

The Illinois Press Association offers a highly-targeted 3-tier advertising package for services, supporters and suppliers of the Illinois newspaper industry.

Want to get your message, company or association in front of Illinois newspapers?

#1

Your Ad in PRINT



## PressLines

The Official publication of the Illinois Press Association

PressLines is sent to more than 450 Illinois newspapers and over 1,000 decision makers six times per year.

### 2016 Issue Dates

January 18  
March 21  
May 16  
July 18  
September 19  
November 21

### PressLines Ad Specs & Prices

Quarter page 4.25" x 5"  
Half page V 4.25" x 10"  
Half page H 9.87 x 5"  
Full page 9.87 x 10"

### 1x Rate

\$225  
\$350  
\$350  
\$500

### 6X (Yearly) Rate

\$900  
\$1400  
\$1400  
\$2000

Full Color available for an additional \$50 per issue.  
*Deadline is two weeks prior to publication date.*

#2

Your Ad will also be included in E-MAILS



## IPA e-Bulletin

The e-newsletter is e-mailed to more than 600 subscribers 26 times per year.

- Any 1x PressLines ad buy will get you a 160x250 px ad for two issues
- Any 6x PressLines ad buy will get you a 350x250 px or a 160x500 px ad for 26 issues. All ads are linked to your website.

*e-Bulletin is e-mailed every other Thursday.*

#3

Your Ad will also be included ONLINE



Online display ads are 200x143 px and rotate among other advertisers on the homepage.  
All ads link to your website.

## www.illinoispress.org

The official website of the Illinois Press Association  
Illinois newspapers go to illinoispress.org for industry and membership news, services and information.

- Your online ad will appear for 30 days with any 1x PressLines ad buy
- Your online ad will stay online for an entire year with any 6x PressLines ad buy.



WENDY MACDONALD  
WENDY@PLAN4GROWTH.COM  
P-913-461-3721 • F-913-859-9275

JEFFREY HOLMAN  
JHOLMAN@ILLINOISPRESS.ORG  
P-217-241-1700 • F-217-241-1301

WWW.ILLINOISAMP.COM

For in person networking, ask about being a CONVENTION EXHIBITOR.