

# DNAinfo Chicago



## Bring Life to Your Business

With a Neighborhood Partnership with DNAinfo Chicago

DNAinfo Chicago's award-winning journalism has made it the go-to source for news and information on the city's neighborhoods. Your target audiences are checking their neighborhood pages regularly to find out what's happening around them.

With our online and social media coverage, we have the advertising opportunities your business needs. As a part of the fabric of your neighborhood and with a loyal and devoted audience, DNAinfo Chicago offers neighborhood merchants a unique opportunity to reach local customers and drive sales.

We bring life to your business by bringing the neighborhood to your door.

### Don't waste your money online.

Find out your optimal spend with DNAinfo Chicago's exclusive optimization analytics. Get the information that no one else wants to share.

## DNAinfo Chicago Audience

DNAinfo.com  
Monthly  
Pageviews  
**6,080,740\***

DNAinfo.com  
Monthly  
Unique Visits  
**1,301,464\***

Audience Age  
**47.4%**  
are 25-44 years of age

Source: Google Analytics of <http://www.dnainfo.com/chicago> 3/25/14 - 30 days

# Partners in Your Success.

You can drive traffic and sales with DNAinfo Chicago's Neighborhood and Chicago-Wide Partnership programs. By allowing you to target your messages to the neighborhood(s) of your choice, you increase exposure and draw more attention.

## Design Services

DNAinfo Chicago can help you create effective campaigns through access to our professional design and marketing services staff. The cost for design services for your first online ads are even included in your monthly costs!

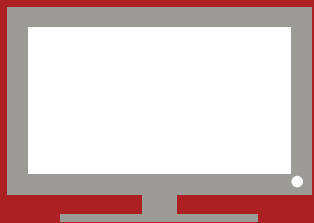
## Monthly Reporting

DNAinfo Chicago helps you keep track of your advertising success with detailed month-to-month reporting. We keep track of ad performance and audience behavior to ensure your advertising is effectively meeting your goals.

## The Power of Community

To help create a community of recognition, DNAinfo Chicago will provide all our Neighborhood Partners with signage that identifies them as partners. Together our Neighborhood Partners can expand awareness and enhance advertising recall.

Reach your future clientele through:



Online  
Advertising



Mobile  
Advertising



Social Media Add-Ons  
& Consulting



E-Newsletter  
Advertising

# Advertising Packages.

Our packages range in duration and monthly fees with 3, 6 and 12 month packages available. We offer targeted neighborhood solutions as well as Chicago-wide exposure.

## Our packages include:

- **Various sized digital ads**
- **Mobile ads**
- **e-newsletter ads**
- **Social media inclusion opportunities**
- **Custom social media support**
- **PLUS exclusive access to DNAinfo Chicago's experienced marketing and technology staff for help with your online and social media presence**

## Social Media & Specialty Digital Products

Our social media and specialty digital products include:

### Social Media Set Up

We will provide you with recommendations on where you need to be and help get you going

### Social Media Refresh

We can help refresh your current social media pages

### Social Media Training

Fully customized training sessions

### eMarketing Setup

Setup of email marketing database and newsletter template

### Social Media Monthly Analytics

Monthly monitoring of your social media

### DNAinfo Facebook Page Application

A custom app on the DNAinfo Chicago page featuring deals, events and contests from neighborhood merchants

### Facebook Page Promotion App

Application for a giveaway that is hosted on the client's Facebook page

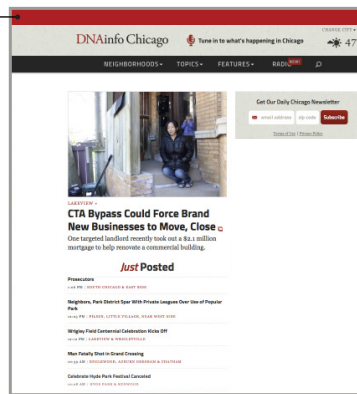
### Landing Page

Build a custom website landing page

### Video Pre-Roll

Ads that appear at the beginning of online videos

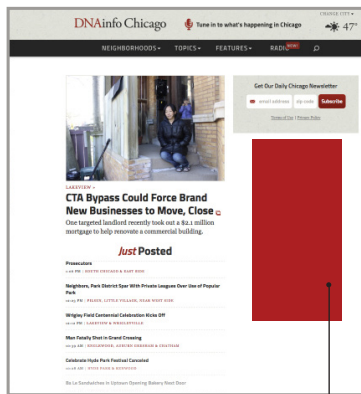
# Ad Specs.



## Super Banner

980x45

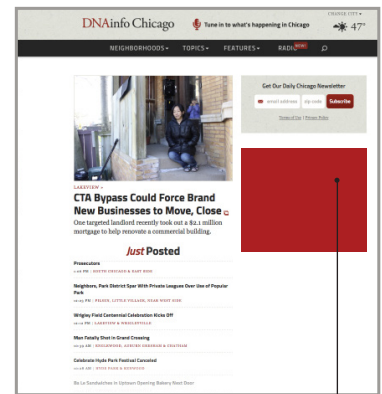
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## Sky Scraper

300x600

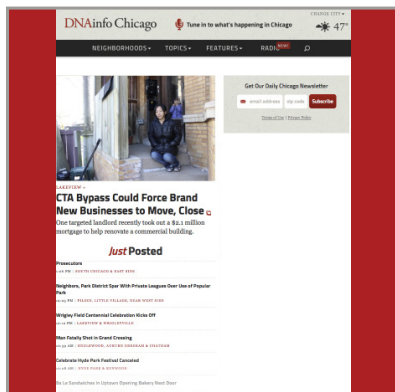
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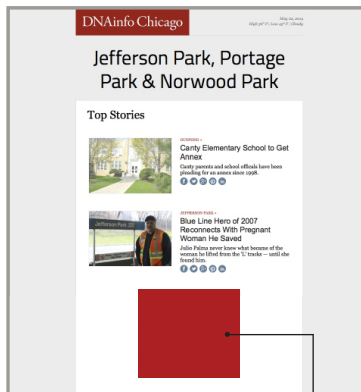
## Box Ad

300x250

Max File Size: 40k



## Branded Skin Takeover



## Newsletter

300x250

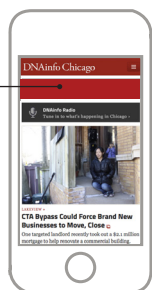
Max File Size: 40k



## Footer Banner

728x90

Max File Size: 40k



## Mobile Ad

320x50

Max File Size: 40k

File Types: Flash, GIF, HTML, JavaScript, JPEG, Internal Redirects  
Ad Tag Format: JavaScript Preferred



## Get More People Seeing Your Messages

DNAinfo Chicago is committed to delivering your neighborhood news and has now added neighborhood print publications to our already incredible mix of online, social media and radio coverage.

We can now help you with even more of your marketing with multiple channels to reach your audiences.

With 10 new print publications, customized to each neighborhood in Northwest Chicago and delivered to both businesses and residences, you can reach even more of your customers!

### Neighborhood Circulation

Jefferson Park	18,598
Gladstone Park	580
Dunning	15,409
Portage Park	14,448
Norwood Park	9,284
Edison Park	5,330
O'Hare	4,538
Edgebrook	3,360
Sauganash	2,951
Forest Glen	415
Total	74,913

- Full color publication
- 4 page Real Estate section in each edition
- Neighborhood editions are distributed on the first Friday of every month
  - Booking Deadline – Thursday noon the week before print
  - Material Deadline – Friday noon the week before print

# Northwest Print Rate Card •

While the newspaper content is customized to each neighborhood, your ads will appear in all 10 Northwest editions, providing you with remarkable reach and coverage!

With various levels of pricing based on 1X, 3X and 6X frequencies as well as special rates available for partners, we have a print package that will work to fit your budget and your needs!

Inserts are also available.

Please contact us for pricing.

## Editorial Features – October, November & December

### OCTOBER – Real Estate.

In this edition we'll take a look at the overall real estate market in Chicago compared to other cities, with a focus on the Northwest Side. We provide the perspectives of realtors, recent homebuyers and sellers. Neighborhood reporter, Heather Cherone, will do a profile piece on a home decorator that specializes in bungalows.

### DECEMBER – Retail.

We'll take a look at the unique gifts offered by Northwest Side merchants in a holiday gift guide for everyone. We'll profile those unique one-of-a-kind places for those hard to find, special gifts along with stories about neighborhood merchants and their holiday strategies.

### NOVEMBER – Hospitality.

November's edition will focus on restaurants, bars and the hot spots of Northwest Chicago's hospitality landscape. We'll be reporting on what's new and what's new and improved with old favorites. A special feature on the revitalization of Six Corners and profiles on local businesses, owners, workers and patrons will round out this edition.

# DNAinfo Chicago



## Get More People Seeing Your Messages

DNAinfo Chicago is committed to delivering your neighborhood news with neighborhood print publications in addition to our incredible mix of online, social media and radio coverage.

We can help you with even more of your marketing with multiple channels to reach your audiences.

Our print publications are customized to each neighborhood and delivered to both businesses and residences.

### Neighborhood Circulation

Lincoln Park	31,000
Old Town	9,000
Gold Coast	12,000

- Full color publication
- 4 page Real Estate section in each edition
- Neighborhood editions are distributed on the first Friday of every month with Lincoln Park being distributed again 2 weeks later
  - Booking Deadline – Thursday noon the week before print
  - Material Deadline – Friday noon the week before print

# Lincoln Park, Old Town, Gold Coast Print Rate Card •

With various levels of pricing based on frequency as well as special rates available for inserts, we have a print package that will work to fit your budget and your needs!

Inserts are also available. Please contact us for pricing.

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### To find out more, contact:

**DNAinfo Chicago Sales**

**312.508.4683**

**[chidigitalsales@dnainfo.com](mailto:chidigitalsales@dnainfo.com)**



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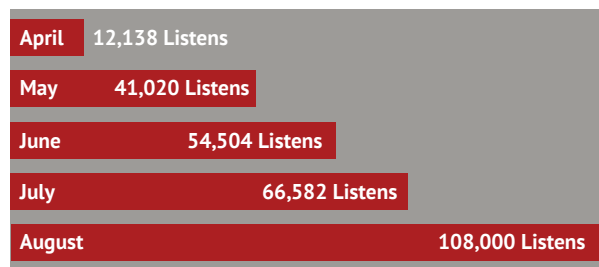


## Get More People Hearing Your Messages

DNAinfo Chicago has added on-demand radio to our already incredible mix of online, social media and neighborhood print coverage. We deliver Chicago's neighborhood news through multiple channels, which provides you with multiple ways to reach your audiences.

### Listener Information

Our listener base is large and growing. Our stats show a projected increase of almost 900% since our launch in April.



We average:

- 20,000 listens per week
- 550 plays per story with an impressive 2,000 plays on lead stories

Through Targeted Plays you can deliver your messages to more of your audiences with a medium that commands attention.

### Targeted Plays

30 second ad spots

4 week campaign with 5,000 guaranteed plays

10 second ad spots

4 week campaign with 5,000 guaranteed plays

Copywriting and production available.

### Interview Opportunities

Tell your story!

We'll conduct a 2 minute interview

that will be available online at

[dnainfo.com/chicago/radio](http://dnainfo.com/chicago/radio) for 15 days.

### To find out more, contact:

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