

Strategic Human Services  
The North Lawndale  
Community News



## General Rate Card

**Circulation: 15,000**

Frequency: Weekly

Total area population: 413,492

(773) 576-1011

773-940-1953 Fax

[www.nlcn.org](http://www.nlcn.org)



## The North Lawndale Community News

*The North Lawndale Community News* is a free weekly publication devoted to North Lawndale, East and West Garfield, South Lawndale, Austin, Humboldt, Pilsen, and the Near West communities in Chicago. We provide information on relevant resources, events, and issues that improve the lifestyles of individuals and families and the economic vitality of community businesses.

North Lawndale is a rapidly growing area located ten minutes from Chicago's Loop. The community features dense commercial districts, industrial areas, increased housing opportunities, parks, schools, and efficient transportation routes for over 41,768 residents.

By expanding our distribution outside of North Lawndale, we have added thousands of citizens to our base of readers and consumers. By covering our neighboring communities, we reach 20,923 residents in East Garfield; 23,085 in West Garfield; 91,065 in South Lawndale; 106,910 in Austin; 65,523 in Humboldt Park; 43,201 in Pilsen; and 21,109 in Near West. That's **413,492** residents on the west side of Chicago.

**We strategically distribute each issue of the *North Lawndale Community News* to the door of 8,000 homes – on a rotating area basis. We take 6,000 copies door-to-door to over 325 businesses, government agencies, libraries, non-profits, community meetings, and other high-traffic locations. 1,000 copies are distributed at community meetings, events, subscriptions and special requests.**

This is an excellent opportunity to take advantage of the economic and residential growth in our communities.

**Advertise with us today!**

The North Lawndale Community News  
5650 W Madison St Chicago, IL 60644  
Phone: (773) 576-1011 Fax: (312) 492-7162  
Website: [www.nlcen.org](http://www.nlcen.org)



## *The North Lawndale Community News*

5650 W Madison Chicago, Illinois 60644

Ph. (773) 576-1011

### General Display Advertising Rates and Pre-printed Insertions

Effective January 1, 2022

<u>Size</u>		<b>Stimulus Sale</b>		<b>Back Page</b>	<b>Back Page</b>
	<b>(Limited time only)</b>	<b>Sale Price</b>		<b>Back Page</b>	<b>Sale Price</b>
Full Page	B/W	\$800.00	\$600.00	(color only)	
	Color	\$1000.00	\$800.00		\$1050.00
Half Page	B/W	\$425.00	\$325.00	\$ 550.00	
	Color	\$525.00	\$425.00		\$450.00
Quarter Page	B/W	\$ 225.00	\$175.00	\$ 300.00	
	Color	\$ 275.00	\$200.00		\$225.00
One-Sixth Page	B/W	\$ 135.00	\$115.00	\$ 195.00	
	Color	\$ 165.00	\$120.00		\$150.00
One-Eighth Page	B/W	\$ 95.00	\$ 75.00	\$ 160.00	
	Color	\$ 135.00	\$115.00		\$140.00
Small Businessman's Special	B/W	\$ 50.00			
Business Card	B/W	\$ 35.00	\$ 25.00	\$ 60.00	
	Color	\$ 40.00	\$ 35.00		\$ 50.00
Reduced Business Card	B/W	\$ 20.00	\$ 15.00	\$ 50.00	
	Color	\$ 30.00	\$ 25.00		\$ 40.00

**Pre-printed Inserts (Per 1,000 copies)**

**8-Tab** \$50.00    **12-Tab** \$55.00    **16-Tab** \$60.00    **20-Tab** \$70.00    **24-Tab** \$75.00  
**28-Tab** \$80.00    **32-Tab** \$90.00    **36-Tab** \$95.00    **40-Tab** \$100.00    **44-Tab** \$105.00

**Classifieds** \$20.00 - **(\$5.00 per extra line)** Subscription Rates 6 Month-\$50.00, 1 Year-\$85.00, 2 Years- \$150.00

**Mechanical Requirements**

**No. Columns widths for offset make-up**

1 .....	2 -1/16"
2 .....	4 -1/8"
3 .....	6 -3 /16"
4 .....	8-1/4"
5.....	10-5/16"
<b>Standard Double</b> .....	21-1/2"
<b>Depth of Column</b> .....	13-5/8"
<b>Columns per page</b> .....	5

**Tab Modular Sizes**

1/8-page Horizontal ....	5" W x 3-5/8" H
1/8 page Vertical .....	4" W x 5.625" H
1/6 page Vertical .....	3-3/8" W x 6-1/2" H
1/4 page Vertical .....	5" x 6-3/4" H
1/2 page Vertical .....	6-7/8" W x 9-3/8" H
1/2-page Horizontal ....	10-3/8" W x 6-7/8" H
Full Page .....	10-3/4" W x 13-5/8" H
Tab Double.....	21-1/2" W x 13-5/8" H

**Ads prepared for an A.S.U. (Standard Advertising Unit) format can be adapted to fit the North Lawndale Community News format at no extra charge**

**Discounts of 10% for 4 times, 15% for 12 times, and 20% for 26 times, 30% for 52 times,**

**Frequency: Weekly, Every Wednesday.**

**Circulation:** 15,000 copies

**Drop Sites:** Over 325 sites in North Lawndale, South Lawndale, East and West Garfield, Austin, Pilsen, Humboldt and the Near West Communities - (6,000 copies), **Door- to- Door Delivery** - (8,000 copies), **Community meetings and special requests** - (1,000 copies).



## ***The North Lawndale Community News***

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### **AD Specifications**

#### **Weekly Newspaper Schedule**

**Publication Dates:** Every other Wednesday

**Ad Deadline**

Space reserved by end of day Monday prior to publication date

Material to be submitted by Monday at 5:00 P.M. the week of publication.

**Editorial/Article Deadline**

Friday before Publication date

**Line Screening:** 85 LPI

**Camera Ready Art:**

Adobe **PDF** (Preferred). But we also accept JPEG, Hard Copy, InDesign / MS Word / Adobe Photoshop / Publisher / or Adobe Photoshop

**Photography:**

JPEG/Tiff Formatting/PDF

**Coloring:**

CMYK

**If you cannot meet these preferred specs, please call to what options are available.**

**Please send advertisement files to: [nlcn1@yahoo.com](mailto:nlcn1@yahoo.com), copy to [isaacL@nlcn.org](mailto:isaacL@nlcn.org)**