

Lake Forest/Lake Bluff

2022-23 Chamber of Commerce Community Guide

Advertise your business in Lake Forest & Lake Bluff's official reference guide and reach over 16,000 residents & visitors.

- Once-a-year advertising opportunity
- Long shelf life
- Glossy magazine format
- Year-long exposure for your business

Order before March 1 to receive an Early Bird Discount!

Guide Deadlines

Publication Date: May 24

Deadlines: Space: April 2 • Final Material Due: April 22, 4pm

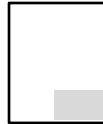
Market Coverage

TOTAL DISTRIBUTION: Over 16,000

- 14,110 copies delivered via U.S. mail** to Lake Forest and Lake Bluff residents & businesses
- 2,000 copies distributed year-round** by the City of Lake Forest, Village of Lake Bluff, local Realtors, and the Chamber
- 300,000 impressions** on chicagotribune.com will promote the guide to Lake Forest & Lake Bluff zip codes
- Include your linked URL** in the ad and lead readers to your website on the digital version
- A digital version will be available** on chicagotribune.com and lflbchamber.com

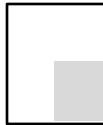
Sizes & Rates

(all rates are net)



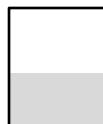
Eighth Page

3.665" x 2.313"
PLUS 30,000 impressions*



Quarter Page

3.665" x 4.875"
PLUS 40,000 impressions*



Half Page

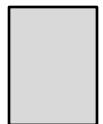
H: 7.5" x 4.875" or
V: 3.665" x 10"
PLUS 45,000 impressions*



Full Page

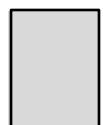
Bleed: 8.625" x 11.125"
Non-bleed: 7.5" x 10"
PLUS 50,000 impressions*

Premium Positions



Inside Covers, Pages 3, 4 or 5

Bleed: 8.625" x 11.125"
Non-bleed: 7.5" x 10"
PLUS 50,000 impressions*



Back Cover

Bleed: 8.625" x 9.125"
PLUS 50,000 impressions*

Early Bird Pricing Below in Red

All ads include 4-color!

Member	**Non-Member
\$375 \$356	\$469 \$446
\$600 \$627	\$825 \$784
\$1,139 \$1,083	\$1,424 \$1,353
\$1,690 \$1,606	\$2,113 \$2,007
\$2,644 \$2,512	\$3,244 \$3,082
\$2,899 \$2,749	\$3,563 \$3,385

*Geo-targeted impressions will run on chicagotribune.com; start date must be within May; ad sizes include: 320x50, 728x90, 300x250, 300x600, 320x100

**NOT A MEMBER OF THE CHAMBER?

JOIN TODAY AND TAKE ADVANTAGE OF AD SAVINGS, ADDITIONAL PROMOTION, AND MANY MORE BENEFITS OF CHAMBER MEMBERSHIP!

Join the more than 400 businesses in the LF/LB Chamber family today and participate in a vibrant business association committed to helping its members grow their businesses, their networks and their impact. For details, contact the Chamber at 847-234-4282, info@lflbchamber.com or visit www.lflbchamber.com.

For more information, please contact your Chicago Tribune Media Group representative or Kathleen Frey at 224-240-3373, kfrey@chicagotribune.com.

CHICAGO TRIBUNE
media group