## Block Club Chicago

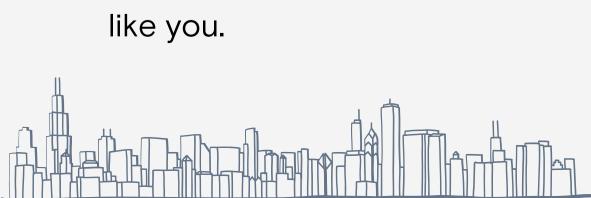
MEDIA KIT



#### **ABOUT US**

Block Club Chicago is Chicago's nonprofit newsroom dedicated to delivering essential coverage of the city's diverse neighborhoods. Through newsletters, podcasts, events and an inside look at the stories that make Chicago Chicago, we are building not just an exceptional newsroom, but also a community of neighbors, reporters, storytellers and partners like you. Together, we are making our stories – and our city – better.

We are community-focused, reader-funded and journalist-run. And we exist because of partners like you.





#### NEIGHBORHOODS

Chicago is a city of neighborhoods — each with a unique voice and identity — and Block Club Chicago is working to cover them all.

Currently, we have dedicated newsletters created by reporters on the ground in Pilsen, Little Village, Near West Side, Wicker Park, Bucktown, West Town, Rogers Park, Uptown, Edgewater, Logan Square, Humboldt Park, Avondale, Hyde Park, South Shore, Woodlawn, Lincoln Square, Irving Park, Albany Park, Austin, Garfield Park, North Lawndale, Lakeview, Lincoln Park, Old Town, Jefferson Park, Portage Park, Edgebrook, Norwood Park, Edison Park, Sauganash, the Loop, West Loop, Gold Coast, River North, Bronzeville, Douglas, Englewood, Chatham, and Auburn Gresham.





#### NEWSLETTER ADVERTISING

Every day, we deliver neighborhood news directly to readers' inboxes. Target your ideal audience and connect with our super-engaged community via email by including your ads in one of our neighborhood or citywide newsletters.

Newsletter	Size	Open Rate	opens
Citywide (total)	108,721	44.5%	19.5%
Hyde Park	3,757	56.1%	23.5%
Bronzeville	957	58.5%	26.0%
Logan Square	6,426	50.2%	10.7%
Downtown	796	72%	10%
Lincoln Square	6,638	70.7%	15.2%
Englewood	2,567	54.5%	30%
Far NW Side	2,160	82.5%	15%
Rogers Park	6,286	72.7%	8.7%
Pilsen	5,592	68.7%	13.6%
Wicker Park	6,434	73.1%	9.7%
Lakeview	6,784	68.3%	12.7%
West Side	4,054	36.1%	18.2%
West Side	4,054	36.1%	18.2%

Clicks per unique



#### NEWSLETTER TAKEOVERS

Advertise throughout a Block Club newsletter with a newsletter takeover. You'll receive a header section plus two ad blocks where you can include imagery, branding, text and links to your offer or website.

#### SPONSORED Loop, West Loop, Gold Coas February 7. Hello Subscribers. **CLAIM TH** Lorem ipsum dolor sit amet, consectetur a tempor incididunt ut labore et dolore magr quis nostrud exercitation ullamco laboris n consequat. Duis aute irure dolor in reprehe dolore eu fugiat nulla pariatur. Excepteur s NEIGHBO proident, sunt in culpa qui officia deserunt This is a Lorem ipsum dolor sit amet, consectetur a should a tempor incididunt ut labore et dolore magr **NEIGHBORHOOD EVENTS** heading quis nostrud exercitation ullamco laboris n consequat. Duis aute irure dolor in reprehe This is a fille dolore eu fugiat nulla pariatur. Excepteur s style of head proident, sunt in culpa qui officia deserunt should apply Best. NEIGHBO Melody This is a should a heading This is a fille NEIGHBORI style of head This is a f should apply GIVE LOCAL, 2022 HOLIDAY MARKETS should ap Chicago Mutual aid Shop Local 2022: NEIGHBO heading 2 groups and Your guide to this This is a This is a filler s nonprofits where year's holiday style of headin should a should apply th you can give or markets in Chicago heading This is a filler subhead that receive help NEIGHBORI This is a fille should apply the style of This is a filler subhead that style of hear This is a f heading 3 to. This is a filler should apply the style of should apply should ap subhead that should apply the heading 3 to. This is a filler heading 2 style of heading 3 to. subhead that should apply the NEIGHBO This is a filler s style of heading 3 to. This is a style of headin should apply th should a heading

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Our mailing address is Block Club Chicago, 303 E. Wacker Drive, Suite 2108, Chicago, IL 60601

Click here to view or change your email preferences or unsubscribe from this newsletter.

**Block Club Chicago** 

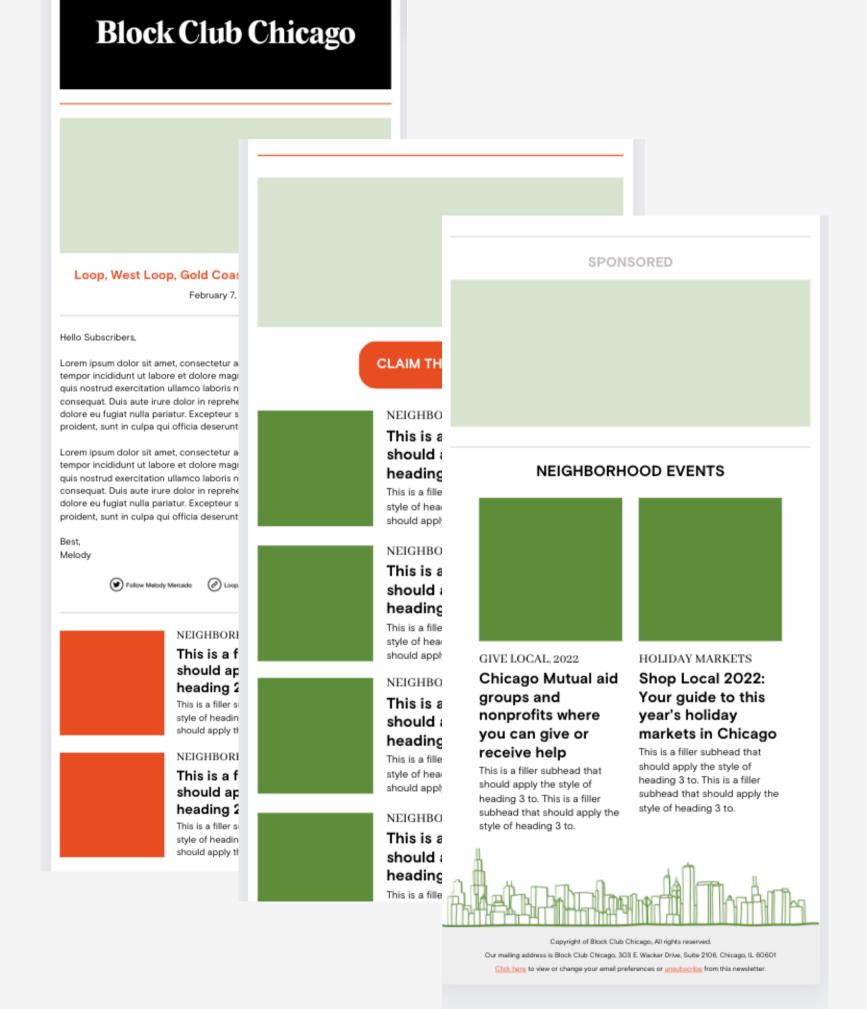
#### NEWSLETTER PARTNERSHIP

Become a long-term partner on a Block Club Chicago newsletter. Run your ads over the course of days, weeks or months — and reiterate your message to our readers. It's the ultimate way to increase brand visibility and take advantage of exclusive Block Club advertising opportunities. Newsletter partnerships are developed on an individual and custom basis.

To get started, email:

Luriel Ocampo: luriel@blockclubchi.org

Lizzie Schiffman Tufano: lizzie@blockclubchi.org



### NATIVE ADVERTISING

Connect with your ideal customers on blockclubchicago.org. Deliver your message to our dynamic, diverse, highly engaged audience by advertising on the Block Club homepage.





# NEWSLETTER AND WEBSITE AD SPECS

For newsletter ads, please submit the following assets and information at least 24 hours before your first placement runs:

- A 16:9 jpg or png image that is no more than 1200x675 pixels
- No more than 30 words of text
- A link to be associated with the creative

For website ads, please submit the following assets and information at least 24 hours before your first placement runs:

- A 3:2 jpg or png image with a minimum width of 615 pixels
- A title of no more than 35 characters
- A DEK of no more than 100 characters
- A call to action of no more than 35 characters
- A link to be associated with the creative



#### BLOCK CLUB PODCASTS

Share your story directly with podcast advertising! As a Block Club Chicago podcast sponsor, you'll receive a shout-out from our host at the top of the show, as well as a 90-second promotional spot in the middle of the episode.

The "It's All Good" podcast has over 250,000 downloads — with 3-4k downloads per episode.





### CUSTOM EMAILS

Share your story directly with a dedicated email to a Block Club Chicago list. Create your own custom creative, language and design — then work with the Block Club team to build and send your email to one of our highly engaged lists of readers.

It's the perfect way to deliver your brand's message directly to people's inboxes.



