

# PN Advertising Prospectus

**POSITIVELY  
NAPERVILLE**  
positivelynaperville.com  
Printed Monthly.  
Digital Daily.



630.369.8447

PO Box 219 | 931 W. 75th Street, Suite #137/219 | Naperville, IL 60565-7202

Stephanie@positivelynaperville.com

Stephanie Penick | Founder & Publisher

# Greetings From Positively Naperville!

**Positively Naperville is a 32-page complimentary, independent newspaper printed monthly with a circulation of 30,000. The community publication promotes events, local businesses, and all the positive happenings in the Naperville volunteerism and sometimes just beyond. Its web and social media are supported and updated daily.**

**PN counts its blessings for this generous community, its spirit, its advertising sponsors & all the folks who pitch in daily to help create this remarkable hometown for nearly 145,000 individuals. PN's having a great 10 year Anniversary. PN will always remember its launch during the Naperville Jaycees Last Fling Labor Day Parade in September 2001!**

**PN appreciates the American newspaper tradition, wit of Benjamin Franklin, satire of H. L. Mencken, and evolving *meta of* electronic media.**

## Let's Catch the Advertising Spirit

**PN offers traditional advertising rates, but most of our clients subscribe to a yearly sponsorship paid annually, quarterly, or monthly to achieve *top-of-the-mind marketing*.**

## Visit PN Online

**[www.positivelynaperville.com](http://www.positivelynaperville.com)**

**[www.events.positivelynaperville.com](http://www.events.positivelynaperville.com)**

**[www.facebook.com/positivelynaperville01](https://www.facebook.com/positivelynaperville01)**

**Twitter: @pndaily**



## Sponsoring PN Communicates Your Business

Monthly presence and reoccurring advertising will help make your business a Naperville household name. Sponsorship lets your business tell a story. This strategy leads to repeat and loyal customers. Pull, not Push!

PN adheres to its belief that print media will endure. PN stays around longer on kitchen counters, coffee tables, and office waiting rooms as a *preview* of the upcoming month. Full Sponsorship includes a 4x5 inch add monthly. Your business is listed on the front and back of every issue. It also includes featured stories about your business within the Naperville Community.

Sponsorship is a complete media package. PN mentions and links your business via its web and social media pages.



## Positively Naperville Readers Care

PN's readers bridge generations and all demographic categories. Readers become active in the community. They embrace the community spirit that makes Naperville a truly great place to live. PN strives to create content that matters.



## **Circulation**

**PN is delivered to 15,000 households by an independent delivery service. Another 10,000 copies are distributed via a hundred local retailers, coffee shops, restaurants, train stations, hotels, bookstores, and newsstands for 25,000 copies total.**

## **PN Focuses on Local Entrepreneurial Fortitude & Self Reliance**

**Most of PN's sponsors are locally and/or independently-owned businesses, and share a vested interest in promoting the Naperville community. Let PN connect its readers with your business.**

**PN doesn't concern itself with demographic data. We are local and have a greater understanding of the local market. PN has spent years fostering relationships with the community. Every month more than 20 columnists bring their localized perspectives to our pages, too. PN can assist with connecting your business with the right people and organizations.**



## Is Social Media Effective For Your Business?

Social Media can augment every business marketing plan and it's a rewarding medium to connect with customers. Be mindful its bubble can burst for many small businesses. Many large corporations employ a small army to manage their social media 24/7 and that is not realistic for small business.

As of May 2013 PN has well over 2,000 Facebook Likes. With sponsorship, PN mentions and links your business via our Facebook page. PN is also on Twitter, Pinterest and several other social media platforms.

Our website is updated daily. It receives over 20,000 page views each month and has been growing steadily about 25 percent a year. PN is a newspaper first, always will be, and there is no substitute for print media!

## Inserts are significantly less than direct mail!

Have a custom postcard or flyer? PN can insert it within the paper and distribute it around town. See the following for pricing options.

# PN INSERTS

**9¢ small business rate** + the cost of printing.

**REACH THOUSANDS OF LOCAL RESIDENTS WITH A CUSTOM PRINTED PIECE. 30 TO 40% LESS THAN DIRECT MAIL!**

**CONTACT US FOR A QUOTE!**  
tim@positivelynaperville.com ★ 630.369.8447

Size	Print Price / Piece	Total Print Price	Total Small Business @ \$.09 insert rate
4 x 6	\$0.0497	\$1,242	\$3,492
5 x 7	\$0.0532	\$1,330	\$3,580
5.5 x 8.5	\$0.0579	\$1,448	\$3,698

- Pricing based upon 25,000 pieces printed on 80# gloss cover.
- Custom sizes and quantities upon request, additional charges may apply.
- Naperville "Zoning" upon request.
- Current sponsors, contact us for special rates!
- Prices subject to change without notice.

a collaboration with **MP Minuteman Press**  
The First & Last Step in Printing.



## Digital Advertising

PN now offers digital advertising at [www.positivelynaperville.com](http://www.positivelynaperville.com). For digital rates, we generally charge \$50 per 5,000 impressions. PN also discounts on a case by case basis for current print sponsors and for banner ad buys at the 50,000 and 100,000 impression mark, up to 25%. We are also open to customizing options.

All the banner ads are in a rotation. The three sizes we offer are 728 x 90 px which is above the fold in the header, 468 x 60 px above the headlines of most articles, and 300 x 250 px in the right side bar. We've found the best approach is a campaign that utilizes all three sizes with a little different message in each one.

**WE'RE *HYPER*LOCAL!**  
**ONLINE ADVERTISING AT [POSITIVELYNAPERVILLE.COM](http://POSITIVELYNAPERVILLE.COM)**

Connect your business with readers online.

Let PN help develop an advertising campaign to fit your business needs. Call 630.369.8447 or email [tim@positivelynaperville.com](mailto:tim@positivelynaperville.com) to get started today!

Reasonable rates and flexible solutions for any small business. Reach thousands of Naperville readers, digitally, to get customers in your door.

Start the conversation!

Target your Message!

Propagate your local audience!

**POS!TIVELY  
NAPERVILLE**

## Submission Procedures, Guidelines and Technical Stuff

- ★ To guarantee placement, ads should be reserved by the 15<sup>th</sup> of the month for the upcoming issue printed for the first of the month. Late submission/placement requests are handled on a case by case basis.
- ★ Ads should be submitted via email preferably in high resolution JPEG, GIF, PDF, or comparable format to [Stephanie@positivelynaperville.com](mailto:Stephanie@positivelynaperville.com). We generally do not use FTP. If you need to submit large files or multiple files, please let us know so PN can make arrangements.
- ★ Keep in mind when designing ads, this is a newspaper format. Glossy style ads with many colors sometimes don't print as well on newspaper. Ads that have been designed for an electronic format can become muddled. The best types of ads have a good font size and solid cohesive color scheme. Please also compensate for "dot bleed." Images and graphics should be lightened ten to twenty percent.
- ★ Send PN your brief press releases so PN can write a story or place the info online.
- ★ Have an event? Let PN know so PN can put it on the calendar.
- ★ Don't know anything about ads? Graphic design is available for \$50 per add.
- ★ PN reserves the right to edit ads for content and formatting; and place stoppage of ads without notification.
- ★ Payment must be received in full for one time open rate ads at time of placement. First month payment must be received prior to first ad insertion for new sponsors and multiple insertions. Make checks payable to **Positively Naperville**. Multiple insertions and sponsorships may be paid annually, quarterly, or monthly. Let PN know what works best for your cash flow.
- ★ PN does not endorse political candidates.
- ★ PN is printed in Dekalb (there's no WEB press newspaper printer in Naperville).



# Sponsor Rates

## Half Page Sponsor

6 3/8 x 10 for one full year!

### INCREASE YOUR VISIBILITY!

- 12 insertions = \$16,500 or \$1375 per month
- Includes links & logos on website, featured stories, and mentions on Facebook
- Your Business mentioned 4 times in every issue
- Payable in advance = \$16,500
- Payable Quarterly = \$ 4125
- Payable Monthly = \$1375

Add \$50 per month for color

If Half Page Sponsorship is paid in full advance there is no extra charge for color.

## Grand Sponsor

Full page for full year or back page for full year

Rates and insertions are negotiable for Grand Sponsor

Please inquire for availability & pricing

**Full Sponsor 5 x 4 for one full year!**

### BEST BET FOR SMALL BUSINESS!

- 12 insertions = \$7200 or \$600 per month
- Includes links & logos on website, featured stories, and mentions on Facebook
- Your Business mentioned 4 times in every issue
- Payable in advance = \$7200
- Payable Quarterly = \$ 1800
- Payable Monthly = \$600

Add \$50 per month for color. If full sponsorship is paid in full advance there is no extra charge for color.

**All ad sizes are measured in inches  
PN works with your cash flow  
Monthly and quarterly payment plans available  
25,000 copies circulated free monthly  
15,000 copies delivered door to door  
Contact us for Non-For-Profit rates**

# Straight Rates | AD Rates

## 5 x 4

1 time insertion \$750 open rate  
4 insertions \$2800 (\$700 each)  
6 insertions \$3900 (\$650 each)  
12 insertions, full sponsorship, \$7200 (\$600 each)

Payment must be received in full for one time open rate ads at time of placement. Make checks payable to **Positively Naperville**. Multiple insertions and sponsorships may be paid annually, quarterly, or monthly.

**4 x 2** KEEP IT SIMPLE FIXED ad  
Business Card Style Ad  
Perfect for services/contractors/plumbers/etc.  
Multiple insertions only for this size  
4 insertions \$1100 (\$275 each)  
6 insertions \$1500(\$250 each)  
12 insertions, keep it simple sponsor, \$2500 (\$209 each)

## 4 x 3

1 time insertion \$550 open rate  
4 insertions \$2000 (\$500each)  
6 insertions \$2700(\$450 each)  
12 insertions, partial sponsor, \$4000 (\$400 each)

**Full Sponsorship includes links and logos on PN's Website**

**\*\*Full Page Ad is \$2500 open rate**  
**\*\*1/2 Page Ad is \$1500 open rate**  
**\*\*Please inquire for pricing on multiple insertions for large format ads and custom ad sizes**  
**\*\*\$50 per ad per insertion for color**

Contact PN  
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Stephanie@positivelynaperville.com

## 4 x 5

Compare sizes vertically and horizontally  
Same price!

### 3 x 4

### 2 x 4

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