

# READER

## Special Issue Sponsorships

### THEMED ISSUE SPONSORSHIPS

The Chicago Reader has been an integral part of the Chicago media landscape since 1971. As it grows in 2023, we're partnering with Chicago businesses and organizations who want to support our work and increase their brand recognition by sponsoring our themed issues. Special Issue Sponsorships help cover our freelancer and production costs.

#### 2023 Special Issues

- 1/26: Winter Theater & Arts
- 3/23: Spring Theater & Arts
- 5/4: The Food & Drink Issue
- 6/15: The Pride Issue
- 6/29: Summer Theater & Arts
- 9/21: Fall Theater & Arts
- 10/19: The Rats Issue
- 11/16: The Nonprofit Issue
- 12/28: The People Issue

### WHAT'S INCLUDED

- Premium position Print Ad (FPS, Center spread, 3, 5, or Back Cover)
- Logo and text on themed content pages
- 50,000 digital display impressions on [chicagoreader.com](http://chicagoreader.com)
- Logo and text on member PDF email and issue publication's Thursday Daily Reader
- "Sponsored by" tag on PDF launch (FB, Twitter, LinkedIn)
- Dedicated social post thanking sponsor, with logo and clickthrough URL.



### COST & TERMS

**\$10,000/issue**

(limit 4 issues/year)

*\*PREMIUM PRINT POSITIONS INCLUDED AS AVAILABLE. POSITIONS OF EQUAL VALUE TO BE SUBSTITUTED BASED ON INVENTORY.  
\*APPROXIMATE VALUE: \$17,000*

Contact us

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