



2016 MEDIA KIT

COVERAGE / CIRCULATION / RATES / SPECIAL SECTIONS / DIGITAL / EVENTS / SPECS

The Frankfort Station
The Homer Horizon
The Lockport Legend
The Mokena Messenger
The New Lenox Patriot

The Orland Park Prairie
The Tinley Junction
The Glencoe Anchor
The Glenview Lantern
The Highland Park Landmark

The Lake Forest Leader
The Northbrook Tower
The Wilmette Beacon
The Winnetka Current
Chicagoly Magazine

COVERAGE AREA

22nd Century Media is the largest media company in Chicagoland to affluent households with the most effective solutions for advertising through hyper-local, community-based content.

Reader Demographics

CHICAGO NORTH SHORE SUBURBS

Glencoe, Glenview, Highland Park, Highwood, Northbrook, Wilmette, Kenilworth, Winnetka, Northfield, Lake Forest, Lake Bluff

Circulation: **74,819**

Average household income: **\$137,997**

Owner occupied units: **80.66%**

CHICAGO SOUTHWEST SUBURBS

Frankfort, Homer Glen, Lockport, Mokena, New Lenox, Orland Park, Tinley Park

Circulation: **90,436**

Average household income: **\$91,486**

Owner occupied units: **82.17%**

MALIBU, CA

Los Angeles County

Circulation: **8,727**

Average household income: **\$128,583**

Median home price: **\$1,148,105**



CIRCULATION & COVERAGE

Chicago's Southwest Suburbs

Chicago's Southwest Suburbs					22 nd Century Media	
Zip	Households	Business Count	Total Addresses	Location	Circ	Cov %
60423	10,913	903	11,816	Frankfort	9,846	83.33%
60462	16,076	1,342	17,418	Orland Park	13,677	78.52%
60467	8,928	574	10,270	Orland Park	9,118	88.78%
60491	7,859	382	8,241	Homer Glen	7,937	96.31%
				OP R001 & R003	302	
60448	9,661	945	10,606	Mokena	8,350	78.73%
60451	11,882	837	12,719	New Lenox	10,551	82.95%
60477	15,873	838	16,711	Tinley Park	13,581	81.27%
60487	9,013	341	9,354	Tinley Park	7,431	79.44%
60441	12,344	586	12,930	Lockport	9,643	74.58%
TOTALS	102,549	6,748	110,065		90,436	82.17%

Chicago's North Shore Suburbs

Chicago's North Shore Suburbs					22 nd Century Media	
Zip	Households	Business Count	Total Addresses	Location	Circ	Cov %
60022	3,001	147	3,148	Glencoe	3,148	100%
60025	15,526	1,115	16,641	Glenview	10,770	64.72%
60026	5,526	506	6,032	Glenview	4,179	69.28%
60035	11,980	1,151	13,131	Highland Park	10,931	83.25%
60040	1,820	166	1,986	Highwood	1,093	55.04%
60044	4,029	525	4,554	Lake Bluff	4,546	99.82%
60045	7,838	700	8,538	Lake Forest	8,537	99.99%
60062	16,409	2,247	18,656	Northbrook	14,036	75.24%
60091	10,188	670	10,858	Wilmette	10,058	92.63%
60043	832	57	889	Kenilworth	846	95.16%
60093	7,346	984	8,330	Winnetka/Northfield	6,675	80.13%
TOTALS	84,495	8,268	92,763		74,819	80.66%

Total number of households and circulation numbers are based on postal records from November 2015. Additional information and Certified Audit of Circulation are available upon request.

CIRCULATION & DEMOGRAPHICS



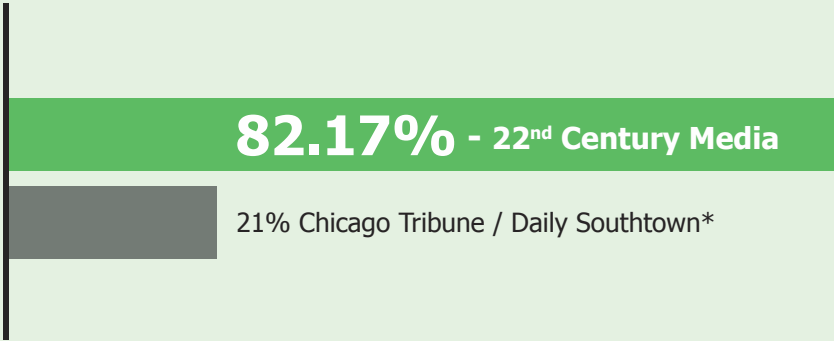
22ND CENTURY MEDIA PUBLICATIONS ARE REQUESTED PERIODICALS BY THE READERS.
ALL PUBLICATIONS ARE MAILED THROUGH THE U.S. POSTAL SERVICE.

COVERAGE PERCENTAGE OF TOTAL ADDRESSES

SOUTHWEST SUBURBS

Frankfort, Homer Glen,
Lockport, Mokena,
New Lenox, Orland Park,
Tinley Park

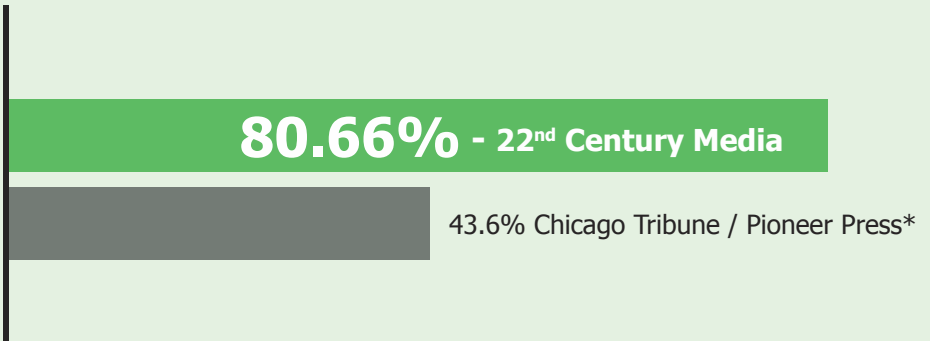
*Rounded to nearest percentage
of total addresses in Southwest
suburb coverage area*



NORTH SHORE SUBURBS

Glencoe, Glenview, Highland
Park, Highwood, Lake Forest,
Lake Bluff, Northbrook,
Wilmette, Kenilworth, Winnetka,
Northfield

*Rounded to nearest percentage
of total addresses in North Shore
suburb coverage area*



*Circulation for *Chicago Tribune*, *Pioneer Press* and *Daily Southtown* are based off ABC audits.
22nd Century Media circulation numbers are based off CAC audits and postal records.

DEMOGRAPHICS

Southwest Suburbs

Town	Median Household Income	Home Ownership Percentage
Frankfort	\$114,972	95.2%
Homer Glen	\$97,848	93.6%
Lockport	\$77,220	87.6%
Mokena	\$103,678	89.3%
New Lenox	\$90,833	87.5%
Orland Park	\$77,863	89.3%
Tinley Park	\$77,989	85.5%
AVERAGE	\$91,486	89.7%

North Shore

Town	Median Household Income	Home Ownership Percentage
Glencoe	\$184,028	93.9%
Glenview	\$99,841	83.6%
Highland Park	\$115,321	82.8%
Lake Bluff	\$146,500	87.5%
Lake Forest	\$136,583	89.2%
Northbrook	\$109,241	88.6%
Wilmette	\$130,088	84.4%
Winnetka	\$203,995	91.2%
Northfield	\$116,378	91.40%
AVERAGE	\$137,997	88%

SOURCE:
<http://quickfacts.census.gov/>
Kenilworth demographics unavailable

22nd Century Media, LLC

ORLAND PARK OFFICE
phone: 708.326.9170 • fax: 708.326.9179

NORTHBROOK OFFICE
phone: 847.272.4565 • fax: 847.272.4648

RATES / SOUTHWEST PUBLICATIONS

**COLOR RATES
ADDITIONAL
20%**

	Open	6x	12x	26x	52x
The Frankfort Station (9,846)	\$16	\$15	\$14	\$13	\$11.50
The Homer Horizon (8,239)	\$15	\$14	\$13	\$12	\$10.50
The Lockport Legend (9,643)	\$18	\$17	\$16	\$15	\$13.50
The Mokena Messenger (8,350)	\$15	\$14	\$13	\$12	\$10.50
The New Lenox Patriot (10,551)	\$18	\$17	\$16	\$15	\$13.50
The Orland Park Prairie (22,795)	\$25.75	\$24.75	\$23.50	\$22.50	\$20.50
The Tinley Junction (21,012)	\$23.50	\$22	\$21	\$20.50	\$18.50
ALL SOUTHWEST (90,436)	\$115.43	\$108.89	\$102.55	\$96.88	\$86.80

	Open	6x	12x	26x	52x
The Frankfort Station	\$960	\$900	\$840	\$780	\$690
The Homer Horizon	\$900	\$840	\$780	\$720	\$630
The Lockport Legend	\$1,080	\$1,019.70	\$960	\$900	\$810
The Mokena Messenger	\$900	\$840	\$780	\$720	\$630
The New Lenox Patriot	\$1,080	\$1,019.70	\$960	\$900	\$810
The Orland Park Prairie	\$1,545	\$1,485	\$1,410	\$1,350	\$1,230
The Tinley Junction	\$1,410	\$1,320	\$1,260	\$1,230	\$1,110
ALL SOUTHWEST	\$6,925.50	\$6,533.49	\$6,153	\$5,812.50	\$5,208

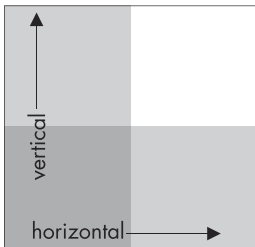
The Frankfort Station	\$480	\$450	\$420	\$390	\$345
The Homer Horizon	\$450	\$420	\$390	\$360	\$315
The Lockport Legend	\$540	\$509.85	\$480	\$450	\$405
The Mokena Messenger	\$450	\$420	\$390	\$360	\$315
The New Lenox Patriot	\$540	\$509.85	\$480	\$450	\$405
The Orland Park Prairie	\$772.50	\$742.50	\$705	\$675	\$615
The Tinley Junction	\$705	\$660	\$630	\$615	\$555
ALL SOUTHWEST	\$3,462.75	\$3,266.75	\$3,076.50	\$2,906.25	\$2,604

The Frankfort Station	\$240	\$225	\$210	\$195	\$172.50
The Homer Horizon	\$225	\$210	\$195	\$180	\$157.50
The Lockport Legend	\$270	\$254.93	\$240	\$225	\$202.50
The Mokena Messenger	\$225	\$210	\$195	\$180	\$157.50
The New Lenox Patriot	\$270	\$254.93	\$240	\$225	\$202.50
The Orland Park Prairie	\$386.25	\$371.25	\$352.50	\$337.50	\$307.50
The Tinley Junction	\$352.50	\$330	\$315	\$307.50	\$277.50
ALL SOUTHWEST	\$1,731.38	\$1,633.37	\$1,538.25	\$1,453.13	\$1,302

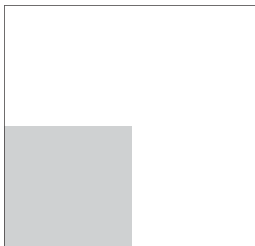
6X10



3X10 or 6x5



3x5



DEADLINES

Space: Must be reserved by noon on the Friday prior to the publish date

Ad Materials: Artwork for new ad copy being created needs to be submitted by Noon on Friday prior to publication

Final ad copy/design: Must be approved by noon on the Monday prior to the publish date

**STRIP
AD SIZE:
10.39"x2"**

**FULL
COLOR**



	Front strip	Back strip
The Frankfort Station	\$390	\$340
The Homer Horizon	\$330	\$285
The Lockport Legend	\$390	\$340
The Mokena Messenger	\$330	\$285
The New Lenox Patriot	\$390	\$340
The Orland Park Prairie	\$515	\$445
The Tinley Junction	\$515	\$445

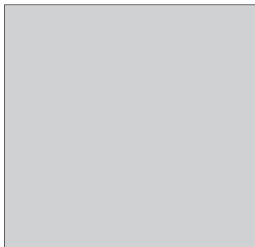
RATES / NORTH SHORE PUBLICATIONS

**COLOR RATES
ADDITIONAL
20%**

	Open	6x	12x	26x	52x
The Glencoe Anchor (3,148)	\$14	\$13	\$12	\$11	\$9
The Glenview Lantern (14,949)	\$31	\$30	\$28.50	\$26.50	\$24
The Highland Park Landmark (12,024)	\$31	\$30	\$28.50	\$26.50	\$24
The Lake Forest Leader (13,083)	\$31	\$30	\$28.50	\$26.50	\$24
The Northbrook Tower (14,036)	\$31	\$30	\$28.50	\$26.50	\$24
The Wilmette Beacon (10,904)	\$23	\$21.50	\$19.50	\$17.50	\$16
The Winnetka Current (6,675)	\$21	\$18	\$16	\$14.50	\$13
ALL NORTH SHORE (74,819)	\$159.35	\$151.13	\$141.55	\$130.63	\$117.50

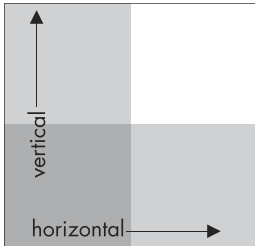
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6X10



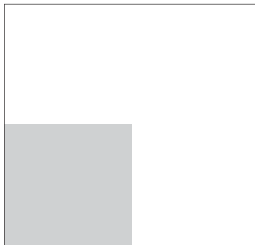
	Open	6x	12x	26x	52x
The Glencoe Anchor	\$840	\$780	\$720	\$660	\$540
The Glenview Lantern	\$1,860	\$1,440	\$1,350	\$1,260	\$1,080
The Highland Park Landmark	\$1,860	\$1,800	\$1,710	\$1,590	\$1,440
The Lake Forest Leader	\$1,860	\$1,800	\$1,710	\$1,590	\$1,440
The Northbrook Tower	\$1,860	\$1,800	\$1,710	\$1,590	\$1,440
The Wilmette Beacon	\$1,380	\$1,290	\$1,170	\$1,050	\$960
The Winnetka Current	\$1,260	\$1,080	\$960	\$870	\$780
ALL NORTH SHORE	\$9,561.00	\$9,067.50	\$8,493	\$7,837.50	\$7,050

3x10 or 6x5



	Open	6x	12x	26x	52x
The Glencoe Anchor	\$420	\$390	\$360	\$330	\$270
The Glenview Lantern	\$930	\$900	\$855	\$795	\$720
The Highland Park Landmark	\$930	\$900	\$855	\$795	\$720
The Lake Forest Leader	\$930	\$900	\$855	\$795	\$720
The Northbrook Tower	\$930	\$900	\$855	\$795	\$720
The Wilmette Beacon	\$690	\$645	\$585	\$525	\$480
The Winnetka Current	\$630	\$540	\$480	\$435	\$390
ALL NORTH SHORE	\$4,780.50	\$4,533.75	\$4,246.50	\$3,918.75	\$3,525

3x5



	Open	6x	12x	26x	52x
The Glencoe Anchor	\$210	\$195	\$180	\$165	\$135
The Glenview Lantern	\$465	\$450	\$427.50	\$397.50	\$360
The Highland Park Landmark	\$465	\$450	\$427.50	\$397.50	\$360
The Lake Forest Leader	\$465	\$450	\$427.50	\$397.50	\$360
The Northbrook Tower	\$465	\$450	\$427.50	\$397.50	\$360
The Wilmette Beacon	\$345	\$322.50	\$292.50	\$262.50	\$240
The Winnetka Current	\$315	\$270	\$240	\$217.50	\$195
ALL NORTH SHORE	\$2,390.25	\$2,266.75	\$2,123.25	\$1,959.75	\$1,762.50



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**STRIP
AD SIZE:
10.39"x2"**

**FULL
COLOR**



	Front strip	Back strip
The Glencoe Anchor	\$250	\$235
The Glenview Lantern	\$700	\$650
The Highland Park Landmark	\$500	\$450
The Lake Forest Leader	\$500	\$450
The Northbrook Tower	\$700	\$650
The Wilmette Beacon	\$465	\$425
The Winnetka Current	\$390	\$350

2016 SOUTHWEST SPECIAL SECTION CALENDAR

DEADLINES & PUBLICATION DATES

Q1

Q2

Q3

Q4

JANUARY

Healthy Living

PUBLISH DATE: JAN. 7

- Space reservation deadline: Dec. 9, 2015
- Advertorial due: Noon, Dec. 9, 2015
- Ad approval deadline: Dec. 16, 2015

MARCH

✂ Cutting Values

PUBLISH DATE: MAR. 3

- Space reservation deadline: Feb. 5
- Ad approval deadline: Feb. 12

Active Aging

PUBLISH DATE: MAR. 17

- Space reservation deadline: Mar. 2
- Advertorial due: Noon, Mar. 2
- Ad approval deadline: Mar. 9

APRIL

Southwest Choice Awards

PUBLISH DATE: APR. 7

- Space reservation deadline: Mar. 23
- Ad approval deadline: Mar. 30

Home & Garden

PUBLISH DATE: APR. 14

- Space reservation deadline: Mar. 30
- Advertorial due: Noon, Mar. 30
- Ad approval deadline: Apr. 6

Sell Your Home

PUBLISH DATE: APR. 28

- Space reservation deadline: Apr. 8
- Ad approval deadline: Apr. 15

MAY

Lady: A Womens Guide

PUBLISH DATE: MAY 5

- Space reservation deadline: Apr. 20
- Advertorial due: Noon, Apr. 20
- Ad approval deadline: Apr. 27

Summer Fun Guide

PUBLISH DATE: MAY 19

- Space reservation deadline: May 4
- Advertorial due: Noon, May 4
- Ad approval deadline: May 11

JUNE

✂ Cutting Values

PUBLISH DATE: JUNE 9

- Space reservation deadline: May 13
- Ad approval deadline: May 20

JULY

Summer Service Index

PUBLISH DATE: JULY 7

- Space reservation deadline: June 17
- Ad approval deadline: June 22

AUGUST

✂ Cutting Values

PUBLISH DATE: AUG. 4

- Space reservation deadline: July 8
- Ad approval deadline: July 15

Education Guide

PUBLISH DATE: AUG. 11

- Space reservation deadline: July 27
- Advertorial due: Noon, July 27
- Ad approval deadline: Aug. 3

SEPTEMBER

Home Improvement

PUBLISH DATE: SEP. 8

- Space reservation deadline: Aug. 24
- Advertorial due: Noon, Aug. 24
- Ad approval deadline: Aug. 31

Home Buyers Guide

PUBLISH DATE: SEP. 22

- Space reservation deadline: Sep. 2
- Ad approval deadline: Sep. 9

OCTOBER

✂ Cutting Values

PUBLISH DATE: OCT. 6

- Space reservation deadline: Sep. 9
- Ad approval deadline: Sep. 16

Active Aging

PUBLISH DATE: OCT. 20

- Space reservation deadline: Oct. 5
- Advertorial due: Noon, Oct. 5
- Ad approval deadline: Oct. 12

NOVEMBER

Holiday Guide

PUBLISH DATE: NOV. 24

- Space reservation deadline: Nov. 9
- Advertorial due: Noon, Nov. 9
- Ad approval deadline: Nov. 16

DECEMBER

Education Guide

PUBLISH DATE: DEC. 8

- Space reservation deadline: Nov. 23
- Advertorial due: Noon, Nov. 23
- Ad approval deadline: Nov. 30

CONTACT YOUR SALES DIRECTOR FOR SECTION RATES

- Sign a commitment for 3 special sections and save 15% off all 3 sections
- Sign a commitment for 5 special sections and save 20% off all 5 sections

** Discount is contingent on running all signed special sections. Price may be pro-rated if the agreement is not kept.*

2016 NORTH SHORE SPECIAL SECTION CALENDAR

DEADLINES & PUBLICATION DATES

Q1

Q2

Q3

Q4

JANUARY

Private School Guide

PUBLISH DATE: JAN. 21

- Space reservation deadline: Jan. 6
- Advertorial due: Noon, Jan. 6
- Ad approval deadline: Jan. 13

FEBRUARY

Camp Guide: Part 1

PUBLISH DATE: FEB. 25

- Space reservation deadline: Feb. 10
- Ad approval deadline: Feb. 17

MARCH

Camp Guide: Part 2

PUBLISH DATE: MAR. 10

- Space reservation deadline: Feb. 24
- Advertorial due: Noon, Feb. 24
- Ad approval deadline: Mar. 2

Active Aging

PUBLISH DATE: MAR. 24

- Space reservation deadline: Mar. 9
- Advertorial due: Noon, Mar. 9
- Ad approval deadline: Mar. 16

APRIL

Party Time Guide

PUBLISH DATE: APR. 7

- Space reservation deadline: Mar. 23
- Ad approval deadline: Mar. 30

MAY

Summer Fun Guide

PUBLISH DATE: MAY 19

- Space reservation deadline: May 4
- Advertorial due: Noon, May 4
- Ad approval deadline: May 11

JUNE

Savor - Food & Wine Guide

PUBLISH DATE: JUNE 2

- Space reservation deadline: May 18
- Advertorial due: Noon, May 18
- Ad approval deadline: May 25

AUGUST

Private School Guide

PUBLISH DATE: AUG. 11

- Space reservation deadline: July 27
- Advertorial due: Noon, July 27
- Ad approval deadline: Aug. 3

SEPTEMBER

Home Improvement

PUBLISH DATE: SEP. 8

- Space reservation deadline: Aug. 24
- Advertorial due: Noon, Aug. 24
- Ad approval deadline: Aug. 31

OCTOBER

Active Aging

PUBLISH DATE: OCT. 20

- Space reservation deadline: Oct. 5
- Advertorial due: Noon, Oct. 5
- Ad approval deadline: Oct. 12

NOVEMBER

Holiday Guide: Zone A

PUBLISH DATE: NOV. 10

- Space reservation deadline: Oct. 26
- Advertorial due: Noon, Oct. 26
- Ad approval deadline: Nov. 2

Holiday Guide: Zone B & C

PUBLISH DATE: NOV. 24

- Space reservation deadline: Nov. 9
- Advertorial due: Noon, Nov. 9
- Ad approval deadline: Nov. 16

CONTACT YOUR SALES DIRECTOR FOR SECTION RATES

- Sign a commitment for 3 special sections and save 15% off all 3 sections
- Sign a commitment for 5 special sections and save 20% off all 5 sections

** Discount is contingent on running all signed special sections. Price may be pro-rated if the agreement is not kept.*

22nd Century Media, LLC

ORLAND PARK OFFICE
phone: 708.326.9170 • fax: 708.326.9179

NORTHBROOK OFFICE
phone: 847.272.4565 • fax: 847.272.4648

PRE-PRINT INSERT RATES

WEIGHT (oz.)	OPEN RATE	12 TIME COMMITMENT	26 TIME COMMITMENT	52 TIME COMMITMENT
.3 and less	\$39.50	\$35.55	\$33.58	\$31.60
.4	\$42.50	\$38.25	\$36.13	\$34
.5	\$46.25	\$41.63	\$39.31	\$37
.6	\$49.50	\$44.55	\$42.08	\$39.60
.7	\$53	\$47.70	\$45.05	\$42.40
.8	\$56	\$50.40	\$47.60	\$44.80
.9	\$59.75	\$53.78	\$50.79	\$47.80
1.0	\$63.50	\$57.15	\$53.98	\$50.80

All Pre-Printed Materials must be delivered to:

**8 Dearborn Square
Kankakee, IL 60901**

Orland Park and Tinley Park inserts need to go to:

**601 West 45th Street
Munster, IN 46321**

IMPORTANT:

All materials must deliver by the Friday before publication, at the latest.

*All inserts are billed per thousand at actual weight. Rates for inserts over 1.0 oz. are available upon request.

Print & Insert Rates | 8.5x11

70# GLOSS COATED or 75# UNCOATED

Quantity (thousands only)	Price/M
5,000 - 9,000	\$115
10,000 - 19,000	\$94
20,000 - 39,000	\$81
40,000 - 59,000	\$75
60,000 - 99,000	\$72.50
100,000 - 149,000	\$70
150,000 & Up	\$65

IMPORTANT:

All 22nd Century Media printed inserts need to be purchased 10 business days prior to publication.

BLEEDS add \$7.00/M

PERFORATION add \$7.00/M

FOLDING add \$7.00/M

**4 Color on both sides
Print & Deliver**

DEADLINE:
10 business days prior to insertion

Postal Route Targeted Inserts

- Inserts with tailored or zoned circulation must be communicated 5 business days in advance
- 5,000 piece minimum order with zoned inserts

*Must be single ad copy per purchase

Sticky Note Rates



Quantity (thousands only)	Price/M
10,000 - 20,000	\$79
21,000 - 30,000	\$64
31,000 - 50,000	\$60
51,000 - 70,000	\$58
71,000 - 99,000	\$56
100,000 or more	\$50

*Must be single ad copy per purchase

TRIM AREA (w x h)
2.625" x 3"

The actual size of your Sticky Note once it is trimmed.

BLEED AREA (w x h)
2.755" x 3.125"

(0.0625 inch on each side. Do not include important information in this area. It will be trimmed.)

SAFETY AREA (w x h)
2.505" x 2.875"

(0.0625 inch on each side. Keep all important information inside this area to ensure it doesn't get trimmed by mistake.)

Ask your Sales Director for a Sticky Note template.

Interested in printing a postcard, magazine or tab?
Ask your Sales Director for a price quote.

CHICAGOLY



RATES, DATES & CIRCULATION

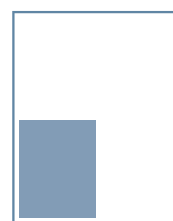


Advertisers in *Chicagoly Magazine* can reach more than 60,000 homes in Chicago's most affluent areas through a thought-provoking magazine with superior staying power thanks to its story-driven copy and top-line aesthetics.

Ad Size	OPEN	4X
¼ page	1,660	1,440
⅓ page	2,130	1,920
½ page	2,900	2,610
⅔ page	3,500	3,150
Full page	4,000	3,600
Full page spread (2 pages)	6,500	5,850

Ad Sizes & Specifications.

All sizes listed in inches (width x height).
Magazine size: 8 ¾" x 10 ⅞"



¼ PAGE AD
3.4" x 4.8"

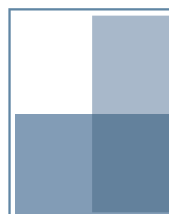


⅓ PAGE ADS
Horizontal: 7" x 3.1"
Vertical: 2.2" x 9.8"

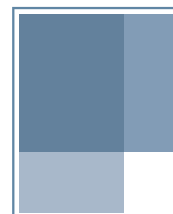
PREMIUM POSITIONS

Ad Size	Flat Rate
Inside Front Cover Spread (2 pages)	6,495
Inside Back Cover	4,595
Back Cover	6,195

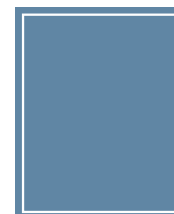
All rates gross and subject to change. Contact your sales representative for more information. Non-profits receive a 15% discount.



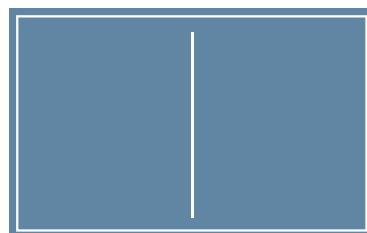
½ PAGE ADS
Horizontal: 7" x 4.8"
Vertical: 3.4" x 9.8"



⅔ PAGE ADS
Horizontal: 4.6" x 9.8"
Vertical: 2.2" x 9.8"



FULL PAGE
Bleed: 8.625" x 11.125"
Trim: 8.375" x 10.875"
Safety: 7.875" x 10.375"



FULL SPREAD
Bleed: 17" x 11.125"
Trim: 16.75" x 10.875"
Safety: 16.25" x 10.375"

2016 / 2017 Publication Dates.

ISSUE	SPACE CLOSE	AD DEADLINE	PUBLISHED
Spring 2016	12.11.15	12.30.15	02.04.16
Summer 2016	03.11.16	03.25.16	04.21.16
Fall 2016	07.22.16	08.05.16	09.01.16
Winter 2016 / 2017	10.07.16	10.21.16	11.17.16
Spring 2017	01.20.17	02.03.17	03.02.17

All dates subject to change. Contact your sales representative for more information.

22nd Century Media, LLC

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NORTHBROOK OFFICE
phone: 847.272.4565 • fax: 847.272.4648

EVENT SPONSORSHIP OPPORTUNITIES

CONTACT YOUR SALES DIRECTOR FOR MORE DETAILS

Southwest Events

Southwest Choice Awards*

MARCH 23 • 5pm - 8pm

Tinley Park Convention Center - Sponsors Only

Readers will be choosing their favorites in more than 100 categories this March. Ballot ads are available and winners will celebrate at a cocktail party.

Lady - A Women's Expo

MAY 7 • 9am - 2pm

Tinley Park Convention Center

This one-day event, which drew more than 1,700 women in 2014, will feature dozens of booths offering everything a woman needs - health tips and screenings, fashion and beauty, food, home décor, shopping and more. The event will also feature a "man cave" area for men to relax while the women in their lives are pampered and celebrated at this expo.

Back on the Bus - A Back-to-School Expo

AUGUST 13 • 9am - 2pm

Tinley Park Convention Center

This family friendly expo is one that will have fun for all ages. From children's entertainment venues and performers to doctors and dentists to help prepare for the return to school, this expo is a one-stop shop for saying farewell to summer and hello to a new school year. The expo will feature a back-to-school fashion show featuring local retailers and children, as well as other children entertainers and cooking demonstrations.

Active Aging - An Expo for Ages 50+

OCTOBER 22 • 9am - 2pm

Tinley Park Convention Center

This expo will offer everything seniors and baby boomers need to know about health and wellness, fitness, financial planning, shopping and entertainment, assisted living, real estate, travel and more. The event will feature an entertainment lineup that will include music, informational speakers and cooking demonstrations.

- 22CM Job Fair - Sept. 20
- Princess and Superhero Party - Nov. 5

Sponsorships and vendor tables available at all events.

SPONSORSHIP BENEFITS | Booth space at event, ads in 22nd Century Media publications, category exclusivity (top-level only), inclusion in event advertisements (outdoor, social media, etc.), possible opportunities for stage demonstration/seminars, branding opportunities

■ VENDOR BOOTH OPPORTUNITIES ALSO AVAILABLE.

*NEW EVENT FOR 2016

North Shore Events

Camp Expo

FEBRUARY 27 • 11am - 3pm

Recreation Center of Highland Park, Highland Park

This event will offer camps from across the Midwest region a chance to meet potential camp attendees and for local businesses to connect with camping families. The event will feature vendor booths, as well as food and beverages.

It's Party Time! - An Expo for Every Occasion*

APRIL 10 • 11am - 3pm

Renaissance Chicago North Shore Hotel, Northbrook

This expo will be a one-stop shop for those planning special occasions - bar and bat mitzvahs, weddings, birthdays and more!

Savor Food & Wine Fest*

JUNE 5 • 12pm - 5pm

Armour House at Lake Forest Academy

This inaugural North Shore food and wine festival will feature the best of what Chicago and the North Shore have to offer for dining. The ticketed event will feature restaurant's best bites, wine and craft beer tastings, music, entertainment, cooking demonstrations, cookbook signings, vendor booths and more. This event will be held at The Armour House Mansion and Gardens at Lake Forest Academy.

Active Aging - An Expo for Ages 50+

OCTOBER 15 • 9am - 2pm

Northbrook Hilton

This expo will offer everything seniors and baby boomers need to know about health and wellness, fitness, financial planning, shopping and entertainment, assisted living, real estate, travel and more. The event will feature an entertainment lineup that will include music, informational speakers and cooking demonstrations.

- Princess and Superhero Party - Nov. 6
- Winter Market - Dec. 1

Sponsorships and vendor tables available at all events.




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DIGITAL OPPORTUNITIES

	187,945 UNIQUE DIGITAL VISITORS IN CHICAGO'S SOUTHWEST SUBURBS IN 2015
	178,978 UNIQUE DIGITAL VISITORS IN CHICAGO'S NORTH SHORE SUBURBS IN 2015

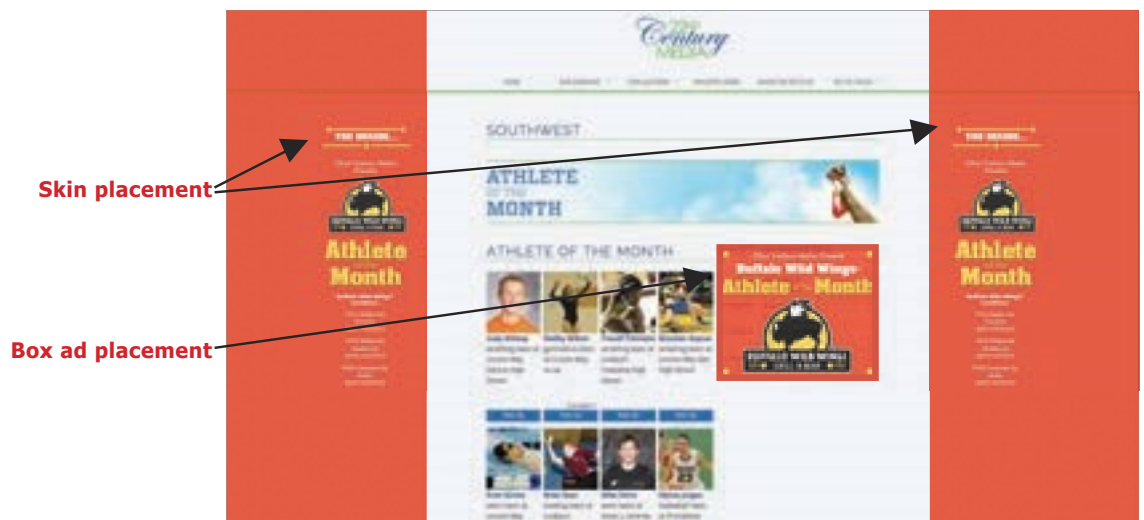
WEB PAGE TAKE-OVER

Exclusive web page take-overs using ideal reader engaged ad placements optimizes online exposure.



MONTHLY CONTEST SPONSORSHIP

Readers vote online for their favorite athletes, baby photos, pets, etc., and results are published in print; offering full integration of the media platform for sponsors and advertisers.



DIMENSIONS *width x height*

- Provide one left and one right image at 465 x 1200px
- Keep specific information in 145 x 765px safe area
- Box ad dimensions: 300 x 250px

WEEKLY RATES

Cost per page: **\$200**
 All Southwest Sites: **\$1,000**
 All North Shore Sites: **\$800**
 All 22nd Century Media Sites: **\$1,600**



*Final copy must be approved by Noon on the Tuesday prior to going online.
 New ads updated or placed online every Wednesday.*

ARTWORK SUBMISSION GUIDELINES

CAMERA-READY ADS & ARTWORK

- **PDF file format**, vector PDF preferred (see IN-HOUSE SOFTWARE below for other acceptable file formats)
- **CMYK** or **Grayscale** color mode
- **Black text and images** should use 100% black instead of 4-color black
- **Sized to the correct dimensions**
- **Font size of at least 7pt**; heavier (bold) styles used for reverse type, or a 0.003" stroke applied to fonts that do not have a bold version
- **All fonts embedded or outlined** before saving and submitting the file
- **All images linked correctly** (linked files must be included with InDesign/Illustrator file submissions)
- **Line widths must be 0.5pt or heavier** (at least 1pt if line is reversed out)
- **Photos:** Must be high resolution jpeg files (at least 300dpi); minimum dot percentage in a CMYK photo must be 3% or higher
- **Gradients:** Minimum dot percentage of 3% or higher
- **Drop Shadows:** Must be bold and at least 0.02" for trapping purposes
- **Trapping:** Minimum trap size of 0.01"

HOW TO SUBMIT FILES

- **E-mail:** Artwork can be sent to your Advertising Director
- **FTP, DropBox.com or WeTransfer.com:** Please consult your Advertising Director

If e-mailing native file, including fonts and linked images, be sure to compress into one folder using compression software (Stuff it, Winzip or WinRAR)

PROOFING OPTIONS

- **PDF:** Can be delivered through e-mail, but will not produce accurate color representation due to variances in computer monitor settings
- **Color Laser Print:** Can be delivered in person, but will not produce accurate color representation due to differences in ink and paper type

IN-HOUSE SOFTWARE - MAC-BASED

- Illustrator CS5.5
- InDesign CS5.5
- Photoshop CS5.5
- Acrobat

Native files of the above applications, as well as older versions of these applications, are acceptable file formats for submissions. Permission from original creator to alter native files is required.

 We CANNOT print Pantone (PMS) spot colors. All spot colors must be converted to CMYK color mode before files are submitted for design and/or print.

COLUMN DIMENSIONS (inches)

1 column – 1.5928 in.

2 columns – 3.3522 in.

3 columns – 5.1117 in.

4 columns – 6.8711 in.

5 columns – 8.625 in.

6 columns – 10.39 in.

Full Page – 10.39x10 in.