



CHICAGO DEFENDER
MEDIA KIT

23

117 YEARS STRONG

312-225-2400

chicagodefender.com

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CHICAGO DEFENDER



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 116th Anniversary in 2021 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.



CHICAGO DEFENDER



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.



Our Audience

T H E C H I C A G O D E F E N D E R

53%
FEMALE

47%
MALE

Ages:18-34=33%
Ages:35-54=43%
Ages:55+ =24%

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



Our Audience

We maintain connections with both blue-collar workers and high earning professionals.

28.6%

EARN \$62K+
ANNUALLY

36.2%

EARN \$41,700+
ANNUALLY

80%

AFRICAN
AMERICAN

50%

OWN THEIR OWN
HOMES

1/3

COLLEGE
EDUCATED

18.7%

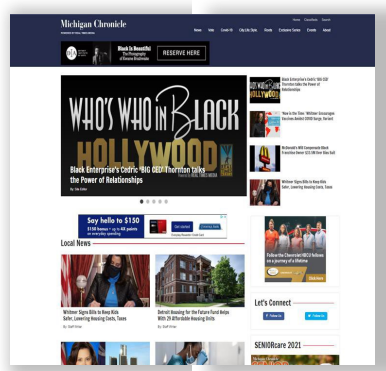
PROFESSIONAL/
MANAGERIAL

19%

OFFICE
SUPPORT



Products & Services



DIGITAL

- Website
- Email
- Social Media
- Branded Content



LEAD GENERATION



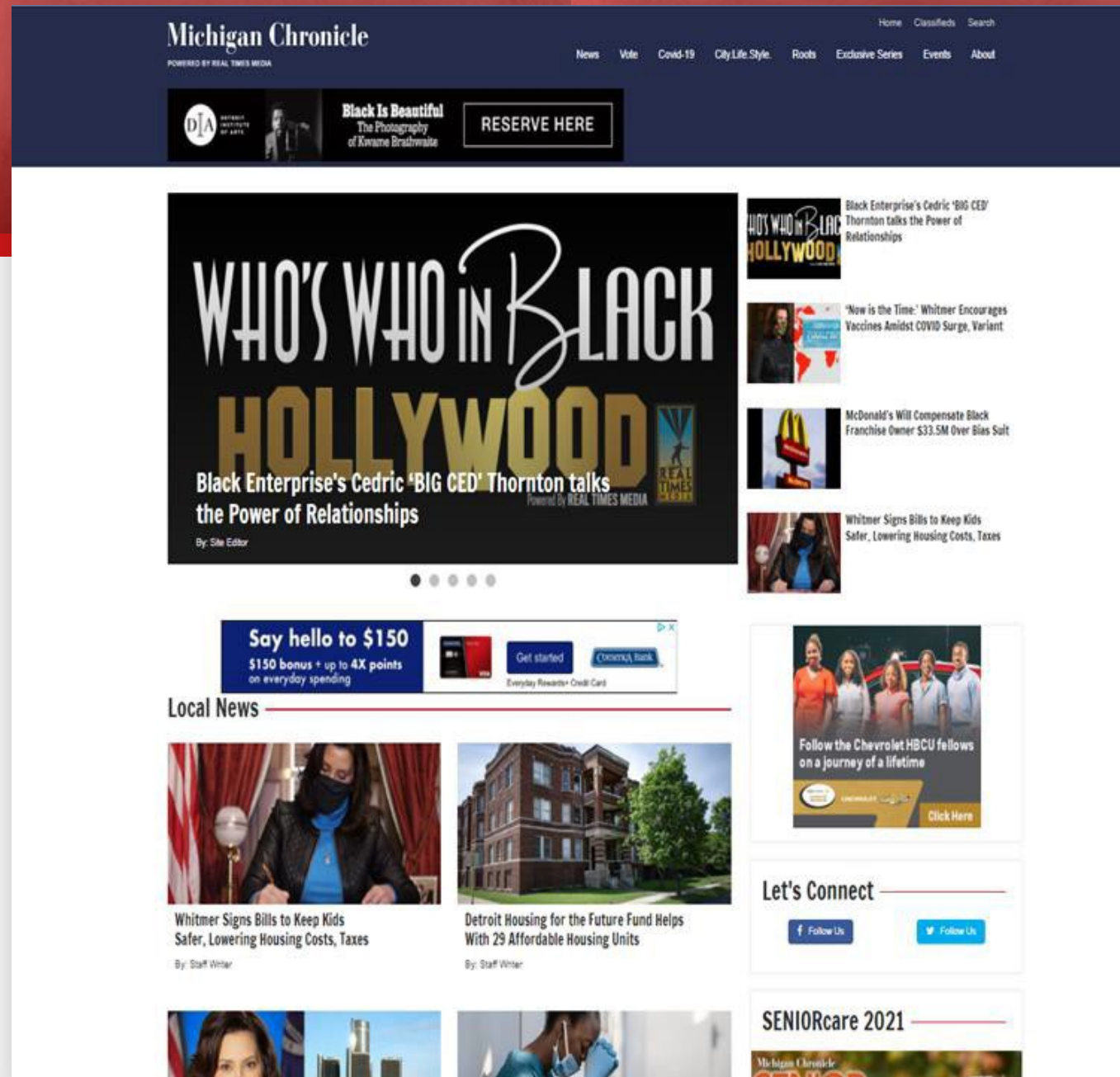
SPECIAL EVENTS



MARKETING SERVICES



DIGITAL: Website



Engage and target our audience via chicagodefender.com. We are the #1 African American website for culturally relevant content and information in Chicago. You can also engage our audience through our programmatic network of sites and mobile apps.

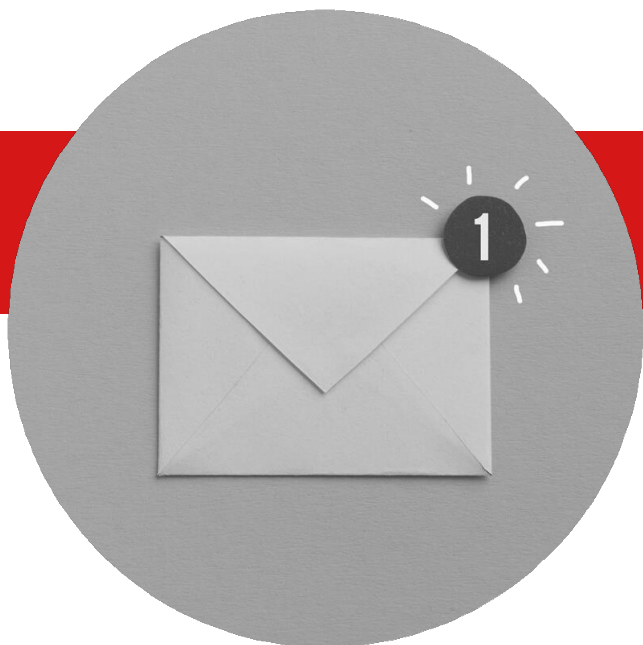




DIGITAL: E-Blast

Let us distribute your tailored promotional offers, invitations and messaging to our curated Chicago Defender database.

- \$1,000 per set of three (3) e-blasts (same creative)
- Includes series of three (3) social pushes to our 145,000+ Facebook, Twitter and Instagram followers
- Artwork must be received three days in advance
 - (Creative Size = 600 x 800 pixels in jpg file format)



DIGITAL: Enhanced

The Chicago Defender will distribute your tailored promotional offers, invitations, and messaging to a specific set of subscribers. The subscribers you target will receive your messaging directly on their phones, computers, tablets or watches!

Our Enhance Email lets you:

- Target the Right Audience
- At the Right Time
- With the Right Message

Enhanced Email Options:

- Targeted e-blast campaign to 20,000 inboxes = \$1,000
- Targeted e-blast campaign to 10,000 inboxes = \$620
- E-blast Re-Drop (sending a second email to a segment of the original list) up to 10,000 inboxes = \$520





DIGITAL: Chicago Defender E-News Digital Daily

Delivered to Our Database Every Morning

CHICAGO DEFENDER

Advertise in the Chicago Defender Digital Daily. Your promos, messages, or content will be delivered to 20,000 opt-in email boxes every day. Ads and/or content can be linked back to your website landing pages, lead forms, or other sponsored content.

- Top Leaderboard Ad (728x90), \$800 (week)
- Bottom Leaderboard Ad (728x90), \$700 (week)



DIGITAL: Social Media

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.

- Facebook: 1200x630 pixels. Primary Text: 125 characters, Headline: 40 characters and Description: 30 characters
- Instagram: 1080x1080 pixels. Primary Text: 125 characters and Headline: 40 characters
 - Reels (type of video with higher visibility. Can only be 60 seconds) 1080x1920 pixels
- Twitter: 1600x900 pixels. Post copy - max 280 characters



"Our
Trusted
Voice
Goes
Viral"



CHICAGO DEFENDER



DIGITAL: Branded Content

- Branded content uses the strength of storytelling to provide a valuable benefit to your brand, while increasing audience engagement with consumers.
- Use our Branded Content platform to attract consumers naturally and draw them closer to the brand.

ACTIVE AGING



Enjoy an Active Holiday Season with These 5 Outings

[READ MORE](#)



Don't Give Up On Your Fitness Goals in the Winter With These Tips

[READ MORE](#)



8 Essential Ways to Have a Stress-Free Holiday Season

[READ MORE](#)

PRESENTED BY  Blue Cross Blue Cross of Illinois



Tackling Seasonal Mood Disorder

SPONSORED CONTENT

- Sponsorships can Include:
 - Six-to-twelve-month commitments
 - 100% Share Voice Collection &
 - Exclusive "Presented by" branding
 - 1x per month sponsor article integration (4th card)
 - Viewer Takeover:
 - 300x250 companion banner ad
 - (2) 300x250 in-article ads for ALL articles



Chicago Defender Special Events



Women of Excellence

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



Men of Excellence

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



Who's Who in Black

Celebrating the country's ultimate community of African American professionals, business executives, community leaders, and entrepreneurs.



FAB 40 Under Forty

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

SPONSORSHIP OPPORTUNITIES AVAILABLE



Engage And Grow Your Audience

LEAD GENERATION



Car Payments
For a Year

January
\$6,600 Prize



Home
Improvement
Giveaway

March
\$5,000 Prize



Win Groceries
For a Year

September
\$4,800 Prize



Rent or
Mortgage
For a Year

November
\$15,000 Prize

Contact us today for more details!



CHICAGO DEFENDER

Marketing Services

Who We Are:



We help clients connect with Black people through a mix of brand communication & outreach initiatives. We speak the language of the heart, finding the delicate balance between the emotional & rational.

We create compelling strategies and tactics that work because ***we know the audience and how they see the world.***

Our Mission Remains the Same: To craft inspiring, authentic communications that demonstrably build impact and brand durability for our clients among Black communities.

Our Promise:

Our promise is to help you craft authentic, purpose-driven content, experiences and solutions that attract loyal, engaged customers.

We Are Here For You

We will give you the time and guidance and context needed to elevate your brand story in a way that resonates and activates audiences and drives engagement.

SERVICES:

- Strategy & Planning
- Content Creation
- Content Distribution
- Media planning & buying
- Social Media Strategy
- Influencer engagement
- Digital Marketing
- Event Management
- Video & Photography
- E-mail Marketing

Some Of Our Clients:



Editorial Calendar

1st Quarter 2023

JANUARY

- MLK Tribute . . . 1/16-1/20
- Cervical Health Awareness . . . monthlong content
- National Blood Donor . . . monthlong content

FEBRUARY

- Celebrating Black History . . . monthlong content
- American Heart Healthy . . . monthlong content
- National Wear Red Day . . . 2/3
- Black Restaurant Week . . . 2/12 – 2/26
- National Black HIV/AIDS Awareness Day . . . 2/7
- Fashion Week . . . 2/10 – 2/15
- Chicago Auto . . . 2/11 – 2/20
- Valentine's Day Special . . . 2/14
- City Vote Election Coverage . . . monthlong content 2/28

MARCH

- Women's History Recognition . . . monthlong content
- National Colon Cancer Awareness . . . monthlong content
- Home Improvement Sweepstakes – 3/9 – 4/6
- Women of Excellence Event . . . 3/17

2nd Quarter 2023

APRIL

- National Minority Health . . . monthlong content
- LBGQT Pride . . . monthlong content
- Sexual Assault Awareness . . . monthlong content
- Financial Literacy Month Money Smart Week . . . 4/9 – 4/16
- Earth Day . . . 4/22
- Salute to Graduates . . . 4/25 – 4/30

MAY

- Mental Health Awareness . . . monthlong content
- Chicago Defender Anniversary . . . 5/5
- Mother's Day Tributes . . . 5/8-5/14
- Small Business Month Content . . . TBD

JUNE

- Black Music Month . . . monthlong content
- Father's Day Tributes . . . 6/13- 6/19
- Men of Excellence Event . . . 6/16
- Juneteenth . . . 6/19
- National HIV Testing Day . . . 6/27



Editorial Calendar

3rd Quarter 2023

JULY

- Travel Guide . . . 7/1 – 7/3
- National Culinary Arts . . . TBD
- National Fashion Day . . . 7/6
- National Lipstick Day . . . 7/27
- Back-to-School Shopping Spree Sweepstakes . . . 7/13 – 8/10

AUGUST

- Bud Billiken Parade/Back to School . . . 8/9 - 8/12
- The Black Women's Expo . . . TBD

SEPTEMBER

- Prostate Cancer Awareness . . . monthlong content
- African Festival of the Arts . . . 9/2-9/5
- HBCU Week Content . . . 9/7
- National Hair Day . . . 9/28
- Groceries or a Year Sweepstakes . . . 9/14 – 10/12
- Who's Who in Black Chicago . . . TBD

4th Quarter 2023

OCTOBER

- Breast Cancer Awareness . . . monthlong content
- Domestic Violence Awareness . . . monthlong content
- National Plus Size Day . . . 10/5
- Minority Supplier/Diversity Week . . . 10/31 – 11/7

NOVEMBER

- The Color of Liberty Veteran's Day . . . 11/11
- Thanksgiving/Black Friday . . . 11/23-11/24
- Small Business Saturday Content . . . 11/25
- Cyber Monday . . . 11/27
- Rent or Mortgage for a Year Sweepstakes . . . 11/9–12/14

DECEMBER

- World AIDS Day . . . 12/1
- Christmas gift Giving Guide . . . 12/1 – 12/24
- Kwanza . . . 12/26-12/31
- Year in Review . . . 12/30-12/31
- Fab 40. . . TBD





Rates, Specs & Circulation

- Digital Ala Carte Rates
- Digital Packages
- Classifieds
- Circulation



Digital & Packages

Ad Product	Dimensions	Click to URL	GIF/JPEG	Cost
Leaderboard	728 x 90 Desktop Only	Yes	50k	\$13+ CPM
Leaderboard	970 x 250 Desktop Only	Yes	50k	\$15+ CPM
Leaderboard	97 x 90 Desktop Only	Yes	50k	\$15+ CPM
Medium Rectangle	300 x 250 Desktop Only	Yes	50k	\$13+ CPM
Half-Page Ad	300 x 600 Desktop Only	Yes	50k	\$13+ CPM
Large Mobile Banner	320 x 100 Desktop Only	Yes	N/A	\$15+ CPM
Mobile Leaderboard	320 x 50 Desktop Only	Yes	N/A	\$15+ CPM

Small Business Package A

Two (2) email blasts (600x800 pixels in jpg file format)

- Five-day website Sidebar Ad (300x250 pixels in jpg file format)
 - Estimated reach–10,000 impressions

Small Business Package B

- Three (3) Email Blast (600x800 pixels in jpg file format)
- Seven-day website Leaderboard Ad (728x90 pixels in jpg file format)
- Social Media amplification – (1) Custom post & promotion across FB (1080x1080) pixels in jpg file format)
 - Estimated reach – 50,000 impressions

Small Business Package C

- Five (5) Email Blasts (600x800 pixels in jpg file format)
- Seven-day website Leaderboard Ad (728x90 pixels in jpg file format)
- Fourteen-day website Sidebar Ad (300x250 pixels in jpg file format)
- Social Media amplification – (2)
- Custom post & promotion across FB (1080x1080), IG (1080X1080), TW (1600X900 pixels in jpg file format)
 - Estimated reach – 125,000 impressions

Small Business Package D

- Five (5) Email Blasts (600x800 pixels in jpg file format)
- Fourteen-day website Leaderboard Ad (728x90 pixels in jpg file format)
- Fourteen-day website Sidebar Ad (300x250 pixels in jpg file format)
- Fourteen-day website Digital Daily Leaderboard Ad (728x90 pixels in jpg file format)
- Social Media amplification – (5) Custom post & promotion across FB (1080x1080) IG (1080X1080), TW (1600X900 pixels in jpg file format)
 - Estimated reach – 200,000 impressions

Small Business Package E

- Five (5) Email Blasts (600x800 pixels in jpg file format)
- Forty-five-day website leaderboard Ad (728x90 pixels in jpg file format)
- Forty-five-day website sidebar Ad (300x250 pixels in jpg file format)
- Thirty-day website sidebar Ad (300x600 pixels in jpg file format)
- Thirty-day Digital Daily leaderboard Ad (728x90 pixels in jpg file format)
- Social Media amplification – (8) Custom post & promotion across FB (1080x1080), IG (1080X1080), TW (1600X900 pixels in jpg file format)
 - 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.

For Pricing Information Call (312) 225 - 2400



CHICAGO DEFENDER

VIRTUAL ROUNDTABLES

ADVERTISING | CHICAGODEFENDER.COM

PACKAGES

CD Virtual Roundtable Package A - \$6,200

- One 1-hour professionally produced branded Virtual Roundtable live streamed on the Chicago Defender's Facebook Page
- Social Media Promotion – 5 Custom posts & promotion across FB, IG, TW, LI
- Two Email blast promotions to the Chicago Defender's Email database

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
- Social Media Promotion – Eight (2 per week) Custom post & promotion across FB, IG, TW, LI
- Eight (2 per week) Email blast promotions to the Chicago Defender's Email database
- 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
- Social Media Promotion – Eight (2 per week) Custom posts & promotion across FB, IG, TW, LI
- Twenty-Four (2 per week) Email blast promotions to the Chicago Defender's Email database
- Ninety-day website Leaderboard Ad (728x90)
- Ninety-day Website Side bar Ad (300x250)

VIRTUAL ROUNDTABLES

ADVERTISING | CHICAGO DEFENDER.COM

SPONSOR BENEFITS

Roundtable Panel Discussion

- Virtual (no travel necessary)
- Exclusive engagement with brand for 60 minutes
- Featuring thought leader/subject matter experts
- Facebook live stream broadcast
- Built-in loyalty and credibility
- Stress-free execution
- Social media promotion
- Eblast promotion

LIVE EVENT

- 60-Minute Event - 5-Minute intro; 5-Minute sponsor welcome; 45-Minute open discussion; 5-Minute host wrap-up
- Live social media engagement

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



Classified Rates

ADVERTISE JOB OPENINGS, PUBLIC NOTICES, BUSINESS AND EDUCATIONAL SERVICES, REALESTATE

Expand your advertising reach. Display your classified ad on our website. All classified ads are live online for 15 days.

Rate

\$150.00

- 100-word limit as Word doc
- Photos attached as JPG, TIF, PDF

\$200.00

- 150-word limit as Word Doc
- Photos attached as JPG, TIF, PDF

**Increases in increments of \$50 with every 50 words.*

**Pre-payment required*



Thank you!

CHICAGO DEFENDER