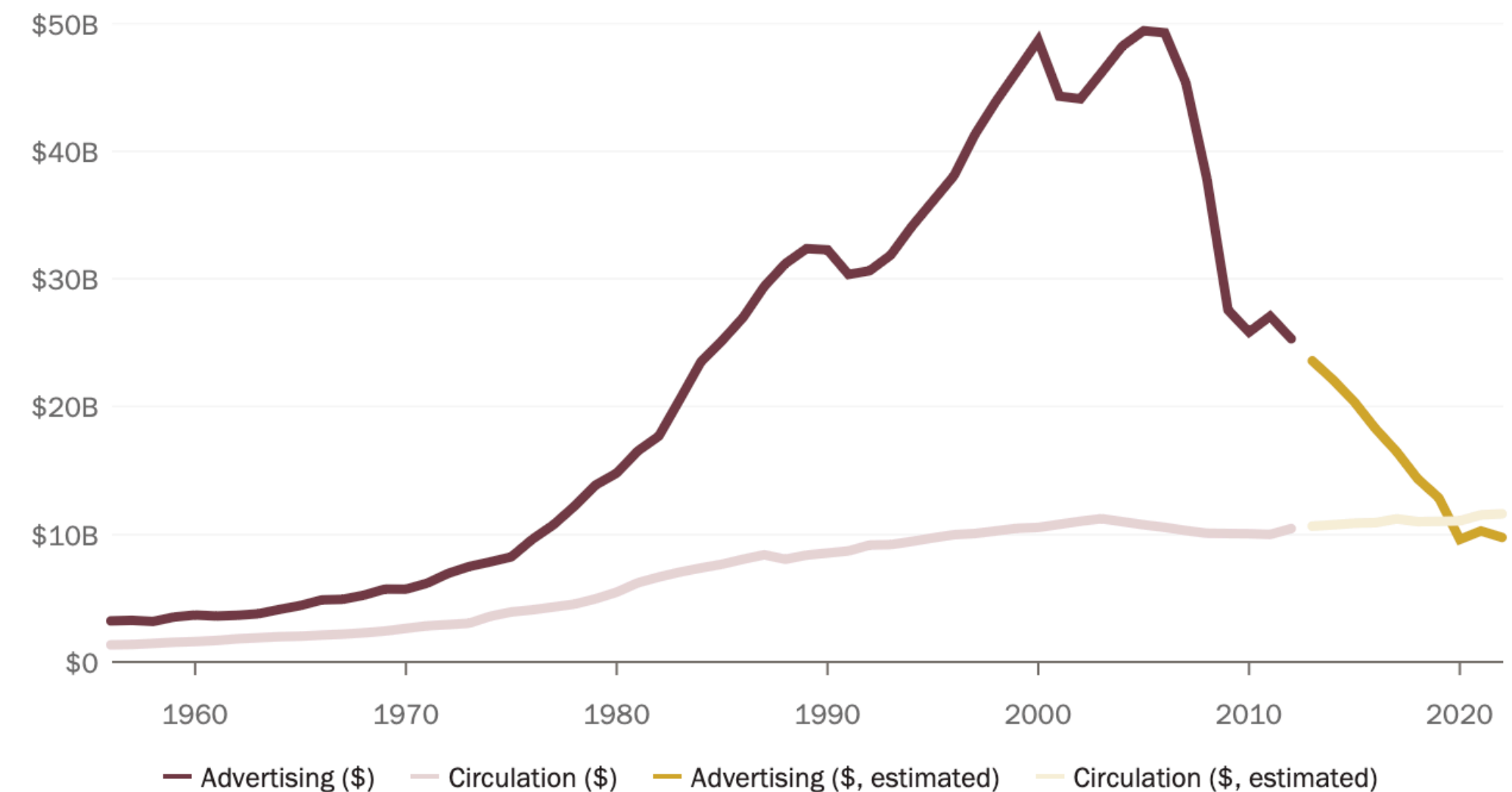
‘Keep Digital Ad Dollars Local!’

Siphoning the planets ad-revenue to Silicon Valley has consequences

- 2.5 newspapers have shuttered per week since 2023
- Since the digital revolution, ad revenue has been consolidated to fewer and fewer national platforms
- This has desiccated local journalism and created news deserts across our country

Estimated advertising and circulation revenue of the newspaper industry

Total revenue of U.S. newspapers (in U.S. dollars)



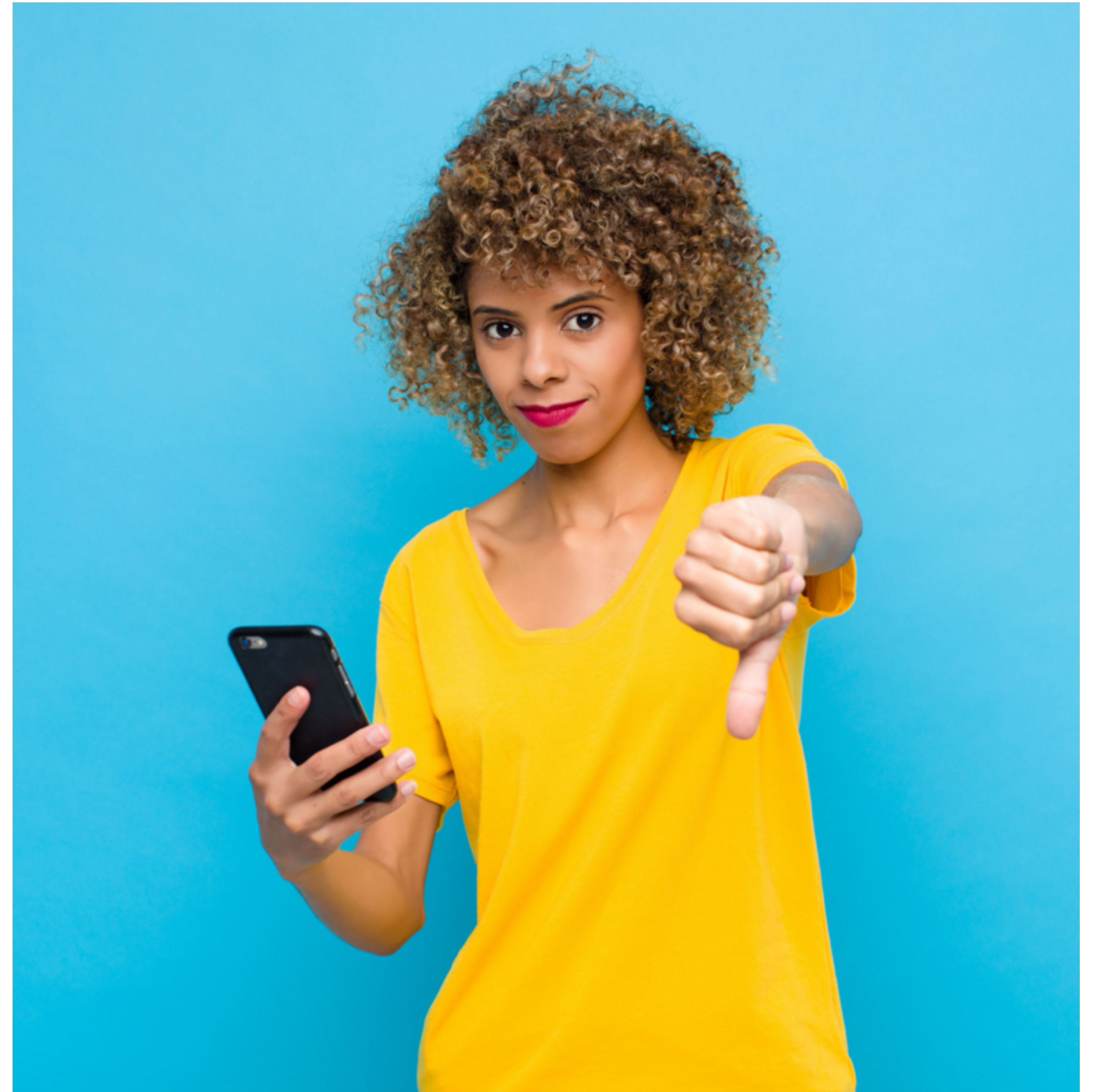
Source: News Media Alliance, formerly Newspaper Association of America (through 2012); Pew Research Center analysis of year-end SEC filings of publicly traded newspaper companies (2013-2022).

PEW RESEARCH CENTER

Current digital advertising is fractured

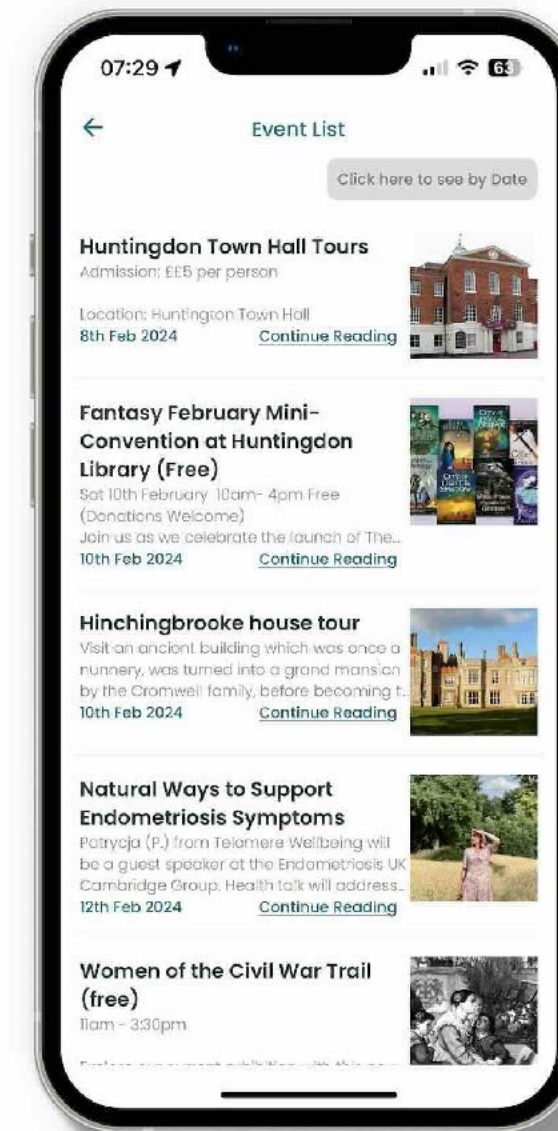
Businesses and consumers need a place to land

- Local businesses are tired of chasing platforms
- Current national platforms are designed to direct traffic to websites which isn't ideal for local businesses
- National ad platforms don't have regional representation to curate local events
- Consumers need a cocktail of sites to find out what is happening down the street



GoList Provides a Solution: Multi-Platform Advertising That is Curated Locally

- GoList is designed to be the mobile advertising wing of local journalism
- It is a plug and play system and can generate substantial monthly revenue for your organization
- Connect your Stripe Account to GoList and you are ready to rock
- Your advertisers will receive Mobile, Online, In Print and Push Notifications for a monthly fee that you set
- Consumers will find events and offerings online, in-print and on their phones



GoList is flexible

- You set your organizations subscription rates
- For Profit businesses sign-up using an online form and can post promotions and events autonomously freeing up your staff
- Non-Profits and community institutions can sign up and post events and notifications to GoList for free
- Any business that signs on to GoList can communicate with their audience with push-notifications while promoting events to a wider audience



Shop local and find events with

GoList



Merchants that sign up will receive a window sticker that lets customers know that they support local news

GoList is simple for businesses

Signing up online is easy.

Once they enter their credit card information the hosting news outlet will receive monthly revenue and the business will have access to a robust suite of advertising options


(Click below to see 'Business Intro video')



WWW.GOLISTNEWS.COM


App adoption will lag while launching and that's ok

- GoList provides I-frames that once installed will display businesses offers on your website in a 'About Town' window
- This allows businesses to gain an immediate audience as the GoList app gets adopted and provides sticky content for your paper
- We can adjust I-frames to fit varying formats and aesthetics

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Hooked on Fibers Art Exhibit

Green Door Art Gallery presents Hooked on Fibers: The Art of the Stitch, featuring rug hooking textile art by Sheri Ahner, and mixed media fiber art by Chris Burton, Liz Davidson and Ana Sumner. The artwork will be on display and available for sale January 10 – March 2, 2024. Join us for the opening reception on Friday January 19, 2024 5:00 – 8:00 pm Green Door Art Gallery's 36 resident artists will also be exhibiting and selling artwork...

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Upon Further Reflection

Green Door Art Gallery is pleased to partner with Bobby Lessentine, Financial Advisor, Edward Jones, in presenting Upon Further Reflection, a collection of oil and cold wax paintings by Mark Witzling. Join us for the opening reception on Thursday January 11, 2024, 5:00 – 7:00 pm. Meet the artist and enjoy refreshments while you view the exhibit. Location: Edward Jones Office of Bobby Lessentine, CFP 3141 South Grand, St. Louis...

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Aja Wilson | Dear Black Girls

The St. Louis County Library and The Novel Neighbor present Olympic Gold Medalist and author, Aja Wilson for her book, Dear Black Girls: How To Be True To You! Books available for purchase on-site! There will be a signing line after the event. Individuals are welcome to bring books from home. Ethical Society of St. Louis

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Melissa Albert | The Bad Ones

Join us for an evening with New York Times bestselling author, Melissa Albert, to celebrate her YA horror novel, The Bad Ones! Next Door Space @ The Novel Neighbor

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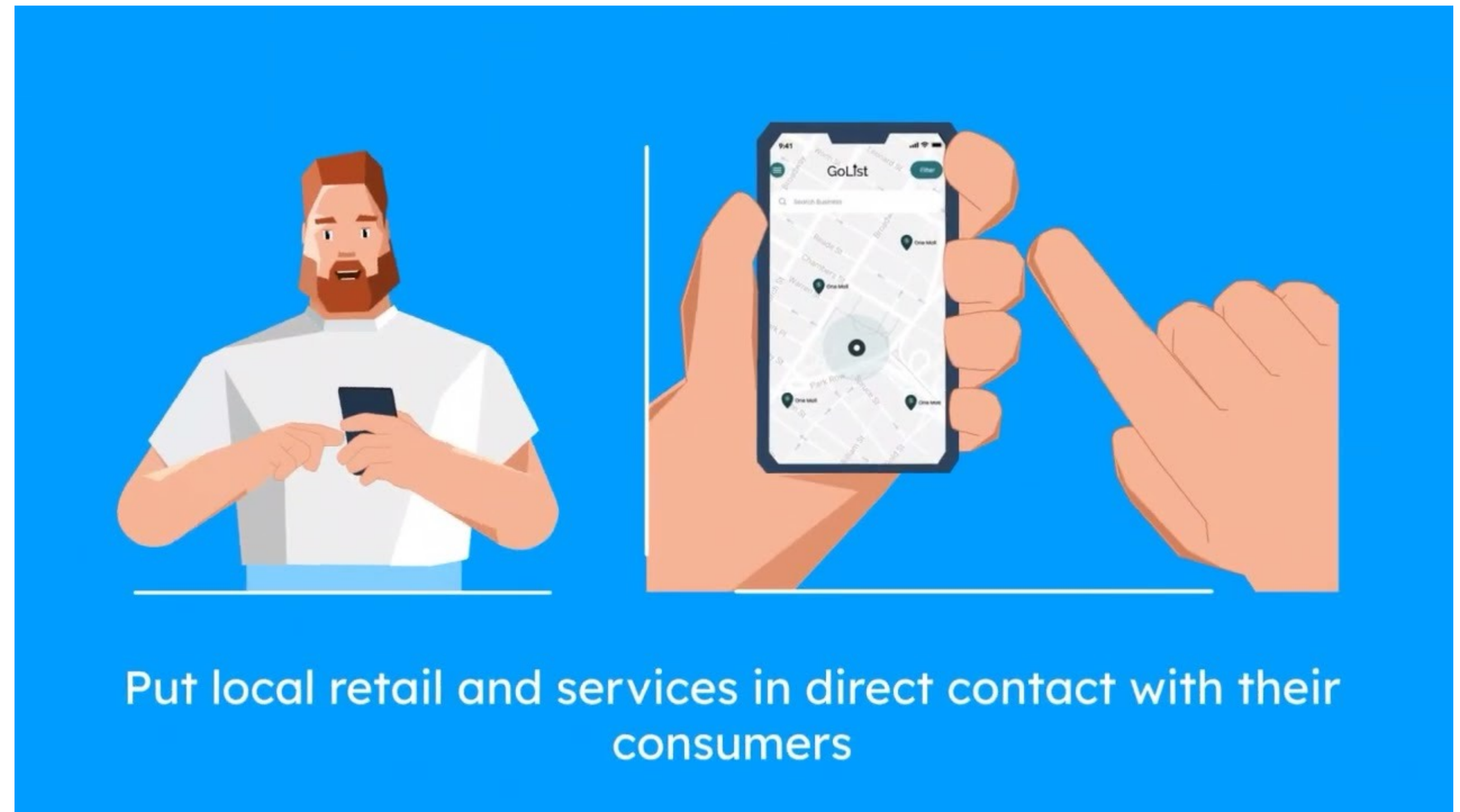
Jessica Fichot Quartet (featuring Chloe Feoranzo)

Los Angeles-based chanteuse/songwriter Jessica Fichot is a lot like her hometown of Paris: French at heart, but with a soul that's truly international. Drawing from her multi-ethnic French / Chinese / American upbringing, her music takes the listener on a twisting journey out of the French chanson tradition, into the land of 1940's Shanghai jazz, gypsy swing, international folk, and into the wilderness of her imagination.

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Are you a good fit for GoList?

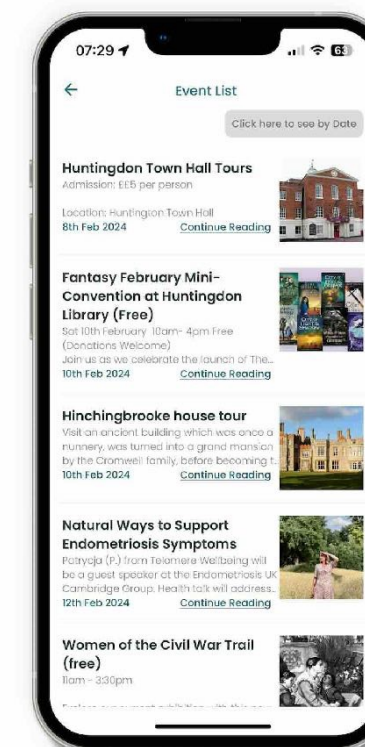
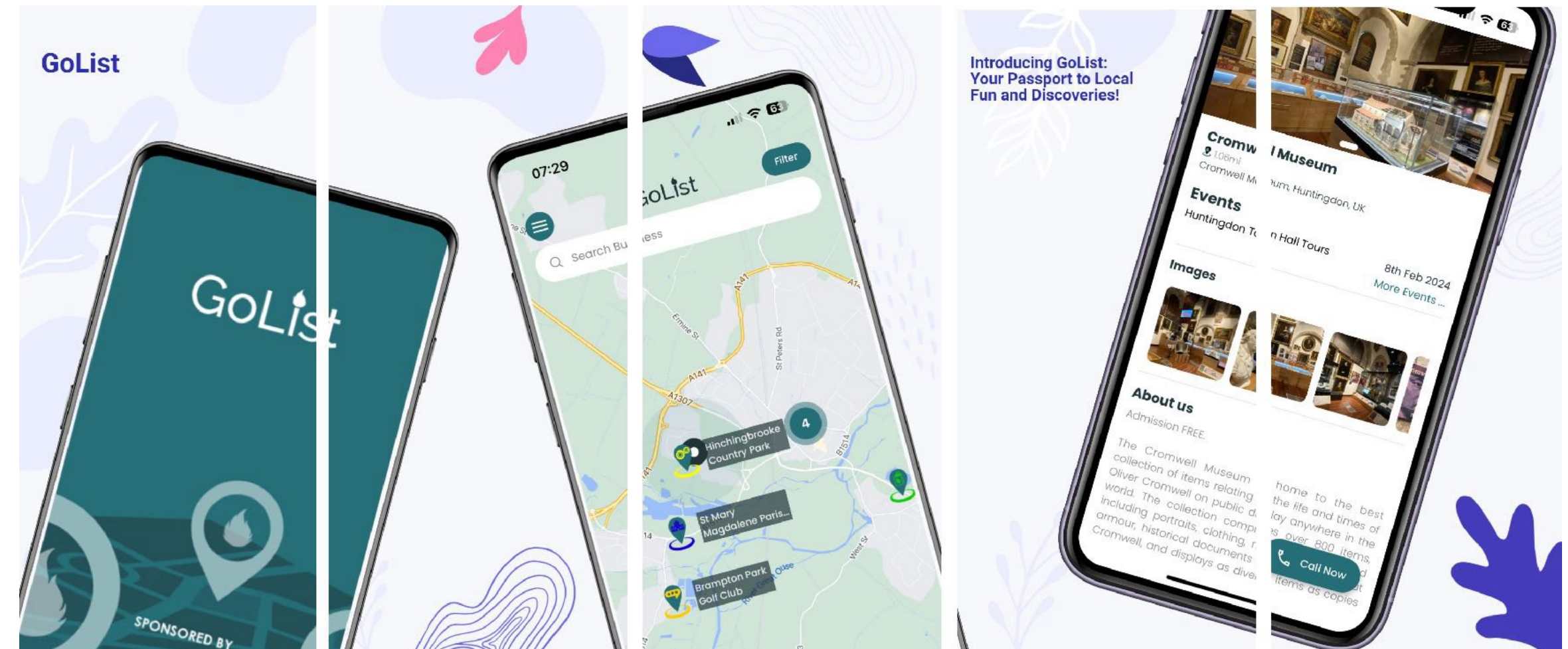
- Do you have dedicated readers that are active in the community?
- Are there businesses in town that want to communicate with your readers?
- Are you ready for a new source of monthly subscription revenue with the ability to upsell print options?



[Click the video above to see a GoList overview](#)

Local news needs to take over social media advertising

- Keeping advertising dollars local has benefits that go far beyond supporting local journalism
- The original sin of the internet is not that it is based on advertising but that it didn't include pillars of the community in the profit model
- Local News can turn direct-to-consumer posts back in to 'advertising' and not just an ad-on in an increasingly fractured social media landscape
- Local curation of national ad-platforms is the way of the future and the future starts now



We need Local Journalism

- Newspapers historically serve as a check on local and national corruption
- Local news outlets are a hub of activity for communities
- Journalism needs a new source of revenue
- Journalism needs a national platform to compete with the big guys



Regional News Needs a National Ad Platform

- People flock to national platforms for the same reason they go to McDonalds on a road trip
- There is a familiarity with the layout and format that fits in to our busy lives
- GoList will allow you to see what is happening down the block wherever you travel.



With GoList Flexibility is Built In

- Newspapers can set their monthly subscription rate to fit their market and reach
- We can adjust our layout to fit design elements of existing content management systems
- We can build CMS's in to the profit model to incentivize adoption



Keep Digital Ad Dollars Local!

The revolution starts with you

Go to www.GoListNews.com and fill out the form on our opening page.

We'll get back to you ASAP.

