### 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
- 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
- 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
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.

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

BEST OF IS BACK

Best of Chicago

READER