CHICAGOLAND
57 NEWSPAPERS
468,820 CIRCULATION
890,758 READERS*

NORTHWEST ZONE
51 NEWSPAPERS
352,700 CIRCULATION
670,100 READERS*

CENTRAL WEST ZONE
55 NEWSPAPERS
250,594 CIRCULATION
476,129 READERS*

CENTRAL EAST ZONE
30 NEWSPAPERS
198,000 CIRCULATION
376,200 READERS*

SOUTHWEST ZONE
27 NEWSPAPERS
165,300 CIRCULATION
314,100 READERS*

SOUTHEAST ZONE
30 NEWSPAPERS
103,900 CIRCULATION
197,400 READERS*

STATEWIDE
250 NEWSPAPERS • 1,539,314 CIRCULATION
2,924,697 READERS*

*Based on 1.9 readers per copy.
2011, Newton Research, Illinois Press Association

ZONED RATES

Any ONE zone................................................. $360
Any TWO zones............................................. $700
Any THREE zones......................................... $1,000
Any FOUR zones............................................ $1,300
All FIVE zones.............................................. $1,450

Chicagoland not considered a zone.

CHICAGOLAND RATES

Chicagoland..................................................... $410
Chicagoland + any ONE zone......................... $750
Chicagoland + any TWO zones....................... $1,050
Chicagoland + any THREE zones..................... $1,350
Chicagoland + any FOUR zones....................... $1,500

A photo of a map showing the geographic areas covered by the Illinois Display Easy Ad Network.

The network should not replace existing or ongoing advertising. The 2x2 network yields the best results as a supplement to current advertising campaigns.

No position guarantees. Ads may appear anywhere in newspaper. Ads may be altered slightly to fit each newspaper’s specs. Daily newspapers choose the day of the week the ad runs.

Ad Deadline: Monday by 10 am if ad needs to be designed for the following week. Camera ready PDF ads due Wednesday by 9am CST for the following week. Black and white ads only, color not available. Prepayment Required. MasterCard, Visa & American Express accepted. The IPA will place each ad in the equivalent of 90% of the newspapers listed, working with each advertiser to obtain optimal coverage for each ad placed.

The network should not replace existing or ongoing advertising. The 2x2 network yields the best results as a supplement to current advertising campaigns.

No position guarantees. Ads may appear anywhere in newspaper. Ads may be altered slightly to fit each newspaper’s specs. Daily newspapers choose the day of the week the ad runs.