Product         Description         Retail Pricing           Banner Ad         Top Middle Ad         \$325           Premium Display Ad         Top of Calendar         \$300           Display Ad         Around Picture         \$2289           Extra Page - F         Full Page Front, Middle or Back         \$1500           Extra Page - 1/2         Half Page Front, Middle or Back         \$499           Extra Page - 1/4         Quarter Page Front, Middle or Back         \$289           Extra Page - 1/8         1/8th Page Front, Middle or Back         \$289           Extra Page - 1/8         1/8th Page Front, Middle or Back         \$289           Extra Page - 1/8         1/8th Page Front, Middle or Back         \$289           Extra Page - 1/8         1/8th Page S289         \$289           Dateblock         As Available Before Ist or After 30th         \$159           Before Ist or After 30th         \$289           Promotional Ad-S         On a Specific Date         \$99           Promotional Ad-S         On a Specific Date         \$79           Back Cover Ad         \$122 of 2021         \$299           Restaurant Guide ads         \$750           Photo Ad (Large)         \$550           Digital Only - One Zip Code         Website - Newsletter -		A la Carte Pricing		
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 Before Ist or After 30th         \$159           Dateblock x2         Double Dateblock Before Ist or After 30th         \$289           Promotional Ad-S         On a Specific Date         \$99           Promotional Ad-A         Any Date         \$79           Back Cover Ad         Size of 2021 Restaurant Guide ads         \$710         \$299           Photo Ad (Large)         \$750         \$550         \$99           Photo Ad (Smaller)         \$550         \$99         \$99           Photo Ad (Smaller)         \$550         \$99         \$99           Photo Ad (Smaller)         \$89/month         \$90         \$90           Poto Law Print - One Zip Code         Website - Newsletter - APP With Analytics         \$89/month	Product	Description	Retail Pricing	
Display Ad	Banner Ad	Top Middle Ad	\$325	
Extra Page - F	Premium Display Ad	Top of Calendar	\$300	
Front, Middle or Back   S849   Front, Middle or Back	Display Ad	Around Picture	\$289	
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 Before 1st or After 30th         \$159           Dateblock x2         Double Dateblock Before 1st or After 30th         \$289           Promotional Ad-S         On a Specific Date         \$99           Promotional Ad-A         Any Date         \$79           Back Cover Ad         Size of 2021 Restaurant Guide ads         Full page - \$2500           Photo Ad (Large)         \$750           Photo Ad (Smaller)         \$550           Digital Only - One Zip Code         Website - Newsletter - APP With Analytics         \$89/yr           Digital W Print - One Zip Code         Website - Newsletter - APP With Analytics         \$49/month           Code         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           Premium Ad         2.5 cents/HH         3	Extra Page - F		\$1500	
Front, Middle of Back	Extra Page - 1/2		\$849	
Coupons         Bottom of pages         \$289           Dateblock         As Available Before 1st or After 30th         \$159           Dateblock x2         Double Dateblock Before 1st or After 30th         \$289           Promotional Ad-S         On a Specific Date         \$99           Promotional Ad-A         Any Date         \$79           Back Cover Ad         Size of 2021 Restaurant Guide ads         \$121 page - \$2500           Photo Ad (Large)         \$750           Photo Ad (Smaller)         \$550           Digital Only - One Zip Code         Website - Newsletter - APP With Analytics         \$899/month \$899/mr           Digital w/ Print - One Zip         Website - Newsletter - APP With Analytics         \$499/yr           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           Premium Ad         2.5 cents/HH         30 cents/HH per year           Coupon         2.2 cents/HH         26.5 cents/HH per year	Extra Page - 1/4		\$499	
DateblockAs Available Before 1st or After 30th\$159Dateblock x2Double Dateblock Before 1st or After 30th\$289Promotional Ad-SOn a Specific Date\$99Promotional Ad-AAny Date\$79Back Cover AdSize of 2021 Restaurant Guide ads\$299Photo Ad (Large)\$750Photo Ad (Smaller)\$550Digital Only - One Zip CodeWebsite - Newsletter - APP With Analytics\$899/nonth \$899/nor \$899/	Extra Page - 1/8		\$289	
Dateblock x2 Double Dateblock Before 1st or After 30th Promotional Ad-S On a Specific Date Syp Promotional Ad-A Any Date Size of 2021 Restaurant Guide ads Full page - \$2500 Photo Ad (Large) Photo Ad (Smaller) Signation of Website - Newsletter - APP With Analytics Syp	Coupons	Bottom of pages	\$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         \$899/month \$899/yr           Digital w/ Print - One Zip Code         Website - Newsletter - APP With Analytics         \$499/month \$849/month \$849/yr           Code         Distribution         \$12,175 Households           Fox Lake - Ingleside         60020 & 60041         9500 Households           Fox Lake - Ingleside         60046         12,200 Households           McHenry         60050         13,000 Households           Round Lake Area         60073         14,000 Households           Round Lake Area         60073         14,000 Households           Premium Ad         2.5 cents/HH         30 cents/HH per year           Coupon         2.2 cents/HH         26.5 cents/HH per year	Dateblock		\$159	
Promotional Ad-AAny Date\$79Back Cover AdSize of 2021 Restaurant Guide ads\$299 Full page - \$2500Photo Ad (Large)\$750Photo Ad (Smaller)\$550Digital Only - One Zip CodeWebsite - Newsletter - APP With Analytics\$89/month \$899/yrDigital w/ Print - One ZipWebsite - Newsletter - APP With Analytics\$499/yrDistributionAverage Distribution12,175 HouseholdsFox Lake - Ingleside60020 & 600419500 HouseholdsLake Villa - Lindenhurst6004612,200 HouseholdsMcHenry6005013,000 HouseholdsRound Lake Area6007314,000 HouseholdsRound Lake Area6007314,000 HouseholdsPremium Ad2.5 cents/HH30 cents/HH per yearCoupon2.2 cents/HH26.5 cents/HH per yearDateblock1.2 cents/HH	Dateblock x2		\$289	
Back Cover Ad Size of 2021 Restaurant Guide ads Full page - \$2500  Photo Ad (Large) S750 Photo Ad (Smaller) S550  Digital Only - One Zip Code Website - Newsletter - APP With Analytics Website - Newsletter - APP With Analytics S899/yr  Digital w/ Print - One Zip Code  Distribution  Average Distribution Fox Lake - Ingleside 60020 & 60041 S0050 Fox Lake - Ingleside 60050 Achenry 60050 13,000 Households Round Lake Area 60073 14,000 Households  Average Cost per Household (HH) by Product  Premium Ad 2.5 cents/HH 26.5 cents/HH per year Coupon 2.2 cents/HH 26.5 cents/HH per year	Promotional Ad-S	On a Specific Date	\$99	
Restaurant Guide ads Full page - \$2500  Photo Ad (Large) Photo Ad (Smaller) S550 Photo Ad (Smaller) S550 Digital Only - One Zip Code Website - Newsletter - APP With Analytics S899/month S899/yr S899/yr S899/yr S899/yr Digital w/ Print - One Zip Code Distribution  Average Distribution Average Distribution 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 Round Lake Area 60073 30 cents/HH per year Coupon 2.2 cents/HH 30 cents/HH per year Coupon 1.2 cents/HH	Promotional Ad-A	Any Date	\$79	
Photo Ad (Smaller)  Digital Only - One Zip Code Website - Newsletter - APP With Analytics  S49/month S499/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	Back Cover Ad		*	
Digital Only - One Zip Code Website - Newsletter - APP With Analytics Website - Newsletter - APP With Analytics  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	Photo Ad (Large)		\$750	
With Analytics \$899/yr  Digital w/ Print - One Zip Website - Newsletter - APP \$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	Photo Ad (Smaller)		\$550	
Code With Analytics \$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	Digital Only - One Zip Code			
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McHenry6005013,000 HouseholdsRound Lake Area6007314,000 HouseholdsAverage Cost per Household (HH) by ProductPremium Ad2.5 cents/HH30 cents/HH per yearCoupon2.2 cents/HH26.5 cents/HH per yearDateblock1.2 cents/HH	Fox Lake - Ingleside	60020 & 60041	9500 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	Lake Villa - Lindenhurst	60046	12,200 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	McHenry	60050	13,000 Households	
Premium Ad2.5 cents/HH30 cents/HH per yearCoupon2.2 cents/HH26.5 cents/HH per yearDateblock1.2 cents/HH	Round Lake Area	60073	14,000 Households	
Coupon 2.2 cents/HH 26.5 cents/HH per year  Dateblock 1.2 cents/HH	Average Cost per Household (HH) by Product			
Dateblock 1.2 cents/HH	Premium Ad	2.5 cents/HH	30 cents/HH per year	
	Coupon	2.2 cents/HH	26.5 cents/HH per year	
Dateblock x2 2.cents/HH	Dateblock	1.2 cents/HH		
	Dateblock x2	2.cents/HH		