

Reach the Chicagoland
LGBTQ+ community with

WINDY CITY TIMES

DIGITAL & SOCIAL MEDIA PACKAGES

We're happy to build a
package for you based
on any budget!

DEDICATED EMAIL BLASTS

\$650 to a list of 5,800
subscribers: You are the
only advertiser in the
blast.



WEB SITE AD RATES (NET)

	4x	8x	13x	26x	52x
Button Ad	\$380	\$720	\$1118	\$1846	\$3224
160 x 160 pixels	\$95/wk	\$90/wk	\$86/wk	\$71/wk	\$62/wk
Tower Ad	\$460	\$880	\$1352	\$2236	\$3900
160 x 300 pixels	\$115/wk	\$110/wk	\$104/wk	\$86/wk	\$75/wk
Banner Ad	\$560	\$1064	\$1638	\$2730	\$4732
468 x 60 pixels	\$140/wk	\$133/wk	\$126/wk	\$105/wk	\$91/wk
Mobile Ad	\$560	\$1064	\$1638	\$2730	\$4732
300 x 250 pixels	\$140/wk	\$133/wk	\$126/wk	\$105/wk	\$91/wk

Minimum 4 week buy. Max file size 100 KB.
Average 120,000 unique visitors per month, 900,000 page views
per month and 7,000,000 hits per month.

SOCIAL MEDIA POSTS

\$70 includes one Tweet
& one FB post

 16.5K followers
 20.2K followers

Contact Terri@WindyCityMediaGroup.com



@WindyCityMediaGroup



@WindyCityTimes

CHICAGO READER + WINDY CITY TIMES



2022 Quarterly Special Pullout Sections



Issue 1: March 17 | Issue 2: June 9 | Issue 3: September 1 | Issue 4: December 8



Windy City Times, founded in 1985, has been one of the country's top LGBTQ newspapers for more than three decades. In 2020, the paper went to an online-only format, with special quarterly editions. **WCT is partnering with the Chicago Reader annually to produce four special**

pull-out sections in the 60,000-copy biweekly newspaper. The sections are coordinated by longtime WCT editors, with contributions by staff and freelancers of both publications. There will be news and features on LGBTQ Chicagoans, nonprofits, culture, and more.

SPONSORSHIP OPPORTUNITIES

To support the efforts of continuing the Windy City Times legacy and to continue serving the LGBTQ community of Chicago, the Chicago Reader seeks 1-4 presenting sponsors. Presenting sponsors receive a variety of print, digital, social, and email advertising placements throughout the year.

PRESENTING SPONSOR (YEAR)

PRODUCT	DETAIL	TOTAL VALUE	COST (TOTAL)
Cover/strip	1/issue, 4 total	\$12,000	\$10,000
Digital branding	"Brought to you by" label	\$4,000	\$2,000
Social Media Bundle (8 total)	1 Facebook, 1 Insta story, 5 Tweets	\$2,000	\$1,500
Full Page Ad (4 total)	Excluding back cover	\$10,800	\$9,000
50,000 digital chicagoreader.com impressions/month (12 months)	600K total	\$7,800	\$6,800
4 Daily Reader Newsletter Ads	16 total	\$1,200	\$700
	Total	\$37,800	\$30,000

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PRE-PAY PREMIUM PLACEMENTS

Premium placements are high-impact print display positions guaranteed to draw attention and make your advertisement stand out. Premium placements are booked on a first-come, first served basis, and are expected to sell out by Issue 2. Rates are adjustable based on date of purchase/ issues left in the year.

PREMIUM AD PLACEMENTS PRE-PAYS (4 ISSUES)

PLACEMENT	WCT RACK RATE (PER ISSUE)	4 PREMIUM ADS
Center Spread	\$6,000	\$19,200
Inside Front Cover	\$3,000	\$9,600
Page 3	\$3,750	\$12,000
Back Cover	\$4,000	\$12,800

PRE-PAY ADVERTISING RATES

WCT DISPLAY ADVERTISING PRE-PAYS (PRINT)

SIZE	DETAIL	VALUE	COST	SAVINGS
1/8 page	4 pre-paid 1/8 pages	\$1,740	\$1,305	\$435
1/4 page	4 pre-paid 1/4 pages	\$3,200	\$2,400	\$800
1/2 page	4 pre-paid 1/2 pages	\$5,600	\$4,200	\$1,400
Full page	4 pre-paid full pages	\$10,800	\$7,560	\$3,240

**ads are to be pre-booked, pre-paid, and will be located within supplement*

Take advantage of low rates and consistent placement by booking and pre-paying for your print display size of choice. Pre-paid display advertising is also available for standard print sizes 1/12, 1/6, 1/3, and 3/4 page ads.

STANDARD ADVERTISING RATES

WCT DISPLAY ADVERTISING RATES (PRINT)

SIZE	STANDARD RATE	COST
1/12 page	\$265	\$212
1/8 page	\$435	\$348
1/6 page	\$535	\$428
1/4 page	\$800	\$640

SIZE	STANDARD RATE	COST
1/3 page	\$975	\$780
1/2 page	\$1,400	\$1,120
3/4 page	\$2,330	\$1,864
Full page	\$2,700	\$2,160

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STANDARD DEADLINES FOR WCT ISSUES

ISSUE 1: MARCH 17, 2022

BOOKING 1*	Thursday, March 3
PAYMENT	Due upon booking
ART	Noon, Friday, March 4
BOOKING 2	Noon, Monday, March 7
CAMERA-READY ART	Noon, Wed., March 9
LAYOUT DEADLINE	Noon, Friday, March 11

**Booking for non-camera-ready content*

ISSUE 2: JUNE 9, 2022

BOOKING 1*	Thursday, May 26
PAYMENT	Due upon booking
ART	Noon, Friday, May 27
BOOKING 2	Noon, Monday, May 30
CAMERA-READY ART	Noon, Wed., June 1
LAYOUT DEADLINE	Noon, Friday, June 3

**Booking for non-camera-ready content*

ISSUE 3: SEPTEMBER 1, 2022

BOOKING 1*	Thursday, Aug. 18
PAYMENT	Due upon booking
ART	Noon, Friday, Aug. 19
BOOKING 2	Noon, Monday, Aug. 22
CAMERA-READY ART	Noon, Wed., Aug. 24
LAYOUT DEADLINE	Noon, Friday, Aug. 26

**Booking for non-camera-ready content*

ISSUE 4: DECEMBER 8, 2022

BOOKING 1*	Wednesday, Nov. 23
PAYMENT	Due upon booking
ART	Noon, Friday, Nov. 25
BOOKING 2	Noon, Monday, Nov. 28
CAMERA-READY ART	Noon, Wed., Nov. 30
LAYOUT DEADLINE	Noon, Friday, Dec. 2

**Booking for non-camera-ready content*

CONTACT YOUR REP TODAY!

Terri Klinsky

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