MEDIA KIT

INSIDE PUBLICATIONS

Your friendly neighborhood newspaper publisher covering Chicago's North Side since 1904

INSIDE-BOOSTER NEWS-STAR SKYLINE

6221 N. Clark Street
Chicago, IL 60660
(773) 465-9700
insidepublicationschicago@gmail.com
www.insideonline.com

CIRCULATION VERIFICATION COUNCIL

ADVERTISING RATE CARD

DISPLAY AD RATES & SIZES

AD SIZE	DIMENSIONS (width by depth)	PRICE	COL. IN.	RATE (Per Col. in)
2 full pages	20”x 15.5”	$3,000	165.375	$18.15
Full page	10”x 15.5”	$1,650	78.75	$20.95
3/4 page	10”x 12”	$1,300	60.00	$21.67
2/3 page	10”x 10.5”	$1150	52.50	$21.90
1/2 page	10”x 8” or 5”x 16”	$900	40.00	$22.50
1/3 page	10”x 5.25” or 4”x 13.25”	$650	26.25	$24.76
1/4 page	5”x 8” or 4”x 10”	$500	20.00	$25.00
1/8 page	4”x 5” or 2”x 10”	$255	10.00	$25.50
1/15 page	4”x 2.5” or 2”x 5”	$115	05.00	$23.00
1/30 page	2”x 2.5”	$55	02.50	$22.00

Mechanical requirements: The newspaper is printed on web offset newsprint. Halftones: 85 line screen.

Newspaers are printed in CMYK

File Format: Send Press Ready PDF

We can provide Graphic Design services for you

CLASSIFIED, LEGAL AND SERVICE ADVERTISING INFORMATION:

- **CLASSIFIED ADS** are sold by the line. The cost is $4.50 per line per insertion. One line of copy is equal to 25 letters, characters and spaces long. There is a minimum of 3 lines per ad.
- **SERVICE DIRECTORY ADS** are sold by the column inch. One column inch is 1.5 inches wide by 1 inch tall and costs $30 per insertion.
  Additional space above 1 col. inch can be purchased in increments of 1/4th column inch. Each additional 1/4th column inch costs $5. Adding artwork, logos or images or use of special fonts are no additional charge.
- **LEGAL NOTICE ADVERTISING** rates are charged based on the actual size of the ad. Cost is based on the same rates as Service Directory advertising. By law, “Assumed Name,” “Doing Business As” ads [and some other legal ads] must run for three consecutive weeks, the total cost is $150.

DISCOUNTS

Display and Classified fadvertising requency discounts are available and can be applied fully at the time of purchase with full payment for the run or applied retroactively upon payment of invoices.
4-6 insertions: 10% off
7-12 insertions: 15% off
13-25 insertions: 20% off
26 or more insertions: 30% off

INSERTIONS

Pre-printed Insertion Rates:
$50.00 per 1,000; minimum 5,000.
Must fit newspaper’s mechanical requirements.

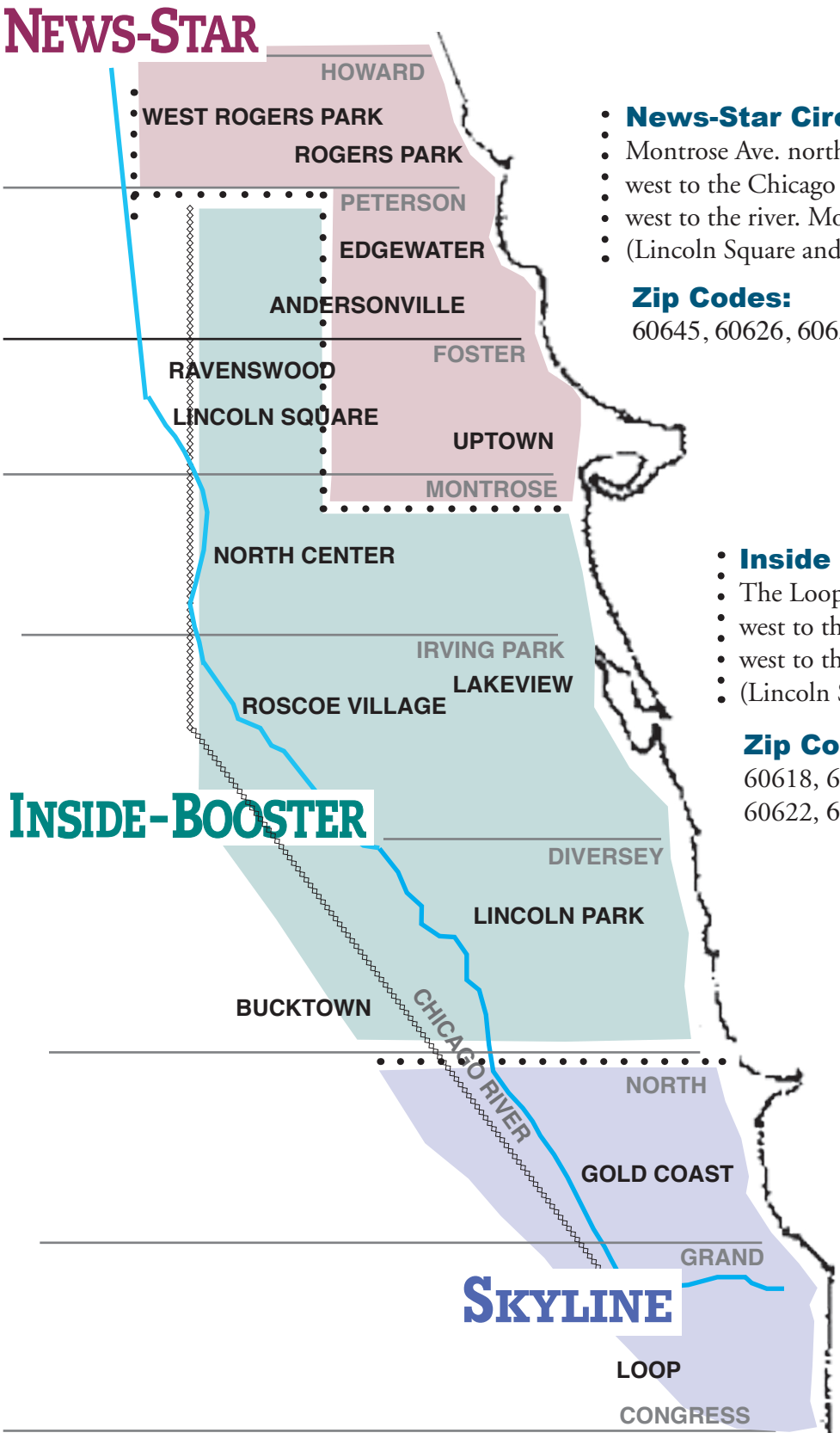
DEADLINE for Display Advertising: Friday 5 p.m. week prior to publication

DEADLINE for Service and Classified Advertising: Monday 5 p.m.

Excluding national holidays. Ads will sometimes be accepted after deadline on Monday with an additional service fee of $20. Inside Publications reserves the right to refuse any advertising we feel is inappropriate or that could result in harm to others.

We accept American Express®, MasterCard®, VISA®, Discover®, PayPal®, Stripe®, Cash or Check

CIRCULATION MAP



News-Star Circulation Area:
Montrose Ave. north to Howard. From the lakefront west to the Chicago River - excluding Ashland Ave. west to the river. Montrose Ave. north to Peterson Ave. (Lincoln Square and Ravenswood)

Zip Codes:
60645, 60626, 60659, 60660, 60625, 60640

Inside Booster Circulation Area:
The Loop north to Montrose Ave. The lakefront west to the Chicago River, including Ashland Ave. west to the river and north to Peterson Ave. (Lincoln Square and Ravenswood)

Zip Codes:
60618, 60613, 60647, 60657,60614, 60622, 60625, 60640

Skyline Circulation Area:
The Main Branch of the Chicago River north to North Ave., from the lakefront west to the North Branch of the Chicago River.

Zip Codes:
60610, 60611, 60654

OUR STORY

THE NEWSPAPERS

Inside Publications publishes the last family-owned and operated neighborhood newspapers serving the North Side of Chicago. These newspapers are offered free to our readers courtesy of our advertisers. We are proud members of many local neighborhood groups and associations and we have an open door policy to all inquiries big and small. We were 'local first' before it was cool.

Our history in Chicago goes back over a century. The Inside-Booster, Skyline and News-Star newspapers can be traced back to 1904 with a weekly Rogers Park-based advertising circular that was the precursor to the newspapers.

After starting as an employee in 1924, in 1926 Leo Lerner (1907–1965) took over that Rogers Park newspaper to found the Lerner chain of community newspapers. Leo worked in editorial positions on the Morton Grove News, the North Side Sunday Citizen and the Lincoln Belmont Booster.

In 2009 those papers were purchased by Inside Publications and publisher Ronald Roenigk, who merged them with his own community newspapers. Each edition is devoted to news, events and the promotion of better business throughout Chicago's Near North, North and Northwest sides.

To much of our readership, we are the only free, independent and professional source available for neighborhood news and events coverage - and in the truest sense of community journalism - perhaps the only outlet for many local residents and businesses to redress their concerns and problems when satisfaction cannot be obtained through more general channels.

As a free newspaper, our sole source of income are the businesses who buy advertising. Over a century in business speaks to our success in delivering critical information into these market areas, and serving as a vehicle for our advertisers' messages. We stand ready to put the full power of our publications behind serving our client-advertisers and community when called upon.

We are your friendly neighborhood newspaper!

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