

# CHICAGO'S NORTH SHORE MEDIA KIT

## 2018-2019 OFFICIAL VISITORS GUIDE

### ADVERTISING OPPORTUNITIES

Chicago's North Shore Convention and Visitors Bureau's (CNSCVB) annual *Official Visitors Guide* represents the lodging, dining, shopping, attractions, performing arts, events, transportation and services options available in the region. Detailed maps of the region, as well as individual North Shore communities, make the *Official Visitors Guide* a preferred resource.

With an annual circulation of 75,000, the *Official Visitors Guide* is the sole publication dedicated to the North Shore visitor and is distributed to business and leisure travelers and people relocating to the area. Over 20,000 copies are mailed in advance upon request. The remainder are distributed at over 40 North Shore hotels, Chicago and Illinois Visitor Centers, area Chambers of Commerce, Northwestern University, real estate companies and CNSCVB members.

### PRINT ADVERTISING RATES

Ad Size/Position	Member Rate
Back Outside Cover	\$3,500
Inside Front Cover	\$2,700
Inside Back Cover	\$2,700
Full Page	\$1,650
Half Page	\$1,000
Quarter Page	\$500

### Deadlines

Contract Space	5/11/18
Payment	5/25/18
Artwork	6/15/18
Publication Date	Fall 2018

OFFICIAL  
VISITOR  
PUBLICATION  
OF CHICAGO'S  
NORTH SHORE



RESERVE YOUR AD TODAY BY CONTACTING:



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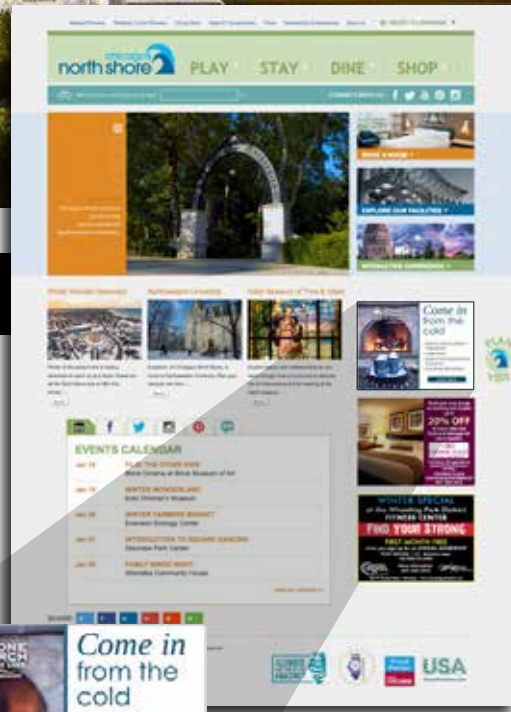
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**WEBSITE** - [visitchicagonorthshore.com](http://visitchicagonorthshore.com)

## ADVERTISING OPPORTUNITIES

The go-to online resource for the Chicago North Shore visitor. As the official Destination Marketing Organization of Chicago's North Shore, our website receives 30,000 monthly unique visitors seeking area information on hotels, restaurants, attractions, events, retailers and services for meetings and events. Each page that features advertising will be limited to three ads and can be booked on a first-come, first-served basis.

OFFICIAL  
VISITOR  
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## RATES

Duration	Rate
1 Month*	\$400
3 Month Commitment	\$1,100
6 Month Commitment	\$2,200

**Inquire about special advertising rates for municipalities, chambers, merchant associations and non-profits.**

\*Discount given for full-page Visitor Guide ad purchase

## E-NEWSLETTER

### ADVERTISING OPPORTUNITIES

Our popular newsletter is sent out to 9,700 recipients on the first business day of every month with an average open rate of 32%. It is the go-to place to find out the area's monthly happenings.

## RATES

CNSCVB members (print advertisers)	CNSCVB members (non-print advertisers)
\$250/month	\$350/month

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