

READER

POLITICAL ADVERTISING GUIDELINES

Political advertising, as deemed by the *Chicago Reader* publishers, is a key part of campaign efforts to reach voters in Chicago. The *Chicago Reader* has earned and maintained a high degree of credibility with voters. To protect this credibility, to comply with election laws, and to ensure fairness, political ads are subject to the following requirements:

1. The *Chicago Reader* accepts political advertising in print, in digital display on chicagoreader.com, and in email newsletter banner ads.
 - a. Premium print positions, including front page banners, page 2, page 3, and back covers, are not available for political advertising.
 - b. “Dedicated” emails to our subscribers are not available for political advertising.
 - c. Social media posts are not available for political advertising.
2. Ads must be prepaid by Wire/ACH or credit card, or by check two weeks in advance.
3. Political advertising will only be run in the News section of the print issue.
4. Ad reservations and final art/copy for all ads, including digital, must be received 10 full working days in advance of publication.
5. Print advertising, including display or branded content, must have the words “Political Advertisement” at the top of the print ad in at least 10 point type. Digital advertising, including branded content, must also be labeled as such. Per [Illinois rules and regulations](#), ads must include the name of the political committee or individual funding the ad.
6. Advertisers are responsible for proofreading ads to prevent errors. The *Chicago Reader* is not responsible or liable for statements included in paid advertising, nor is a paid advertisement an endorsement.
 - a. Final ad proofs will be sent to the advertiser for approval; page proofs/issue previews are not available.
7. If paid for by an individual, each ad must be signed by a locally registered voter. The signer must sign an insertion order/contract provided by the *Reader*. If the advertisement is placed by an organization, the chairperson, secretary, or two other officers must complete a contract.
8. When ads contain lists of names as endorsers, each person named must sign either a copy of the ad’s text or an authorization clearly giving the *Chicago Reader* permission to use that person’s name in that ad. These signed authorizations must be presented with the ad. All names must be submitted by email to ensure accuracy in spelling. We are not responsible for errors.
9. Photographs should be submitted electronically at 300 DPI or greater. If the ad contains photographs of other people than candidates, we need a signed release from each of these individuals.
10. To allow for fair rebuttal, we will not knowingly publish for the first time an advertisement containing controversial copy later than the fourth day prior to the election. We do not accept advertisements containing copy that is inaccurate, misleading, or unsubstantiated, without documenting materials to substantiate the claims contained in the advertisement.
11. We reserve the right to reject or revise any advertisement at any time, and receipt of art/copy or pre-payment does not imply agreement to publish.



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Ad Rates

Unless otherwise noted, the rates listed below are the applicable rates for political advertising in 2022-2023.

Digital rates

- Email leaderboards: **\$300** (600px150p)
- Email banners: **\$250** (600px150p)
- Digital display (All sizes, ROS): **\$13 CPM** (728x90, 320x50, 300x250, 300x600)

Print

Size	Dimensions	Price
1/12 page	V: 2.3125" x 3.1806" H: 4.7917" x 1.5069"	\$265
1/8 page	V: 2.3125" x 4.8542" H: 4.7917" x 2.3438"	\$435
1/6 page	V: 2.3125" x 6.5278" H: 4.7917" x 3.1806"	\$535
1/4 page	V: 4.7917" x 4.8542" H: 9.75" x 2.3438"	\$695
1/3 page	V: 4.7917" x 6.5278" H: 9.75" x 3.1806"	\$850
1/2 page	V: 4.7917" x 9.875" H: 9.75" x 4.8542"	\$1050
3/4 page	7.2708" x 9.875"	\$1740
Full page	9.75" x 9.875"	\$2025

I have read and agree to these guidelines.

Signed: _____ Date: _____

Printed Name: _____