



2017 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: **70,629**

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

Owner occupied units: **75.57%**

CHICAGO SOUTHWEST SUBURBS

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

Circulation: **88,208**

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

Owner occupied units: **80.09%**

MALIBU, CA

Los Angeles County

Circulation: **8,688**

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

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

Owner occupied units: **70.68%**



CIRCULATION & COVERAGE

Chicago's Southwest Suburbs

Chicago's Southwest Suburbs					22 nd Century Media	
Zip	Households	Business Count	Total Addresses	Location	Circ	Cov %
60423	11,047	913	11,960	Frankfort	9,593	80.21%
60462	16,278	1,361	17,639	Orland Park	13,566	76.91%
60467	9,734	588	10,322	Orland Park	8,851	85.75%
60491	7,937	402	8,339	Homer Glen	6,766	81.14%
				OP R001 & R003	1,041	
60448	8,853	973	9,826	Mokena	8,342	84.90%
60451	12,060	867	12,927	New Lenox	10,595	81.96%
60477	15,933	857	16,790	Tinley Park	12,516	74.54%
60487	9,054	347	9,401	Tinley Park	6,598	70.18%
60441	12,346	586	12,932	Lockport	10,340	79.96%
TOTALS	103,242	6,894	110,136		88,208	80.09%

Chicago's North Shore Suburbs

Chicago's North Shore Suburbs					22 nd Century Media	
Zip	Households	Business Count	Total Addresses	Location	Circ	Cov %
60022	2,999	150	3,149	Glencoe	2,962	94.06%
60025	15,720	1,119	16,839	Glenview	12,072	71.69%
60026	5,659	507	6,166	Glenview	4,110	66.66%
60035	11,957	1,171	13,128	Highland Park	9,542	72.68%
60040	1,821	166	1,987	Highwood	429	21.59%
60044	4,073	546	4,619	Lake Bluff	3,414	73.91%
60045	7,891	718	8,609	Lake Forest	7,233	84.02%
60062	16,508	2,279	18,787	Northbrook	14,658	78.02%
60091	10,249	682	10,931	Wilmette	8,952	81.90%
60043	830	58	888	Kenilworth	816	91.89%
60093	7,341	1,018	8,359	Winnetka/Northfield	6,441	77.05%
TOTALS	85,048	8,414	93,462		70,629	75.57%

Total number of households and circulation numbers are based on postal records from November 2016. Additional information and Certified Audit of Circulation are available upon request.

CIRCULATION & DEMOGRAPHICS



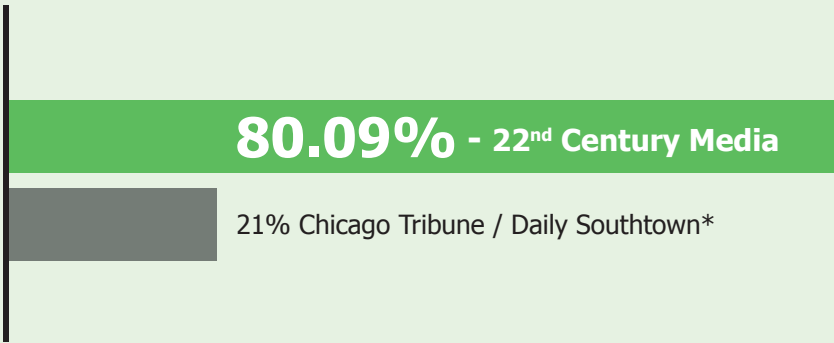
22ND CENTURY MEDIA PUBLICATIONS ARE REQUESTED PERIODICALS BY THE READERS. ALL PUBLICATIONS ARE MAILED THROUGH THE U.S. POSTAL SERVICE.

COVERAGE PERCENTAGE OF TOTAL ADDRESSES

SOUTHWEST SUBURBS

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

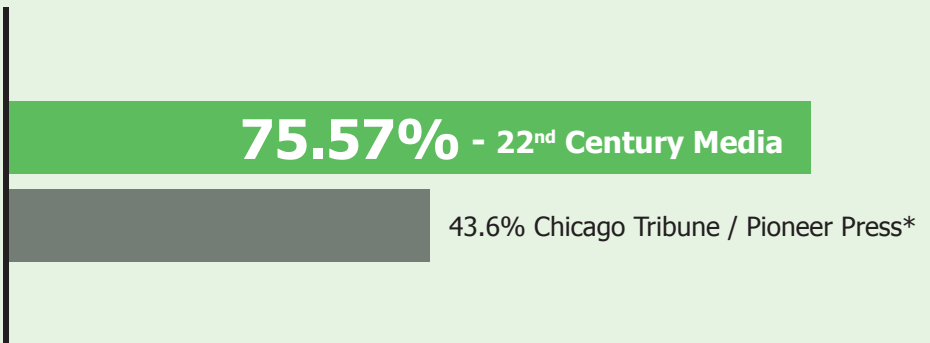
Rounded to nearest percentage of total addresses in Southwest suburb coverage area



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%**

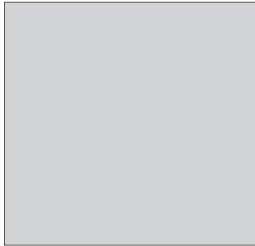
	Open	6x	12x	26x	52x
The Frankfort Station (9,593)	\$16	\$15	\$14	\$13	\$11.50
The Homer Horizon (7,807)	\$15	\$14	\$13	\$12	\$10.50
The Lockport Legend (10,340)	\$18	\$17	\$16	\$15	\$13.50
The Mokena Messenger (8,342)	\$15	\$14	\$13	\$12	\$10.50
The New Lenox Patriot (10,595)	\$18	\$17	\$16	\$15	\$13.50
The Orland Park Prairie (22,417)	\$25.75	\$24.75	\$23.50	\$22.50	\$20.50
The Tinley Junction (19,114)	\$23.50	\$22	\$21	\$20.50	\$18.50
ALL SOUTHWEST (88,208)	\$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

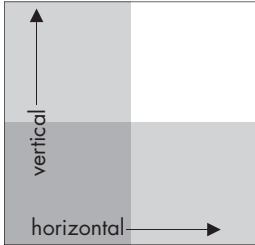
The Frankfort Station	\$480	\$450	\$420	\$390	\$345
The Homer Horizon	\$450	\$420	\$390	\$360	\$315
The Lockport Legend	\$540	\$509.85	\$480	\$450	\$405
The Mokena Messenger	\$450	\$420	\$390	\$360	\$315
The New Lenox Patriot	\$540	\$509.85	\$480	\$450	\$405
The Orland Park Prairie	\$772.50	\$742.50	\$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

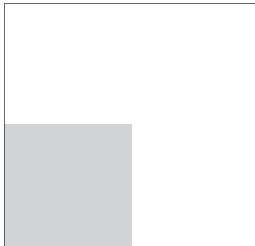
6 col. x 10"



3 col. x 10" or 6 col. x 5"



3 col. x 5"



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

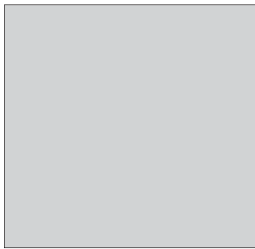
RATES / NORTH SHORE PUBLICATIONS

**COLOR RATES
ADDITIONAL
20%**

	Open	6x	12x	26x	52x
The Glencoe Anchor (2,962)	\$14	\$13	\$12	\$11	\$9
The Glenview Lantern (16,182)	\$31	\$30	\$28.50	\$26.50	\$24
The Highland Park Landmark (9,971)	\$31	\$30	\$28.50	\$26.50	\$24
The Lake Forest Leader (10,647)	\$31	\$30	\$28.50	\$26.50	\$24
The Northbrook Tower (14,658)	\$31	\$30	\$28.50	\$26.50	\$24
The Wilmette Beacon (9,768)	\$23	\$21.50	\$19.50	\$17.50	\$16
The Winnetka Current (6,441)	\$21	\$18	\$16	\$14.50	\$13
ALL NORTH SHORE (70,629)	\$159.35	\$151.13	\$141.55	\$130.63	\$117.50

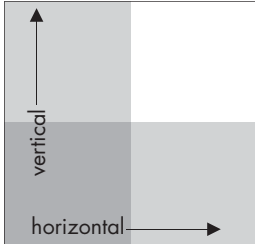
Circulation numbers are based on postal records from November 2015. Additional information and Certified Audit of Circulation are available upon request.

6 col. x 9.86"



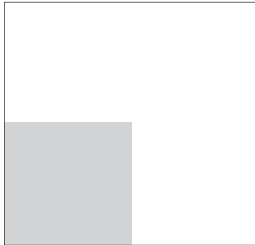
	Open	6x	12x	26x	52x
The Glencoe Anchor	\$840	\$780	\$720	\$660	\$540
The Glenview Lantern	\$1,860	\$1,440	\$1,350	\$1,260	\$1,080
The Highland Park Landmark	\$1,860	\$1,800	\$1,710	\$1,590	\$1,440
The Lake Forest Leader	\$1,860	\$1,800	\$1,710	\$1,590	\$1,440
The Northbrook Tower	\$1,860	\$1,800	\$1,710	\$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

3 col. x 9.86" or 6 col. x 4.85"



	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

3 col. x 4.85"



	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



DEADLINES

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**STRIP
AD SIZE:
9.76" x 2"**

**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

2017 SOUTHWEST SPECIAL SECTION CALENDAR

DEADLINES & PUBLICATION DATES

Q1

Q2

Q3

Q4

CHAMBER
PRODUCT

JANUARY

Healthy Living

PUBLISH DATE: JAN. 12

- Space reservation deadline: Dec. 14, 2016
- Advertorial due: Noon, Dec. 14, 2016
- Ad approval deadline: Dec. 21, 2016

FEBRUARY

■ Mokena Chamber Guide

PUBLISH DATE: FEB. 23

- Space reservation deadline: Dec. 16
- Ad approval deadline: Jan. 24

Southwest Service Index

PUBLISH DATE: FEB. 23

- Space reservation deadline: Feb. 3
- Ad approval deadline: Feb. 9

MARCH

✂ Cutting Values

PUBLISH DATE: MAR. 2

- Space reservation deadline: Feb. 3
- Ad approval deadline: Feb. 9

■ Tinley Chamber Guide

PUBLISH DATE: MAR. 16

- Space reservation deadline: Jan. 13
- Ad approval deadline: Feb. 14

Active Aging

PUBLISH DATE: MAR. 16

- Space reservation deadline: Mar. 1
- Advertorial due: Noon, Mar. 1
- Ad approval deadline: Mar. 7

■ Frankfort Chamber Guide

PUBLISH DATE: MAR. 23

- Space reservation deadline: Jan. 20
- Ad approval deadline: Feb. 21

Southwest Choice Awards

PUBLISH DATE: MAR. 30

- Space reservation deadline: Mar. 15
- Ad approval deadline: Mar. 21

APRIL

Home & Garden

PUBLISH DATE: APR. 13

- Space reservation deadline: Mar. 29
- Advertorial due: Noon, Mar. 29
- Ad approval deadline: Apr. 4

Sell Your Home

PUBLISH DATE: APR. 20

- Space reservation deadline: Mar. 29
- Ad approval deadline: Apr. 7

Lady: A Women's Guide

PUBLISH DATE: APR. 27

- Space reservation deadline: Apr. 12
- Advertorial due: Noon, Apr. 12
- Ad approval deadline: Apr. 18

MAY

Summer Fun Guide

PUBLISH DATE: MAY 18

- Space reservation deadline: May 3
- Advertorial due: Noon, May 3
- Ad approval deadline: May 9

JUNE

✂ Cutting Values

PUBLISH DATE: JUNE 8

- Space reservation deadline: May 12
- Ad approval deadline: May 19

AUGUST

✂ Cutting Values

PUBLISH DATE: AUG. 3

- Space reservation deadline: July 7
- Ad approval deadline: July 14

■ Orland Chamber Guide

PUBLISH DATE: AUG. 10

- Space reservation deadline: June 9
- Ad approval deadline: July 11

Education Guide

PUBLISH DATE: AUG. 10

- Space reservation deadline: July 26
- Advertorial due: Noon, July 26
- Ad approval deadline: Aug. 1

SEPTEMBER

Home Improvement

PUBLISH DATE: SEP. 7

- Space reservation deadline: Aug. 23
- Advertorial due: Noon, Aug. 23
- Ad approval deadline: Aug. 29

Home Buyers Guide

PUBLISH DATE: SEP. 21

- Space reservation deadline: Aug. 25
- Ad approval deadline: Sep. 1

OCTOBER

✂ Cutting Values

PUBLISH DATE: OCT. 5

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

Active Aging

PUBLISH DATE: OCT. 19

- Space reservation deadline: Oct. 4
- Advertorial due: Noon, Oct. 4
- Ad approval deadline: Oct. 10

NOVEMBER

Holiday Guide

PUBLISH DATE: NOV. 22

- Space reservation deadline: Nov. 8
- Advertorial due: Noon, Nov. 8
- Ad approval deadline: Nov. 14

DECEMBER

Education Guide

PUBLISH DATE: DEC. 7

- Space reservation deadline: Nov. 22
- Advertorial due: Noon, Nov. 22
- Ad approval deadline: Nov. 28

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.
Excludes chamber products.*

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

2017 NORTH SHORE SPECIAL SECTION CALENDAR

DEADLINES & PUBLICATION DATES

Q1

Q2

Q3

Q4

CHAMBER
PRODUCT

JANUARY

Private School Guide

PUBLISH DATE: JAN. 19

- Space reservation deadline: Jan. 4
- Advertorial due: Noon, Jan. 4
- Ad approval deadline: Jan. 10

FEBRUARY

Camp Guide: Part 1

PUBLISH DATE: FEB. 23

- Space reservation deadline: Feb. 8
- Ad approval deadline: Feb. 14

MARCH

Camp Guide: Part 2

PUBLISH DATE: MAR. 9

- Space reservation deadline: Feb. 22
- Advertorial due: Noon, Feb. 22
- Ad approval deadline: Feb. 28

Active Aging

PUBLISH DATE: MAR. 23

- Space reservation deadline: Mar. 8
- Advertorial due: Noon, Mar. 8
- Ad approval deadline: Mar. 14

APRIL

North Shore Choice Awards

PUBLISH DATE: APR. 6

- Space reservation deadline: Mar. 22
- Ad approval deadline: Mar. 28

Highwood Chamber Guide

PUBLISH DATE: APR. 13

- Space reservation deadline: Feb. 10
- Ad approval deadline: Mar. 14

MAY

Wilmette Chamber Guide

PUBLISH DATE: MAY 11

- Space reservation deadline: Mar. 10
- Ad approval deadline: Apr. 11

Summer Fun Guide

PUBLISH DATE: MAY 25

- Space reservation deadline: May 10
- Advertorial due: Noon, May 10
- Ad approval deadline: May 16

JUNE

Northbrook Chamber Guide

PUBLISH DATE: JUNE 1

- Space reservation deadline: Mar. 31
- Ad approval deadline: May 2

JULY

Glenview Chamber Guide

PUBLISH DATE: JULY 6

- Space reservation deadline: May 5
- Ad approval deadline: June 7

AUGUST

Private School Guide

PUBLISH DATE: AUG. 10

- Space reservation deadline: July 26
- Advertorial due: Noon, July 26
- Ad approval deadline: Aug. 1

SEPTEMBER

Savor - Food & Wine Guide

PUBLISH DATE: SEP. 7

- Space reservation deadline: Aug. 23
- Advertorial due: Noon, Aug. 23
- Ad approval deadline: Aug. 29

OCTOBER

Active Aging

PUBLISH DATE: OCT. 12

- Space reservation deadline: Sep. 27
- Advertorial due: Noon, Sep. 27
- Ad approval deadline: Oct. 3

NOVEMBER

Holiday Guide: Zone A

PUBLISH DATE: NOV. 9

- Space reservation deadline: Oct. 25
- Advertorial due: Noon, Oct. 25
- Ad approval deadline: Oct. 31

Holiday Guide: Zone B & C

PUBLISH DATE: NOV. 22

- Space reservation deadline: Nov. 8
- Advertorial due: Noon, Nov. 8
- Ad approval deadline: Nov. 14

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*

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Excludes chamber products.*

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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

Southwest inserts delivered to:
Attn: 22nd Century Media
8 Dearborn Square
Kankakee, IL 60901

North Shore inserts delivered to:
Attn: 22nd Century Media
4101 B West Burnham Street
West Milwaukee, WI 53215

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)
3" x 3"

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

BLEED AREA (w x h)
3.25" x 3.25"

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

SAFETY AREA (w x h)
2.75" x 2.75"

(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.

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

CHICAGOLY



RATES, DATES & CIRCULATION

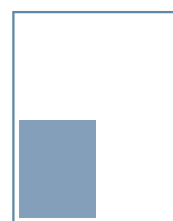


Advertisers in *Chicagoly Magazine* can reach more than 60,000 homes in Chicago's most affluent areas through a thought-provoking magazine with superior staying power thanks to its story-driven copy and top-line aesthetics.

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 ⅝" x 10 ⅞"



¼ PAGE AD
3.4" x 4.8"

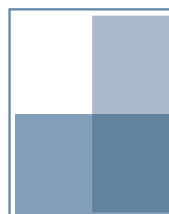


⅓ PAGE ADS
Horizontal: 7" x 3.1"
Vertical: 2.2" x 9.8"

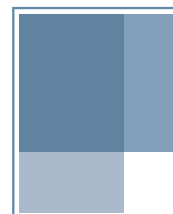
PREMIUM POSITIONS

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

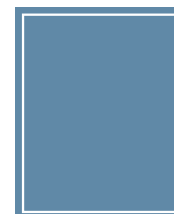
All rates gross and subject to change. Contact your sales representative for more information. Non-profits receive a 15% discount.



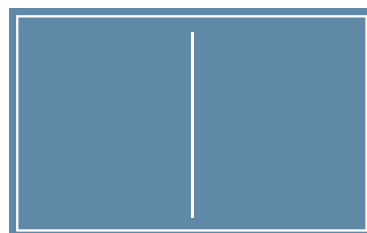
½ PAGE ADS
Horizontal: 7" x 4.8"
Vertical: 3.4" x 9.8"



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"

2017 / 2018 Publication Dates.

ISSUE	SPACE CLOSE	AD DEADLINE	PUBLISHED
Spring 2017	Jan 20, 2017	Feb 10, 2017	Mar 2, 2017
Summer 2017	Apr 21, 2017	May 12, 2017	Jun 1, 2017
Fall 2017	Jul 21, 2017	Aug 11, 2017	Aug 31, 2017
Winter 2017	Oct 6, 2017	Oct 27, 2017	Nov 16, 2017
Spring 2018	Jan 19, 2018	Feb 9, 2017	Mar 1, 2017

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

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

EVENT SPONSORSHIP OPPORTUNITIES

CONTACT YOUR SALES DIRECTOR FOR MORE DETAILS

Southwest Events



Healthy Living Expo*

JANUARY 14 • 9am - 1pm

Tinley Park Convention Center

This event will be the answer to getting the New Year's resolution off to a solid start by offering health screenings, fitness tips, healthy eating ideas and more to start off the New Year with a New You. The event will feature vendor booths as well as interactive activities for all ages to promote health and fitness.

Sponsorship deadline: November 16, 2017



Southwest Choice Awards

MARCH 15 • 5:30pm - 7:30pm

Tinley Park Convention Center – Sponsors Only

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

Sponsorship deadline: February 28, 2017



Lady - A Women's Expo

APRIL 29 • 9am - 1pm

Tinley Park Convention Center

This one-day event will feature dozens of booths offering everything a woman needs - health tips and screenings, fashion and beauty, food, home décor, shopping and more. This event features an all ages spring fashion show.

Sponsorship deadline: March 31, 2017



Active Aging - An Expo for Ages 50+

OCTOBER 21 • 9am - 1pm

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.

Sponsorship deadline: September 6, 2017

North Shore Events



Camp Expo

FEBRUARY 25 • 9am - 1pm

Sunset Ridge School (Northfield)

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 interactive activities for children and teens.

Sponsorship deadline: Jan 27, 2017



North Shore Choice Awards*

MARCH 22 • 5:30pm - 7:30pm

Winnetka Community House – Sponsors Only

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

Sponsorship deadline: February 28, 2017



Savor Food & Wine Fest

SEPTEMBER 10 • 12pm - 3pm

Winnetka Community House

Join 22nd Century Media for its second annual North Shore food and wine festival that 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.

Sponsorship deadline: August 4, 2017



Active Aging - An Expo for Ages 50+

OCTOBER 14 • 9am - 1pm

Hilton Chicago Northbrook

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.

Sponsorship deadline: August 30, 2017

SPONSORSHIP BENEFITS | Exclusive category sponsorship (Gold/Diamond ONLY), table space at the event, breakout session options, signage at the event, and inclusion in advertisements in 22CM publications, as well as social media posts.

CUSTOMIZED SPONSORSHIPS AVAILABLE
VENDOR BOOTHS AVAILABLE

***NEW EVENT FOR 2017**

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NORTHBROOK OFFICE
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DIGITAL OPPORTUNITIES

187,945 UNIQUE DIGITAL VISITORS IN CHICAGO'S SOUTHWEST SUBURBS IN 2016
178,978 UNIQUE DIGITAL VISITORS IN CHICAGO'S NORTH SHORE SUBURBS IN 2016

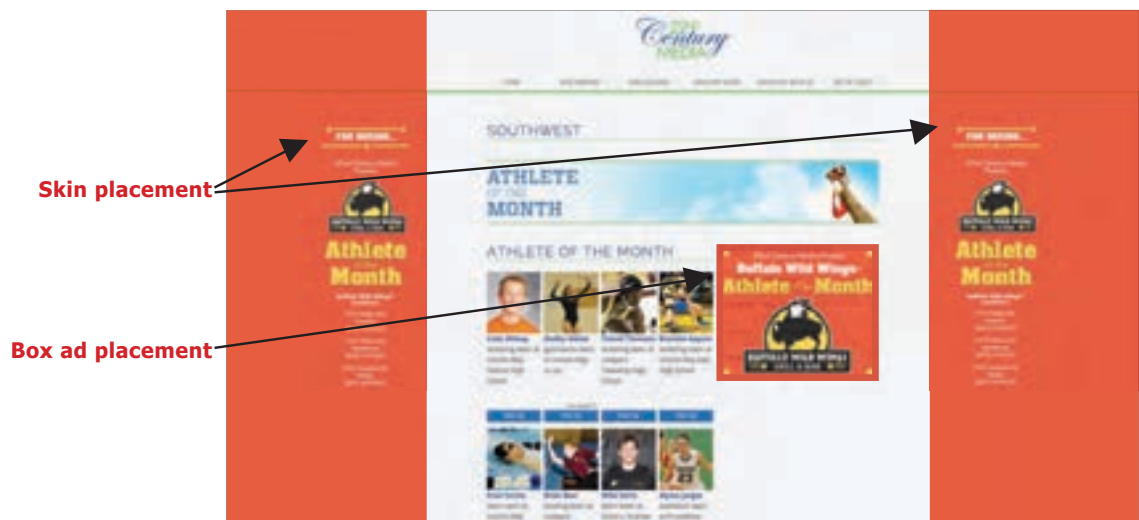
WEB PAGE TAKE-OVER

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: **\$1,000**
 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.*

NORTH SHORE 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 – 1.49 in.
- 2 columns – 3.14 in.
- 3 columns – 4.8 in.
- 4 columns – 6.45 in.
- 5 columns – 8.11 in.
- 6 columns – 9.76 in.

COMMON AD SIZES (inches)

- Full Page – 9.76" x 9.86"
- 1/2 page vertical – 4.8" x 9.86"
- 1/2 page horizontal – 9.76" x 4.85"
- 1/4 page – 4.8" x 4.85"
- 1/8 page – 4.8" x 2.34"
- Strip ad – 9.76" x 2"
- Double Truck – 20.14" x 10.25"

SOUTHWEST 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)

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

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COLUMN DIMENSIONS (inches)

- 1 column – 1.59 in.
- 2 columns – 3.35 in.
- 3 columns – 5.11 in.
- 4 columns – 6.87 in.
- 5 columns – 8.62 in.
- 6 columns – 10.39 in.

COMMON AD SIZES (inches)

- Full Page – 10.39" x 10"
- 1/2 page vertical – 5.11" x 10"
- 1/2 page horizontal – 10.39" x 5"
- 1/4 page – 5.11" x 5"
- 1/8 page – 5.11" x 2.375"
- Strip ad – 10.39" x 2"
- Double Truck – 21.38" x 10"

SPECIAL SECTION

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"

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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

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- **Color Laser Print:** Can be delivered in person, but will not produce accurate color representation due to differences in ink and paper type

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- 5 columns – 8.11 in.**
- 6 columns – 9.76 in.**

COMMON AD SIZES (inches)

- Full Page – 9.76" x 9.86"**
- 1/2 page vertical – 4.8" x 9.86"**
- 1/2 page horizontal – 9.76" x 4.85"**
- 1/4 page – 4.8" x 4.85"**
- 1/8 page – 4.8" x 2.34"**
- Strip ad – 9.76" x 2"**
- Double Truck – 20.14" x 10.25"**