

READER

\$5,000
SWEEPSTAKES

Contest Run Dates: March 8 - April 5, 2021

Generate leads with a 4-week multimedia campaign including print and digital ads, a sweepstakes, and an email campaign designed to drive the best results for your business! Entrants can win \$5,000! (Prize money can be used for anything). National contest is sponsored by Second Street. Local prizes can be added by local sponsors.

BENEFITS OF BEING A SPONSOR

- Multimedia campaign builds awareness and engagement with target audience
- Generate qualified leads for your business
- Grow your email database. Email opt-ins are delivered to sponsor after contest conclusion.
- Gather data on your potential customers
- Drive traffic to your website
- Prize fulfillment handled by a national platform!

SPONSORSHIP PACKAGE

- **Sponsor logo on promotional elements (print, digital, social, and email)**
- **Digital (included and optional)**
 - 50K ROS impressions (for your business) on chicagoreader.com (3/8-4/5)
 - 25K ROS impressions to promote contest on chicagoreader.com (3/8-4/5)
 - Exclusive 728x90 digital ad unit on contest page
 - 1-3 lead-generation questions on the contest registration form
 - Digital offer/coupon on the sweepstakes “Thank you” page and link back to sponsor website
 - Opt-in for email communications on the sweepstakes registration form
 - Optional Facebook Like box on the sweepstakes registration form
 - Extra chance options offered:
 - Opting-in to email database
 - Sharing with friends via custom link
 - Visiting a web link (your website)
 - And more!

SPONSORSHIP PACKAGE (continued)

- **Print**

- 2 Half Page Ads: 3/18 and 4/1

- **Email**

- 4 Daily Reader email newsletter ads
- TWO dedicated emails to Chicago Reader 40K+ subscribers
 - One invite email at the beginning of the campaign (3/10)
 - One last-chance email (4/3)
 - “Thank you” email sent to everyone who enters with link and info, may include coupon or offer

- **Social**

- One “boosted” Chicago Reader social media bundle (1 FB, 1 Instagram Story, 5 Tweets) promoting contest and tagging contest sponsor

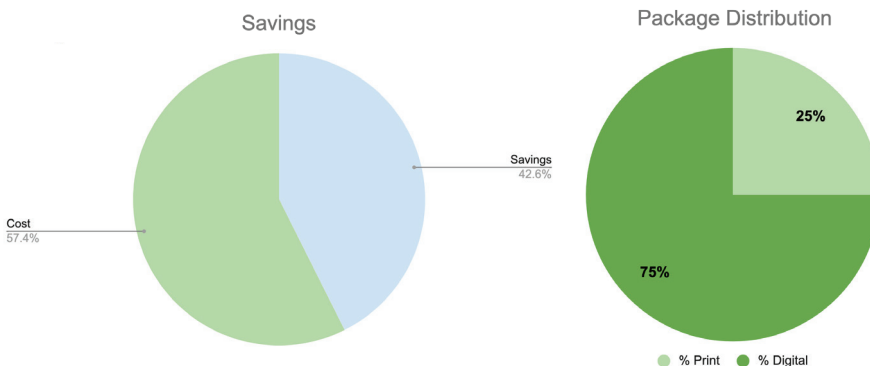
GRAND PRIZE: \$5,000 Sweepstakes
RUN DATES: 3/8/21-4/5/21 [See test here](#) (Entry launches 3/8)

VALUE: \$12,200+ \$5,000= **\$17,200**
INVESTMENT: \$7,000

Product	Type	Rack Rate	Rate	Quantity	Value	Discount	Cost	Savings
1/2 Page Print	Print	\$1,400	Flat	2	\$2,800	38%	\$1,736	-\$1,064
CR Display	Digital	\$14	CPM	75	\$1,050	44%	\$588	-\$462
Social (Bundle) FB/IG/T	Digital	\$250	Flat	1	\$250	44%	\$140	-\$110
Social Boost	Digital	\$100	Flat	1	\$100	0%	\$100	\$0
Email Banners	Digital	\$250	Flat	4	\$1,000	48%	\$516	-\$484
Ded. Email	Digital	\$3,500	Flat	2	\$7,000	44%	\$3,920	-\$3,080
					\$12,200	43%	\$7,000	-\$5,200

Print Total:	\$1,736
Digital Total:	\$5,264
Hybrid Total:	\$0
Value	\$12,200
Cost	\$7,000
Savings	\$5,200

% Print	25%
% Digital	75%
% Hybrid	0%



For more information, email us at ads@chicagoreader.com