

UPchicago.com Media Kit 2011



ABOUT US

We are head-over-heels, obsessively in love with Chicago. There, we said it. Not that it wasn't already painfully obvious. Our mission here at UPchicago is to introduce newcomers to our city, or for those who are already well-acquainted, to help them get the most out of the multitude of opportunities the city offers. Whether you're trying a Chicago-style hotdog for the first time, or grew up watching 'da bears' and eating deep dish, we hope that we can awaken a new love for this great city and show our readers a new side to its never-ending possibilities.

Urban Philosophy is a way of thinking that you develop when you're a true city person. Whether you've spent your whole life living in Manhattan, or you just moved from small-town Iowa to the city of Chicago, the longer you stay, the more you come to understand what it means to live in an urban environment. Our Urban Philosophy is that no matter who you are, where you are from, and what your likes and dislikes may be, there's something for everyone in city life. Though some people may say "the city will make you hard," we feel that cities foster a unique kind of bond between residents and visitors alike. And with this bond, we as individuals make a city what it is.

We've chosen to spread our Urban Philosophy in Chicago first because it's our home, our passion, and what we know most about. And, as they say, write what you know. So, that's what we'll be doing, all the while putting into everything we do our distinct philosophy about urban living.



CONTACT INFO

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TARGET AUDIENCE*

About Our Readers...

- 50% local Chicagoans / 50% travelers
- 80% are between the ages of 18-34
- Urban professionals working in the city
- 94% of local readers live within the city limits
- Like to go out in trendy Chicago neighborhoods, including Wicker Park, Lincoln Square and Andersonville.
- Consume other popular Chicago media
 - Most popular: Chicago Tribune, Chicago Reader, Chicagoist, Time Out, Gapers Block, RedEye
- Active users of social media
 - 83% regularly use Facebook
 - 53% regularly use Twitter

*based on a November 2010 user survey.

2010 SITE STATISTICS**

- More than 40,000 unique visitors
- More than 830,000 page views.
- The average visitor viewed 9 pages per visit.

**Statistics are from April 5, 2010 - December 31, 2010

2011 PROJECTIONS

- January 2011 Projections:
 - 10,000+ unique visitors
 - 150,000+ page views

WE HAVE BEEN RECOGNIZED & LINKED TO BY:

- Groupon
- TravelZoo
- Chicagoist
- Gapers Block
- Windy Citizen

PAID ADVERTISING

Advertising is a great way to have your brand prominently displayed on our site, with maximum exposure to every visitor. There are several different options for ad placements, including ads that appear on every page or only on article pages. All UPchicago.com ad placements are prominent, well-integrated, and thoughtfully placed. Pricing for paid advertising is listed below. Please inquire about special discounts on marketing packages. UPchicago.com will design your ad space for a fee of \$100.

RATES & SPECS

Every Page Sidebar, 300x250	\$150 - \$500
Front Page (Under Content Scroll), 480x60	\$400
Every Page (To the Right of Logo), 480x60	\$500
All Article Pages (Below Content), 480x60	\$200
Monthly Newsletter Sidebar Ad	\$75

** All advertisements must be submitted in .png or .jpeg high-resolution format.

TERMS & CONDITIONS

1 All advertisements must be prepaid unless a previously approved account has been agreed.

2 Acceptance of all advertisements is conditional upon the Advertiser's warranty that advertisements do not contravene any law or regulation and does not infringe any third party rights.

3 UPchicago reserves the right to refuse, amend or otherwise deal with all advertisements submitted to it at its absolute discretion and without explanation.

4 UPchicago maintains a totally impartial editorial policy. Advertisers are never guaranteed an editorial mention in exchange for taking the advertisement .

5 The person placing the order for the insertion of the Advertisement with UPchicago warrants and confirms that they are contracting with UPchicago as principal not withstanding that they may be acting directly or indirectly as an advertising agent or media body or in some other representative capacity.

COMMISSION-BASED MARKETING

Commission-based marketing is a great way to get the word out about your brand with minimal financial risk. There is no upfront payment -- we only get paid when you make money. This option is best for companies selling tour or event tickets, or a specific tangible product.

Commission-based marketing begins with your company getting its own page in our "Tours & Tickets" section, complete with high-resolution photos, important information and colorful descriptions. This page has a one-time fee of \$50 and will act as your static landing page on our site. Any information that you would like to include is acceptable within reason.

UPchicago.com accepts several different avenues on commission-based sales. One option is for visitors to pay a percentage of the sale price directly to us to reserve their space. That deposit will not only hold their booking, but also act as our commission. The guest will then pay the remainder of the sale upon arrival at the tour or event, or via invoice from your company. The second option is for our site visitors to pay the full price of the ticket when they book through us, and then UPchicago.com will transfer the payment to the marketer, subtracting our commission. Finally, if you have an online system set up for payment, there is a third option. If you have the capacity to provide us with an HTML tracking link, we would be happy to direct our visitors to your site and collect the accrued commissions from you on a monthly basis. We are open to other possibilities if you have a preferred method of commission processing.

SPONSORED CONTENT

Sponsored content is a great option for more integrated, dynamic marketing. As one of our marketing partners, you will have the opportunity to produce content for UPchicago.com related to your specific field. Marketers are encouraged to be as creative as they would like when it comes to this content -- but must keep in mind that it's tone should match the rest of the content on UPchicago.com.


Pricing for sponsored content varies based on length, the section in which it will appear, and other factors. Fees range from \$40-\$65. Please note that sponsored content will always clearly be marked as such. Feel free to read our Editorial Policy for more information here: <http://upchicago.com/editorial-policy>

LINK EXCHANGES

Page-to-page linking is a great way to increase traffic to your site, as well as ours. A site's official PageRank increases with quality linking between related sites. If you are interested in initiating a link exchange and our services complement each other appropriately, we would be happy to add you to the "Our Friends" page of our site. Of course, there is no cost for this service.

AVAILABLE ADVERTISING SPACES

About UPchicago Advertise Contact Events Calendar Ultimate Performance Chicago Search Subscribe

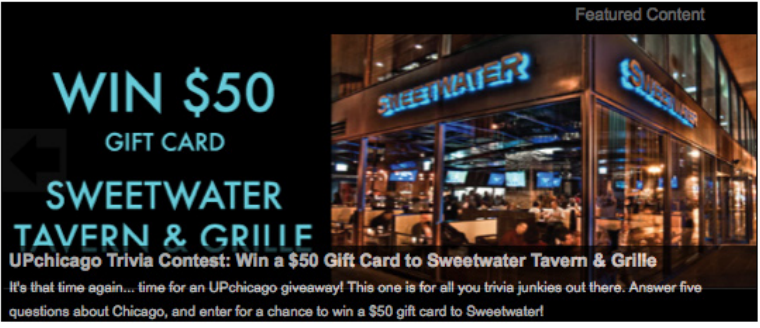


Every Page (To the Right of Logo), 480x60


Every Page (To the Right of Logo), 480x60

Home Chicago Basics Do & See Eat & Drink Fun Stuff Nightlife & Music UPchicago Exclusives Neighborhood Guide

Featured Content



Every Page Sidebar, 300x250



Front Page (Under Content Scroll), 480x60

1055 W. Argyle


Chiu Quon Bakery
1127 W. Argyle

Lucks Food
1109 W. Argyle

Tags: argyle, asian, broadway, chicago, chinatown, Chinese, culture, dining out, eating out, French Vietnamese, little chinatown, red line, restaurants, sheridan, Thai, Vietnamese

SHARE THIS: TWITTER DIGG STUMBLE UPON REDDIT DELICIOUS FACEBOOK

Embed Article



About Mary-Margaret McSweeney [Send Email](#)

Mary-Margaret McSweeney makes her home in the Edgewater neighborhood of Chicago with the love of her life, a pit bull/black lab mix, named Jake. Buying old things that no longer function but offer extreme aesthetic pleasure is her vice; typewriters and rotary phones are favorites. Mary-Margaret also believes that anything in life can be articulated by a Tom Petty song.

[View all articles by Mary-Margaret McSweeney](#)

Every Page Sidebar, 300x250

Every Page Sidebar, 300x250

All Article Pages (Below Content), 480x60

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