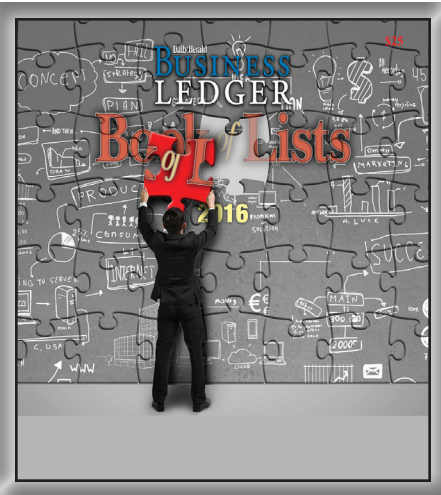


Daily Herald The Business Resource for Suburban Chicago
BUSINESS LEDGER

2017 MEDIA KIT



BANKING & FINANCE

Why business owners are upset about the bottom line

A new survey of small business owners in the Chicago area reveals that 60 percent of respondents expect their bottom line to decline in 2016. The survey also found that 75 percent of respondents expect their cash flow to decline in 2016. The survey was conducted by Wintrust Community Banks.

WHAT'S ON YOUR MIND?

- 60 percent expect 2016 revenue to decline
- 75 percent expect 2016 cash flow to decline
- 50 percent expect 2016 profit to decline
- 40 percent expect 2016 sales to decline

Strategic planning in five phases

1. Assess the current situation
2. Set goals and objectives
3. Develop a strategy
4. Implement the strategy
5. Monitor and adjust

COFFEE BREAK: BRAD SEYMOUR, PRESIDENT OF WINDY CITY BULLS IN HOFFMAN ESTATES

■ FOCUS: OFFICE ENVIRONMENTS

■ MIKUS: HOMING IN ON WOMEN

BUSINESS LEDGER

HOW AN OAK BROOK BUSINESS HIT THE JACKPOT WITH URLACHER

Brad Seymour, President of Windy City Bulls in Hoffman Estates, is featured on the cover. The article discusses the team's success and the impact of the NFL's expansion into the Chicago area.

COFFEE BREAK: BRAD SEYMOUR, PRESIDENT OF WINDY CITY BULLS IN HOFFMAN ESTATES

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BUSINESS LEDGER

COFFEE BREAK | Brad Seymour, president of Windy City Bulls, Hoffman Estates

'More than 30 percent of players on NBA opening night rosters this past season had experience playing in the NBA Development League'

Brad Seymour, President of Windy City Bulls, is featured in the article. The article discusses the team's success and the impact of the NFL's expansion into the Chicago area.

GET UP AND GO GRAND TRAVERS RESORT AND SPA

Experience the ultimate in luxury and relaxation at the Grand Traverses Resort and Spa. Located in the heart of the Chicago area, this resort offers a wide range of amenities and services.

COFFEE BREAK: BRAD SEYMOUR, PRESIDENT OF WINDY CITY BULLS IN HOFFMAN ESTATES

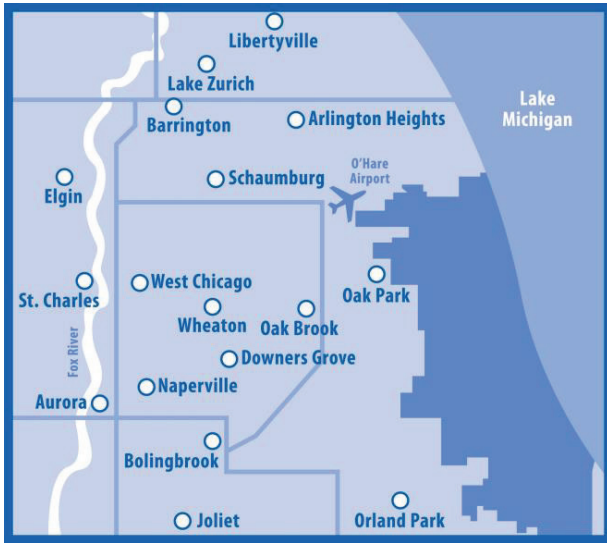
■ FOCUS: OFFICE ENVIRONMENTS

■ MIKUS: HOMING IN ON WOMEN



THE DAILY HERALD BUSINESS LEDGER...

Providing access to business decision makers in print, in person and online.



Daily Herald The Business Resource for Suburban Chicago BUSINESS LEDGER

Through a distinctive marketing mix that includes print, digital and events, **Daily Herald Business Ledger** provides access to a unique targeted audience of business decision makers.

For the Reader, **Daily Herald Business Ledger** is the primary source of local business news and information in suburban Chicago.

For the Advertiser, **Daily Herald Business Ledger** provides access to the executive readers and decision makers at more than 18,000 businesses.

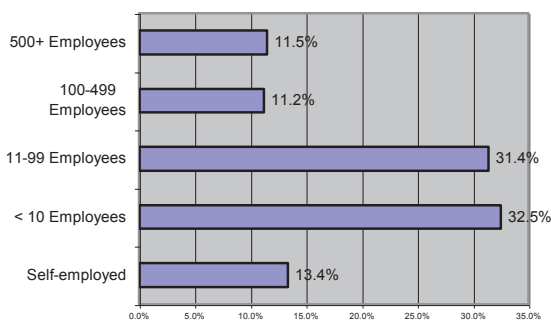
READER PROFILE

- ❖ Editorial coverage area includes Suburban Cook, DuPage, Lake, Will, Kane, and McHenry counties.
- ❖ Total distribution: 12,800 print* and 6,000 e-edition.
- ❖ 88% of readers pass their copy on to another reader.
- ❖ Average readers per edition is 3.05 or approximately 39,000
- ❖ 36% are the Business Owner.
- ❖ 39% are in C-level Management.
- ❖ 85% influence the purchasing decision process.
- ❖ 59% contacted a company because of an advertisement in the Business Ledger.
- ❖ 67% Male – 33% Female.
- ❖ 79% have College or Post-Graduate Degrees.
- ❖ 85% have Household Incomes greater than \$100K --- 31% have incomes greater than \$250K.
- ❖ 89% of readers identify The Business Ledger as their primary source for suburban Chicago business news.

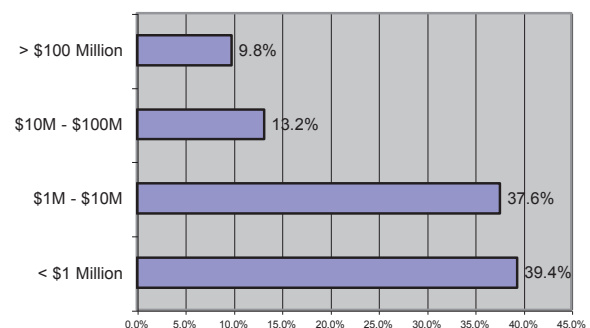
*Source: 2016 Circulation Verification Council audit

COMPANY PROFILE

Company Size By Total Number Of Employees



Company Size By Sales Revenue



RATES & AD DIMENSIONS

Rates

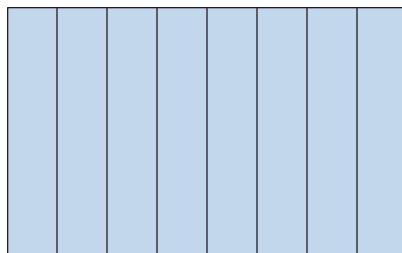
	20 – 26x	13 – 19x	7 – 12x	2 – 6x	Open
Back Cover	\$2,520	\$3,095	\$3,535	\$3,885	\$4,625
Center Spread	\$3,150	\$3,865	\$4,410	\$4,855	\$5,780
Inside Front Cover	\$2,320	\$2,840	\$3,240	\$3,565	\$4,245
Inside Back Cover	\$2,215	\$2,710	\$3,100	\$3,405	\$4,050
Full Page	\$2,110	\$2,585	\$2,950	\$3,245	\$3,860
Junior Page	\$1,630	\$1,995	\$2,275	\$2,500	\$2,980
Half Page	\$1,170	\$1,435	\$1,635	\$1,795	\$2,135
Quarter Page	\$690	\$840	\$960	\$1,055	\$1,250
Eighth Page	\$440	\$535	\$610	\$665	\$790
Marketplace	\$40	\$55	\$65	\$75	\$150

Add Color — 10% Upcharge

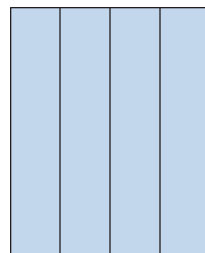
Premium Positions Include Color

Requested Position — 10% Upcharge

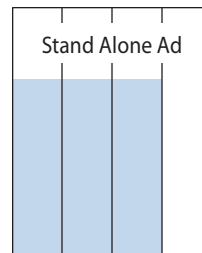
Ad Dimensions



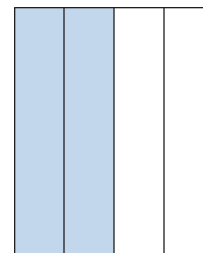
CENTER SPREAD
8 col. (19.625") x 11.125"



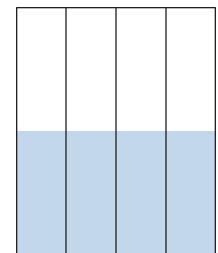
FULL PAGE
4 col. (9.188") x 11.125"



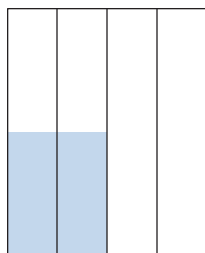
JUNIOR PAGE
3 col. (6.85") x 8.3"



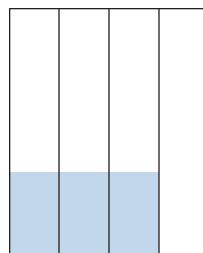
HALF PAGE (V)
2 col. (4.5") x 11.125"



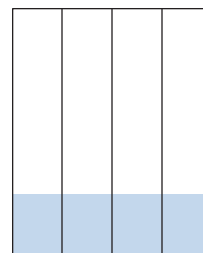
HALF PAGE (H)
4 col. (9.188") x 5.48"



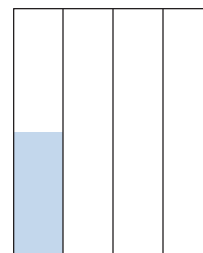
QUARTER PAGE (V)
2 col. (4.5") x 5.48"



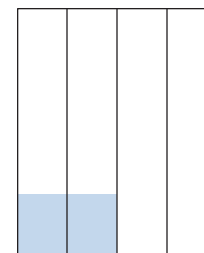
QUARTER PAGE (H)
3 col. (6.85") x 3.6"



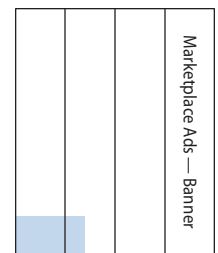
STRIP AD PAGE
4 col. (9.188") x 2.65"



EIGHTH PAGE (V)
1 col. (2.18") x 5.48"



EIGHTH PAGE (H)
2 col. (4.5") x 2.65"



MARKETPLACE
3.5" x 2"

Technical Requirements

Format: Our preferred medium is a high-res pdf with fonts embedded. Color should be in composite form.

URLs should be in text in order to provide link from ad in e-edition.

Color: All colors need to be converted to CMYK process colors including the supporting elements inside the ad. We do not support rich black. Be sure all color ads containing black text and fills are only on the black plate.

Images: Grayscale and four-color scans are required to be 200 dpi. Art should be within 5% and cropped for the needs of that particular ad. All artwork and scanned photos must be included with each ad. Each graphic needs to have a unique name which does not include special characters (Ex: apostrophe and asterisk). Revised graphics need to be given a new unique name. Line art resolution should not exceed 1200 dpi (600 is preferred).

Submission: We accept electronic documents at <http://graphics.dailyherald.com>. All electronic files should include the following:

1. The advertiser name.
2. A contact name and phone number at your company.
3. The date your ad will publish.
4. Your sales representative's name.
5. The file format submitted (ie: PDF)
6. Send fax of ad to 847-427-1266.

Daily Herald Business Ledger 2017

PLANNING CALENDAR

Issue	Space	System	Focus Section / Premium Publication	Featured List
Jan. 9	Dec. 23	Dec. 28	Wealth Management	Wealth Management Firms
Jan. 23	Jan. 6	Jan. 11	Banking & Finance	Banks
Feb. 6	Jan. 20	Jan. 25	Business Law	Local Legislators
Feb. 20	Feb. 3	Feb. 8	Leisure & Lifestyle / Best Steakhouses	Steakhouse Restaurants
March 6	Feb. 17	Feb. 22	Commercial Real Estate & Construction	Commercial Real Estate Firms
March 20	March 3	March 8	Banking & Finance (NF)	Credit Unions
April 3	March 17	March 22	HR, Insurance & Benefits	HR Management Firms
April 10	March 10	March 15	Book of Lists * (PP)	
April 17	March 31	April 5	Executive Education / Annual Awards for Business Excellence (RE)	Colleges & Universities
May 1	April 14	April 19	Small Business Week / Golf Guide	SBDCs & Golf Courses
May 15	April 28	May 3	Hospitality	Hotels / Meeting Sites / Caterers
May 29	May 12	May 17	Accounting & Consulting / CEO Forum (NF)	CEOs of Publicly Held Companies
June 12	May 26	May 31	Cooldest Offices	Office Furniture / Office Equipment
June 26	June 9	June 14	Business Anniversaries / Best Places to Work (RE)	Oldest Companies
July 10	June 23	June 28	Family Business	Family Owned Businesses
July 24	July 7	July 12	Executive Education / Private School Planner	Private Schools
August 7	July 21	July 26	Banking & Finance	Community Banks
August 21	August 4	August 9	Cyber Security & Privacy / Cultural Preview	Cyber Security Firms
Sept. 4	August 18	August 23	Book of Experts / C-Suite Awards (RE)	Hospitals
Sept. 18	Sept. 1	Sept. 6	Commercial Real Estate & Construction	Construction Firms
Oct. 2	Sept. 15	Sept. 20	Business Law	Law Firms
Oct. 6	Sept. 8	Sept. 13	Corporate Event Planning Guide * (PP)	
Oct. 16	Sept. 29	Oct. 4	Energy Management / Entrepreneurial Excellence Awards (RE)	Utilities / Energy Providers
Oct. 30	Oct. 13	Oct. 18	Manufacturing & International Business (NF)	Largest Manufacturers
Nov. 13	Oct. 27	Nov. 1	Accounting & Consulting / Veterans in the Workplace	Accounting Firms
Nov. 27	Nov. 10	Nov. 15	Banking & Finance / Philanthropy Guide	Nonprofits
Dec. 11	Nov. 24	Nov. 29	Small Business Resource Guide / Influential Women in Business (RE)	SBA Lenders
Dec. 25	Dec. 8	Dec. 13	Business Outlook 2018 (NF)	Largest Employers

(NF)=Newsmakers' Forum Coverage • (PP)=Premium Publication • (RE)=Recognition Event Coverage

Updated 11/22/16

Daily Herald
BUSINESS LEDGER
 The Business Resource for Suburban Chicago

DHBusinessLedger.com

For additional information, **contact your multi-media consultant** or
Andrew Zielonka, Director of Sales, at **(630) 955-3592** or azielonka@dailyherald.com.