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
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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

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