

GAZETTE CHICAGO

A free, independent community newspaper since 1983.

MEDIA KIT

Condensed version.

Go to GazetteChicago.com for more details.

Effective date: January 1, 2024

Advertising Policies

FREQUENCY

Gazette Chicago is published on the first Friday of each month.

CLOSING DATES

Advertising space must be reserved by 5 p.m. on the Friday deadline date. All ads must be received at our office by 5 p.m. on the Friday deadline date.

AD CANCELLATION

If advertisers fail to produce copy in time to meet our production deadlines, they must pay for the space reserved. Advertisers who do not fulfill their frequency rate commission will be rebilled at the rate closest to actual use.

LABELING OF ADS

Any advertisement resembling editorial copy will, at the discretion of the publisher, be labeled as an ad. The word "advertisement" will be inserted in the ad.

PUBLISHERS RIGHTS

The publisher reserves the right to refuse any advertisement that in his opinion is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, or violates U.S. currency regulations.

ADVERTISING RIGHTS RESERVED

No advertisement in *Gazette Chicago* may be copied, reproduced, or transmitted by any means, including but not limited to, electronic and mechanical, without written permission of the publisher of *Gazette Chicago*.

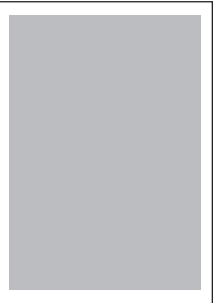
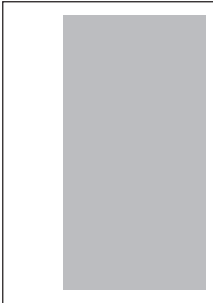
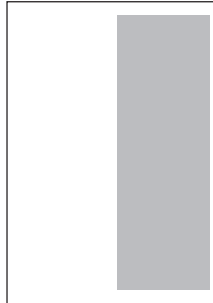

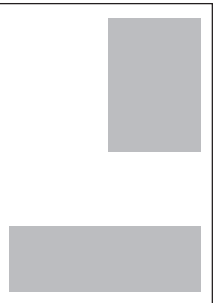
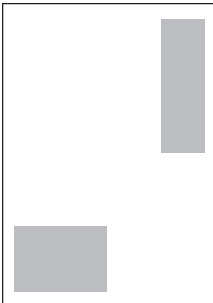
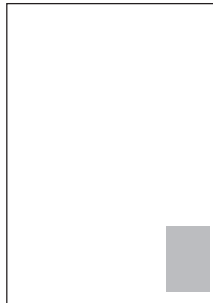

Display Advertising Rates*

Ad Size	Rate	10% Discount
Full	1,300.00	1,170.00
3/4	1,000.00	900.00
1/2	825.00	742.50
1/4	645.00	580.50
1/8	425.00	382.50
1/16	240.00	216.00
Business Card	125.00	-

Online Advertising

Banner \$200 790 x 98 pixels	Square \$150 300 x 300 Pixels	Horizontal \$75 300 x 140 Pixels
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* Advertising Agency discounts available.

<p>Full</p>  <p>8.75 x 12.5</p>	<p>Three-Quarter</p>  <p>6.5 x 12.5</p>	<p>Half Vertical</p>  <p>4.25 x 12.5 Vert.</p>	<p>Half Horizontal</p>  <p>8.75 x 6.125 Hor.</p>
<p>Quarter</p>  <p>4.25 x 6.125 Vert. 8.75 x 3 Hor.</p>	<p>Eighth</p>  <p>2 x 6.125 Vert. 4.25 x 3 Hor.</p>	<p>Sixteenth</p>  <p>2 x 3</p>	<p>Business Card</p>  <p>4.25 x 2 <i>Professional Services only</i></p>

- Accepted formats: PDF, JPG, AI (Adobe Illustrator).
- Specifications: 300 DPI, CMYK.
- 10% frequency discount applied after the fourth paid consecutive ad.
- 15% discount recognized advertising agencies on camera-ready material.
- Payment in advance required on first-time advertising buys.
- All checks must be made payable to *Gazette Chicago*. A 10% late fee may be added to all payments not received within 30 days of billing.

Place Your Ad Today

Contact

Julie Becker

Advertising Manager

CELL: 630-890-5967

Julie@GazetteChicago.com

Since 1983. "Award-winning news coverage that makes a difference."

Advertising Calendar – 2024

All deadlines on Friday, unless otherwise noted

Publication Date	Reservation and Materials Due
February 2	January 19
March 1 ⁽¹⁾	February 16
April 5 ⁽²⁾	March 22
May 3	April 19
June 7 ⁽³⁾	May 24
July 5 ⁽⁴⁾	June 21
August 2	July 19
September 6	August 23
October 4	September 20
November 1 ⁽⁵⁾	October 18
December 6 ⁽⁶⁾	November 22

Guides

¹MARCH: Primary Election Coverage and Endorsements.

²APRIL: Summer Camp Guide.

³JUNE: Summer in the City.

⁴JULY: Back to School Guide.

⁵NOVEMBER: Election Coverage and Endorsements.

⁶DECEMBER: Special Holiday Issue.

GAZETTE

CHICAGO

Ten Great Neighborhoods – One Great Newspaper



- SOUTH SIDE**
- Bridgeport/Armour Square/Canaryville
 - East Pilsen
 - West Haven
 - Bronzeville/Near South Side
 - Heart of Chicago
 - West Loop
 - Chinatown
 - Near West Side/Tri-Taylor
 - University Village/UIC South Campus
 - South Loop

As part of our coverage area, we also distribute throughout the Illinois Medical Center District, which includes the UI Health, Rush University, John H. Stroger Cook County, and Jesse Brown VA medical centers. The IMD is the largest medical center in the world.

PUT YOUR HARD EARNED AD DOLLARS IN A COMMUNITY NEWSPAPER WITH A PROVEN TRACK RECORD.

- + A 41-year history of local award-winning news coverage that makes a difference in the lives of our readers.
- + A loyal following among our readership that is second to none in the city. **We challenge you to find a community newspaper that is more widely read and picked-up so quickly on distribution day.** Check us out the first Friday of each month!
- + Award-winning news and features about Chicago's most exciting neighborhoods.
- + A circulation of 14,000 copies in more than 700 strategically placed locations and a guaranteed source of foot traffic for new advertisers.
- + Five Peter J. Lisagor Awards for Journalistic Excellence from the Chicago Headline Club and the Chicago Society of Professional Journalists.
- + Forty-seven International APEX Awards from Communications Concepts, Inc., of Washington, D.C. and ten awards from the Illinois Woman's Press Association.
- + The Bernadine C. Washington Media Award from the City of Chicago Commission on Human Relations for building bridges in our diverse communities.
- + McKinley Foundation Social Justice Award.
- + **Independently owned and operated since 1983**, and led by an editor and publisher with life-long roots in this community.

Our Numbers Add Up and Yours Will Too!