

# CHICAGO DEFENDER

## 2021 Media Kit



312-225-2400  
[chicagodefender.com](http://chicagodefender.com)



# ABOUT US



The Chicago Defender is a multi-media content provider of news, information and events that cover the interests of the urban African American community with culturally relevant content not regularly serviced by mainstream media. Founded in 1905, The Chicago Defender celebrated its 115th Anniversary in 2020 and was recognized nationally as the 2nd most widely read and best African-American Newspapers by Nielson and Essence Survey 2014. In July of 2019, The Chicago Defender transitioned from a printed newspaper into a digitally-focused content platform dedicated to online editorial, premiere events, custom publishing, and archival merchandising.

# WE ATTRACT EYEBALLS



Through various digital channels, readers in metropolitan Chicago rely on the Chicago Defender to stay informed about issues that impact their lives. We take great pride in having access to the grassroots community as well as connections and established relationships with influencers and opinion leaders. We stay abreast of the pulse of the neighborhoods. Our readers trust us. They trust that The Chicago Defender will portray the good news and the bad in a fair and balanced manner.

A smiling woman with dark, curly hair is shown from the chest up, holding a smartphone to her ear. She is wearing a light-colored blazer over a dark green top. The background is a blurred cityscape.

# OUR AUDIENCE

CHICAGODEFENDER.COM

## DIGITAL DEMOGRAPHICS

### **GENDER**

- **46% Female**
- **54% Male**

### **AGE**

- **60.5% 18-34**
- **28% 35-56**
- **11.5% 57+**

Over the years, the **Chicago Defender** has built a robust online presence that engages the younger demographic while maintaining the integrity and appeal of our former print audience.

- ✓ Online leaderboard/banner/display advertising
- ✓ Site takeover advertising solutions
- ✓ Featured online videos



# CHICAGO**DEFENDER**

# SOCIAL DIGITAL EVENTS EMAIL- MARKETING





# SOCIAL MEDIA

ADVERTISING | POST

Let us promote your tailored messages across our social media platforms. Reach tens of thousands of followers with the click of a mouse. Advertise to our organic and sponsored audiences.

- ✓ \$750 per sponsored post (includes all Chicago Defender social media outlets for 3 days)
- ✓ Cross-posted on social media platforms
- ✓ Programmed to reach your target demographic
- ✓ Scheduled for maximum reach
- ✓ Featured social media videos

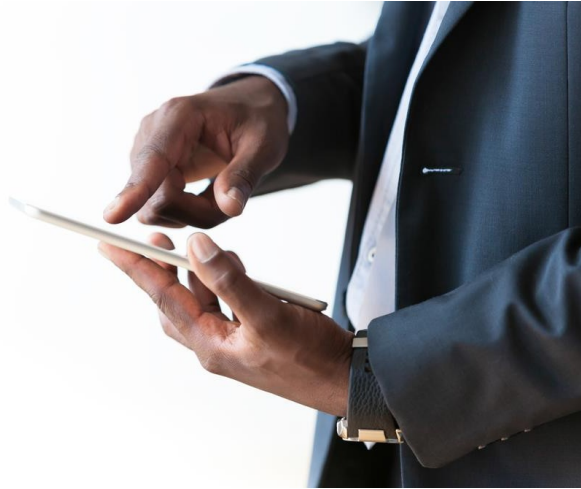
## **SPONSORED FACEBOOK /TWITTER /SOCIAL MEDIA POST**

Provide a URL, as well as any tagged pages / hashtags you'd like mentioned or included in the post. Provide any geographic targeting you would like us to apply to the boost as well as your suggested wording for the post. Our writers have final say on said phrasing so that the voice/tone is consistent with our properties. Your suggested images should be at least 800 pix wide, keeping in mind that FB prevents art with more than 20% of text to run on newsfeeds.



# E-NEWS

CHICAGO DEFENDER DIGITAL DAILY



Delivered to  
**25,000**  
email boxes every morning

With the creation of the Chicago Defender Digital Daily, every morning our readers receive the news and information they're most interested in, summarized in their email. News stories cover what's hot and trending in politics, business, sports, technology and entertainment at the local and national level from a variety of sources. Advertisements, promotions, or content can also be included and delivered to over 25,000 email boxes every day. Ads and/or content can be linked back to your website landing pages, lead forms, or other sponsored content.

Leaderboard Ad (728 x 90) - \$800 per week

Ads can link back to our website, or sponsored content on the Chicago Defender website.

# EVENTS

CORPORATE | DIVERSITY | YOUTH



## Men of Excellence

This annual event awards African American men who inspire others through their vision and leadership. Each event attracts nearly 900 accomplished decision-makers.



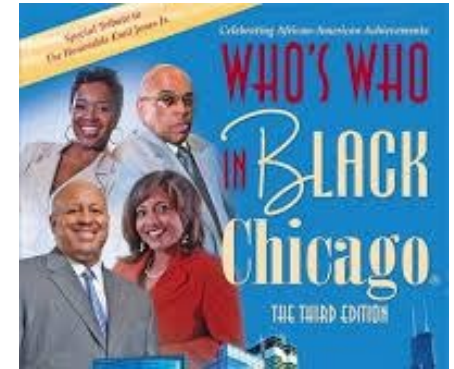
## Women of Excellence

This annual event awards African American women who inspire others through their vision and leadership. Each event attracts nearly 1,000 accomplished decision-makers.



## Best in Black

Best in Black was created as a way to celebrate black-owned businesses in the Chicago area and highlight unique individuals in our community who continue to live up to the standard of excellence. It is a community-driven award production to recognize black achievement across a wide range of categories.



## Who's Who in Black Chicago

African American emerging leaders who inspire others through their vision and leadership. Attracts more than 400 accomplished young professionals.

# Sponsorship Opportunities Available



# EMAIL MARKETING

E-BLAST

Let us distribute your tailored promotional offers, invitations and messaging to our curated database of 25,000 subscribers.

## EMAIL MARKETING

- Chicago Defender Digital Daily delivers to designated email boxes every morning;
- Timely and relevant editorial content that can only be told by the Chicago Defender;
- E-blast your promotions, offers, invitations, etc.;
- Your promotions and messages delivered to our registered users.

## Send Your Message To Our Audience

- ✓ \$950 per set of three (3) e-blasts (same creative) or \$350 each
- ✓ Includes series of three (3) social pushes to our 137,000+ Facebook, Twitter and Instagram followers
- ✓ Creative will be e-blasted within 3 business days of receipt of appropriately sized artwork and payment

**(600 x 800 pixels)**

**\*Ad served .jpeg. No animation.**





# INTEGRATED

MARKETING SOLUTIONS

Utilizing our distribution platforms and those of our national and local partners and sister organizations, our marketing arm, RTM 360, can create an integrated marketing program for you.

Whether we use your creatives or brainstorm a new campaign, we have the expertise to:

- ✓ Strategize the big idea
- ✓ Design creative treatment
- ✓ Develop culturally relevant content
- ✓ Use our distribution channels to reach your target audiences

#### **Content Activation**

- ✓ Our editorial team and content experts develop content that achieves multiple objectives including awareness, engagement, lead generation, and customer acquisition, providing valuable news, information, visuals and knowledge to a variety of audiences.

## Tap Into Our Marketing Expertise

# DIGITAL RATES

ADVERTISING | CHICAGODEFENDER.COM

Ad Product	Dimensions	Click to URL	GIF/JPEG	Cost
Leaderboard	728 x90	Yes	50K	\$10+ CPM
Leaderboard	970 x 250	Yes	50K	\$15+ CPM
Leaderboard	970 x 90	Yes	50K	\$12+ CPM
Medium Rectangle	300 x250	Yes	50K	\$10+ CPM
Half-Page Ad	300 x600	Yes	50K	\$10+ CPM

## DIGITAL PACKAGES

### Small Business Package A - \$750

- 2 Email Blasts
  - 5-day Website Ad – 300x250
- Estimated reach – 10,000 impressions**

### Small Business Package B - \$1500

- 3 Email Blasts
  - 7-Day Website Leaderboard Ad - 728x90
  - Social Media amplification – 1 Custom post & promotion across FB, IG or Twitter
- Estimated reach – 50,000 impressions**

### Small Business Package C - \$3000

- 5 Email Blasts
  - 7-day Website leaderboard Ad - 728x90
  - 14-Day Website sidebar Ad - 300x250
  - Social Media amplification – 2 Custom posts & promotion across FB, IG, Twitter
- Estimated reach – 125,000 impressions**

### Small Business Package D - \$5000

- 5 Email Blasts
  - 14-day)Website leaderboard Ad - 728x90
  - 14-Day Website sidebar Ad - 300x250
  - 14-day Digital Daily leaderboard Ad - 728x90)
  - Social Media amplification – 5 Custom posts & promotion across FB, IG, Twitter
- Estimated reach – 200,000 impressions**

### Small Business Package E - \$7500

- 5 Email Blasts
  - 45-day Website leaderboard Ad - 728x90
  - 45-Day Website sidebar Ad - 300x250
  - 30-day Website sidebar Ad - 300x600
  - 30-day Digital Daily leaderboard Ad - 728x90
  - Social Media amplification –8 Custom posts & promotion across FB, IG, Twitter
- Estimated reach – 500,000 impressions**

We serve our ads through DFP for Small Business. For all sites, basic images ads should meet these specs: JPG / PNG / GIF format, 96 DPI, RGB Color, 1MB Max. Please also provide which URLs to link. Allow 3 business days processing time once creative materials and all pertinent information is submitted.

# VIRTUAL ROUNDTABLES

ADVERTISING | CHICAGODEFENDER.COM

## PACKAGES

### CD Virtual Roundtable Package A - \$6,200

- One 1-hour professionally produced branded Virtual Roundtable live streamed on advertisers Facebook Page
- Virtual Roundtable Social Media Promotion – 5 Custom posts & promotion across FB, IG, Twitter
- Two Email blast promotions to the Chicago Defenders Email List

### CD Virtual Roundtable Package B - \$26,200

- Four 1-hour professionally produced branded Virtual Roundtable live streamed (weekly) on the Chicago Defender's Facebook Page
- Virtual Roundtable Social Media Promotion – Eight (2 per week) Custom post & promotion across FB, IG, Twitter
- Eight (2 per week) Email blast promotions to the Chicago Defenders Email List
- Thirty-day website Leaderboard Ad (728x90)

### CD Virtual Roundtable Package D - \$76,200

- Twelve (1 per week for 3 months) 1-hour professionally produced branded Virtual Roundtable live streamed (weekly) on the Chicago Defender's Facebook Page
- Celebrity Host
- Weekly Rebroadcast on the Chicago Defender Instagram & YouTube Page
- Virtual Roundtable Social Media Promotion – Eight (2 per week) Custom posts & promotion across FB, IG, Twitter
- Twenty-Four (2 per week) Email blast promotions to the Chicago Defenders Email List
- Ninety-day website Leaderboard Ad (728x90)
- Ninety-day Website Side bar Ad (300x250)



# VIRTUAL ROUNDTABLES

ADVERTISING | CHICAGODEFENDER.COM

## SPONSOR BENEFITS

- Virtual (Covid-19 safe & convenient)
- Exclusive engagement with brand for 60 minutes
- Featuring your thought leader/subject matter experts
- Built-in loyalty and credibility
- No need to travel and easy to execute

## CONTENT FOCUS

- **Content & moderation Services:** Professional editorial moderation, ongoing editorial guidance, and support, client-supplied speakers
- **Platform & Production:** experienced producer, all production logistics, customer service, and support
- **Co-branded Promotion:** Standard promotion to engage participants and viewers

## LIVE EVENT

**60-Minute Event** - 5 Minute IDG host intro; 5 Minute sponsor welcome; 45 Minute open discussion led by IDG Luminary; 5 Minute host wrap-up

**CHICAGO DEFENDER**

*Thank You*

312.225.3766  
[www.chicagodefender.com](http://www.chicagodefender.com)  
Chicago IL 60653