

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)



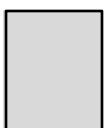
Eighth Page
3.665" x 2.313"
PLUS 30,000 impressions*



Quarter Page
3.665" x 4.875"
PLUS 40,000 impressions*

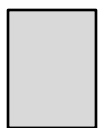


Half Page
H: 7.5" x 4.875" or
V: 3.665" x 10"
PLUS 45,000 impressions*

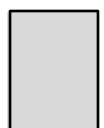


Full Page
Bleed: 8.625" x 11.125"
Non-bleed: 7.5" x 10"
PLUS 50,000 impressions*

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

~~\$660~~
\$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: 320x 50, 728x 90, 300x 250, 300x 600, 320x 100

**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
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