

Political Advertising Rates 2016

Monthly Rates



# Insertions	1x	2x	3x
Full Page 10 (wide) x 12 (tall)	\$2,200	\$4,000	\$5,500
1/2 Page Vertical 5 x 12 Horizontal 10 x 6	\$1,300	\$2,400	\$3,500
1/4 Page - 5 x 6 Bottom Horizontal 10 x 3	\$800	\$1,500	\$2,250
5 x 4	\$450	\$850	\$1,200
4 x 3	\$300	\$550	\$800
4 x 2 (business card style ad)	\$250	\$450	\$675

Monthly print circulation is 25,000 copies. Rates subject to change without notice and based upon availability.

All specs in inches / All ads are color / Add 10% for premium placement (P3, Back Page, etc.) Custom sizes upon request. Submit high resolution ads to tim@positivelynaperville.com by the 15th for the upcoming month in PDF or comp format, 300 DPI CMYK. Designs services available \$50/ad. January 2016a. Online ads subject to availability at www.positivelynaperville.com. Inquire within.

Election Advertising Statement

Positively Naperville (PN) does not endorse any candidate who is, or may be, running for publicly elected office.

In response to inquiries regarding banner ads, simply hit your "refresh" to see that many of the candidates as well as local businesses have chosen to support PN with their advertising dollars to sponsor space on the website. All advertising is appreciated to help pay for buckets of ink, gigantic rolls of newsprint, delivery and other costs of putting out a monthly publication, aimed to connect citizens of this city.

For additional clarification, any ad appearing in print or online is not an endorsement of said candidate. Political ad space is purchased at current market value by each respective campaign committee. And, any candidate or campaign committee may purchase advertising space upon availability – on a first-come first-serve basis – at the discretion of the PN Editors (e.g., negative campaign ads will be rejected).

Since 2001, our mission has been to inform the educated laymen about the issues of the day. For the last three election cycles, PN has hosted an Election and Voter's Guide that links to any candidate's website upon request.

