



READER

WIN CAR PAYMENTS FOR A YEAR

Contest Dates: Entries open January 11, 2021 - February 8, 2021

Generate leads with a multimedia campaign including print, social and digital ads, a lead-generating sweepstakes, and an email campaign! Entrants can win \$6,600 towards their car payments. Prize fulfilled by national contest platform. Local prizes added by local sponsors.

BENEFITS OF BEING A SPONSOR:

- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website
- Prize fulfillment handled by national platform!

SPONSORSHIP PACKAGE:

- Sponsor logo on promotional elements (print, digital, social, and email) during the campaign
- Digital
 - 50K run-of-site impressions (for your business) on chicagoreader.com during campaign (1/11-2/8)
 - 25K run-of-site impressions to promote contest on chicagoreader.com during campaign (1/11-2/8)
 - 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:
 - Watching a 30 second commercial video
 - Opting-in to email database
 - Sharing with friends via custom link
 - Visiting a web link (your website)
 - And more!
- Print
 - 2 Half Page Ads: 1.21.21 and 2.4.21
- Email
 - 8 Daily Reader email newsletter ads
 - Inclusion on two dedicated emails to our opted-in database
 - One invite email sent at the beginning of the campaign
 - One last chance email sent 2.6.21
 - “Thank you” email sent to everyone who enters with link and info, coupon or offer from your business
- Social
 - Two “boosted” Chicago Reader social media bundles (1 FB, 1 Instagram Story, 5 Tweets) promoting contest and tagging sponsor



READER

WIN CAR PAYMENTS FOR A YEAR CONTINUED

GRAND PRIZE: \$6,600 towards Car Payments

RUN DATES: Mid January, 2021 - February 8, 2021

[See test here](#) (Entry launches 1/11)

VALUE: \$12,200+ \$6,600= **\$18,800**

INVESTMENT: \$7,000

Chicago Reader Advertising Package								
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	% Print	25%				
Digital Total:		\$5,264	% Digital	75%				
Hybrid Total		\$0	%Hybrid	0%				
Value		\$12,200						
Cost		\$7,000						
Savings		\$5,200						

Savings	
Savings	42.6%
Cost	57.4%

Package Distribution	
% Print	25%
% Digital	75%

FOR MORE INFORMATION, EMAIL US AT ADS@CHICAGOREADER.COM