

CHICAGO★STAR

MEDIA KIT



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ABOUT US

Chicago Star Media

Chicago Star is a media company connecting people to resources and creating impactful content.

We shine a light on positive news and inspire our community to love where they live, work and play.

Branded Content

Tap into Chicago Star Media's talent network to produce best-in-class marketing and communication assets for both internal and external distribution.

- Integrated digital campaigns
- Copywriting
- Layout and graphic design
- Video production and editing
- Photography
- Printed materials
- Social media content
- SEO strategy



WHY PARTNER WITH US?

The Chicago Star Advantage



COMMUNITY

Our community-driven content anchors our position in markets our clients want to reach.

NETWORK

We leverage our extensive business and media connections to support our clients. We have a loyal and engaged following who support us and our advertising partners.

INFLUENCE

By forging an emotional connection with our audience, we've become a trusted voice they use to make decisions.

OUR AUDIENCE

Chicago Star has a loyal and growing following

Chicago Star has a diverse audience that includes many of the city's business, civic and philanthropic leaders.

222,000+

Monthly Page Views

175,000+

Unique Visitors Per Month

1.47 million monthly impressions

DISPLAY ADS

Digital Advertising

HIGH-IMPACT DISPLAY ADS

Chicago Star offers bundles for greater impact and visibility. These include: homepage takeovers, desktop skins, and mobile underlays.

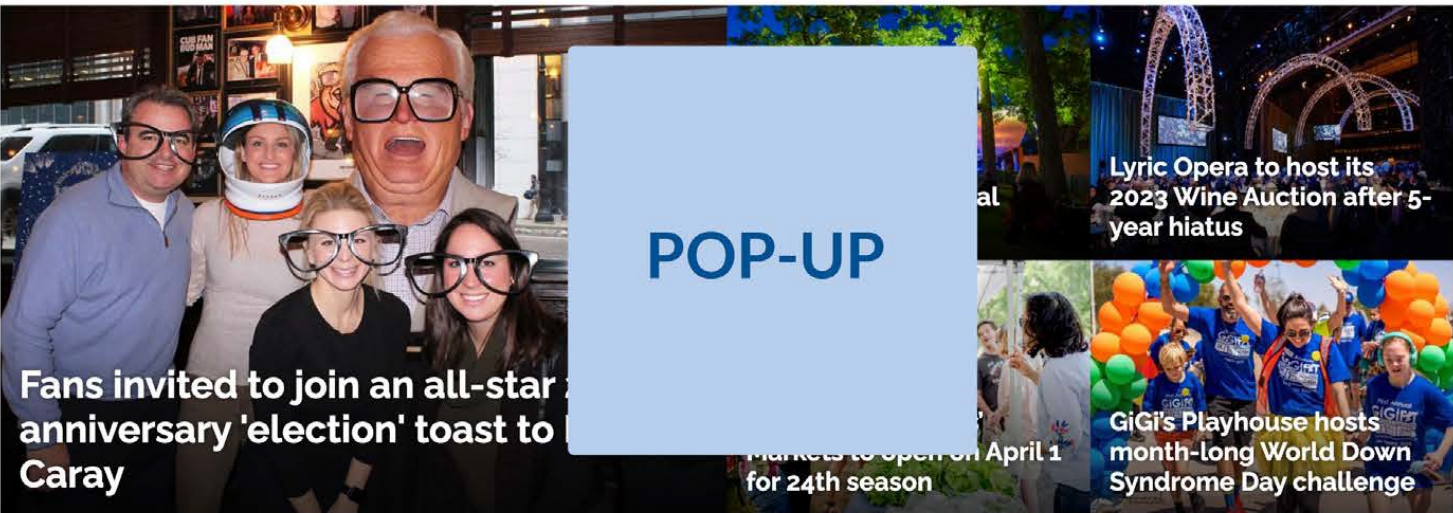
Ad Type	Desktop	Mobile
Leaderboard Banner	1903 x 140 pixels	1903 x 132 pixels
Pop-up	900 x 900 Pixels	320 x 250 Pixels
Inline Banner	728 x 90 pixels	320 x 50 pixels
Cube	300 x 250 pixels	300 x 250 pixels
Skyscraper	120 x 600 pixels	—

SKYSCRAPER

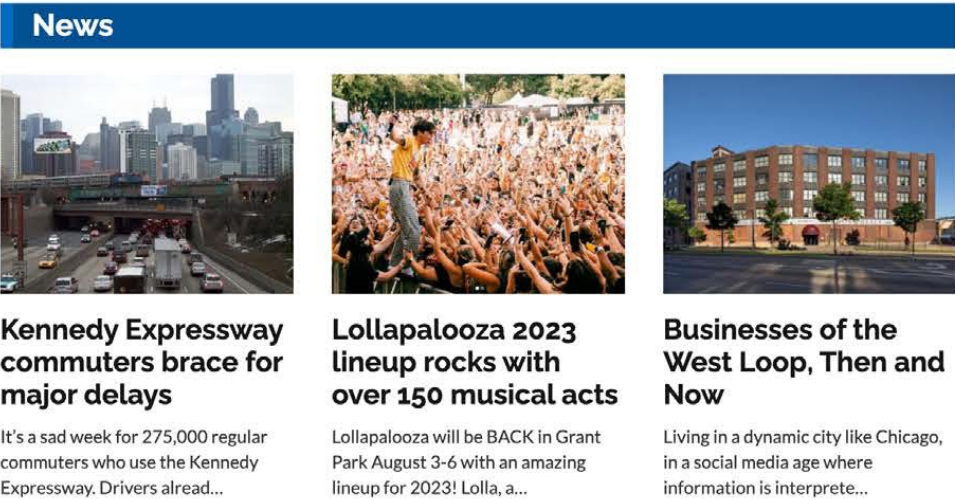
LEADERBOARD BANNER



INLINE BANNER



SKYSCRAPER



CUBE

DISPLAY ADS

City Buzz Newsletter

City Buzz is our free weekly newsletter featuring all the places to go and things to know from around the city.

Ad Type	Desktop	Mobile
Inline Banner	728 x 90 pixels	320 x 50 pixels
Cube	300 x 250 pixels	300 x 250 pixels

39%
AVG OPEN RATE



Partners

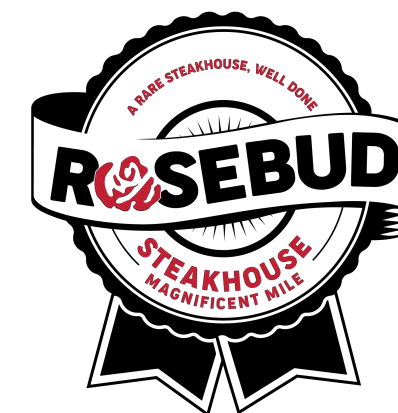
Our clients include local and national organizations who harness our creativity and highly engaged audience to increase their brand recognition and drive revenue.

"Mariano's appreciates working with Chicago Star Media. From sharing some of our favorite recipes to hosting events for the readers at our Lakeshore East store, Chicago Star Media gets the Chicago community and our customers!"

—Amanda Puck, VP of Communications and Brand Development at Roundy's Supermarkets & Mariano's Divisions



ILLINOIS HOLOCAUST MUSEUM
& EDUCATION CENTER



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