

# CHICAGO ★ LEADER

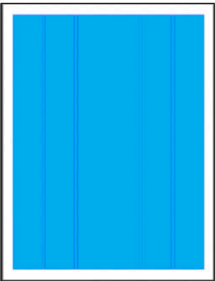
A Leader is a Dealer in Hope

## PRINT RATE CARD

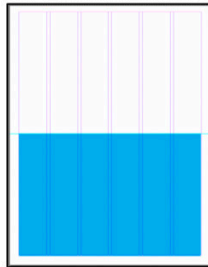
Ad Size	12 Months	6 Months	3 Months	Month
Full Page	\$900x	\$1,150x	\$1,300x	\$1,500
Half Page	\$450x	\$600x	\$650x	\$750
Quarter Page	\$225x	\$300x	\$340x	\$375
Eighth Page	\$125x	\$150x	\$165x	\$190
Business Card	\$60x	\$75x	\$90x	\$125
2"X2"	\$30x	\$40x	\$60x	\$100

All print advertisement will include a digital banner on ChicagoLeader.com and GuardianLV.com. This added value provides our advertising partners 24/7 exposure and amplification of their message.

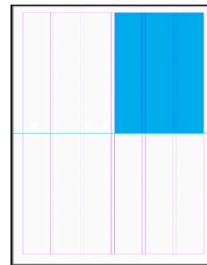
FULL



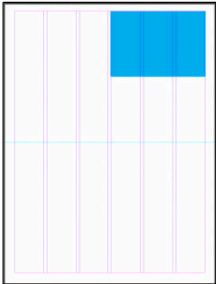
1/2 PAGE



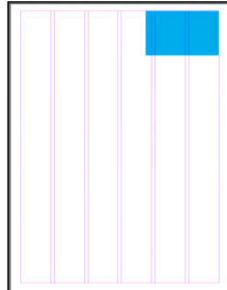
1/4 PAGE



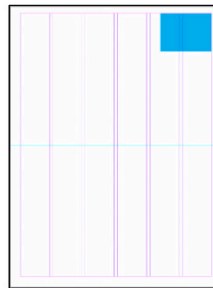
1/8 PAGE



BUSINESS CARD



2"X2"



Ad Size	12 Months	6 Months	3 Months	Month
Front Page	\$165	\$300	\$400	\$500

Inside full page cover cost of ad plus 20% placement fee

Indise backpage cover cost of ad plus 20% placement fee

- Accepted formats: Adobe PDF (.pdf), Adobe Illustrator (.ai), Adobe InDesign (.indd)
- Specifications: 300 DPI, CMYK, all fonts outlined, all images imbedded.
- 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 St. Agatha Catholic Church. A 10% late fee may be added to all payments not received within 30 days of billing.

## MEDIA KIT

Condensed version.

Go to ChicagoLeader.com  
for more details.

Effective date: January 1, 2022

### Advertising Policies

#### FREQUENCY

Chicago Leader is published in the first week of each month.

#### CLOSING DATES

Advertising space must be reserved by 5 p.m. on the 14th day of the month. All ads must be received at our office by 5 p.m. on the 14th day of the month.

#### 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 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 Chicago Leader may be copied, reproduced, or transmitted by any means, including but not limited to, electronic and mechanical, without written permission of the publisher of Chicago Leader.

### PLACE YOUR AD TODAY

#### Contact

DiMarkco Chandler  
cell: 872-201-7522  
News@Frackle.com

ChicagoLeader.com

## Serving the Chicago community for the last 7 years

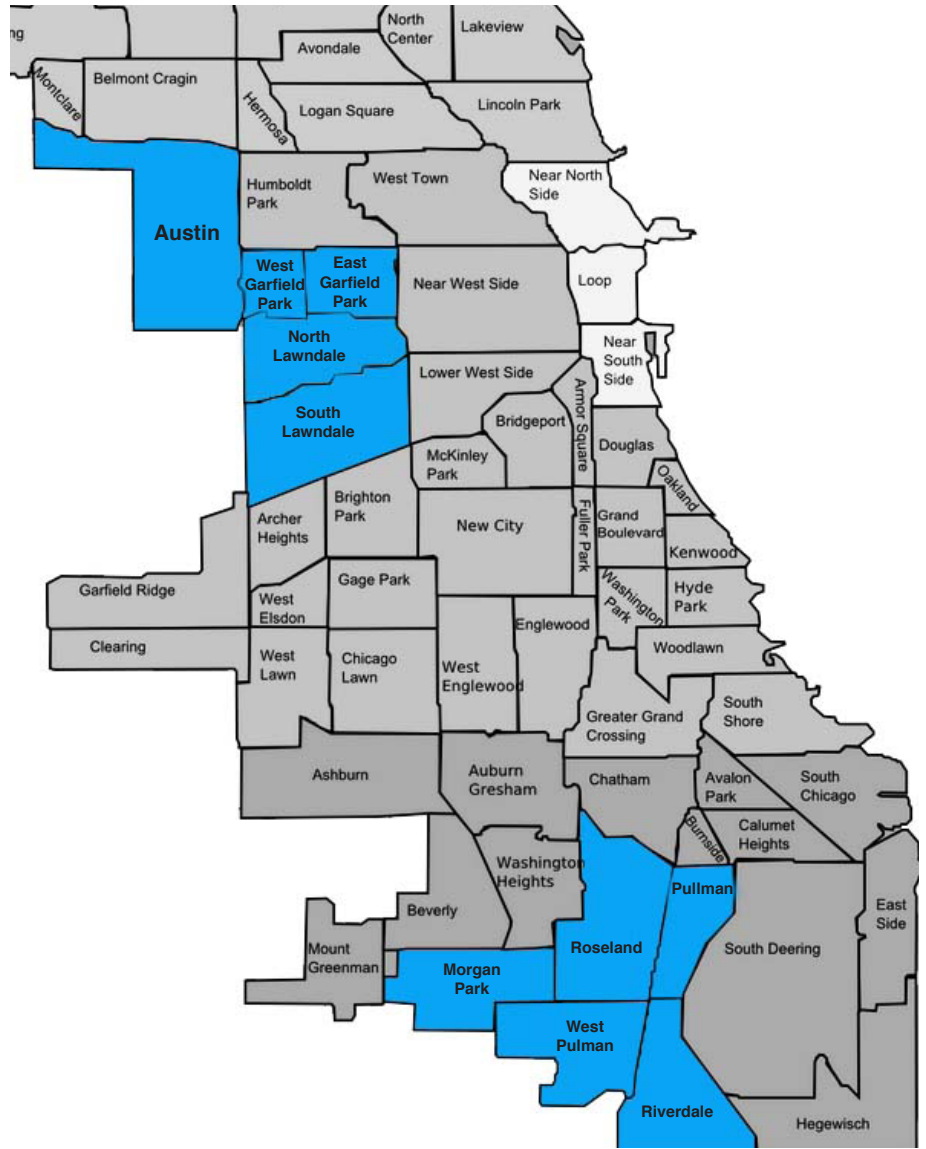
### ADVERTISING CALENDAR – 2022

All deadlines in 14th of every month, unless otherwise noted

Publication Date	Reservation and Materials Due
April 7	March 14
May 3	April 14
June 7	May 14
July 7	June 14
August 7	July 14
September 7	August 14
October 7	September 14
November 7	October 14
December 7	November 14

#### Special Issues

1. FEBRUARY: Valentine's Day Restaurant Guide/Black History Month.
2. MAY: 1K Man March.
3. JUNE: Political Guideline.
4. AUGUST: Back to School Guide.
5. SEPTEMBER: Professional Services Guide.
6. DECEMBER: Christmas in Chicago and Spirit of Giving.



# CHICAGO ★ LEADER

a voice for the voiceless

## PUT YOUR HARD EARNED AD DOLLARS IN A COMMUNITY NEWSPAPER

\* **10,000 Print Edition Mailed Directly to Targeted Residents.** Print editions available in businesses such as doctor's offices, grocery stores, fitness centers, coffee shops, churches, colleges, Chicago Public Schools ect.

\* Hi-impact digital ads on [ChicagoLeader.com](http://ChicagoLeader.com) will showcase your message to build brand awareness to our readers.

\* **Highly visible print** ads in the Chicago Leader will reach a large-scale audience in North Lawndale, Little Village, East and West Garfield, Austin, Roseland, Pullman, Morgan Park, Pilsen and Riverdale.

\* Chicago Leader is a **member of Google News.** It is updated daily with current news. Offering stories pertinent to the community it serves as well as stories from around the world.

\* Digital replica of our printed newsletter. Visitors spend twice as much time reading the e-newsletter than the online website.

\* Chicago Leader provides our readers with **relevant content throughout the year.**

\* Our readers trust the Chicago Leader to provide relevant and important information on a variety of topics from education to entertainment. Leverage that trust by aligning your brand with this content.

\* **10% additional discount** for multiple month runs on quarter page, half page and full page ads. When you purchase a print ad, you will receive a free daily ad in our digital newspaper. These are Full color advertising prices.

## Our Numbers Add Up and Yours Will Too!