



HOMEWOOD–FLOSSMOOR CHRONICLE

Media Kit



HOMewood-FLOSSmoor **CHRONICLE**

The Homewood-Flossmoor Chronicle, founded in 2014, delivers news every day that readers can't get anywhere else: stories about interesting people, village government, schools, businesses, parks, libraries, and upcoming events.

Our readers are enthusiastic about what the Chronicle means for the community. That enthusiasm can be an asset for your business if you take advantage of print and online advertising in the Chronicle.

The highly educated, affluent residents of Homewood and Flossmoor get daily access to the latest news through online postings to hfchronicle.com.

In addition, the H-F Chronicle reaches the 10,000 homes in these two communities and beyond through a monthly print newspaper delivered by mail free of charge to residents, and distributed at local businesses and public libraries.

We believe the H-F Chronicle is a unique publication for a unique community. Our readers want to be informed and stay engaged with their neighbors and local businesses.

Statistics show the H-F Chronicle's website receives high traffic from not only the Homewood-Flossmoor area but also many surrounding suburban communities. In 2019, the website averaged 71,294 monthly pageviews. In the first eight months of 2020, the average increased to 78,213 monthly Chronicle pageviews.

Every advertiser has a unique message and we do our best to present that to our readers. Advertising design and full-color production are included in the cost of your ad.

We offer three static advertising positions on the website — one top banner spot and two sidebar spots — and a new ad format that slides into view as readers scroll down the page. The slider is especially effective at grabbing attention. In addition, the H-F Chronicle offers a video product on the website in various lengths and formats.

The Chronicle's online advertisements are priced at 30-day runs. To coincide with your needs, ads can be started at any time during the month with the price prorated for shorter or longer runs.

We also provide advertisers with monthly ad reporting, including impressions, unique impressions and the Click Through Rate or CTR so you can see how effective each ad is in reaching potential customers.

Please don't hesitate to call me. I'm available to answer your questions or visit you in person at a scheduled appointment. You can reach me by email at lmcampbell@hfchronicle.com or by phone at **708-548-2065**.

Thank you,
Lisa Campbell,
H-F Chronicle advertising consultant



HOMewood-FLOSSmoor
CHRONICLE



**Reach the educated, affluent, engaged people
of Homewood and Flossmoor with your message!**

- Print ads and inserts reach 10,000+ readers in H-F.
- Web ads are seen by thousands of readers. There are 75,000+ unique page views per month at hfchronicle.com.
- Email ads reach more than 1,350 subscribers every morning.
- The Chronicle has more than 5,500 Facebook followers who help bring traffic to hfchronicle.com.

HOMewood-FLOSSmoor CHRONICLE

To order, email advertising@hfchronicle.com
or call Lisa Campbell at 708-548-2065

2022-2023 RATES

Newspaper



	1 month	6 months (15%)	12 months (25%)
Full page	\$935	\$794.75/month	\$701.25/month
Half page	\$475	\$403.75/month	\$356.25/month
Quarter page	\$240	\$204/month	\$180/month
Eighth page	\$115	\$97.75/month	\$86.25/month
Front page, top	\$150	\$127.50/month	\$112.50/month
Front page, bottom	\$250	\$212.50/month	\$187.50/month

Daily email

1 day

Image + 20 words	\$25
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Website



	1 month	6 months (15%)	12 months (25%)
Banner	\$240	\$204/month	\$180/month
Featured spot	\$210	\$178.50/month	\$157.50/month
Affordable spot	\$120	\$102/month	\$90/month

(Prorated for longer or shorter runs)

Video

	1 month	6 months (15%)	12 months (25%)
Side rectangle	\$300	\$255/month	\$225/month

Insert

per edition

10,000 copies	\$550	for details email advertising@hfchronicle.com
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2022-2023 Print Deadlines:

EDITION	ORDER BY	ART DUE	EDITION	ORDER BY	ART DUE
Dec. 1, 2022:	Nov. 11	Nov. 18	May 1 2023:	April 7	April 14
Jan. 1 2023:	Dec. 9	Dec. 16	June 1, 2023:	May 12	May 19
Feb. 1 2023:	Jan. 13	Jan. 20	July 1 2023:	June 9	June 16
March 1 2023:	Feb. 10	Feb. 17	Aug. 1 2023:	July 7	July 14
April 1 2023:	March 10	March 17	Sept. 1 2023:	Aug. 11	Aug. 18

TIPS FOR DIY DESIGN

PRINT

Use CMYK color mode, not RGB.
 Save art in high resolution, usually at least 300 dpi.
 Avoid fine print, which is often difficult to read in print.
 Especially avoid rich black text; use 100 percent black for text.
 Make sure there is good contrast between text and background.

WEB

Use RGB color mode, not CMYK.
 Use lower resolution, usually 72 dpi or so.
 Use good contrast.
 Use few words; aim for a very concise, memorable message.
 Provide a web address so the ad can link to more information.

WEB AD DIMENSIONS

The screenshot shows the Homewood-Flossmoor Chronicle website. Key sections include:

- Recent News:** Headline: "Hartford building suffers damage from storm Monday".
- Local News:** Headline: "Food drive set for Sept. 10 in Homewood".
- Classifieds:** Headline: "Back to School event ushers in new year".
- Events:** Headline: "9.1.22 | What You Need to Know Today".
- Food Drive:** Headline: "Food drive set for Sept. 10 in Homewood".
- Back to School:** Headline: "Back to School event ushers in new year".



BANNER

90 PIXELS HIGH

728 PIXELS WIDE



VIDEO

(SAME DIMENSIONS AS SIDEBAR ADS)

FEATURED SPOT



300 PIXELS WIDE

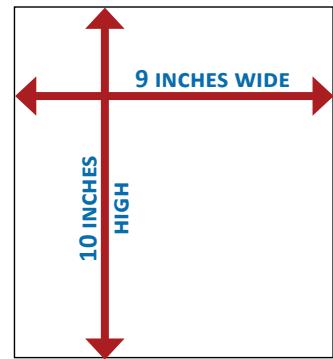
SIDE BAR

(SAME DIMENSIONS WORK FOR EMAIL ADS)

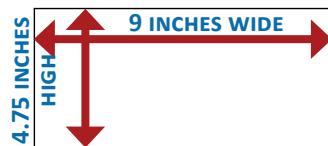
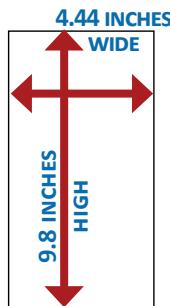


PRINT AD DIMENSIONS

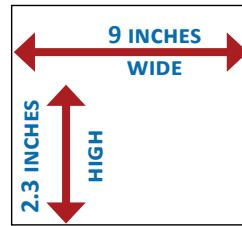
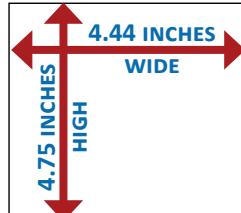
FULL PAGE



HALF



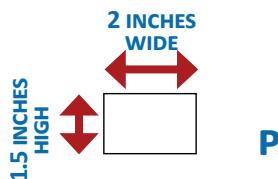
QUARTER



EIGHTH

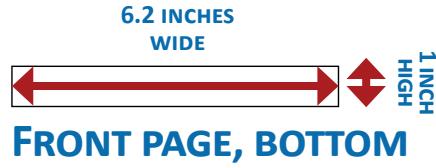


ISSUE COVER



FRONT
PAGE, TOP

SOLD
OUT



FRONT PAGE, BOTTOM

SOLD
OUT