

READER

BEST OF CHICAGO 2023

Nominations: 10/15-11/7 | Voting: 12/13 -1/14 | Issue: 2/22/24

SPONSOR LEVELS

PRESENTING SPONSOR (2): \$20,000 (Value: \$44,500)

- “Presented by” on print, digital ads. Category exclusivity applies.
- Tagging as “Presented By” in Best Of promotional social posts
- 4 Full page print ads
- 4 Half page print ads
- 150,000 chicagoreader.com display ad impressions
- 10 Email newsletter ads
- 1 Group and 2 Category ballot ads
- Enhanced ballot listings**
- Event sponsorship Level 1: *Table, signage, gift bag, etc + 20 tickets*
- Delivery of email opt-ins at end of Best of Campaign (Feb 2024)

TITLE SPONSOR (3): \$15,000

Medium logo on print and digital ads
 8 Half Page Print Ads
 1 Group & 4 Category ballot ads
 100,000 digital impressions
 8 Email newsletter ads
 Enhanced Ballot Listing**
 Event Sponsorship Level 2:
Table, signage, gift bag, + 16 tickets
Value: \$30,850

PREMIUM SPONSOR (4): \$10,000

Small logo on print and digital ads
 4 Half & 2 Quarter page print ads
 1 Group & 2 Category ballot ads
 75,000 digital impressions
 4 Email newsletter ads
 Event Sponsorship Level 3:
Signage, verbal, gift bag + 8 tickets
 Enhanced Ballot Listing** (up to 4)
Value: \$19,475

GROUP SPONSOR (7): \$5,000

2 Group & 3 Category ballot ads
 6 Quarter page print ads
 50,000 digital impressions
 4 Email newsletter ads
 Enhanced Ballot Listing** (up to 4)
 Event Sponsorship Level 3:
Signage, verbal, gift bag + 8 tickets
Value: \$10,150

CATEGORY SPONSORSHIP: \$2,500

1 Category sponsor ballot ads
 4 Quarter page ads
 2 Email newsletter ads
 25,000 digital impressions
 Enhanced Ballot Listing** (up to 4)
 4 tickets to Best of Chicago event
Value: \$4,875

*Digital and print advertising may be purchased and used up to March 30, 2023, but no later. **Descriptions and examples on pg. 2

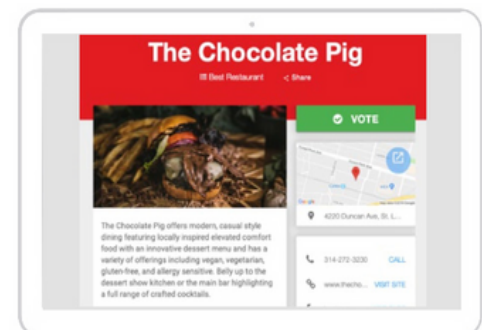
READER

Best of Chicago

CALENDAR

- 10/5 Promotion Begins (Print Issue 1)
- 10/15 **Nominations Begin**
- 10/19 PRINT ISSUE 2 (The Rats Issue)
- 11/2 PRINT ISSUE 3
- 11/7 **Nominations End**
- 11/16 PRINT ISSUE 4 (Nonprofit Issue)
- 11/30 PRINT ISSUE 5 (no promo)
- 12/13 **Voting Begins**
- 12/14 PRINT ISSUE 6
- 12/28 PRINT ISSUE 7 (The People Issue)
- 1/11 PRINT ISSUE 8
- 1/14 **Voting Ends**
- 1/25 PRINT ISSUE 9 (Winter Arts Issue)
- 2/8 PRINT ISSUE 10
- 2/22 BEST OF ISSUE
- March 2024 Best of Chicago Party (TBD)

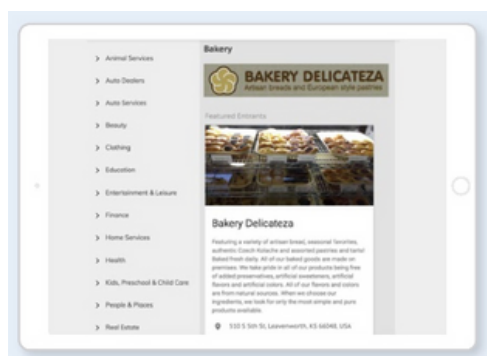
Enhanced Listings for your business



Enhanced listing on the voting ballot includes:

- Picture or logo
- Social links
- Link to website
- Interactive map
- 100 word description
- *800 x 450p Cost: \$125

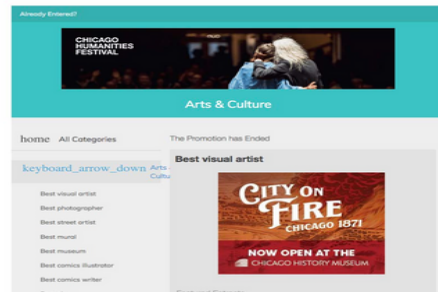
GROUP & CATEGORY ADS



Category Ad

Example: Your ad is the header for “Best Bakery” category.

Refer to the closed ballot below to see all the categories and finalists that were voted on.



Group Ad

Your ad is included in the rotation as the main index image for the “group.”