

CHICAGO NORTHWEST

# MEDIA KIT



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



enjoy  
**illinois**

# Reserve your space today in the **official** Chicago Northwest Visitors Guide!

WINTER 2023 — SUMMER 2024 ISSUE  
(18-MONTH SHELF LIFE)

**DISTRIBUTION**  
**60,000** PRINT  
**4800+** ELECTRONIC DOWNLOADS

## DISTRIBUTION POINTS

**AIRPORTS:** O'Hare, Midway and Mitchell  
**CTA/METRA:** Chicago and Milwaukee  
**REST AREAS/OASES:** Illinois and Indiana  
**GROUPS:** Meetings, conventions, family reunions, tournaments  
*Additional placements within a 300-mile drive*

## ADVERTISING RATES

### Display Ads

Full Page	\$2995
1/2 Page	\$1695
2/3 Page	\$995
Listing Ad	\$595

### Premium Full Page Positions

Back Cover	\$4995
Inside Front Cover	\$3995
Inside Back Cover	\$3995

## ADVERTISING DEADLINES

### Space and Materials

Monday, November 14, 2022

### Publication Date

Early 2023

### Invoice Date

Payment due prior to publication.

Return form on page 5 to **Amy Walgren** at [awalgren@chicagonorthwest.com](mailto:awalgren@chicagonorthwest.com).  
Questions? Call Amy at **847.278.3447**.

# ADVERTISING OPTIONS

## FULL PAGE

**TRIM**  
8.5 IN W X 10.875 IN H

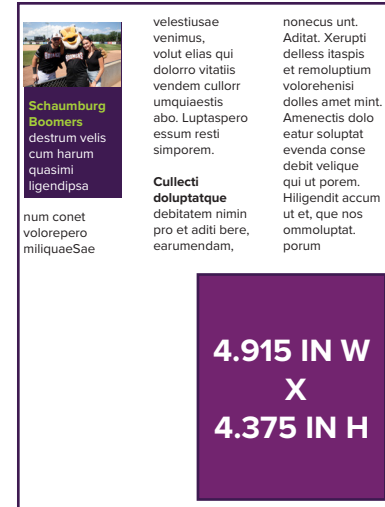
**BLEED**  
8.75 IN W X 11.125 IN H

**SAFE AREA**  
8 IN W X 10.375 IN H

## HALF PAGE

7.5 IN W X 4.375 IN H

## LISTING AD AND TWO-THIRDS PAGE



**Schaumburg Boomers**  
destrum velis cum harum quasimi ligendipsa

num conet volorepero miliquaeSae

velestusae venimus, volut elias qui dolorro vitatis vendem cullorr umquiaestis abo. Luptaspero essum resti simporem.

**Cullecti doluptatque**  
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noncus unt. Aditat. Xerupti delless itaspis et remoluptium volorehenisi dolles amet mint. Amenectis dolo eatur soluptat evenda conse debit velique qui ut pore. Hiliigendit accum ut et, que nos ommoluptat. porum

4.915 IN W X 4.375 IN H

## LISTING AD SPECIFICATIONS

Business name, address, phone and URL included.

Provide the following:

- 300 DPI (high resolution) photograph (no cell phone images)
- Description (maximum 30 words)

# AD SPECIFICATIONS AND REQUIREMENTS

## Submit your ad via:

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

## Using one of the following software programs:

- Adobe Creative Suite (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

## NEED YOUR AD DESIGNED?

Ask Amy for rates and designer information. Rates will be determined/billed by designer.

Return form on page 5 to **Amy Walgren** at [awalgren@chicagonorthwest.com](mailto:awalgren@chicagonorthwest.com).

Questions? Call Amy at **847.278.3447**.

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# 2023-2024 AD CONTRACT

Reserve your advertising placement by completing the **Meet Chicago Northwest Advertising Contract** below and email to **Amy Walgren** at [awalgren@chicagonorthwest.com](mailto:awalgren@chicagonorthwest.com).

## DISPLAY ADS



### FULL PAGE

SIZE: 8.5"W X 10.875"H

\$2995



### HALF PAGE

SIZE: 7.5"W X 4.375"H

\$1695



### 2/3 PAGE

SIZE: 4.915"W X 4.375"H

\$995



### LISTING AD

IMAGE PLUS 30 WORD DESCRIPTION

\$595

## PREMIUM POSITIONS



### BACK COVER

SIZE: 8.5"W X 10.875"H

\$4995



### INSIDE FRONT COVER

SIZE: 8.5"W X 10.875"H

\$3995



### INSIDE BACK COVER

SIZE: 8.5"W X 10.875"H

\$3995

Company Name

Contact Name

Address

City, State, Zip

Contact Phone

Contact Email

Signature

Date

MCNW Representative Signature

Date

## PAYMENT OPTIONS



### PAYMENT BY CHECK

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

**1933 N. Meacham Rd., Suite 210  
Schaumburg, Illinois 60173**



### PAYMENT BY CREDIT CARD

Any will provide a credit card authorization form. Return to Amy Walgren at [awalgren@chicagonorthwest.com](mailto:awalgren@chicagonorthwest.com).



### REQUEST INVOICE

Invoice will be emailed to address at left.

**TOTAL  
COST**

\$

.00

Return to **Amy Walgren** at [awalgren@chicagonorthwest.com](mailto:awalgren@chicagonorthwest.com).  
Questions? Call Amy at **847.278.3447**.