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Mission Statement

The *Grid* is a monthly Chicago newsmagazine, which sifts through local politics, features, art and entertainment from the millennial perspective in order to mobilize a conscious, DIY citizenry.

The *Grid* redefines our priorities by investigating and spotlighting human rights issues, threats to liberty, digital memes and local culture.

Audience & Distribution

Millennial (ages 18-30) Chicagoans who value local politics, culture and a DIY mindset. Distributed online through our Web site and Twitter, Facebook, and other networks.

The *Grid* is promoted through social events, such as our 2009 Dead Celebrity Pub Crawl that included six Wrigleyville bars, a recent 80's party, and our upcoming Michael Jackson pub crawl.

Frequency

The magazine is published on the fourth Monday monthly. The print-version is printer-friendly to allow readers to easily enjoy the *Grid* on paper. The on-screen version features full-active hyperlinks to all Web and e-mail addresses and videos mentioned in the issue.

Advertising Deadline

Print Ads 3 days before publication date (third Friday of the month).
 Video Ads Rolling.

Rates

Color on-screen and print PDF ads—one issue

All pages except front, back or spread

\$20, any size up to half page*

\$35, more than half to full*

Back or inside spread page

\$35, any size up to half page*

\$50, any size up to half page*

Optional graphic design service

\$35 flat

*Call for size specifications.

Video Spots embedded in PDF or before original videos—no expiration

15 sec. spot before a *Grid*-original video

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45 sec. stand-alone spot embedded in PDF & Web site

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Shoot & edit service (+free 15 sec. spot)

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