



MEDIA KIT

READER DEMOGRAPHICS

People of Greek descent and philhellenes, from Chicago and around the world. Educated, affluent professionals that take pride in their lives, families, and work. They celebrate their Greek heritage and culture with pride, and have strong ties to Greece. 70% of readers are from the U.S., 10% from Greece, and the remainder from all over the globe.

Advertising Rates

CLASSIFIED ADS

Name and link to your site:

\$25 USD for 3 months

\$45 USD for 6 months

\$80 USD for 12 months

Three lines of text and a link only please. Classifieds post on Tuesday only. All new ads must be submitted and approved by the preceding Friday at noon.

DIRECTORY LISTINGS

Currently, we host a directory of churches and Greek Orthodox parochial schools in the Chicagoland area.

PRICING

Listings include a website link. \$40/year prepaid. **UPGRADE!** Add an image for an additional \$25.

DEADLINE

Text and links for classified ads, or any updates, are due on Fridays at noon CT. All new listings and updates will be posted on the following Tuesday.



DISPLAY ADVERTISING

EXCLUSIVE ADS

Ad unit	Description	3 month rate	6 month rate	12 month rate
Sidebar-small 234x60 jpeg with link	Ad appears in right sidebar. Provide Logo/name only in jpeg with link to landing page. (4 positions)	\$100 USD	\$180 USD	\$320 USD
Sidebar-large 300x250 jpeg with link	Ad appears in right sidebar. Provide jpeg with link to landing page. (7 positions)	\$300 USD	\$550 USD	\$900 USD
Leaderboard 728x90* jpeg with link	Ad appears in header. Provide jpeg with link to landing page. (1 position)	\$500 USD	\$800 USD	\$1500 USD
Footer 468x60 banner	Ad appears in footer. Provide jpeg with link to landing page. (1 position)	\$250 USD	\$400 USD	\$750 USD

Ask us about rotating ad options.

MECHANICAL REQUIREMENTS

Simple jpeg files in the sizes above, are acceptable. HTML text is helpful. If a great deal of resizing/ reformatting needs to be done before we can post the ad, we will do so at an additional charge, and we'll advise via email for your approval prior to commencement of any design work.

DEADLINE

Fridays at noon CT. All new ads are posted on Tuesdays.



Ad Units Diagram—Home Page



HEADER AD - Leaderboard
728x90 px with link

Main navigation

Post

Post

Search bar

Join Our Community!

Post

Post

SIDEBAR ADS
300x250 px w/
link
EXCLUSIVE

300x250 px w/
link
EXCLUSIVE

300x250 px w/
link
EXCLUSIVE

300x250 px w/
link
EXCLUSIVE

300x250 px w/
link
EXCLUSIVE

300x250 px w/
link
EXCLUSIVE

300x250 px
up to 5 ads in
rotation/no link

Post

Post

Post

Post

Post

Post

Post

Post

Post

Post

234x60 px: logo/link

234x60 px: logo/link

234x60 px: logo/link

234x60 px: logo/link

**A PMEA COMMUNICATIONS LLC
PUBLICATION**

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FOOTER AD—SMALL BANNER

468x60 px with link



UPGRADE YOUR EVENT LISTING

Event listings are free, but you can make your listing stand out with an image. \$25

SPONSOR A NEWSLETTER

Email is a great way to get your message out – reach people right in their inbox! Our newsletters are sent to a growing, targeted list. Each month, we send a monthly newsletter and 4 Week in Review newsletters. Our newsletters have an average open rate of 28%, which is about double the industry average. The click-through rate is also double the industry average. Each newsletter offers two levels of sponsorship.

Monthly Newsletter

Distributed during the 2nd week of the month, this newsletter contains some local Chicago event coverage, as well as exclusive news, information about any promotions or upcoming giveaways, and more.

Sponsorship A: \$150/month

Includes space for 2 short paragraphs, an image and link

Sponsorship B: \$30/month

Includes logo and link only

Week in Review Newsletter (4 per month)

Distributed on Sundays, this newsletter provides a recap of the previous week at [WindyCityGreek](#). This includes links to all articles published that week, plus exclusive news, information on any promotions, upcoming giveaways, and more.

Sponsorship C: \$250/month

Includes space for 2 short paragraphs, an image and link

Sponsorship D: \$100/month

Includes logo and link only

Ask about multiple month discounts and about a newsletter dedicated solely to your product/service/event.



NATIVE ADVERTISING

WindyCity Greek will consider publishing articles written by you/your company. The article must adhere to *WindyCity Greek* editorial policy, and subject matter must be pre-approved. We reserve the right to refrain from publishing any article that is not in keeping with our philosophy. We will edit, format, and stylize the post for publication, and include links to your business, as well as promote via social media. [Contact us for details and rates.](#)

SPECIAL SECTIONS

There will be several special sections each year, including Easter, GreekFest Guide, Summer Reading Guide, and Christmas. Separate media kits will be offered in anticipation of these sections, outlining all details, opportunities, rates, and publication dates. Check the [Advertising page](#) on our website for details.

NON-PROFIT RATE

Subject to interpretation by PMEA Communications, LLC and available to qualifying organizations upon request.

DISCLAIMER

WindyCity Greek and PMEA Communications LLC reserve the right to refuse any advertising deemed irresponsible, or not in accordance with our philosophy of positivity. We also reserve the right to provide free advertising to causes we support.

PAYMENT

Advertisers without approved credit must pay via check, PayPal, or credit card by phone, prior to insertion, until credit is established. At this time, monthly billing is not an option. Invoices will be issued for appropriate ad term and are payable within 30 days or ad/program will be removed/discontinued.

LET US HELP YOU GET THE WORD OUT!

Contact us today. We can tailor a program to your goals and budget. Let's get started!

[Email us at ads@windycitygreek.com](mailto:ads@windycitygreek.com)



General Rules and Regulations

1. Deadline: One week prior to post date, at noon CST.
2. Advertisers requiring graphic design services will be charged at a rate of \$30/hour.
3. No position guarantees are made, with the exception of header and footer ads.
6. All advertisements must be sized correctly.
7. PMEACommunications, LLC. reserves the right to reject any advertising copy or graphic element.
8. Advertising rates are subject to change without notice.
9. Liability for error shall in no event exceed the cost space occupied by error. Credit allowance on first insertion only.
10. The advertiser assumes liability for all content (including text, representations, photographs and illustrations).
11. Advertisers are expected to furnish ad/copy as per agreement. In the event copy is not furnished for advertising ordered at the time of advertising deadline, PMEACommunications, LLC. reserves the right to run the advertisers name in the space ordered and bill advertiser for the space.
12. PMEACommunications, LLC. will not accept changes over the phone or verbally. Written confirmation of orders, and ad approvals must be received via email prior to deadline.
13. Send advertisements as jpgs ready to post. Supply the graphic or text and a link (if applicable) to a landing page on your site. The graphic file can be no larger than 40kb and may not include animation.
14. All ads must be paid in full prior to posting. Ads may be paid by check (payable to PMEACommunications LLC and mailed to PO Box 344, Elmhurst, IL 60126); credit card by phone or via PayPal.



Advertiser Agreement

COMPANY INFORMATION

Name of Advertiser: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Primary

Contact & Email: _____

ADVERTISING CONTRACT

We hereby confirm placement of the following ad unit on WindyCityGreek.com:

_____ Classified Ad _____ Directory Listing _____ Display Ad/Size _____ Sponsor a Post

for _____ (time period). All first time ads are payable in advance via PayPal, credit card or check. Established advertisers will be billed via email, and invoices are payable within 30 days. Proof of insertion (screen shot/link) will be provided with invoice.

AD DESIGN

WindyCity Greek will design an ad a rate of \$30/hour. Please provide ad copy, website link and images.

CLASSIFIED OR DIRECTORY LISTING INFORMATION

Please provide ad copy and website link.

SIGNATURE

Name and Title: _____

Date: _____