

CHICAGO NORTHWEST

MEDIA KIT



All Hail the Queen at
Medieval Times



MEET CHICAGO
NORTHWEST

GIVE YOURSELF AN EDGE

ARLINGTON HEIGHTS // ELK GROVE VILLAGE // ITASCA // ROLLING MEADOWS // ROSELLE // SCHAUMBURG // STREAMWOOD // WOOD DALE



CHICAGONORTHWEST.COM



The official Chicago Northwest Visitors Guide is THE comprehensive source for visitors planning where to stay, play, eat or meet!

Put your advertising dollars to work and help make sure Chicago Northwest visitors don't miss your business!

This is an 18-month publication with a different cover every 6 months. Next 18-month guide will be January 2020 so don't miss out on the opportunity to create a visual impact with potential customers.

Reserve your space today!

Issue: JULY 2018 THROUGH DECEMBER 2019

Distribution: 110,000

Points of Distribution:

- 110 locations in Chicago Northwest and O'Hare market
- 10 official IL Tourist Information Centers
- 4 IL Oases
- O'Hare, Midway and Mitchell Airports, Union Station, McCormick Place
- 1,000 fulfillment packets to interested travelers
- Meetings & event information desks as requested
- 1,000+ downloads of interactive guide from chicagonorthwest.com
- Tourist information distribution points in the following feeder cities:
 - Milwaukee
 - St. Louis



ADVERTISING RATES

Display Ads

Full Page **\$2995**

*Bonus: Banner, Listing, Tile ads for one month (\$1100 value)** **FREE**

1/2 Page **\$1595**

*Bonus: Banner, Tile ads for one month (\$850 value)** **FREE**

2/3 Page **\$995**

Bonus: Listing, Tile ads for one month (\$600 value) **FREE**

1/3 Page **\$495**

*Bonus: Listing ad for one month (\$250 value)** **FREE**

Premium Full Page Positions

(includes Bonus from Full Page above)

Back Cover **\$4995**

Inside Front Cover **\$3995**

Inside Back Cover **\$3995**

Advertising Deadlines

Space and Materials

Monday, April 30, 2018

Publication Date

July 2018

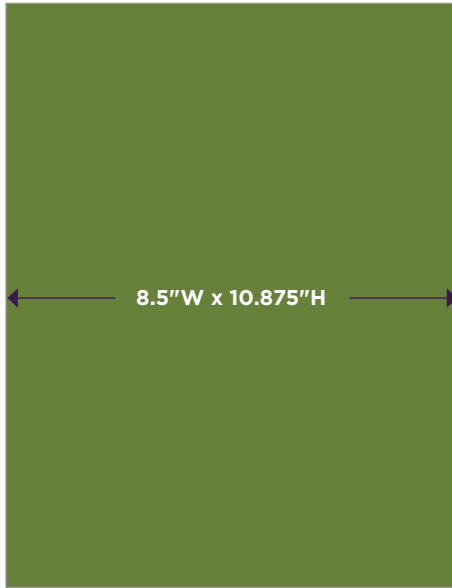
**Bonus ads will be featured on ChicagoNorthwest.com.*

Invoice Date

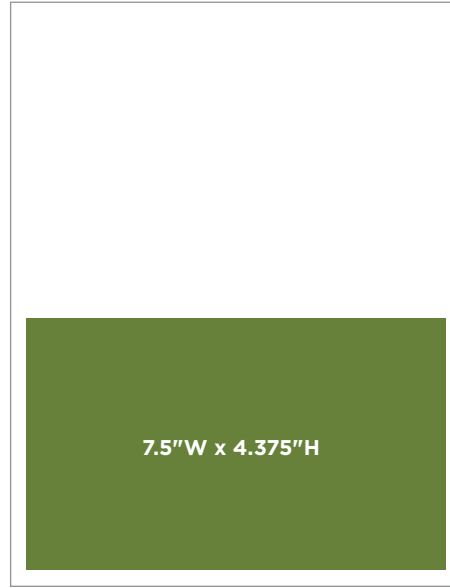
Invoices will be sent upon receipt of a signed contract. Full payment is due within 30 days of invoice date.

ADVERTISING OPTIONS

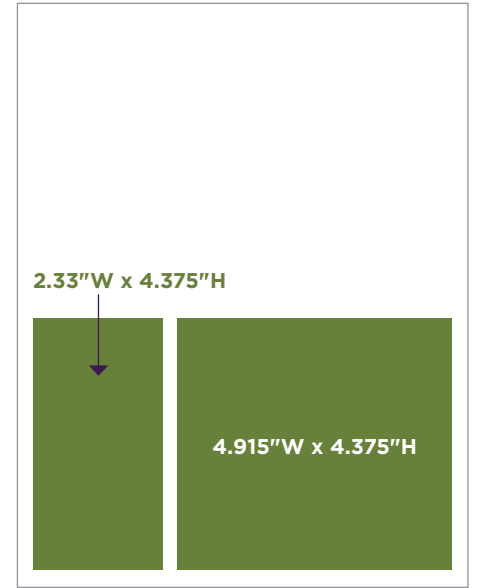
Full Page Ad



Half Page Horizontal Ad



1/3 & 2/3 Page Ad



AD SPECIFICATIONS AND REQUIREMENTS

You may provide your ad on:

- Upload to our Hightail account:
<http://bit.ly/2pbZzpE>
- Email Alyssa Ullo at
aullo@chicagonorthwest.com

Using one of the following software programs:

- Adobe Creative Suite CS3 or newer (must provide all native files including fonts and linked images) or a high-resolution, print-ready pdf

We do not accept files created in:

- Pagemaker, Publisher, Powerpoint, Microsoft Word, Microsoft Excel, Adobe InDesign CS2 or any Windows document

Art files:

- Colors must be converted to CMYK
- No rich black text
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disc as a .tif or .eps file
- PDF files can be submitted as long as they are high resolution, but keep in mind that we cannot change these files if needed
- When generating PDFs, the compression setting should have no boxes selected and in the advanced section, select distill with prologue.ps/epilogue.ps. Also select device independent (more accurate) for color conversion
- Files must be submitted with a resolution of 300 dpi for color and grayscale images
- A resolution of 1200 dpi must be used for lineart images
- Art obtained from a website is usually 72 dpi and is not appropriate for printing. Please do not attempt to increase a 72 dpi image up to 300 dpi as it will severely compromise image quality
- Digital cameras usually offer low resolution files that will appear grainy and should not be submitted
- Art should be the size needed for the ad or larger. When small files need to be enlarged they degrade in quality and should not be submitted

DESIGN SERVICES

Design and copywriting services are available at an additional charge of \$125 per hour. Advertisers must provide one image and text for a standardized ads (sizing: 1/3 page)

Photo size and character count including spaces and punctuation:

- Photo size: 5" w x 7" h • Headline: 20 characters
- Copy Area: 200 characters • Company Name, Address, Website, Phone Number

**For design services, contact
DHD at 312.332.0808.**



2018 AD CONTRACT

To reserve your advertising placement, please complete the Meet Chicago Northwest Advertising Contract below and email Christina Nied at cnied@chicagonorthwest.com.

DISPLAY ADS



FULL PAGE AD (\$2995)

Banner ad (935x100)
Listing ad (708x220)
Tile ad (200x200)



2/3 PAGE AD (\$995)

Listing ad (708x220)
Tile ad (200x200)



HALF PAGE AD (\$1595)

Banner ad (935x100)
Tile ad (200x200)



1/3 PAGE AD (\$495)

Listing ad (708x220)

PREMIUM POSITIONS



BACK COVER FULL PAGE AD (\$4995)

Banner ad (935x100)
Listing ad (708x220)
Tile ad (200x200)



INSIDE FRONT COVER FULL PAGE AD (\$3995)

Banner ad (935x100)
Listing ad (708x220)
Tile ad (200x200)



INSIDE BACK COVER FULL PAGE AD (\$3995)

Banner ad (935x100)
Listing ad (708x220)
Tile ad (200x200)

Company Name

Contact Name

Address

City, State, Zip

Contact Phone

Contact Email

Signature

Date

TOTAL COST

\$.00

PAYMENT OPTIONS

Payment by check

Please make check payable to **Meet Chicago Northwest** and mail to:

**1375 E. Woodfield Road, Suite 120
Schaumburg, Illinois 60173**

Payment by credit card

Request a credit card authorization form from Christina Nied at 847.278.3442 OR cnied@chicagonorthwest.com.