

# INSIDE PUBLICATIONS

Your friendly neighborhood newspaper publisher covering Chicago's North Side since 1905

**INSIDE-BOOSTER NEWS-STAR SKYLINE**

## THE NORTH SIDE SUMMER ACTIVITY GUIDE 2018 ADVERTISING RATES

**Don't Miss INSIDE'S  
25th Annual Summer Guide**



### What is The North Side Summer Activity Guide?

It's the manual for enjoying the summer in Chicago's hottest neighborhoods. The guide features a complete listing of the North Side's unique neighborhood street festivals, as well as activities at Chicago's Museums, Navy Pier and the Lincoln Park Zoo, Park District events and much more, including:

- Neighborhood Histories
- Sights & Landmarks
- Complete Events Calendar
- Park Directory
- Useful Phone Numbers & Web Sites
- Church Directory
- Theatre & Music Festivals
- Dining Guide
- Nightlife/Entertainment
- Recreation

### ADVERTISING RATES & SIZES

| Ad Size              | Dimension (width x height) | Price    |
|----------------------|----------------------------|----------|
| Back Page            | 10" X 12" 4-Color Only     | \$2,800+ |
| Center Spread        | 21" X 12" 4-Color Only     | \$2,800+ |
| Full Page            | 10" X 12"                  | \$1200   |
| 1/2 Page             | 10" X 6" or 5" X 12"       | \$695    |
| 1/4 Page             | 5" X 6"                    | \$395    |
| 1/8 Page             | 5" X 3" or 2.5" X 6"       | \$275    |
| 1/16 Page            | 2.5" X 2.5"                | \$190    |
| Lincoln Square Pages | 4" X 3.5" 4-Color Only     | \$229    |

\* All display advertisers receive a FREE listing within the Activity Guide (max. 50 words).

+ Listed price includes four-color fee.

Color Ad Charges: 4-Color - \$400 and Spot Color - \$150 per color.

Ad design charges may apply.

Inserts are \$50 per 1,000 pieces (with a 10,000 piece minimum order) and orders must be placed by May 16, 5 pm.

### Editorial Deadline:

**5 p.m. on May 11, 2018**

### Final Ad Insertion Order

**Deadline:**

**5 p.m. May 16, 2018**

### Final Art Deadline:

**5 p.m. May 18, 2018**

### Distribution Starts:

**May 23, 2018**

### Distribution:

From the Loop north to Howard; and Sacramento east to the lake, with separate drops in hotels, restaurants, retail shops & prime locations throughout the city.

### Printed Circulation:

**80,000**

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