

Advertising and Marketing on the McKinley Park News

Reach Chicago's McKinley Park neighborhood and beyond through advertising and marketing programs on the *McKinley Park News* at <https://McKinleyPark.news>.

Your Advertising

- ◆ *Banner Ads* throughout website & media
- ◆ *Cost Per Click (CPC)*, *Cost Per Lead (CPL)* and *Coupon* ad campaigns
- ◆ *Classified Ads* in premium categories
- ◆ *Commercials* and *Sponsor Segments* in video news & live events (coming soon)

Your Marketing

- Your *Sponsor Profile* linked throughout website and in e-newsletter
- Your *Commercial Events* highlighted in neighborhood event calendars
- Direct Engagement through website *Forums*, *Member Messaging* and more

Advertising Rates

- *Sponsorships* from \$89.95/year
- *Display Ad Campaigns* from \$250
- *CPC* and *CPL* advertising rates by industry, and lower than all competitors

Our Audience

- ✓ Thousands of unique website visitors per week (over 10,000+ per month)
- ✓ High-quality traffic from local IP addresses (80%+ from Chicago)
- ✓ 600+ e-newsletter subscribers, and 430+ registered website members
- ✓ Neighborhood leaders, groups & influencers via our *Institutions* program
- ✓ 1,000+ social media followers & promotion in private neighborhood groups

Our Product

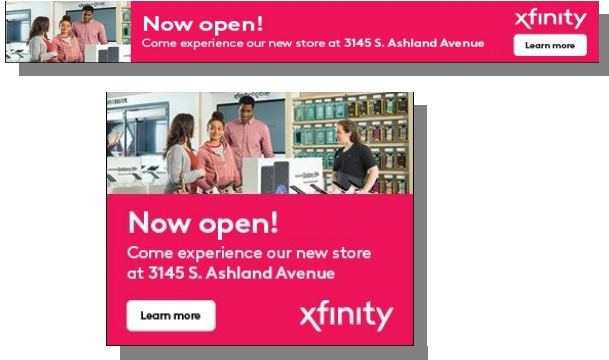
- The only source for *McKinley Park neighborhood news* and *original reporting*
- *Neighborhood Calendar of Events*, *Food & Drink Guide*, and many other features
- Paid *Subscriptions* to premium content like *Notable Arrests*, *Crime Reports*, *Building Permits* and *Exclusive Videos*
- *Free Memberships* for core access to website features and interactivity

Additional services for advertising Sponsors include creative services, concierge support and more.

Sponsor Case Studies

Retail

Sponsor: Comcast Xfinity
Services: Gold Sponsorship, CPC Ad Campaign



Real Estate

Sponsor: Century 21 Realty Associates
Services: Sponsorship, CPL Ad Campaigns



Civic

Sponsor: Chicago Department of Cultural Affairs and Special Events (DCASE)
Services: Sponsorship, CPC ad campaign



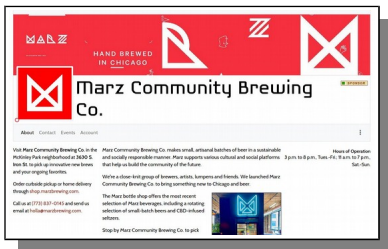
Elections

Sponsor: Friends of Theresa Mah
Services: Sponsorship, CPL Ad Campaigns



Dining

Sponsor: Marz Community Brewing Co.
Services: Sponsorship, Event Listings



B2B

Sponsor: 36Squared
Services: Gold Sponsorship, CPL ad campaign, Help Wanted advertising



McKinley Park News by the Numbers

Updated September 22, 2021

Audience

Weekly Average Page Views*:	4,694+
Weekly Average User Sessions*:	3,165+
Average Time on Page*:	1 minute, 53 seconds
Audience IP Address Location*:	80%+ from Chicago; 97%+ from U.S.
Total Website Member Accounts:	435
Email Newsletter Subscribers:	614
<i>Institutions</i> program participants:	32
Paid Subscribers (current/lifetime):	21/24
Followers on Facebook:	765
Followers on Twitter:	332

Content

Total Original Local News Articles:	538
Total Original Local Business Profiles:	7
Total Community Opinion/Editorial Essays:	11
Total Obituaries:	2
Total Listed Neighborhood Events:	15,970
Total News Photo Galleries:	50
Total Neighborhood Notable Arrests:	161
Total Neighborhood Crime Reports:	806
Total Neighborhood Building Permits:	280
Total Neighborhood Guides:	1
Pages of Government Documents and Data:	188
Total Forum posts:	325
Total Comments on articles:	63
Total Exclusive Videos:	2

* Based on Google Analytics statistics averaged over the previous two months.

McKinley Park News by the Numbers

Operations

Number of staff members:	5*
Number of professional associations:	4
Weekly hacking attempts:	Dozens
Known successful hacking/spam incidents:	0

Results

Current Sponsors:	14
Current Gold Sponsors:	4
Total Lifetime Sponsors:	23
Total Impressions, banner ad campaigns:	7,131,383
Total click-throughs, CPC banner ad campaigns:	15,265
Total leads, CPL banner ad campaigns:	31
Total classified ads:	37

Why advertise in the McKinley Park News?

- *It is the most effective and affordable way to directly reach residents and businesses in the McKinley Park neighborhood and Chicago's Southwest Side.*
- *It provides the highest local profile and prominence for your enterprise in a trusted, popular, neighborhood news channel.*
- *Original local journalism helps the entire community; your Sponsorship supports an essential local resource for McKinley Park and beyond.*

* Includes one solopreneur and four freelance contractors.