

2 0 1 1 A D V E R T I S I N G M E D I A K I T

Enclosed is the Elburn Herald's Media Kit for the 2011 calendar year. We feel our products provide you with a direct connection to your market in an affordable way by promoting your business not only in weekly advertising in the paper, but utilizing other forms of marketing that we offer such as inserts, special sections and our popular website.

Enclosed is information about the 103-year-old Elburn Herald, our circulation and market, insert dimensions and details, website statistics, along with editorial contact information. In addition, we have enclosed our current rate card.

We are confident that once you read through our material, you will see the advantages of utilizing the Elburn Herald for your 2011 marketing plans.

Please contact us directly to discuss this further via email at ads@elburnherald.com, or phone at (630) 365-6446.

Respectfully,

Elburn Herald Staff

BACKGROUND INFORMATION

The Elburn Herald is a weekly community newspaper that has served communities in Kane County for more than a century. The years of dedicated service has led to the establishment of a loyal readership, which includes many longtime residents who have subscribed for decades and multiple generations of their families.

Our primary coverage area consists of the towns of Elburn, Sugar Grove, Maple Park, and Kaneville. Our marketing area extends in a 10-mile radius beyond the primary coverage area.

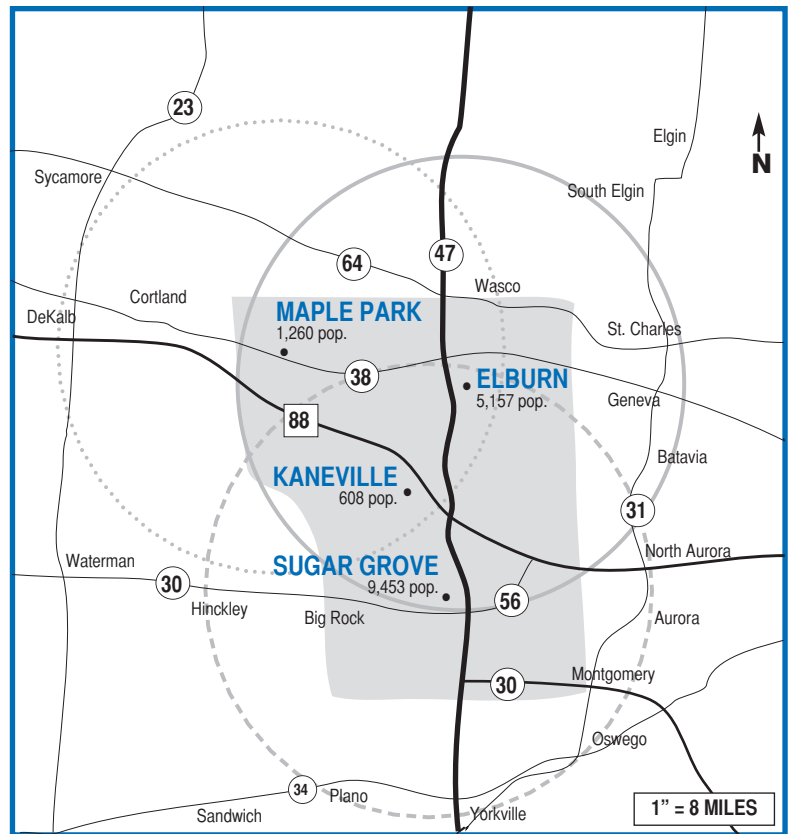
The Elburn Herald is subscription-based, with a distribution of 3,300 weekly. We are delivered every Thursday via the United States Postal Service. We are delivered to the mail box, not the driveway.

Our location and coverage area provide your business with a unique advantage. The opportunity to expand the effectiveness of each dollar spent, achieving more impact with less expenditure in our strategic market area.

The Elburn Herald's website is considered within the industry as one of the state's leading websites. Our Internet presence extends our reach and expands our readership as more and more families turn to elburnherald.com for their local news.

Benefits of the Elburn Herald

- **Dedicated readership**—Our readers are longtime subscribers, often subscribing through the generations.
- **Strategic location**—The location of our readership area gives your business the opportunity to market strategically.



area demographics

AGE BREAKDOWN:

4 & under: 7.4%	5-19: 21.9%
20-44: 35.2%	45-64: 27.6%
65 & over: 7.9%	

HOUSEHOLD INCOME:

\$50,000: 17.2%	\$75,000: 19%
\$100,000: 25.6%	\$150,000+: 19.3%

EDUCATION LEVEL:

High School: 94.9% • Bachelor's Degree+: 35.4%

elburnHERALD

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I N S E R T S

Inserts are an effective tool utilized by many Elburn Herald clients. These are most effective when promoting specific events or promotions.

We provide a number of options for advertisers interested in inserts. We accept preprinted inserts or can provide the insert for the client. The deadline for preprinted inserts and inserts generated at the Elburn Herald is Monday a week prior to the insertion date. The inserts generated by the Elburn Herald can be one or two sided with many color and paper stock options to choose from.

Inserts are not only popular with local companies looking to promote their business or event, but with national companies looking to promote locally.

National companies looking to promote locally that have used the Elburn Herald for inserts include:

ACE

LOWE'S

MEIJER

SEARS

W E B S I T E

www.elburnherald.com

Online advertising is a significant marketing tool for clients utilizing the Elburn Herald as a vehicle to reach our readership. With numerous awards for website design and content, www.elburnherald.com should play a role in your marketing plans.

We offer 3 different ad locations on our website. Each location consists of 5 ads that rotate on a per-click basis. Therefore, a single ad buy in a single location would be viewed on 20 percent of all clicks, regardless of the specific page location.

Our website has more than 14,800 visitors each month and more than 39,000 monthly page views, which means each ad is seen at least 7,800 times per month.

We can provide you with monthly statistics that measure the number of times your ad was viewed, as well as the number of visitors who viewed it. Additionally, we can provide you with the number of times an elburnherald.com user clicked on your ad, taking them to your website via ours.



TOP LEADERBOARD

The screenshot shows the Elburn Herald website homepage as of Wednesday, January 12th, 2011. The main navigation bar includes links for Home, Ad Rates, Business Directory, Classified, Community Calendar, Contact, Get our paper, Legals, Search Results, Site Map, and Submit Your News. Below the navigation, there are sections for Community, Local News, Special Sections, and Sports. A featured article titled "KHS boys split final 2 games in Plano" is displayed with a photo of a basketball player. A large red rectangular ad is placed on the right side of the page. Below the featured article, there is a "Featured Articles" section with a grid of 12 items. A "CENTRAL BANNER AD" is located below the featured articles. On the right side, there is a weather widget showing "Cloudy 19°F" and a "Free Archives" section. At the bottom right, there is a "Recent Comments" section with a comment from Mr. Ryan.

* based on 2010 third quarter stats

TOTAL MARKET COVERAGE / SPECIAL SECTIONS

In addition to the Elburn Herald's normal weekly circulation of 3,300, there are specific times and products in which we expand our market penetration.

Each year in May, we direct mail to every resident in our coverage area our annual, award-winning Summer Guide. In addition, we mail to every resident in Sugar Grove our annual Elburn Herald Sugar Grove Corn Boil edition in July; and every resident in Elburn our annual Elburn Herald Elburn Days edition in August. The Sugar Grove Corn Boil and Elburn Days are local festivals that are well publicized and widely attended by local area residents. Summer Guide outlines local area summer activities from water parks and museums to county fair schedules.

In 2011, we will publish three versions of a product called Insight. This advertising special section gives clients the opportunity to purchase an advertorial, a promotional story and photo that is written by in-house staff. One version will be mailed to every residence in West Aurora and Prestbury. One edition will be mailed to DeKalb County. Another will be mailed to every residence in St. Charles, Geneva and Batavia (Tri-Cities). Insight is described as "An Inside Look Into Local Businesses."



- **Elburn Herald Summer Guide**

Publishes in May. Mailed to 10,700 homes including every residence in Elburn, Sugar Grove, Maple Park and Kaneville.

- **Elburn Herald Sugar Grove Corn Boil**

Publishes in July. Mailed to 7,200 homes including every residence in Sugar Grove.

- **Elburn Herald Kaneland Back to School Guide**

Publishes in August. Mailed to 10,700 homes including every residence in Elburn, Sugar Grove, Maple Park and Kaneville.

- **Elburn Herald Elburn Days**

Publishes in August. Mailed to 6,000 homes including every residence in Elburn.

- **Insight**

DeKalb County publishes in February. Mailed to 28,000 homes including every residence in DeKalb, Sycamore and Cortland. Tri-Cities publishes in April. Mailed to 43,435 homes including every residence in St. Charles, Geneva and Batavia. West Aurora/Prestbury publishes in October, mailed to 19,000 homes in zip code 60506 and Prestbury.

E D I T O R I A L

The Elburn Herald's editorial focus is on local content that is relevant to our readers. With that in mind, the Elburn Herald includes a weekly calendar of upcoming community events, weekly health pages that give our readers information about healthy lifestyles and health-related events, as well as numerous news items and staff-generated stories that cover a wide range of issues that our readers find of interest.

Our editorial staff is more than willing to meet with representatives of any organization that can provide our readers with information, whether that be in the form of calendar item, press release/news item, or full-fledged feature.

It must be stated that all news decisions are made outside the scope of any advertising agreements.

That being said, all story ideas, press releases, and calendar announcements should be sent to:

Ryan Wells
Editor
info@elburnherald.com
123 N. Main Street
Elburn, IL 60119
Phone: (630) 365-6446
Fax: (630) 365-2251

P R I C I N G C H A R T

DISPLAY RATES					
Frequency	1X	4X*	12X	26-52X	52X**
Column inch rate	(\$11)	(\$9.50)	(\$9)	(\$8.50)	(\$8)
2 col x 2" / 1/16	44	38	36	34	32
2 col x 4" / 1/8	88	76	72	68	64
2 col x 8" / 1/4	176	152	144	136	128
2 col x 16" / 1/2	352	304	288	272	256
4 col x 16" / full	704	608	576	544	512
*same ad consecutively **1 change per month					
ADDITIONAL SIZES AVAILABLE					
COLOR — \$5 COL INCH / \$100 MAX					

CLASSIFIED & BUSINESS DIRECTORY					
Frequency	1X	4X*	12X**	26-52X	52X
Column inch rate	(\$13)	(\$10)	(\$9.50)	(\$9)	(\$8)
1 col x 2"	26	20	19	18	16
1 col x 3"	39	30	28.50	27	24
1 col x 4"	52	40	38	36	32
1 col x 5"	65	50	47.50	45	40
ALL ads run consecutively; *same ad; **1 change per month 1X rate for classifieds only					
ADDITIONAL SIZES AVAILABLE					

All display advertising is .185" inches shorter than measurements, to create adequate space between each ad.

WEBSITE ADVERTISING RATES
TOP LEADERBOARD ADS: 728 x 90 • \$100
RECTANGLE ADS: 300 x 250 • \$100
CENTRAL BANNER ADS: 468 x 60 • \$50 (Only 5 ads available per size—first come/first served)
Monthly Users: 14,800+ • Monthly Page Views: 39,000+
www.ElburnHerald.com

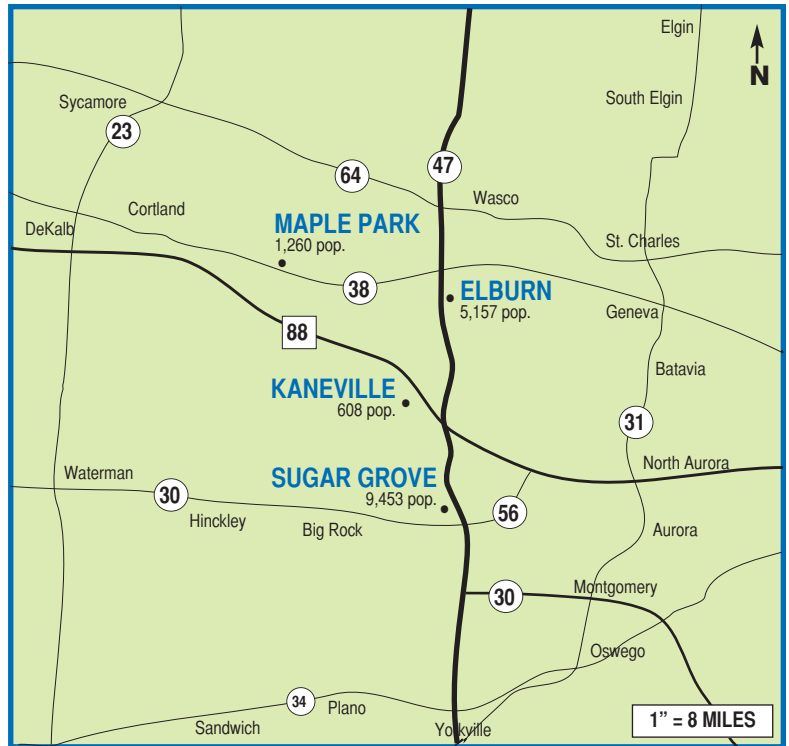
PAGE FORMAT:

Tabloid - 10" x 16"

- 1 column = 2-1/2" • 3 column = 7-1/2"
- 2 column = 5" • 4 column = 10"

DEADLINE: Monday at noon

PUBLISHED: Thursdays



The above map shows the Elburn Herald's primary coverage area, with the towns of Maple Park, Elburn, Kaneville and Sugar Grove being the focus of our editorial content.

area demographics

AGE BREAKDOWN:

- 4 & under: 7.4% 5-19: 21.9%
- 20-44: 35.2% 45-64: 27.6%
- 65 & over: 7.9%

HOUSEHOLD INCOME:

- \$50,000: 17.2% \$75,000: 19%
- \$100,000: 25.6% \$150,000+: 19.3%

EDUCATION LEVEL:

High School: 94.9% • Bachelor's Degree+: 35.4%

SCHOOL DISTRICT: Kaneland #302

CIRCULATION: 3,300

distributed weekly primarily throughout the Kaneland School District

INSERTS:

early deadline!

Single sheet to 8 pages - \$240
over 8 pages—call for prices • no larger than 8.5" x 11"

A D V E R T I S I N G C A L E N D A R

ELBURN HERALD SPECIAL SECTIONS:

- Wedding Guide: Jan. 13 & 27, 2011
- Summer Guide: May, 2011 (by direct mail)
- Wedding Guide: June 16 & 30, 2011
- Corn Boil Blanket: July 14, 2011
- Kaneland Guide: August, 2011 (by direct mail)
- Elburn Days Blanket: Aug. 11, 2011
- Holiday Greetings: Dec. 22, 2011

KPI SPECIAL PRODUCTS:

- DeKalb County Insight: February 2011
- Tri-Cities Insight: April 2011
- West Aurora & Prestbury Insight: October 2011
- 2012 Health Guide: December 2011

LEAVE A Lasting Impression WITH YOUR CLIENTS.

WE SPECIALIZE IN—

- Business Cards
- Letterhead
- Envelopes

NOT TO MENTION—

- Balloons
- Koozies
- Pens & Pencils
- Note Pads
- Magnets
- Key Chains
- Calendars
- Travel Mugs
- Door Hangers
- Plastic Bags
- Bumper Stickers
- Banners & Signs
- Apparel
- and more

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personalized products!*

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for a
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C O N C L U S I O N

It is our firm belief that the central location of the Elburn Herald readership and circulation area will allow for a strategic marketing campaign throughout the communities of Elburn, Sugar Grove, Maple Park and Kaneville. This marketing plan outlines other strategies besides weekly advertising in the paper including inserts, Internet and total residential distribution to desired market areas. Utilizing the options that the Elburn Herald has to offer is a vital piece to an effective advertising campaign.

We look forward to discussing this marketing strategy further and building a relationship that is both viable and rewarding for each of our respective businesses.

Best Regards,

Elburn Herald Staff