

READER

Best of Chicago 2020

SPONSOR LEVELS

PRESENTING SPONSOR: \$15,000

- “Presented by” & logo on all print, digital ads (approximate value: \$10,000)
- Tagging as “Presented By” in Best Of promotional social media posts (approximate value: \$5,000)
- 4 half page print ads (\$5,600 value)
- 4 full page print ads (\$10,800 value)
- 250,000 chicagoreader.com display ad impressions (\$2500 value)
- 16 email newsletter ads (\$4,000 value)
- Delivery of email opt-ins at end of contest

Value: \$37,900

PREMIUM SPONSOR: \$10,000

- Logo on all print, digital ads (approximate value: \$10,000)
- 8 quarter page ads
- 150,000 chicagoreader.com display ad impressions (\$1500 value)
- 16 email newsletter ads

Value: \$26,700

CATEGORY SPONSOR: \$5,000

- 8 quarter page ads (\$6,400 value)
- 6 email newsletter ads (\$1,500 value)
- 50,000 chicagoreader.com impressions (\$500 value)
- Category sponsor ad** + enhanced listing**

Value: \$9,050

ENHANCED LISTING: \$1,500

- 4 quarter page ads (\$2,400 value)
- 4 email newsletter ads (\$1,000 value)
- Enhanced listing** (\$300 value)

Value: \$3,700

Nomination Round: 11/12 - 12/8

Ballot Voting: 1/15 - 2/8

Best Of issue: 3/18

The
READER
at a glance.

MONTHLY READERSHIP:
1.5 million people across the Chicago area

BI-WEEKLY PRINT:
55,000 copies

WEB, EMAIL AND SOCIAL MEDIA:
Email uniques 42,000
Website monthly users 690,000
Twitter 283,200
Facebook 91,700
Instagram 60,300

READER READERS ARE DIVERSE.
40% are Millennials
33.6% are Caucasian
30.6% are Latinx
25.3% are Black
9.6% are Asian
56% are female-identifying
20% identify as LGBTQ

THEY'RE INFLUENTIAL.
Nearly half a million readers are active on social media

AND THEY'VE GOT MONEY TO BURN.
Nearly 40% earn more than \$75k and nearly 10% earn more than \$150k

Please email
ads@chicagoreader.com

**Digital and print advertising may be purchased and used up to May 1, 2020, but no later.*

***Descriptions and examples on pg. 2*

BACK
BEST
OF
IS
CHICAGO
READER
2020

BACK
BEST
OF
ISSUES

READER

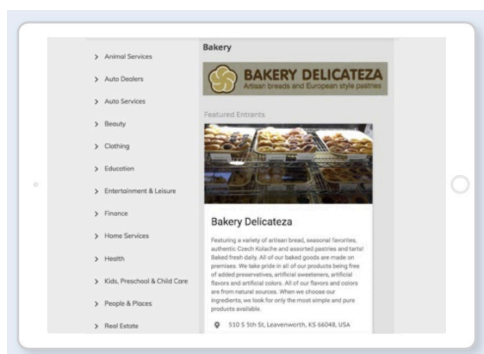
Best of Chicago 2020

CALENDAR

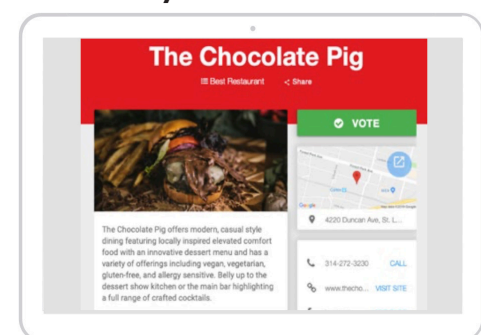
- Nov. 12 ——— **PRINT ISSUE 1** | Nomination period starts
- Nov. 26 ——— **PRINT ISSUE 2**
- Dec. 8 ——— Nomination period ends
- Dec. 10 ——— **PRINT ISSUE 3**
- Dec. 24 ——— **PRINT ISSUE 4**
- Jan. 7 ——— **PRINT ISSUE 5**
- Jan. 15 ——— Voting period starts
- Jan. 21 ——— **PRINT ISSUE 6**
- Jan. 29 ——— “Vote for us” print/digital ads deadline
- Feb. 4 ——— **PRINT ISSUE 7**
- Feb. 18 ——— **PRINT ISSUE 8**
- March 4 ——— **PRINT ISSUE 9**
- March 9 ——— Special issue **FINAL SALES DEADLINE**
- March 10 ——— “Thank you” print/digital ads deadline
- March 11 ——— Special issue **FINAL ART DEADLINE**
- March 18 ——— **PRINT ISSUE 10 | BEST OF ISSUE**

AD EXAMPLES

Category Ad
ex. your business
as header for
Best Pizza section



Enhanced Listing
for your business



Enhanced listing on the voting ballot includes: Picture or logo, social “follow me” buttons, link to website, interactive map, 100 word description