

A la Carte Pricing

Product	Description	Retail Pricing
Banner Ad	Top Middle Ad	\$325
Premium Display Ad	Top of Calendar	\$300
Display Ad	Around Picture	\$289
Extra Page - F	Full Page Front, Middle or Back	\$1500
Extra Page - 1/2	Half Page Front, Middle or Back	\$849
Extra Page - 1/4	Quarter Page Front, Middle or Back	\$499
Extra Page - 1/8	1/8th Page Front, Middle or Back	\$289
Coupons	Bottom of pages	\$289
Dateblock	As Available <i>Before 1st or After 30th</i>	\$159
Dateblock x2	Double Dateblock <i>Before 1st or After 30th</i>	\$289
Promotional Ad-S	On a Specific Date	\$99
Promotional Ad-A	Any Date	\$79
Back Cover Ad	Size of 2021 Restaurant Guide ads	\$299 Full page - \$2500
Photo Ad (Large)		\$750
Photo Ad (Smaller)		\$550
Digital Only - One Zip Code	Website - Newsletter - APP With Analytics	\$89/month \$899/yr
Digital w/ Print - One Zip Code	Website - Newsletter - APP With Analytics	\$49/month \$499/yr

Distribution

Average Distribution		12,175 Households
Fox Lake - Ingleside	60020 & 60041	9500 Households
Lake Villa - Lindenhurst	60046	12,200 Households
McHenry	60050	13,000 Households
Round Lake Area	60073	14,000 Households

Average Cost per Household (HH) by Product

Premium Ad	2.5 cents/HH	30 cents/HH per year
Coupon	2.2 cents/HH	26.5 cents/HH per year
Dateblock	1.2 cents/HH	
Dateblock x2	2.cents/HH	