



# COUNTRY HERALD

CENTRAL ILLINOIS LOCAL NEWS



**POSITIVE**  
KANKAKEE | IROQUOIS | WILL  
**COMMUNITY** NEWS



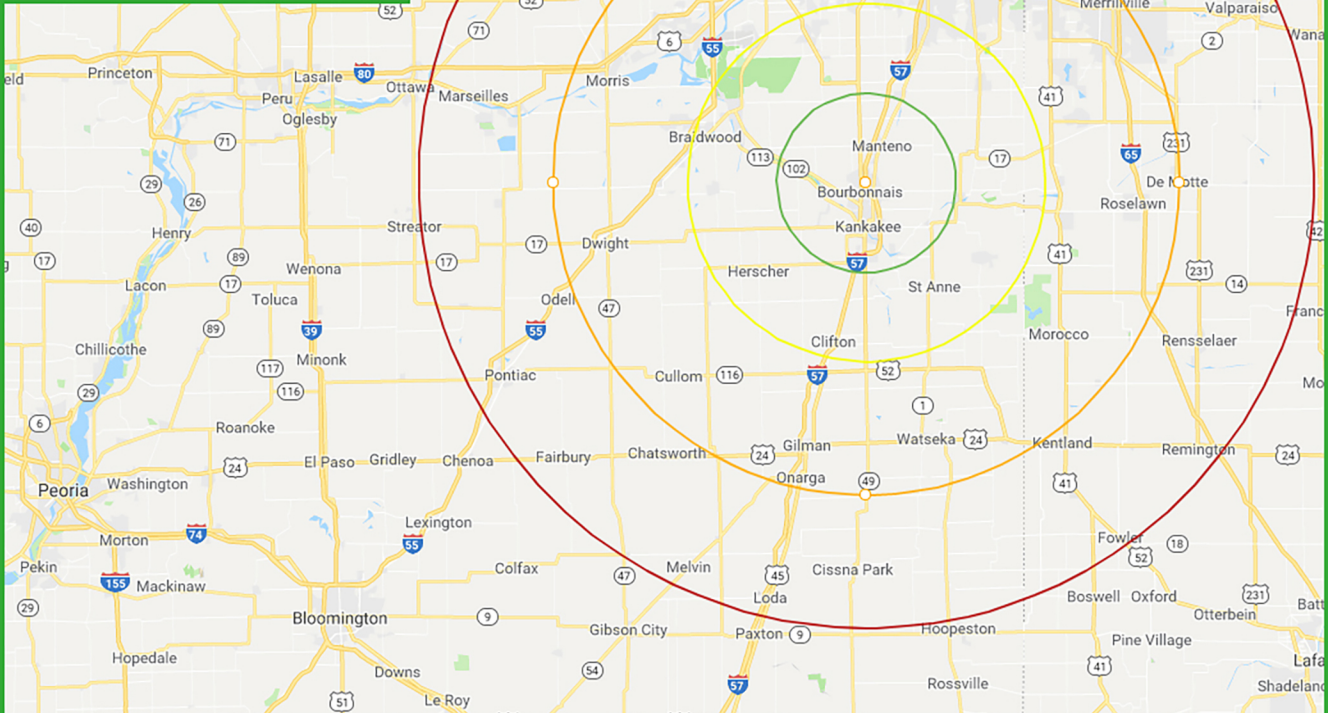
- 10 MILES
- 20 MILES
- 35 MILES
- 50 MILES



**COUNTRY HERALD**  
CENTRAL ILLINOIS LOCAL NEWS

COVERAGE MAP

Pre-Launch, Feb 18th 2019



## OUR MISSION:

COUNTRY HERALD'S MISSION IS TO SERVE THE KANKAKEE, IROQUOIS AND WILL COUNTY AREA BY BRINGING POSITIVE, FACT-DRIVEN, FAMILY FRIENDLY, COMMUNITY DRIVEN STORIES TO YOU ON A WEEKLY BASIS. BY PARTNERING WITH NON-PROFITS, COMMUNITY ORGANIZATIONS, SMALL BUSINESS OWNERS AND ENTREPRENEURS, WE LOOK FORWARD TO BRINGING YOU LOCAL AREA COVERAGE FOR YEARS TO COME. OUR STAFF IS COMPOSED OF PASSIONATE VOLUNTEERS WITH DEEP TIES IN MEDIA. A COLLECTIVE COLLAGE OF FORMER EDITORS, WRITERS, RADIO PERSONALITIES, BLOGGERS, AND SOCIAL MEDIA INFLUENCERS ALL BROUGHT TOGETHER WITH A GOAL.

DELIVER A PRODUCT THAT MATTERS TO YOU.

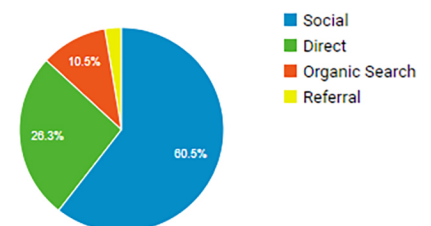
TO SUBMIT A PRESS RELEASE, EMAIL [NEWS@COUNTRYHERALD.COM](mailto:NEWS@COUNTRYHERALD.COM)

## NEWS COVERAGE EXPANDS IN 50 MILE RADIUS

**PRIMARY FOCUS: RESIDENTS OF KANKAKEE/SOUTHERN WILL/IROQUOIS COUNTY**  
**MAJORITY DIRECTED VIA FACEBOOK WITH OVER 95% OF SOCIAL BASE DIRECTED VIA CHANNEL**  
**RECURRING VISITORS SPEND 8+ MINUTES ON SITE**  
**PREDOMINANTLY MOBILE USERBASE**  
**AVERAGE TIME ON SITE: 03:15**

**40% OF ALL TRAFFIC COMES FROM KANKAKEE/CHICAGO**  
**94% OF ALL TRAFFIC COMES FROM THE UNITED STATES**

Top Channels



VIA GOOGLE ANALYTICS

# RATES SHEET

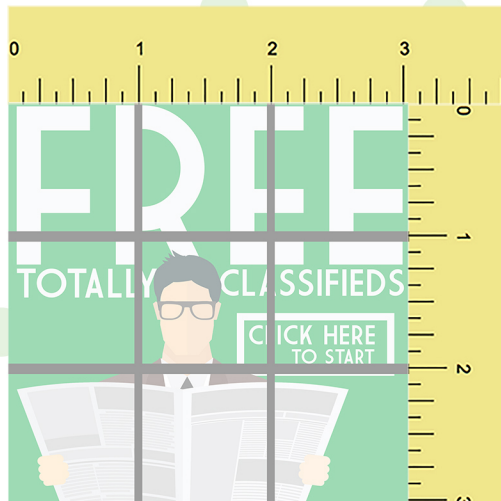
COUNTRY HERALD CHARGES A RATE OF \$14 PER INCH PER 7 DAY CYCLE ON ADS.  
THE TOTAL AREA OF AN AD IS THE AMOUNT YOU WILL BE INVOICED FOR.



## EXAMPLE: 3X3 SIDEBAR AD AS APPEARS ON SITE

ALL ADS RUN 7 DAY CYCLES UNLESS OTHERWISE NOTED BY CLIENT

### AD COST BREAKDOWN



GRID MEASUREMENTS FOR AREA RATE

SIZE: **3"X3"**

DIMENSIONS: 1000X1000PX

AREA: **9 INCHES**

AD CALCULATION:

**\$14** PER INCH X **9** INCHES

AD RATE: **\$126** PER 7 DAY CYCLE = **\$18** PER DAY

BREAKDOWN DOES NOT INCLUDE GRAPHIC DESIGN OPTIONS.  
AD DESIGN AVAILABLE UPON REQUEST. ADDITIONAL FEE OF \$50 WILL BE APPLIED.

# AD SIZE OPTIONS

YOU HAVE FULL CONTROL OVER THE SIZE OF YOUR AD AND WHERE IT IS DISPLAYED.

AD CALCULATION COST:  
HEIGHT X WIDTH X \$14



3X3



1X3



2X3



3X2



3X6



6X3

CHOOSE FROM ANY OF THESE SIZES OR CHOOSE YOUR OWN  
FINAL AD DESIGNS MUST BE SUBMITTED WITH ORDER  
AD FILE TYPES MUST BE .JPEG, .PNG, .JPG OR .PDF ONLY.  
SPECIAL AD RATES APPLY FOR NON-PROFITS WITH PROOF OF 501(c)3 STATUS  
RATES SUBJECT TO CHANGE WITHOUT NOTICE.

PAYMENT MUST BE MADE PRIOR TO AD RUN.  
PROOF OF AD RUN WILL BE SENT AND PROVIDED VIA EMAIL.

COUNTRY HERALD RESERVES THE RIGHTS TO NOT RUN YOUR SUBMITTED AD IF IT VIOLATES OUR TERMS OF SERVICE AGREEMENT, SEE WEBSITE FOR DETAILS.

\*NOT ALL IMAGES ABOVE ARE FULLY TO SCALE



# TECH SPECS

MEDIUM SIDEBAR



**3X2**

720X312PX  
\$84 AD SPACE

- OPTIMIZED MESSAGE
- ADDITIONAL DETAILS
- READABLE ENTRIES

LARGE SIDEBAR



**3X3**

1000X1000PX  
\$126 AD SPACE

- MAXIMUM DESIGN SPACE
- BOLD MESSAGE OPTIONS
- HIGH CONVERSION RATE

SMALL SIDEBAR



**3X1**

320X70PX  
\$42 AD SPACE

- SIMPLISTIC MESSAGE
- BEST FOR LOGO ONLY
- EVENT AND DATE/TIME

\*\*\* *At Firemen's Park:* \*\*\*  
675 PENFIELD STREET • BEECHER, ILLINOIS

— 93<sup>RD</sup> ANNUAL —

**BEECHER 4<sup>TH</sup> OF JULY FESTIVAL**

\*\*\* JULY 3-6, 2019 \*\*\*

5K RUN/WALK REGISTRATION FORM  
AND CAR RAFFLE TICKETS  
Available at Beecher Village Hall

5K RUN/WALK! RIDES!  
FOOD! FUN! CARNIVAL! BINGO!  
MUSIC! PARADE! AND  
**Fireworks**

**FREE PARKING & ADMISSION**

Follow us on Facebook:  
**BEECHER4THOFJULYFESTIVAL**  
Visit us online at: [WWW.VILLAGEOFBEECHER.ORG](http://WWW.VILLAGEOFBEECHER.ORG)  
**(708) 946-2261**

**WIN ME!**

**2019 CHEVY Camaro**  
DRAWING TO BE HELD

**DONATION**  
\$5.00 EACH,  
6 FOR \$20.00  
20 FOR \$50.00

**JULY 6, 2019 AT 11:00 PM**

X-LARGE BANNER AD

**9X6**

2700X1800PX  
\$756 AD SPACE

- A1 BANNER LOCATION
- HIGH RESOLUTION
- CLEAR INFORMATION

# AD PLACEMENT

HOME PAGE AD PLACEMENT IS BY DEFAULT WITH ALL ADS.



## BANNER ADS

MEASURES 3X?

MIDSECTION SOLD BY DEFAULT, HEADER PLAYMENT AVAILABLE UPON REQUEST  
PLACEMENT OPTIONS INCLUDE TOP, MIDDLE AND FOOTER  
SPONSOR SECTIONS AVAILABLE

## SIDEBAR ADS

MEASURES 3X?

MIDSECTION SOLD BY DEFAULT, HEADER PLAYMENT AVAILABLE UPON REQUEST  
PLACEMENT OPTIONS INCLUDE HOME SIDEBAR AND UNIVERSAL SIDEBAR

## FOOTER ADS

MEASURES 3X?

MIDSECTION SOLD BY DEFAULT, HEADER PLAYMENT AVAILABLE UPON REQUEST  
PLACEMENT OPTIONS INCLUDE BOTTOM FOOTER. THIS APPEARS ON EVERY PAGE OF WEBSITE.

## SECTION SPONSOR

MEASUREMENTS VARY

SECTION SPONSORS INCLUDE LIFESTYLE AND SPORTS ONLY AT THIS TIME.  
SPECIAL RATES AVAILABLE

**BUSINESS DIRECTORY LISTING INCLUDED FOR ALL SPONSORS**

**SOCIAL MEDIA SPONSORED POSTS INCLUDED WITH ALL AD EVENTS**

\*CLIENTS AND ORGANIZATIONS MENTIONED INCLUDED WHEN AVAILABLE

**COMPLEMENTARY NEWS AND EVENT STORIES UPON SUBMISSION OF  
FORMAL PRESS RELEASE FROM CLIENT OR ORGANIZATION**

**EVENT ELECTRONIC BILLBOARD FEATURED THROUGHOUT CHICAGOLAND**  
\$50 FEE APPLIES

## BILLBOARD LOCATIONS INCLUDE:

IMP-10FE I-80, NS E/O JOLIET BRIDGE, FE

DIGITAL BILLBOARD ALONG I-80 NEXT TO ICONIC JOLIET BRIDGE. TARGETS WESTBOUND TRAFFIC WITH TYPICAL LONG DELAYS.  
LOCATED NEXT TO EXIT FOR ROUTE 66 CHICAGOLAND SPEEDWAY AND DOWNTOWN JOLIET.

IMP-13FS - I-55, NS, S/O HWY 52, FS

VERY LONG READING INBOUND CHICAGO DIGITAL BILLBOARD, LOCATED IN THE SOUTHWESTERN SUBURB OF JOLIET.  
LOCATED NEAR THE NEXT EXIT FOR LOUIS JOLIET MALL.

BB-7FN - I-57, ES, AT 141ST STREET, FN

DUAL READING INTERSECTION BILLBOARD WITH VISABILITY TO BOTH 167TH AND PULASKI.  
LOCATED NEXT TO HEAVY RETAIL, DINING AND ENTERTAINMENT CENTER.

16 WEST INDUSTRIAL DRIVE, KANKAKEE

LOCATED JUST OFF RT 52 TOWARDS THE 57 INTERCHANGE, THE EXIT SUPPORTS A VARIETY OF VISITOR TRAFFIC,  
HOTELS AND COMMUNITY COLLEGE STUDENTS.



SUBMIT PRESS RELEASES DIRECTLY VIA EMAIL TO [NEWS@COUNTRYHERALD.COM](mailto:NEWS@COUNTRYHERALD.COM)

815-733-1222









