

# THE CHICAGO REPORTER

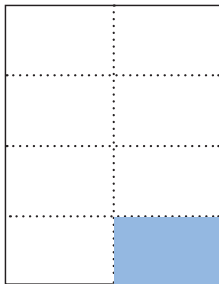
Published by the Community Renewal Society, *The Chicago Reporter* uses data, analysis and the voices of those affected by inequality to give communities and leaders the tools they need to make change.

332 S. Michigan Ave., Suite 500  
Chicago, IL 60604  
Phone (312) 427-4830  
Fax (312) 427-0681  
[www.chicagoreporter.com](http://www.chicagoreporter.com)

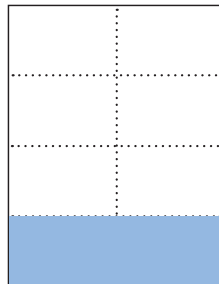
## AD RATES

Advertise in both magazine/website and **receive a 25-percent discount.**

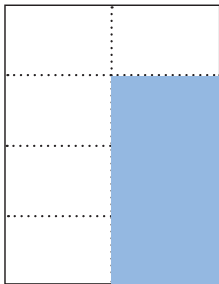
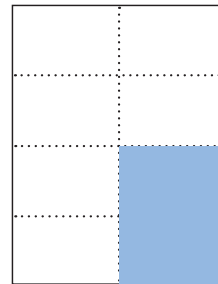
Advertise in more than three issues per year and **receive premier advertiser benefits.**



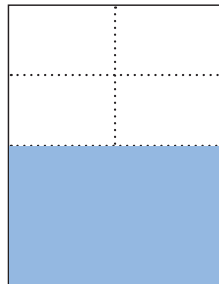
1/8 page \$200



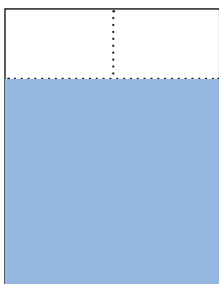
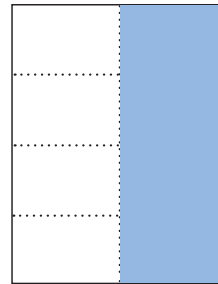
1/4 page \$450



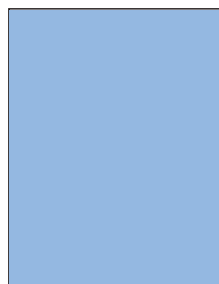
3/8 page \$700



1/2 page \$900



3/4 page \$1200



full page \$1500

All files for insertion into the magazine should be in TIFF, JPG or PDF format, sized to fit ad proportions, with a minimum resolution of 300 dpi.

**Ads may be submitted to:**

[BFOSTER@CRS-UCC.ORG](mailto:BFOSTER@CRS-UCC.ORG)

**or on a cd-rom to:**

*Chicago Reporter*

Brian J. Foster AD REP

332 S. Michigan Ave., Suite 500

Chicago, IL 60604

Effective February 1, 2007

COMMUNITYRENEWALSOCIETY

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## ABOUT THE REPORTER

*The Chicago Reporter's* investigations engage leaders and residents in critical issues—all with unique focus on race and poverty. *The Reporter's* work helps move ideas to action, arming communities, advocates and decision makers with information and providing opportunities for dialogue. The bimonthly print and online newsmagazine serves as an important watchdog of government and other institutions.

Since its inception in 1972, *The Reporter* has also provided an important training ground for young journalists, especially people of color, allowing them to learn the ins and outs of investigative reporting. Doing so ensures a variety of voices and perspectives will enter into the public debate.

"I believe *The Chicago Reporter* plays a unique role in this community by covering stories that are seldom seen or heard in the major media outlets. My old friend John McDermott—the CR's founder—understood how important it was for a wider audience to read about issues that they seldom come in contact with. And though I do not always agree with CR's analysis **I always enjoy reading, learning and thinking about the topics covered.**"

**Paul Green, Director Institute for Politics Roosevelt University**

## OUR REACH

Each issue of *The Reporter* offers more than 20,000 opportunities to reach various members of Chicago's reform community.

*The Reporter* is read by city officials, community leaders and advocates, journalists, policymakers, grantmakers, corporate executives, university faculty and church leaders.

Our readers are some of Chicago's most intelligent, influential, socially conscious and racially-diverse consumers.

## OUR BRAND

*The Reporter* strives for excellence. Our work earns both local and national recognition for its work, including:

The Columbia University Graduate School of Journalism's highest honor for reporting on racial issues

A 2005 Utne Independent Press Award

The prestigious Sidney Hillman Award, judged by editors from the *American Prospect*, the *New Yorker* and *The Nation*.

The magazine's credibility is without equal. This reflects on its advertisers, making it an exceptional advertising medium.

This "publication packs more meaningful data about race and poverty—its specialty—into each monthly issue than can be gleaned from virtually any other source. ...It's the kind of reporting that **helps all Chicagoans better understand their city.**"

**Salim Muwakkil, The Chicago Tribune**

*The Chicago Reporter* is brave, cutting-edge, extraordinarily relevant—and, in short, awesome. This makes the magazine **a vital part of Chicago's media landscape.**

**Dawn Turner Trice, The Chicago Tribune**

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## ADVERTISING OPTIONS

		ONE MONTH	BULK OPTIONS			DATES FOR ADS	
			THREE MONTH RUN 20% DISCOUNT	FOUR MONTH RUN 30% DISCOUNT	SIX MONTH RUN 40% DISCOUNT		
<b>MAGAZINE AD</b>	1/8 PAGE	\$200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> SEPT.	<input type="checkbox"/> MAR.
	1/4 PAGE	\$450	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> OCT.	<input type="checkbox"/> APR.
	3/8 PAGE	\$700	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> NOV.	<input type="checkbox"/> MAY
	1/2 PAGE	\$900	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> DEC.	<input type="checkbox"/> JUN.
	3/4 PAGE	\$1200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> FEB.	
	FULL PAGE	\$1500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	{mark choices}	
		{mark choice}	{mark choices}	{mark choices}	{mark choices}	<input type="checkbox"/> SEPT.	<input type="checkbox"/> MAR.
<b>WEB SITE AD</b>	HOME PAGE, BANNER	\$500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> OCT.	<input type="checkbox"/> APR.
	HOME PAGE, NON-BANNER	\$300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> NOV.	<input type="checkbox"/> MAY
	INSIDE PAGE, NON-BANNER	\$200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> DEC.	<input type="checkbox"/> JUN.
		{mark choice}	{mark choices}	{mark choices}	{mark choices}	<input type="checkbox"/> JAN.	<input type="checkbox"/> JUL.
						<input type="checkbox"/> FEB.	<input type="checkbox"/> AUG.
						{mark choices}	

## INSERTION ORDER

CONTACT: \_\_\_\_\_  
 ORGANIZATION: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
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SUBTOTAL 1: \$ \_\_\_\_\_  
 MINUS BULK DISCOUNT (IF APPLICABLE -20%, 30%, OR 40%) \$ \_\_\_\_\_  
 SUBTOTAL 2: \$ \_\_\_\_\_  
 MINUS MIXED MEDIA DISCOUNT (IF APPLICABLE -25%) \$ \_\_\_\_\_  
 TOTAL PAYMENT DUE: \$ \_\_\_\_\_

MAKE CHECKS AND MONEY ORDERS PAYABLE TO *THE CHICAGO REPORTER*

TO PAY BY VISA OR MASTERCARD:

ACCOUNT NO. \_\_\_\_\_ EXP. \_\_\_\_\_

SIGNATURE \_\_\_\_\_

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