



Highland Park *Today*



print | digital

Highland Park *Today*



Highland Park Today

Presenting an in-depth look at Highland Park Illinois with features, articles and local happenings, *Highland Park Today* provides a focused and personal read for Highland Park and the North Shore.

Reaching over 72,000* readers through direct mailing of 16,500 copies, *Highland Park Today* offers total market saturation with a guaranteed circulation to every resident and business in Highland Park.

Our Mission

The mission of *Highland Park Today* is to inspire readers in making a positive impact in their lives and on those around them.

Through its news and stories, the magazine encourages and enables people to improve relationships and engage in dialogue wherever they are: in business or schools, in their families, neighborhoods and communities.

* Based on pass-along readership

HP *Today* demographics

education

High School +	95.1%
Four-Year Degree +	69%

employment

Employed	96.1%
Average Income	\$107,537

homeowners

Homeowners	81.7%
Average Value	\$511,500

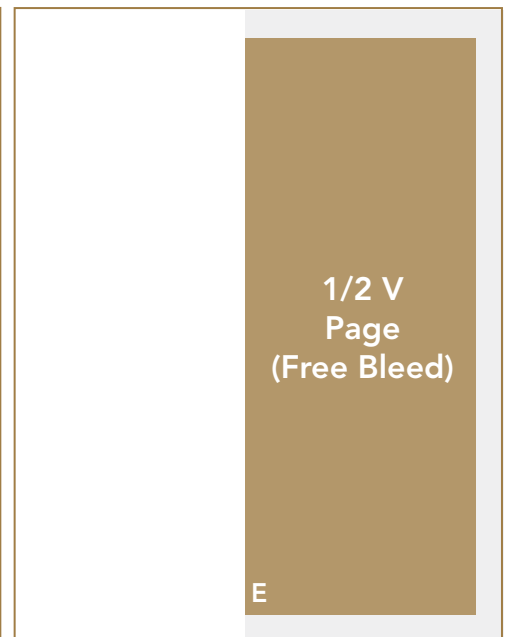
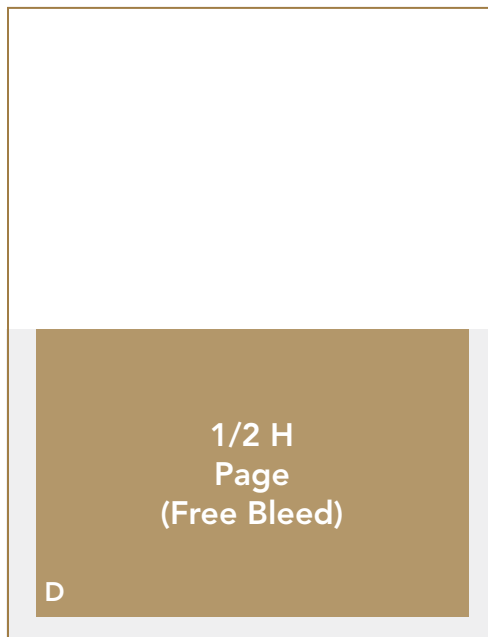
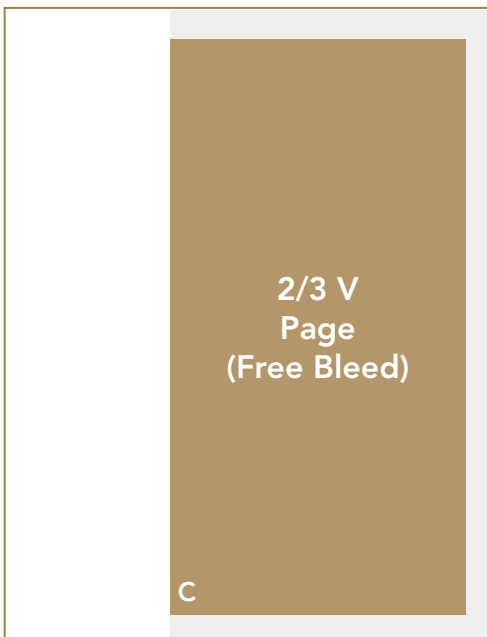
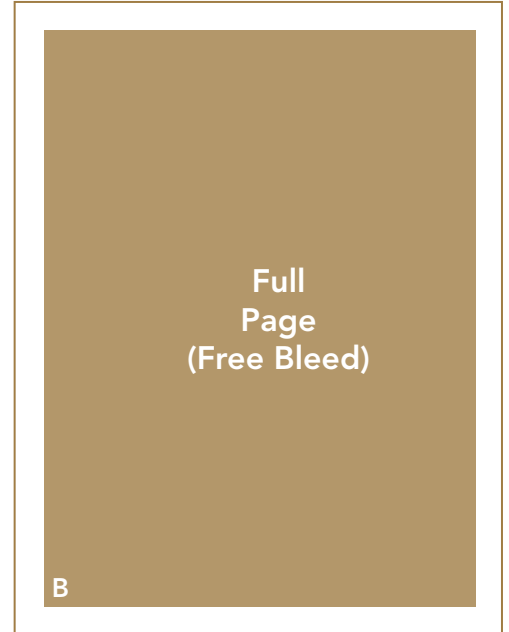
people

Married	64.9%
Average Age	45

Data provided by: <http://www.city-data.com/city/Highland-Park-Illinois.html>

Highland Park *Today*

2016 advertising sizes



Highland Park *Today*

2016-2017 advertising rates

Rates

Ad Size		Holiday 2016 — Materials Due 10.26.16 Direct Mailed 11.09.16	Multi-Issue Rate 4 issues in 2017
A	<input type="checkbox"/> 2-Page Spread	\$4300	\$3870
A	<input type="checkbox"/> Center 4*	\$6900	\$6210
B	<input type="checkbox"/> Full Page (Back Cover)	\$2600	\$2340
B	<input type="checkbox"/> Full Page (Inside Front Cover)	\$2300	\$2070
B	<input type="checkbox"/> Full Page (Inside Back Cover)	\$2300	\$2070
B	<input type="checkbox"/> Full Page (First 10 Pages)	\$1900	\$1710
B	<input type="checkbox"/> Full Page	\$1725	\$1550
C	<input type="checkbox"/> 2/3 Page (First 5 Pages)*	\$1400	\$1260
C	<input type="checkbox"/> 2/3 Page	\$1200	\$1080
D	<input type="checkbox"/> 1/2 Page (H/V)	\$975	\$875

* Includes promotional banner on the front cover

Digital Rates

Ad Size		Holiday 2016 — Materials Due 10.26.16 Start date 11.01.16	Quarterly Rate 3-month rates
	<input type="checkbox"/> Page Header	\$100/month*	\$250/quarter**
	<input type="checkbox"/> Page Sidebar	\$90/month*	\$175/quarter**

* Based on a monthly commitment | ** Based on a quarterly commitment

Standard Sizes in Inches (Width x Height)

A 2-Page Spread (V)	15.75 x 10.875 (B)	C 2/3 Page (V)	5.187 x 10.875 (B)
B Full Page (V)	7.875 x 10.875 (B)	D 1/2 Page (H)	7.875 x 4.375 (B)
B Cover (V)	7.875 x 10.875 (B)	D 1/2 Page (V)	3.937 x 10.875 (B)

H = Horizontal, V = Vertical, B = Bleed Available (.125" bleed on all sides with a .25" safety area for text)

Highland Park *Today*

2016 order form

Ad Size:

Size: _____

Pick up (from previous issue) _____ New - The Artwork will be Provided By: _____

New - Requires Design (*complimentary design services available*)

Notes: _____

Advertiser Info:

Name: _____ Business: _____

Billing Address: _____

Phone Number: _____ Fax Number: _____

Email Address: _____ Total Amount Charged: _____

Credit Card #: _____

Expiration Date: _____ CCV#: _____

Signature: _____

Fax:

630 279 7533

Ad Sales:

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