

# READER

## en español

### TRANSLATED ARTICLE SPONSORSHIP

The Chicago Reader has been an integral part of the Chicago media landscape since 1971. As it grows in 2022, we've identified new ways to expand our coverage and better serve our communities. One such way is our new initiative to translate some of our most important stories into Spanish. Available online, we aim to continue to expand our coverage and impact on Spanish-speaking communities.

To do this, we hire freelance translators – and we'd like to hire more. A sponsorship of this program is showing support of not just the Reader, but the community it serves.

### WHAT'S INCLUDED

- Print: Text/logo on translated article refer (points to online)
- Digital articles: Logo and link on translated articles
- Social Tags: I.E. "This translation made possible by X"
- Landing Page Sponsorship: See Cityscape for a similar example
- **Estimated value: \$3,000**

#### Dedicated Client Advertising:

(per month)

- Half Page Print (1x/month)
- 50,000 digital display impressions on [chicagoreader.com](http://chicagoreader.com)
- 1 social bundle (1 FB & 5 Tweets)

Media value: **\$2,500**

Total package value per month: **\$5,500**



### COST & TERMS

**\$3,000/month**

(minimum 6 months)

**\$18,000 total**

(\$33,000 media value)

Contact us

ads@chicagoreader.com | [www.chicagoreader.com](http://www.chicagoreader.com)