

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

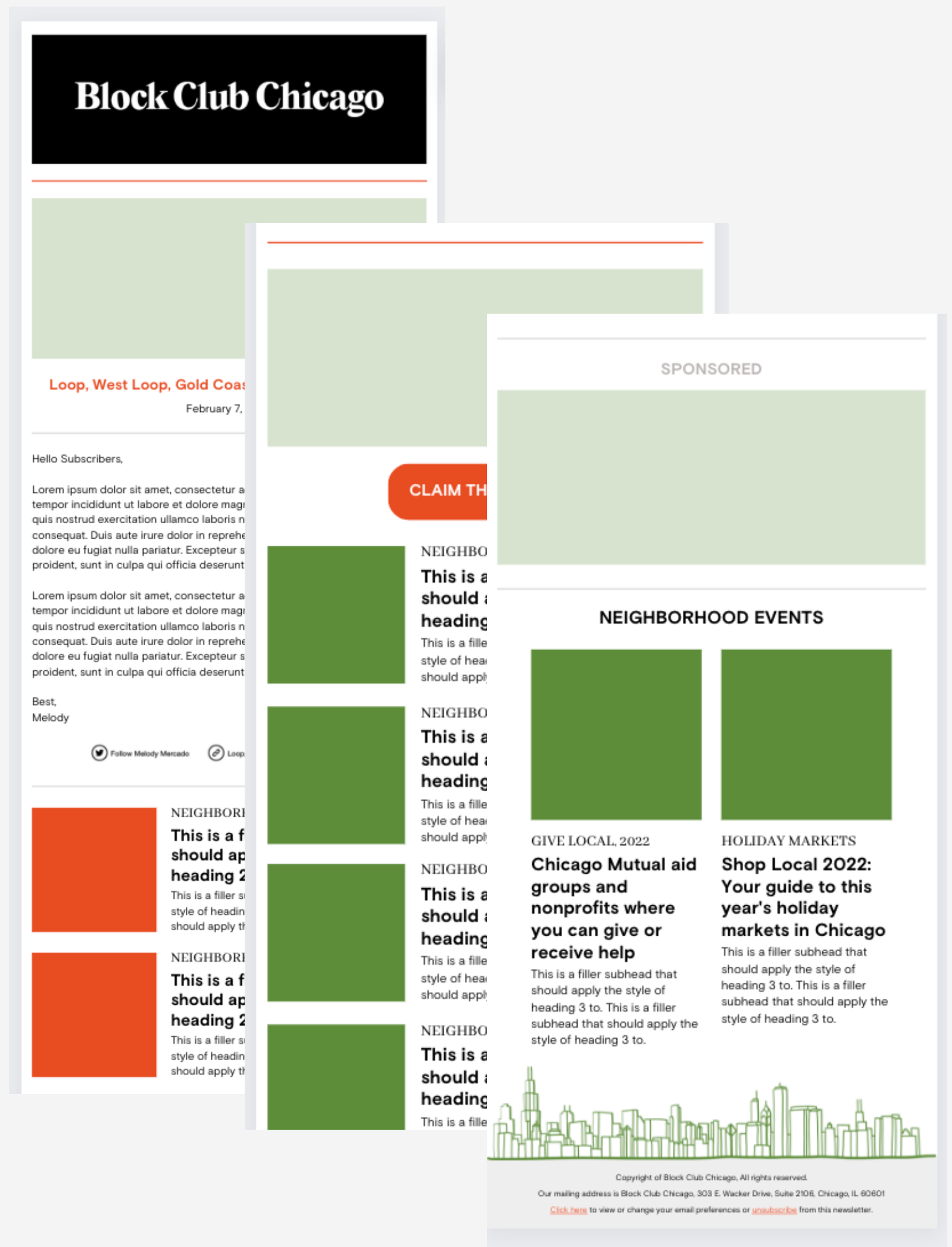
Every day, we deliver neighborhood news directly to readers’ inboxes. Target your ideal audience and connect with our super-engaged community via email by including your ads in one of our neighborhood or citywide newsletters.

| Newsletter | Size | Open Rate | Clicks per unique 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% |



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.



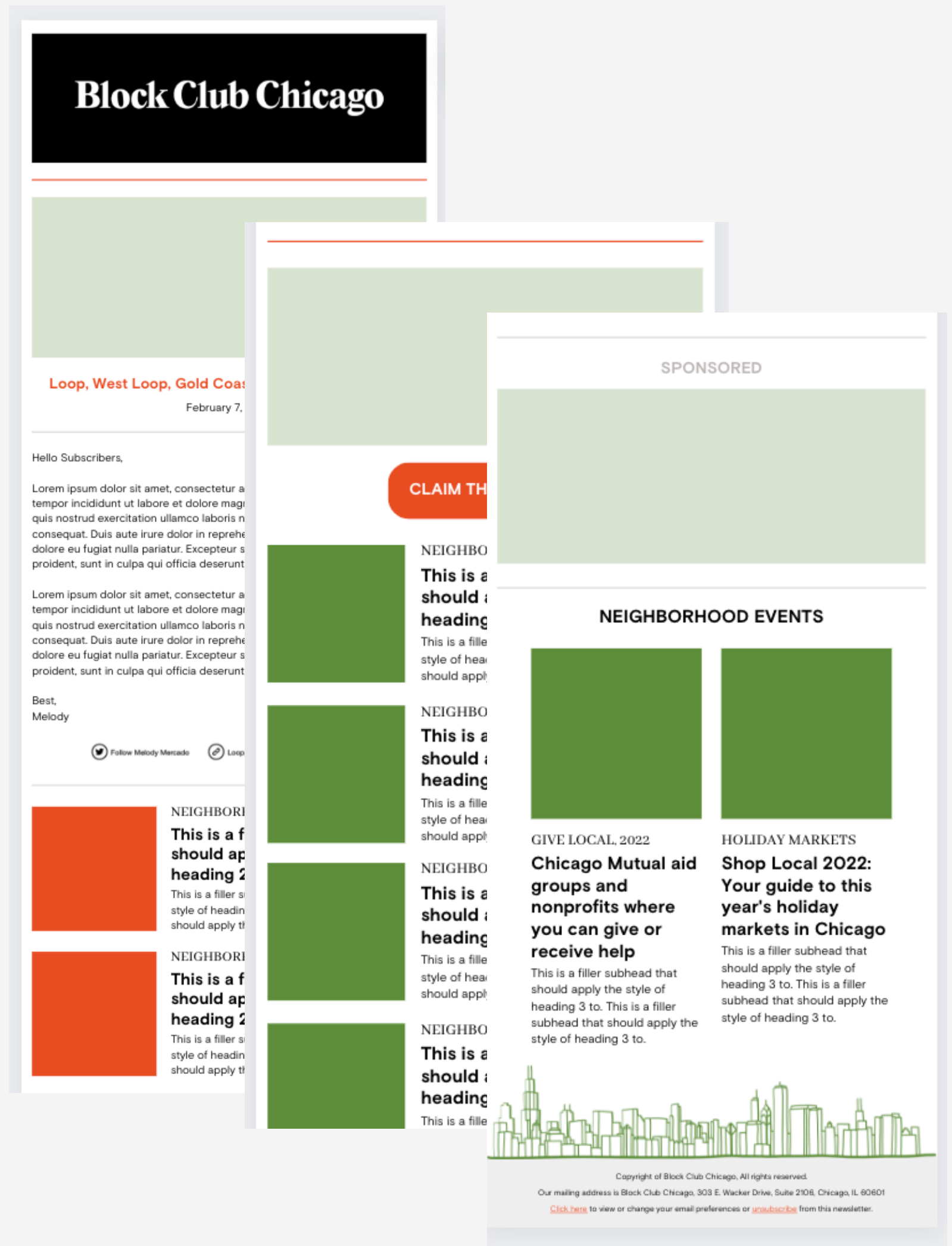
NEWSLETTER PARTNERSHIP

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.

