



Digital Advertising Rates & Size Specifications

2020

RATES

Website Advertising	Per Month	Weekly
Leaderboard	\$375	\$250/2 weeks
Coupon	\$100	
Home Page Editorial Feature Story (1 spot)	\$475	\$250/2 weeks
Featured Business Listing (3 spots available)	\$275	\$150/2 weeks
Featured Event Listing	\$325	\$100, per week
Video Calendar Events	\$375	\$250/2 weeks

Email Marketing

Dedicated Eblast	\$475	one time run
Editorial Eblast / Newsletter Sponsorship	\$375	one time run
Friday Fun Five Eblast Sponsorship	\$200	per week
Friday Fun Five Event Listing	\$325	\$100, per week

Social Media

Facebook Posts	\$100	
Facebook Posts with Contest	\$150	

SPECIFICATIONS

Website Advertising

Leaderboard	728 px W x 90 px H
Coupon	250 px W x 312 px H
Home Page Editorial Feature Story	599 px W x 400 px H*
Featured Business Listing	253 px W x 253 px H*
Featured Event Listing	253 px W x 253 px H*
Video Calendar Events	720 px W x 480 px H; mp4; 30 sec.; 23.98 frame rate

*Pictures may be submitted for Oaklee's to size accordingly. Enter web in system as 1 col x 1"

Email Marketing

Dedicated Eblast	620 px W x 1100 px H, Hyperlink, Subject line. Optimized max size 350kb
Editorial Eblast / Newsletter Sponsorship	620 px W x 330 px H, Hyperlink
Friday Fun Five Eblast Sponsorship	620 px W x 170 px H, Hyperlink
Friday Fun Five Event Listing	253 px W x 253 px H

Enter email marketing in system as 1 col x 1"

Social Media

Facebook Posts	Photo, Hyperlink, Content
Facebook Posts with Contest	Photo, Hyperlink, Content, Prize

*Enter social media in system as 1 col x 1"

For 2020, Oaklee's Family Guide will be focusing on the digital delivery of your marketing message on www.oakleesguide.com and will be working in partnership with the Daily Herald for your print advertising needs. (Oaklee's Family Guide will no longer have a printed edition.) Our digital offerings are at left; see page 2 of this flyer for a sampling of special print offerings in the Daily Herald.



Oaklee's Family Guide™ reaches Chicago's suburban parents with multiple touch points including digital advertising, email marketing and social media.

ADVERTISING MATERIAL DEADLINES

Materials for inventory are due:

Two Weeks Prior to the Start Date.

Submit artwork to:

Bob Cushman at bcushman@dailyherald.com

Tara Flaherty at tflaherty@dailyherald.com

James Rempas at jrempas@dailyherald.com

Sizes listed are width by height.

Formats Accepted: Preferred formats are PDF, JPG or GIF files. Embed all fonts and set color management to CMYK.

PLEASE NOTE: We cannot accept any files created in Microsoft Word, Publisher or PowerPoint.

To reserve ad space, call Oaklee's Sales Representative James Rempas today!

847-427-4647 | jrempas@dailyherald.com | www.OakleesGuide.com



Daily Herald Print Opportunities

2020



Parent and family-friendly Daily Herald special sections

CAMP GUIDE

Publication Date: Wednesday, Feb. 20, 2020

Space deadline: Tuesday, Feb. 4, 2020

Camera-ready deadline: Tuesday, Feb. 11, 2020

NEW PARENT

Publication Date: Sunday, March 15, 2020

Space deadline: Friday, Feb. 28, 2020

Camera-ready deadline: Friday, March 6, 2020

SUMMER FUN

Publication Date: Sunday, May 24, 2020

Space deadline: Monday, May 4, 2020

Camera-ready deadline: Monday, May 11, 2020

FALL FUN

Publication Date: Sunday, August 23, 2020

Space deadline: Monday, July 27, 2020

Camera-ready deadline: Monday, Aug. 3, 2020

If you are interested in these sections, reach out to your sales representative to receive a separate rate card for each edition.

Submit artwork to:

Tara Flaherty at tflaherty@dailyherald.com

James Rempas at jrempas@dailyherald.com



To reserve ad space, call Oaklee's Sales Representative James Rempas!
847-427-4647 | jrempas@dailyherald.com | www.OakleesGuide.com