

We Deliver Chicago's GLBT Community

Since 1985

WINDY CITY MEDIA GROUP



WINDY CITY MEDIA GROUP

5315 N. Clark St., #192

Chicago, Illinois 60640-2113

P 773.871.7610 F 773.871.7609

publisher@windycitymediagroup.com

www.windycitymediagroup.com

www.windycityqueercast.com

AWARDS AND RECOGNITIONS

- ? Chicago Reader's choice for Best Gay News Source of 2009.
- ? Crain's Chicago Business 40 Under 40 for Publisher Tracy Baim.
- ? Peter Lisagor Chicago mainstream journalism, multiple awards.
- ? Q Syndicate national press awards.
- ? Numerous community awards from a wide range of organizations, including The Human Rights Campaign, American Civil Liberties Union, National Organization for Women, Affinity, Dignity, March on Washington, Test Positive Aware Network, Bailiwick Theatre, and more.
- ? Studs Terkel 2005 Journalism Award for Publisher Tracy Baim
- ? Chicago Gay and Lesbian Hall of Fame induction for WCT Publisher and several key staff and writers.
- ? 2006 National Lesbian and Gay Journalists Association Award to Tracy Baim.

Windy City Media Group serves the diverse communication needs of the gay and lesbian community.

It is the only regional gay media group in the U.S. with multi-media projects, including an online podcast, two publications (one weekly, one bi-weekly), one monthly ethnic online magazine, and an online resource guide. And all of our products are available online.

Windy City Times has consistently been among the highest-ranking publications in national, independent demographic audits, performing on par with nationwide media companies for response and numbers. Windy City Times has also been ranked near the top of local news sites, including in the Community Media Workshop 2009 survey of all local alternative news sites: Windy City's was the 2nd ranked of all Chicago sites, and the only LGBT news site in the top 60.

Published since 1985, Windy City Times has won numerous awards in both the gay and mainstream communities, from journalism prizes to community service awards.

Because of its depth of coverage, readers and advertisers in Windy City Times and other Windy City Media Group products have a long-term loyalty. Some advertisers have been in every issue since 1985. There is a great value in high name recognition and community support, which extends to sponsorship of literally hundreds of events each year in Chicago.

Windy City Media Group is a respected and integral part of the Chicago gay and lesbian community—and we welcome you as part of our team.

**WINDY CITY
MEDIA
GROUP**

KEY ADVERTISERS



WINDY CITY TIMES

Started in 1985; Oldest gay newspaper in the region.

- Hard-hitting news, comprehensive political coverage and extensive entertainment features.
- Top theater reviewers and advertisers, including the Goodman and Broadway In Chicago.
- Unparalleled music coverage, in-depth interviews with Cyndi Lauper, Melissa Etheridge, Jennifer Lopez, Michael Feinstein and many more, plus jazz, classical music and dance.
- Wide range of contributing award-winning columnists and experts in their fields, including Lisa Keen, Bob Roehr, Michelangelo Signorile, Rex Wockner and Yvonne Zipter.



INSERTS (NET)

\$85 net per 1,000 inserts (minimum 5,000)

Inserts must be scheduled two weeks prior to insertion date. Client is responsible for shipping inserts to the printer. Inserts will not be accepted by the printer any earlier than the Friday before insertion date and only if it has been scheduled on time. Please ship inserts to: Newsweb Corporation, 1645 W. Fullerton Ave., Chicago, IL 60614. Phone: 773-975-0400

NEWSNOTES (NET)

\$1000 net for full run of 12,000

NewsNotes must be scheduled one week prior to insertion date. Client is responsible for shipping NewsNotes to the printer. NewsNotes are due to the printer Friday before insertion date. Please ship NewsNotes to: Newsweb Corporation, 1645 W. Fullerton Ave., Chicago, IL 60614. Phone: 773-975-0400

WINDY CITY TIMES CLASSIFIEDS

Ads can also be placed online at windycitymediagroup.com

	1x	2x	4x	8x	13x	26x	52x
			10% off	15% off	25% off	35% off	50% off
	\$25	\$35	\$55	\$102	\$135	\$250	\$390

Listed as a line item under appropriate subject heading in print and online.
30 Words included in base amount, each word over costs \$0.25/ issue

Deadline: prior Wednesday

WINDY CITY TIMES DISPLAY CLASSIFIEDS

	1x	2x	4x	8x	13x	26x	52x
			10% off	15% off	25% off	35% off	50% off
2" wide X 1" tall	\$35	\$65	\$126	\$238	\$315	\$592	\$912
2" wide X 2" tall	\$50	\$95	\$180	\$340	\$450	\$845	\$1300
2" wide X 3" tall	\$75	\$140	\$270	\$510	\$675	\$1260	\$1900
2" wide X 4" tall	\$99	\$190	\$356	\$673	\$891	\$1670	\$2500
2" wide X 5" tall	\$120	\$225	\$432	\$816	\$1080	\$2028	\$3120

Listed as a column with a border in print, with the option of a photo and text as it fits in the space.
Online only text is displayed.

Deadline: prior Wednesday

WINDY CITY TIMES BILLED RATES PER INSERTION

Size	W x H	1x	4x	8x	13x	26x	52x
			10% off	15% off	25% off	35% off	50% off
FULL	10.25 x 13.5	\$1,830	\$1,647	\$1,555	\$1,370	\$1,190	\$915
3/4	7.625 x 13.5	\$1,680	\$1,510	\$1,430	\$1,260	\$1,090	\$840
1/2 V	5 x 13.5	\$1,220	\$1,100	\$1,035	\$915	\$795	\$610
1/2 H	10.25 x 6.625	\$1,220	\$1,100	\$1,035	\$915	\$795	\$610
1/2 O	7.625 x 9	\$1,220	\$1,100	\$1,035	\$915	\$795	\$610
1/3	10.25 x 4.5	\$960	\$865	\$815	\$720	\$625	\$480
1/4	5 x 6.625	\$760	\$685	\$650	\$570	\$495	\$380
1/6	5 x 4.5	\$540	\$485	\$460	\$405	\$350	\$270
1/8 H	5 x 3.25	\$400	\$360	\$340	\$300	\$260	\$200
1/12 V	2.375 x 4.5	\$260	\$235	\$220	\$195	\$170	\$130
1/12 H	5 x 2.125	\$260	\$235	\$220	\$195	\$170	\$130
1/15	3.125 x 2.75	\$240	\$215	\$205	\$180	\$155	\$120
Front Page Banner	10.25 x 1.5	\$600	Front page banner rate is a flat, net rate.				



WINDY CITY TIMES PRE-PAID RATES PER INSERTION

Size	W x H	1x	4x	8x	13x	26x	52x
			10% off	15% off	25% off	35% off	50% off
FULL	10.25 x 13.5	\$1,350	\$1,215	\$1,150	\$1,010	\$880	\$675
3/4	7.625 x 13.5	\$1,230	\$1,105	\$1,045	\$925	\$800	\$615
1/2 V	5 x 13.5	\$900	\$810	\$765	\$675	\$585	\$450
1/2 H	10.25 x 6.625	\$900	\$810	\$765	\$675	\$585	\$450
1/2 O	7.625 x 9	\$900	\$810	\$765	\$675	\$585	\$450
1/3	10.25 x 4.5	\$700	\$630	\$595	\$525	\$455	\$350
1/4	5 x 6.625	\$540	\$485	\$460	\$405	\$350	\$270
1/6	5 x 4.5	\$390	\$350	\$330	\$295	\$255	\$195
1/8 H	5 x 3.25	\$320	\$290	\$270	\$240	\$210	\$160
1/12 V	2.375 x 4.5	\$190	\$170	\$160	\$145	\$125	\$95
1/12 H	5 x 2.125	\$190	\$170	\$160	\$145	\$125	\$95
1/15	3.125 x 2.75	\$180	\$160	\$150	\$135	\$115	\$90
Front Page Banner	10.25 x 1.5	\$600	Front page banner rate is a flat, net rate.				



4-color ads: \$650 added to rate / 2-color ads: \$300 added to rates
 Agency discount of 15% available on billed and prepaid rates
Deadline: prior Wednesday
 \$50 per ad to design artwork.

Ad specs:
 4-color = CMYK color only
 PDF, TIFF or JPEG ads only,
 150 DPI

Full weekly issues available as downloadable PDFs on our Web site,
www.WindyCityMediaGroup.com.
 Average weekly downloads: 600 copies

nightspots

Biweekly glossy entertainment and club publication.

4,000 copies delivered every other Wednesday, in addition to full PDF downloads, CMYK color (when available), 300 dpi.

NIGHTSPOTS RATES (NET, PER INSERTION)

**Edgy
Hot
Music
Theater
Food
Fashion**

Size	W x H	1x	4x	8x	13x	26x
FULL*	5.75 x 8.75	\$374	\$355	\$337	\$318	\$281
1/2 v	2.5 x 8	\$209	\$199	\$188	\$178	\$157
1/2 h	5 x 4	\$209	\$199	\$188	\$178	\$157
1/4	2.5 x 4	\$114	\$108	\$103	\$97	\$86
1/8	2.5 x 2	\$61	\$58	\$55	\$52	\$46
Classified	30 wds	\$10	\$9	\$8.50	\$7.50	\$6.50

*This is the full bleed size. This includes a bleed margin of 1/8" and a text safety margin of 1/4" on all sides. Please ensure that all text appears within a live space of 5" x 8".

200+ distribution outlets

More than 20 years of experience (over 1000 issues strong!)

Deadline: Prior Wednesday at noon
Rates above are per insertion.
\$50 per ad for design of artwork.

Full biweekly issue available as downloadable PDF on our Web site, www.WindyCityMediaGroup.com.
Average issue downloads: 400 copies

Windy City Queercast queer and now .com

- ? Subscribe for FREE!
- ? Reach listeners around the globe.
- ? Multiple New Shows weekly.
- ? Celebrity interviews.
- ? Guest Contributors on politics, gossip, news, travel, astrology, movies, music and more.
- ? 13 Years of Radio Experience.

Windy City Queercast

FREE Weekly GLBT news and entertainment

WindyCityQueercast.com

Windy City Media Group podcasts feature current, GLBT news and entertainment. Amy Matheny brings the community to your iPod, mp3 player or computer any time, any place.

Download at www.windycityqueercast.com and hear hot interviews with national and local celebrities plus the top GLBT news stories. **Even better, it's entirely free to subscribe. So new podcasts come to you automatically!** Windy City Media Group brings 13 years of radio experience to the podcasting world.

WINDY CITY QUEERCAST RATES (NET, PER WEEK)

Type of ad	4 Weeks	13 Wks	26 Wks	52 Wks
1-minute ad	\$150	120	100	80
30-second ad	\$100	85	75	65
15-second ad	\$75	60	50	45

Average 15,000 unique visitors per month, 273,000 page views per month and 500,000 hits per month.

New podcasts each week. \$100 to produce ad.

For opportunities for Podcast Sponsorship, e-mail podcast@windycitymediagroup.com.



WEB SITE AD RATES (NET)

	4x	8x	13x	26x	52x
Button Ad - 1.5 w x 1.5 h	\$240	\$432	\$663	\$1170	\$2028
160 x 160 pixels	\$60/wk	\$54/wk	\$51/wk	\$45/wk	\$39/wk
Tower Ad - 1.5 w x 3 h	\$280	\$504	\$780	\$1378	\$2392
160 x 300 pixels	\$70/wk	\$63/wk	\$60/wk	\$53/wk	\$46/wk
Banner Ad - 6.5 w x 1 h	\$380	\$680	\$1053	\$1846	\$3224
468 x 60 pixels	\$95/wk	\$85/wk	\$81/wk	\$71/wk	\$62/wk

Minimum 4 week buy. Max file size 100 KB.
Average 85,000 unique visitors per month, 733,000 page views per month and 4,000,000 hits per month.

The Web site also features **QUEERTVNETWORK.COM**, our community video channel updated regularly with video coverage of local politics, nightlife and events. Hundreds of video views per month.



E-MAIL BLAST RATES (NET) PER INSERTION

1x	4x	8x	13x	26x	52x
\$175	\$150	\$125	\$110	\$95	\$80

E-listing (One line of text and a link) \$35

The e-blast is sent out every Thursday to over 10,000 subscribers. Blast includes 60 words, images (RGB color, maximum 40k) if desired, plus a link to your Web site.
Deadline: 5pm Tuesday.



An Online Resource Guide of Gay and Lesbian Supportive Businesses, Professionals and Organizations.

OUT!GUIDE RATES (NET)

6-Month Listing in OUT!Guide - \$200
12-Month Listing in OUT!Guide - \$325

6-Month Listing in OUT!Guide PLUS Classified ad in Windy City Times - \$300
12-Month Listing in OUT!Guide PLUS Classified ad in Windy City Times - \$500

3-Month Listing in OUT!Guide PLUS 3" x 3" Connexions ad in Windy City Times - \$600
6-Month Listing in OUT!Guide PLUS 3" x 3" Connexions ad in Windy City Times - \$1100
12-Month Listing in OUT!Guide PLUS 3" x 3" Connexions ad in Windy City Times - \$2000

WCT classified ads are 30 words.

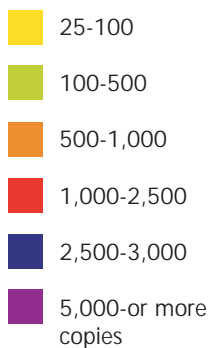
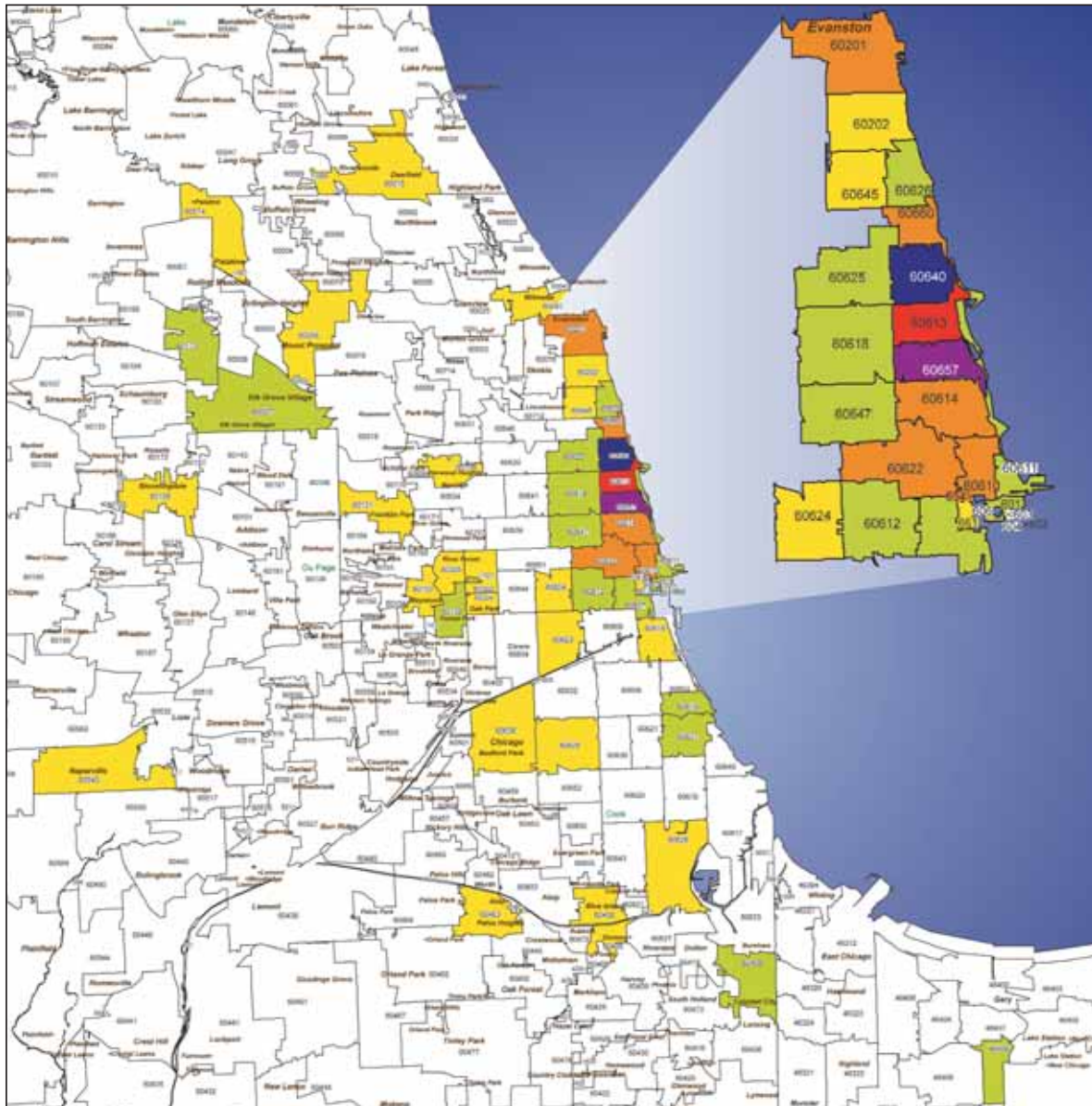
All Out Guide ads include contact information, a 40 word listing and links to your website and email

Get exposure in both print and online. The Windy City Media Group website averages 85,000 unique visitors monthly.

Windy City Times reaches 50,000 potential new clients per week.



WINDY CITY TIMES DISTRIBUTION BY ZIP CODE



Distribution Boxes throughout the region

DISTRIBUTION

Windy City Times: Average 12,000 copies weekly, in addition to full PDF downloads online

- ⌚ 500+ outlets in the Chicago and suburban region
- ⌚ From Northwest Indiana, to Rockford, the Southwest Suburbs to the North Shore
- ⌚ Heavy concentration of papers Downtown, Near North and North Lakefront
- ⌚ Additional shipping to Michigan, Wisconsin and downstate Illinois
- ⌚ Nightspots: 4,000 copies bi-weekly
- ⌚ Windy City Queercast: Worldwide reach
- ⌚ Online: Over 10,000 weekly E-blast subscribers

Also available as a downloadable PDF on our Web site www.WindyCityMediaGroup.com

Complimentary Qualified Media Planning

Windy City Media Group offers no-charge media planning to accommodate your media budget. Our media planning experts will take your budget and put together a plan that will maximize your exposure to your specific GLBT target.

PROMOTIONS AND MARKETING

The Windy City Media Group (WCMG) promotions department is a key force in creating many of Chicago's leading and most successful events in the GLBT community.

Combining solid promotional backing of our newspapers, podcast, Web site and e-blasts, our events reach audiences, no matter where they turn for their information.

Windy City Gay Idol

Chicago's largest and most successful LGBT bar promotion, founded in 2002. This four-month-long event takes place at multiple venues, culminates in one final competition sponsored by businesses such as Miller, Bacardi, Broadway in Chicago, Warner Bros., American Airlines and House of Blues.

The event has attracted more than 700 singers, 5,000 spectators, been featured on NBC TV and CLTV and been covered by the Sun-Times, Tribune's Red Eye, WGN News and the Daily Herald.

And a few years ago, Lady Gaga herself performed at the finals!



30
UNDER
THIRTY

30 Under 30 Awards

Each year since 2000, Windy City Times has honored 30 individuals who are all under the age of 30 for their achievements in moving the GLBT community forward. The honorees come from diverse backgrounds including high school activists, science teachers and local boxers, plus non-profit directors, burlesque performers and radio hosts. Recent awards have attracted 200 people and were co-sponsored by local non-profit organizations.

Windy City Times Theater Series

This much-anticipated annual event is a way to bring theater lovers together seven times a year for the best shows in Chicago at a great price.

Since its development in 2002, the theater series has been a sold-out affair. It has featured Tony and Pulitzer Prize-winning plays (*I Am My Own Wife*), world-premiere musicals (*Bounce* by Stephen Sondheim), ticket pre-sale (*Wicked*) and pre-Broadway productions.

Specially Created Events

WCMG works diligently with businesses ranging from local retail shops and bars to national record or film producers to create on-going events that grab the GLBT community's attention. The events could be as easy as trivia nights or CD release parties at local bars to more involved, exotic, one-of-a-kind theater nights to see *Wicked* complete with an after-party and meet and greet. No event is too small or too large for WCMG. We sit down with the client, sketch out the game plan and create something unique for each business.

Subaru has partnered with Windy City Media Group on a wide variety of advertising and promotional projects, with tangible results and benefits. It is a proven leader in Subaru's regional and national Gay and Lesbian efforts.

Marv Pollack,
Subaru

Windy City Media Group generated enormous interest among their readers in this year's LGBT Consumer Index Survey. Out of approximately 100 print and online media partners who participated in the survey, Windy City was the best performing regional media in the U.S. Only survey partners with a nationwide footprint were able to generate a greater number of responses.

David Marshall, Research Director,
Community Marketing, Inc., October 2008



GENERAL

63% male ; 37% female

82% have a college degree (Bachelor's or higher)

14% own or co-own their own business

47% live with a spouse or partner

66% live in a major urban area

Average income: \$61,400

Average age: 46

96% would be likely to use products or services of local businesses advertised in WCT*

90% would be likely to purchase products or services of national businesses advertised in WCT*

63% have already patronized a WCT advertiser (67% have patronized a restaurant advertiser, 71% have visited an advertiser's website, 40% have purchased an advertiser's product or service)*

INCOME

Average household income: \$61,400

\$25,000 - \$50,000	18%
\$50,000 - \$75,000	20%
\$75,000 - \$100,000	14%
\$100,000 - \$150,000	17%
over \$150,000	14%



ENTERTAINMENT

Our readers enjoy each of the following at least monthly:

Dining out	37%
Going to bars/clubs	29%
Seeing a movie in a theatre	31%
Live theatre	16%
Live music	12%



HEALTH

Our readers do the following at least weekly:

Work out at a gym	25%
Eat healthy	35%
Ride a bike	22%



MAJOR PURCHASES

Our readers have made the following major purchase in the past year:

Vacation	40%
Computer	44%
Hi-Definition TV	29%
Furniture	28%
Auto	14%



TRAVEL



52% of our readers have taken up to 5 round-trip flights in the past year.

HOME



56% of our readers own their own home or primary residence

PETS



42% of our readers with pets spend \$100+ monthly on their pets.

EDUCATION



82% of our readers have earned a Bachelor's degree or higher..

We Deliver Chicago's GLBT Community

Since 1985

WINDY CITY MEDIA GROUP

**WINDY CITY
TIMES**

nightspots

WindyCity
queerandnow
.com

OUT!GUIDE
ONLINE

QTVN
QueerTVNetwork.com

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