

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.nlcen.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.

The Westside of Chicago is a rapidly growing area located less than 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



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General Display Advertising Rates and Pre-printed Insertions

Effective January 1, 2023

Size

Back Page

Full Page	B/W	\$1300.00	(Color only)
	Color	\$1500.00	\$ 1900.00
Half Page	B/W	\$ 750.00	
	Color	\$ 850.00	\$ 1050.00
Quarter Page	B/W	\$ 400.00	
	Color	\$ 500.00	\$ 600.00
One-Sixth Page	B/W	\$ 250.00	
	Color	\$ 300.00	\$ 195.00
One-Eighth Page	B/W	\$ 190.00	
	Color	\$ 250.00	\$ 160.00
Small Businessman's Special	B/W	\$ 150.00	
Business Card	B/W	\$ 50.00	
	Color	\$ 60.00	\$ 80.00
Reduced Business Card	B/W	\$ 30.00	
	Color	\$ 40.00	\$ 100.00

Pre-printed Inserts (Per 1,000 copies)

8-Tab \$75.00 12-Tab \$80.00 16-Tab \$85.00 20-Tab \$90.00 24-Tab \$95.00
 28-Tab \$100.00 32-Tab \$105.00 36-Tab \$110.00 40-Tab \$115.00 44-Tab \$120.00

Classifieds \$25.00 - (\$5.00 per extra line) Subscription Rates 6 Month-\$75.00, 1 Year-\$125.00, 2 Years- \$200.00

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"
Standard Double	21-1/2"
Depth of Column	13-5/8"
Columns per page.....	125 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).



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AD Specifications

Weekly Newspaper Schedule

Publication Dates: Every 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:nlc1@yahoo.com), copy to isaacL@nlcn.org