

POS!TIVELY
NAPERVILLE
positivelynaperville.com

MEDIA KIT 2024

Printed Monthly, Digital Daily – Naperville, IL

**ONE in a
MILLION**



Positively Naperville | 630.369.8447 | ideas@positivelynaperville.com

What is

Positively Naperville?

We're local and independent.

Positively Naperville is a free, community newspaper printed monthly in Naperville, Illinois. PN has an evolving daily digital presence at www.positivelynaperville.com.

The publication covers events, local businesses, non-profits, politics and all the happenings in the greater community.

We are hyper-local and have fostered an understanding of the local market. PN has spent years kindling relationships with the community and its leaders. 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.

Since our inception, this initiative has been supported by a great group of readers, independent businesses and service clubs, organically growing four pages at a time since our first printed issue in September 2001.

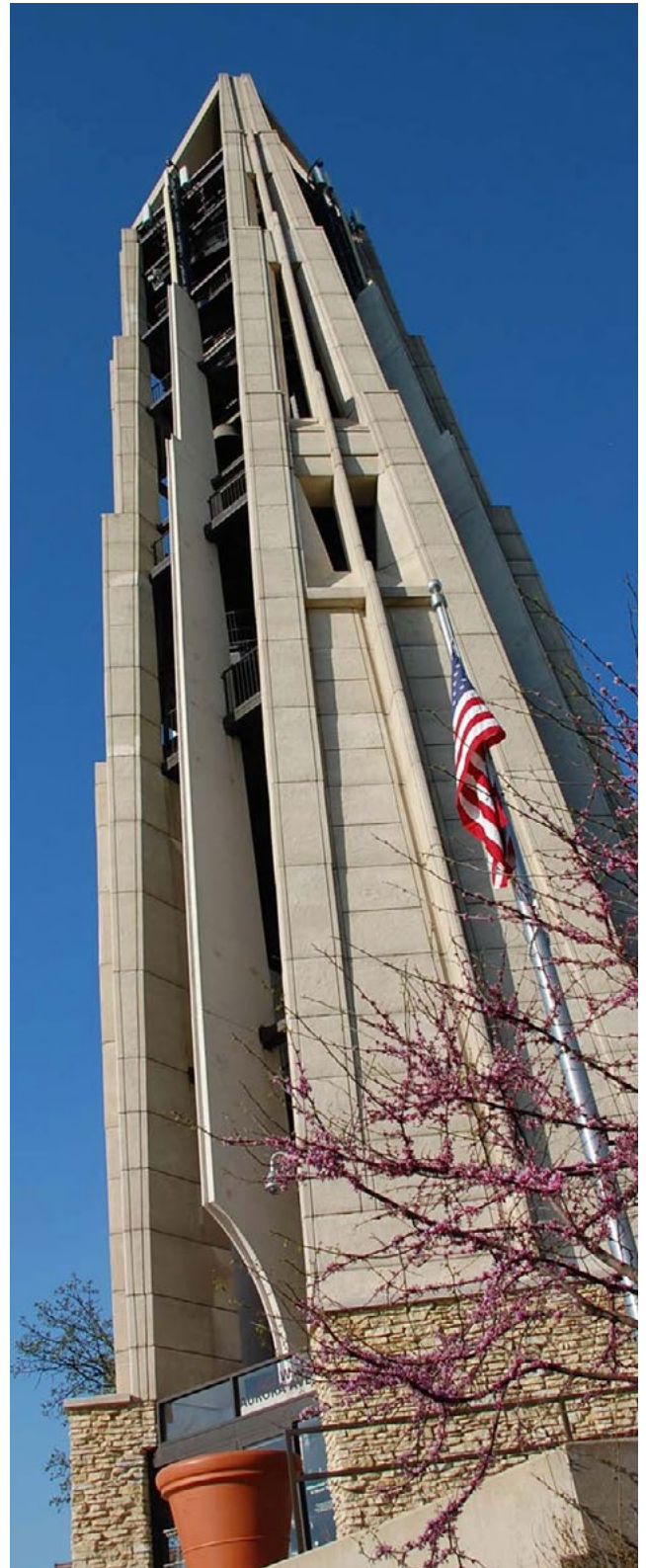
Promoting a preview of community events, the arts and locally-owned enterprise is still our primary passion.

Reach out

630.369.8447
ideas@positivelynaperville.com
www.positivelynaperville.com

Mailing Address:
1421 Sequoia Rd.
Naperville, IL 60540

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Let's Catch the Advertising Spirit

PN believes print media will endure, complimented by digital ads and social media. PN stays around longer on kitchen counters, coffee tables, and office waiting rooms as a preview for what's to come.

PN offers traditional display rates, but most of our advertisers subscribe to a yearly sponsorship paid annually, bi-annually or quarterly to achieve top-of-the-mind marketing goals.

Monthly presence and daily-digital-presence 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!

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

Non-profits in good standing are eligible for a 40% discount.

Visit PN Online

www.positivelynaperville.com

www.facebook.com/positivelynaperville01

Twitter: @pndaily

Instagram: positivelynaperville

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Key Naperville Demographics

Estimated Population - 149,936

Households, 2017-2021 - 53,234

Median household income, 2017-2021
\$135,772

Bachelor's degree or higher, percent of
persons age 25+, 2015-2019 - 70.7%

Female Population - 50.5%

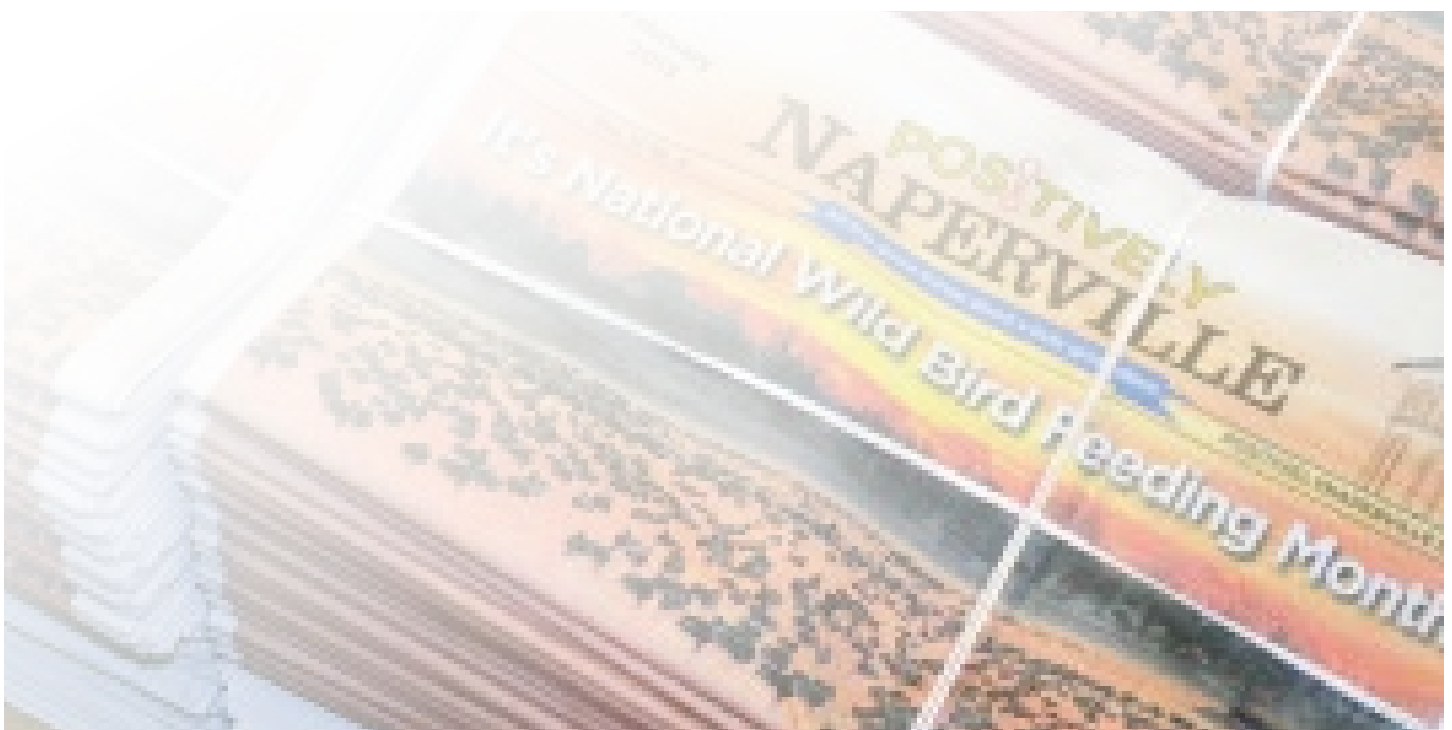
Population, percent change - 2020 to 2022
- 0.3%

Persons under 18 years - 25.2%

Persons 65 years and over - 13.3%

Median value of owner-occupied housing
units, 2017-2021 - \$433,400

Source: www.census.gov/quickfacts



Print Advertising 2024

Monthly Rates

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# Insertions	1x	2x	3x	6x	12x - Sponsorship
Full Page 10 (wide) x 12 (tall)	\$2,800	\$5,200	\$7,200	\$12,500	\$19,500
1/2 Page Vertical 5 x 12 Horizontal 10 x 6	\$1,800	\$3,200	\$4,200	\$6,800	\$12,500
1/4 Page - 5 x 6 Bottom Horizontal 10 x 3	\$1,100	\$2,000	\$2,850	\$5,500	\$9,500
5 x 4	\$800	\$1,500	\$2,200	\$4,100	\$7,400
4 x 2 (business card style ad)	\$325	\$600	\$850	\$1,500	\$2,200
<p><i>Non-profits in good standing are eligible for a 40% discount. Ask about Chamber of Commerce Rates. Rates subject to change without notice. Monthly print circulation subject to change without notice, generally 20,000 copies.</i></p> <p><i>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 in PDF or comp format, 300 DPI CMYK. Designs services available \$75/ad.</i></p> <p>CONTACT: 630.369.8447 ▪ ideas@positivelynaperville.com ▪ www.positivelynaperville.com</p> <p>Nov 2023a</p>					



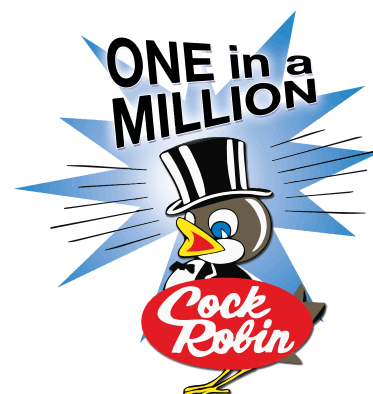
2024 Print Edition Press Dates and Deadlines

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January Monthly	Reserve Space by December 15, 2023. Creative/Assets Due by December 20. Press Date January 8, 2024. <i>Please note every January PN prints a little later than normal due to the holiday season.</i>
February Monthly	Reserve Space by January 15. Creative/Assets Due by January 20. Press Date January 29.
March Monthly	Reserve Space by February 15. Creative/Assets Due by February 20. Press Date February 26. <i>Annual St. Patrick's Day Edition.</i>
April Monthly	Reserve Space by March 15. Creative/Assets Due by March 20. Press Date April 1.
May Monthly	Reserve Space by April 15. Creative/Assets Due by April 20. Press Date April 29.
June Monthly	Reserve Space by May 15. Creative/Assets Due by May 20. Press Date May 27.
July Monthly	Reserve Space by June 15. Creative/Assets Due by June 20. Press Date June 24.
August Monthly	Reserve Space by July 15. Creative/Assets Due by July 20. Press Date July 30.
September Monthly	Reserve Space by August 15. Creative/Assets Due by August 20. Press Date August 26. <i>Annual Last Fling Edition.</i>
October Monthly	Reserve Space by September 15. Creative/Assets Due by September 20. Press Date September 30.
November Monthly	Reserve Space by October 15. Creative/Assets Due by October 20. Press Date October 28. <i>Annual Veterans Day Edition.</i>
December Monthly	Reserve Space by November 15. Creative/Assets Due by November 20. Press Date November 25.

Press Dates and Deadlines are subject to change without notice.
Late submission/placement requests are handled on a case-by-case basis.
Nothing is set in stone at PN! Most of the time, we are able to accommodate last minute requests.

***Our deadlines are
always moving!***



Digital Advertising

There is a \$500 minimum for non-print advertisers.

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Display/Banner Ads

PN offers digital banner advertising. Our ad network is completely localized and we control all the ads that are placed.

Sizes: 728 x 90 px (leaderboard); 300 x 250 px (medium rectangle); 300 x 600 px (half page); 320 x 50 px (mobile) 970 x 250 px (billboard).

We charge \$65/week for all sizes in rotation.

Just want impressions: \$65 per 5000.

We've found the best approach is a campaign that utilizes all sizes with a little different message in each one. Design services are available for \$100/ad.

Banner ads may be submitted in .png, .jpg, embed code, etc., 72 DPI RGB with a link. PN prefers static ads. Animated ads don't always work.

Digital ads may be reserved and purchased at any time if inventory is available.

Check out current digital ads at www.positivelynaperville.com.

Daily Email Newsletter

(Called the Daily Square-Scoop)

Pricing varies depending on size of ad. Prices range from \$100 to \$250/week. **Size:** 970 x 250 px (billboard) Submitted in .png, .jpg, .gif, 72 DPI RGB with a link.

Sponsored Content/Articles

Sponsored content/articles are generally 300-400 words and include up-to 5 links accompanied with an image. Sponsored digital content/articles with links and email blast \$750 each or two for \$1,400. Sponsored content/articles with links are \$250 each or three for \$700.

- 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 digital content at time of placement.

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Graphics are not actual size