

MEDIA KIT 2026



Block Club Chicago



Dedicated to delivering essential coverage
of Chicago's diverse neighborhoods.



blockclubchicago.org



About Block Club Chicago

Block Club Chicago is an independent, nonprofit newsroom that provides essential coverage across the city's diverse neighborhoods. Through our website, email newsletters, podcasts and in-person events, Block Club provides an inside look at the stories that make Chicago great. Since our founding in 2018, we've built an award-winning newsroom and so much more — a community of neighbors, watchdogs, change makers and partners like you telling real stories from the real Chicago together.

We are community-focused, reader-funded and journalist-run. Our impactful work is only possible because of partners like you.



BY THE NUMBERS

Subscriber Data

With reporters filing stories every day from all over the city, Block Club breaks news early and often, attracting loyal readers across Chicago and the surrounding suburbs, and drawing national attention for our comprehensive coverage of the third-largest city in America.



58.5%

 of our subscribers are women

75%

 of subscribers live in Illinois

77%

are homeowners



52% have lived at the same address for 11+ years

\$150K

 Estimated average household income

45%

are married



33% have children

What our community loves



BOOKS, MAGAZINES/OTHER MEDIA



ARTS AND CULTURE



FOOD AND WINE



TECHNOLOGY



TRAVEL



HOME DECOR

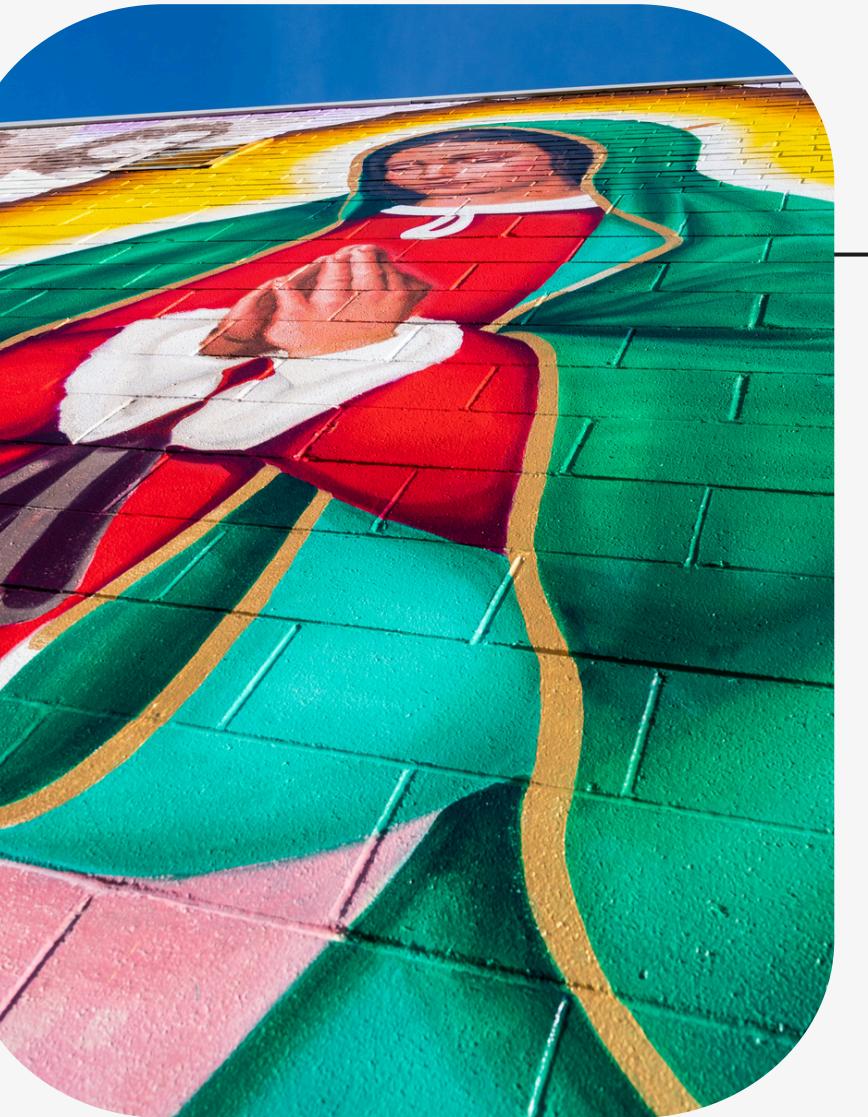


HEALTH AND FITNESS

Neighborhoods

Chicago is a city of neighborhoods — each with a unique voice and identity — and Block Club Chicago is working to cover them all.

Currently, we have dedicated newsletters created by reporters on the ground in Albany Park, Auburn Gresham, Austin, Avondale, Bronzeville, Bucktown, Chatham, Douglas, Edgewater, Edgebrook, Edison Park, Englewood, Garfield Park, Gold Coast, Humboldt Park, Hyde Park, Irving Park, Jefferson Park, Lakeview, Lincoln Park, Lincoln Square, Little Village, Logan Square, the Loop, Near West Side, North Lawndale, Norwood Park, Old Town, Pilsen, Portage Park, River North, Rogers Park, Sauganash, South Shore, Uptown, West Loop, West Town, Wicker Park, and Woodlawn.



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ADVERTISING PRODUCTS



Block Club Chicago Newsletter Suite

Block Club Chicago newsletters are the primary avenue for readers to engage with our product and get the local news they desire.

We offer distinct email products for daily citywide news and special interest areas like Arts & Culture and LGBTQ+ news. In addition, each of our neighborhood reporters curates custom weekly local news digests that our readers value so highly that most pay a premium for access. Our open rates exceed industry standards across the board (in some cases, they're double).

Citywide Morning Newsletter

Our daily newsletter that reaches 93,000 subscribers each morning. It features news from across the entire city and has a 43% open rate.

Citywide Afternoon Newsletter

Similar to the morning newsletter, but this drops in the afternoon and is stocked with the news of the day from across the city. It reaches 90,000 subscribers and has a 45% open rate.

Neighborhood Newsletter

Block Club curates and releases 12 newsletters throughout the week that cater to specific neighborhoods around the city. Subscribers vary depending on the neighborhood, but open rates are huge at 60% or above.

Arts and Culture Newsletter

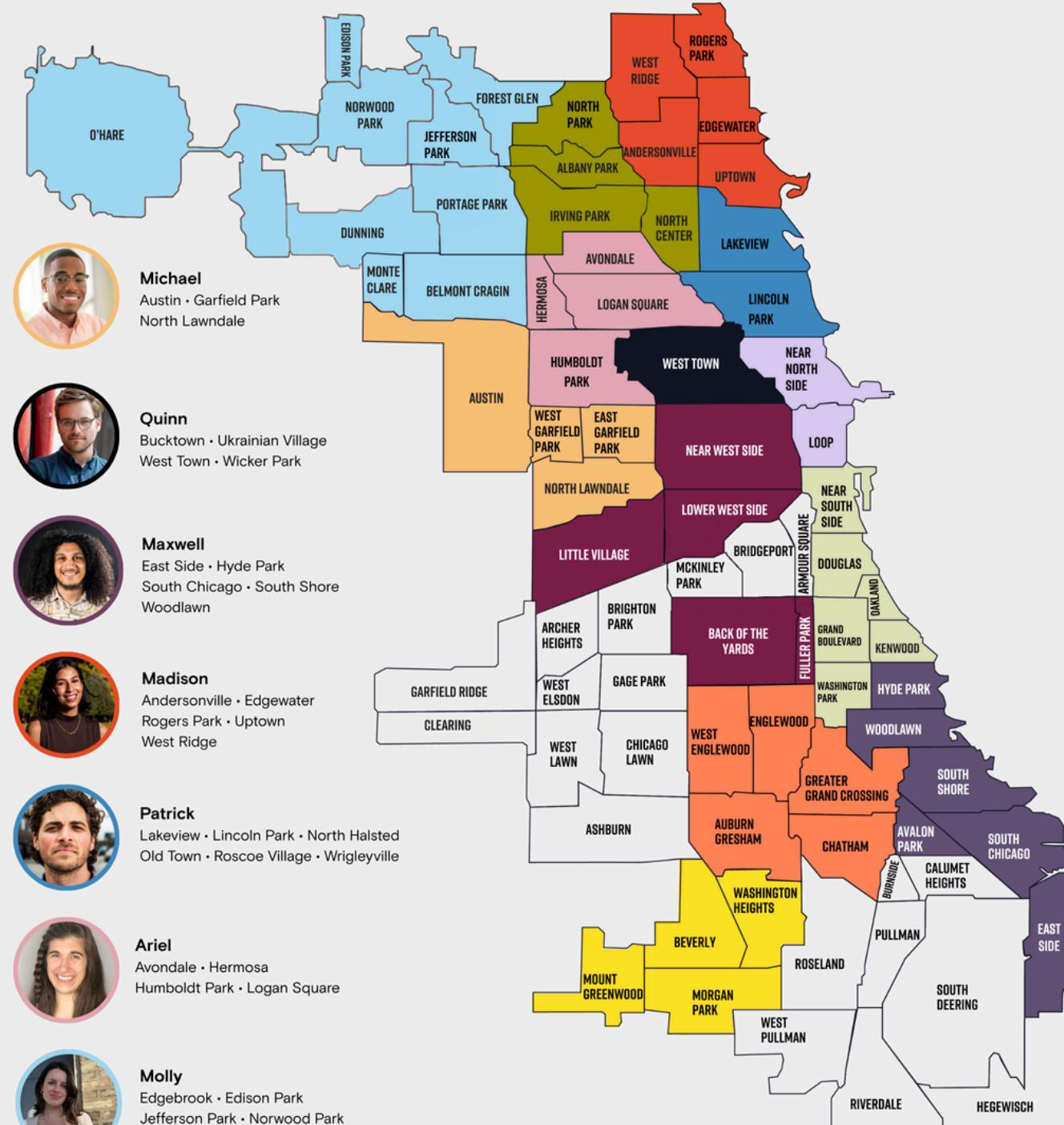
Chicago has a vibrant Arts & Culture scene and this newsletter chronicles those stories from across the city. This has 101,000 subscribers and drops on Wednesday and Saturday.

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Newsletter	Send Days	Size	Avg. 2025 open rate	Avg. 2025 Click-to-open rate
Morning briefing (Citywide morning)	Weekdays, Sundays	93,320	47.12%	8.40%
Afternoon Digest (Citywide afternoon)	Weekdays	80,917	50.01%	4.41%
Arts & Culture	Wednesday, Saturdays	88,634	44.38%	3.77%
Block Club Eats (Food)	Mondays	4,529	64.27%	17.62%
Downtown	Mondays, Wednesdays	1,561	63.26%	10.71%
Wicker Park	Tuesdays, Thursdays	4,333	60.76%	7.62%
Rogers Park	Tuesdays, Thursdays	4,442	60.26%	11.03%
Pilsen	Tuesdays, Thursdays	5,369	53.88%	6.03%
Lakeview	Tuesdays, Thursdays	4,197	62.34%	9.31%
Far NW Side	Tuesdays, Thursdays	1,756	60.03%	10.85%
Englewood	Tuesdays, Thursdays	2,617	41.59%	6.37%
Logan Square	Wednesdays, Fridays	4,484	60.73%	8.91%
Lincoln Square	Wednesdays, Fridays	4,859	61.79%	10.10%
Hyde Park	Wednesdays, Fridays	3,789	44.60%	7.61%
West Side	Wednesdays, Fridays	3,850	39.30	6.82%
Bronzeville	Wednesdays only	1,631	43.17%	9.85%

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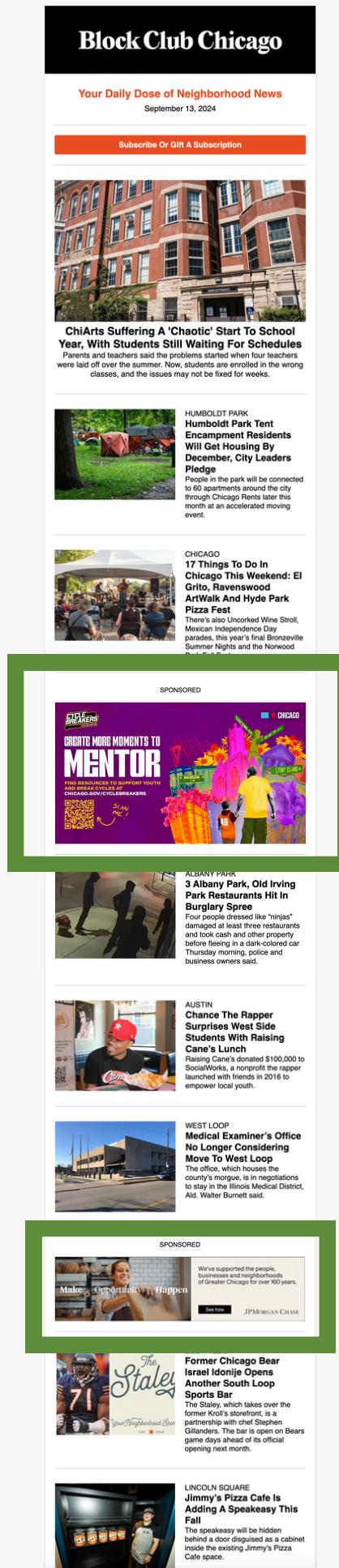
Find Your Neighborhood Reporter

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Standard Newsletter Display Ads

Each Block Club Chicago Newsletter hosts only two ad units — 1200X675 display ads with a clickthrough URL — so every customer earns a 50% SOV on every single impression.



SPONSORED

CYCLE BREAKERS

CREATE MORE MOMENTS TO MENTOR

FIND RESOURCES TO SUPPORT YOUTH AND BREAK CYCLES AT CHICAGO.GOV/CYCLEBREAKERS

SCAN ME!



ALBANY PARK 3 Albany Park, Old Irving Park Restaurants Hit In Burglary Spree

Four people dressed like “ninjas” damaged at least three restaurants and took cash and other property before fleeing in a dark-colored car Thursday morning, police and business owners said.

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Dedicated Partner Messaging

The Block Club Chicago version of sponsored content.

Feature long form content based messaging inside any of our newsletter products.

Messaging can be written by the Block Club Chicago team or by any team internally with the partner.

Block Club Chicago

Your Daily Dose of Neighborhood News
September 19, 2025

BREAKING: Federal Agents Tear Gas, Detain Protesters Outside Broadview ICE Facility

[Subscribe To Support Block Club Chicago](#)



West Side Parents Want More Crossing Guards After Boy, 9, Killed By Driver Outside School
Anakin Perez, who family said was a joyful and athletic fourth-grader, was killed when a driver hit him outside McNair Elementary. The school only has one crossing guard and is not part of CPS' Safe Passage program.



NORWOOD PARK Chicago Starbucks Worker Did Not Write 'Loser' On Order Honoring Charlie Kirk, Company Says
A Starbucks spokesperson said time-stamped surveillance footage shows an employee did not write the note, which had prompted online outrage, and the store's temporary

A SPONSORED MESSAGE FROM GOODWILL



Goodwill Thrift Studio Presents: The Haunted Runway Costume Contest

Chicagoland residents – show us your DIY costume! Goodwill is inviting you to unleash your creative side for a chance to strut your stuff at the Arts in the Dark parade on October 18. Enter the contest by submitting a photo of your DIY or homemade costume using the link or QR code below. DIY costumes. Big drama. All eyes on you.

The top 5 finalists will be chosen by a popular vote. The finalists will join in on the parade route competing to get the most live votes and become the ultimate winner of the Haunted Runway. One grand prize winner will receive a \$250 Goodwill gift card and VIP seating at next year's parade. The four runners-up will receive a \$100 Goodwill gift card, and 10 people who participate in live voting on the night of the parade will be randomly selected to receive \$25 Goodwill gift cards.

The finalists who will participate in the parade will be announced October 8 and the grand prize winner will be announced on October 20, 2025. Votes will be cast live during the parade for the grand prize winner.

See here for [contest rules and details. Terms and conditions apply.](#)

[Learn more](#)



CHICAGO
Christkindlmarket Unveils Gingerbread And Heart Mugs For 2025 Season,

A SPONSORED MESSAGE FROM GOODWILL



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Newsletter Takeovers

For greater impact, our advertising partners can take over the full inventory of any newsletter, guaranteeing exclusive ownership of both ad units, plus a bonus “presented by” flag with a logo at the top of the email.

Block Club Chicago



GRUBHUB

Today's newsletter is sponsored by GrubHub.

Your Daily Dose of Neighborhood News
January 30, 2024



Every Chicago Cannabis Dispensary Rolled Into One Map
Here's the ultimate list of each dispensary — including offerings, hours and more — plus upcoming shops and a brief history of legalization in Illinois.



WASHINGTON PARK
Almost A Decade After Police Killed Her Son, Chicago Mom Celebrates His Birth With Holiday Toy Drive
Ronald "RonnieMan" Johnson's mother, Dorothy Holmes, has channeled her grief into spreading holiday cheer on the South Side and beyond for nearly a decade.



LINCOLN PARK
Chicago Mourns Firefighter Drew Price, Killed While Battling Blaze
Price, 39, fell through the building

SPONSORED

Grubhub partners with The Hatchery





LINCOLN SQUARE
Roots Handmade Pizza Closing In Lincoln Square
Monday was the last day of service at the Quad Cities-style pizzeria on Lawrence Avenue. The owners also closed neighboring cocktail bar The Sixth.



CHICAGO
How To Cook The Perfect Turkey: Chicago Experts Weigh In
We talked to local butchers, chefs and turkey farmers to get unusual and helpful advice on selecting and preparing your turkey this year.



LAKEVIEW
Music Box Theatre's 'Sound Of Music' Sing-a-Longs Return Thanksgiving Weekend
The sing-a-longs have been a Thanksgiving tradition at the theater for over two decades.



WEST TOWN
Nettare, A Restaurant And All-Day Market, Opens In West Town
The spot offers spirits, beer, wine and coffee for sale up front with a full-service dining room in back. Ingredients and products are sourced from the Great Lakes region.

A Message From Today's Sponsor:



Grubhub is sponsoring a pitch competition at West Side food incubator The Hatchery Chicago to help local food and beverage entrepreneurs build and grow successful businesses.

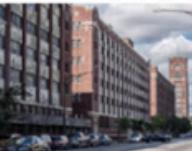
[Learn More About The Partnership](#)



JEFFERSON PARK
Vito's Vault, A Prohibition-Style Dinner Theater, Replacing Galvin's Public House
The Jefferson Park speakeasy will feature 1920s music, sketch comedy and more. It could open by February.



UPTOWN
Carlo's Brings Latin American Tasting Menu From Former Schwa Chef To Uptown
Celebrated chef Norman Fenton is behind the project. It will replace upscale restaurant Brass Heart, which closed in June.



MCKINLEY PARK
McKinley Park Neighbors Can Meet The Architect Behind Pershing Road Warehouse Overhaul
The Wednesday event is hosted by the McKinley Park Development Council.



OLD IRVING PARK
Metra's Grayland Construction Project Will Keep Milwaukee Avenue Stretch Closed Until June
This is at least the third time the street's reopening has been delayed because of the bridge replacement project.

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Thanks for supporting Block Club Chicago, an independent, 501(c)(3), journalist-run newsroom. Every dime we make funds reporting from Chicago's neighborhoods. [Click here](#) to support Block Club with a tax-deductible donation. [Subscribe here](#).

Newsletter Sponsorship

To build long-term relationships with our audience and key interest groups, we offer exclusive sponsorship of an entire newsletter product for maximum visibility over an extended period of time.

Newsletter sponsorship includes regular takeovers of specific or specialty newsletters, plus a bonus promotional campaign for added impressions of your brand around key content.

Chicago LGBTQ+ News

Check out **Proud City** from
Block Club Chicago.

[EXPLORE NOW](#)



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Presented by:
RUSH | **Affirm**

Newsletter Rates

Newsletter Ad Product	Rate
Morning Newsletter Standard Ad	\$2,500
Afternoon Newsletter Standard Ad	\$2,500
Neighborhood Newsletter Standard Ad	\$400
Arts & Culture Newsletter Standard Ad	\$2,000
Morning/Afternoon Newsletter Dedicated Messaging Sponsorship	\$4,000
Neighborhood Newsletter Dedicated Messaging Sponsorship	\$1,500
Arts & Culture Newsletter Dedicated Messaging Sponsorship	\$3,000
Morning/Afternoon Newsletter Takeover	\$4,500
Neighborhood Newsletter Takeover	\$1,000
Arts & Culture Newsletter Takeover	\$3,500
Newsletter Sponsorship	TBD (See your Block Club Chicago Rep)

BlockClubChicago.org

Digital Display Ads

Your brand can be featured on the Block Club Chicago website next to vital local news in Chicago.

We offer customizable targeting of any kind (geo, contextual, etc.).

That changed last week Tuesday, when neighbors noticed the basketball courts' bright lights turning on after sunset.

"The lights near the basketball courts at Horner Park were being tested by our electricians. They are officially installed and working as of last week," Park District spokeswoman Irene Tostado said.

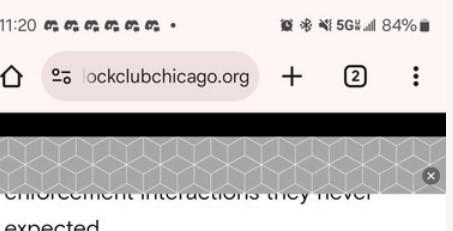


Moving forward, the lights will turn on after sunset and stay on until 11 p.m., Tosta said.

That's welcome news for neighbor Cindy Alvarado and her 13-year-old son, McKenzie Jackson, who live a few blocks away from Horner Park.

"My son's really excited, because this is what he really likes. This is our first time here, with the lights on. It's awesome," said Alvarado, who was at the park with McKenzie Monday night, watching him practice layups and jump shots.

The two were running errands near the park before sunset Monday when McKenna noticed the lights at the basketball courts were on.



In 2017, Corniki Bornd's 19-year-old son, Fontaine Sanders, was shot and killed. While Bornd experienced the pain of her loss, she struggled to find a space to reflect on her grief. "The killings were so frequent that I feel like people didn't care," she said. "They didn't care if we got the help we needed and some families didn't know what they should



Storytelling Network, seven participants

Digital Display Rates

Traditional Display Ads	Rate
100,000 impressions	\$600
200,000 impressions	\$1,000
300,000 impressions	\$1,300

Block Club Chicago Social Media

Your brand and messaging can be featured in front of hundreds of thousands of potential customers via Block Club Chicago's highly engaged social media networks.

X - 235,000

Instagram - 89,000

Facebook - 203,000

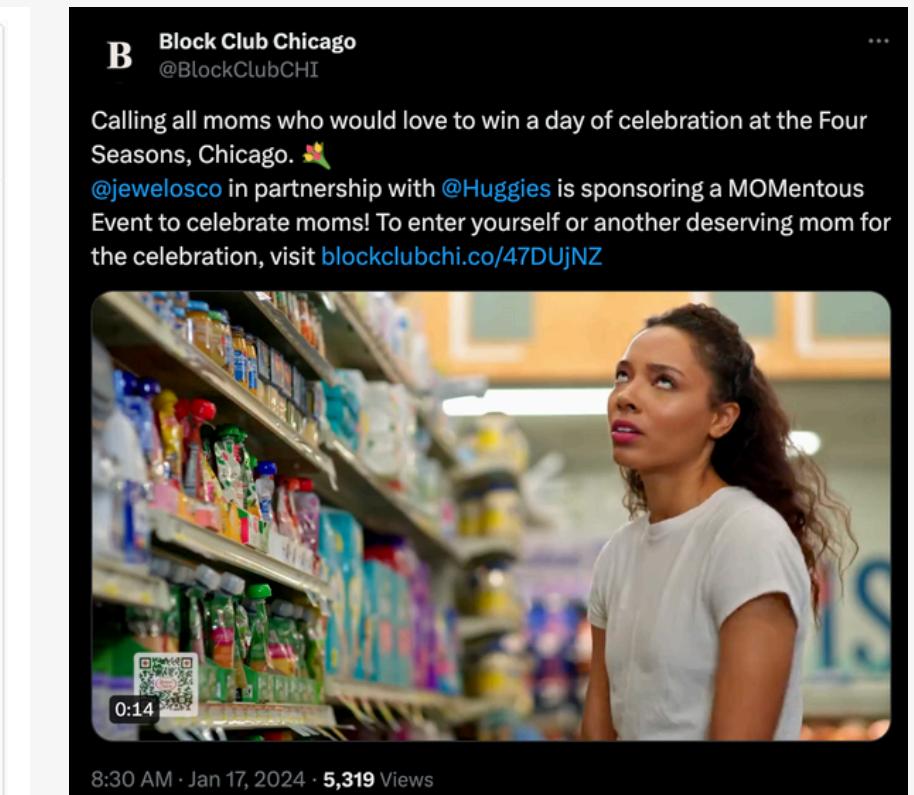


Calling all amazing moms! Get ready for a day of pure indulgence and celebration at the Four Seasons, Chicago, and gifts galore! 🎉 Jewel-Osc...



0:14

8:30 AM · Jan 17, 2024 · 5,319 Views



Social Media Rates

Social Media Elements	Rate
Facebook/Instagram Post	\$3,000 (includes \$1,000 boost)

Block Club Chicago Dedicated Promotional Emails

Connect directly 1-1 with Block Club Chicago readers through our promotional partnership newsletter channel.

We'll deliver a custom email designed entirely for your brand to an audience of 75,000 Block Club Chicago readers who have opted in to receive messaging from our trusted partners.

Block Club Chicago
Partners + Promotions

A Special Offer For Block Club Readers From



The Secret To Well-Paid Maids' 5-Star Reviews In Chicago



You've probably heard: *Don't read the comments*. But here at [Well-Paid Maids](#), we love reading comments and reviews from our happy customers.

In fact, since launching in Chicago in mid-September, we've racked up more than 30 reviews across Google, Yelp and Nextdoor — and every single one is five stars!

Here's what some of our Chicago customers are saying:

★★★★★ *My first time having my home professionally cleaned, and I can't believe I waited this long! Alicia G. did an amazing job. My tub has never sparkled so much.*

★★★★★ *Rowlanda, our cleaner, did an excellent job today! She was able to clean some tough spots and make them sparkle! We are very pleased and look forward to having her return bi-weekly.*

★★★★★ *This is by far the best cleaning service I have ever hired. They went above and beyond to clean every corner and to tidy things I didn't expect them to bother with. They are cheerful and diligent. I am so glad to discover this company.*

The secret to our success is simple: Happy employees = happy customers.

We provide our cleaners, who are W-2 employees, with a starting wage of at least \$26 an hour and offer benefits, including health insurance and 24 paid days off per year. In turn, they give you a dazzling, professional cleaning like no one else.

See for yourself! Schedule a home cleaning and use code HELLOCHICAGO for \$25 off your first cleaning.

P.S. Looking for the perfect holiday gift? Give a guilt-free home cleaning to someone you love with a Well-Paid Maids gift certificate!

[Learn More And Book A Cleaning](#)

Block Club Chicago
Partners + Promotions

A Special Invitation For Block Club Readers From



Spring Open House 5/4/2024 at Ray's Bucktown Bed and Breakfast

You are invited to our Open House to check out our small business Saturday May 4th, 12-3pm. Enjoy a hot beverage and sweet treat while you tour our establishment.

Ring the doorbell at 2144 N Leavitt St, 60647



Ray's Bucktown Bed and Breakfast is located in Chicago's vibrant Bucktown / Wicker Park / Logan Square neighborhood, an exciting arts and entertainment community.

Ray's offers 11 unique rooms, each with their own private bathroom, HDTV and DVR. There is a sauna and steam room on-site, plus robes, sandals hair dryers, and many more amenities for your comfort and convenience. Our highly acclaimed breakfast is cooked-to-order every morning and served between 8-11am. Ray's menu offers a wide variety of fresh ingredients, plus daily specials such as bacon pancakes, eggs in a basket, sourdough waffles (Saturdays) and eggs Benedict (Sundays). Special requests and dietary considerations can always be accommodated.



Ray's is located 4.2 miles from downtown Chicago in the near northwest neighborhood of Bucktown/Wicker Park and just southeast of Logan Square. It is 6 blocks away from the Blue Line train (Western station) that runs between downtown (a 12 minute ride) and O'Hare Airport (a 30 minute ride). If you are driving, Ray's is conveniently located two blocks off I-90/94 (the Kennedy) and offers free parking in one of four private garage spaces (first come first served based on guest check in), or unrestricted FREE street parking right outside our door.

If you are in town for work or simply like to keep in touch, feel free to make use of the reception area, color and black & white printer, and color copier. In addition, enjoy free WiFi access from your room and among the four community areas throughout the building, such as living rooms, kitchen, and HDTV viewing area. This is not your parents' Bed & Breakfast!

Whether in Chicago for work, play or a much needed staycation, the staff at Ray's Bucktown Bed and Breakfast will strive to make your stay at Ray's an unforgettable experience!

[Learn More About Ray's Bucktown B&B](#)



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Custom Promo Email Rates

Custom Promo Emails	Rate
1 Custom Promo Email	\$2,000

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The Block Club Chicago Podcast

The Block Club Chicago Podcast is a twice-weekly deep dive into the stories that matter in Chicago's neighborhoods. We cover the impactful, investigative, and inspiring news that deserves a closer look.

The podcast episodes generate an estimated 40,000 downloads a week and have amassed nearly 2.2 million downloads total.

It is hosted by WGN Radio personality, Chicago Blackhawks announcer and Emmy-winning broadcast host, Jon Hansen.

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Jon Hansen is a multimedia force in Chicago, reaching WGN radio listeners, Block Club Chicago readers and podcast listeners, TV viewers and hundreds of thousands of Blackhawks fans each year.

From stadium host to radio host to TV host, Hansen spans the media spectrum — a friendly, positive and increasingly ubiquitous presence in the lives of Chicagoans.

Jon is an Emmy-winning host and reporter for WCIU's "On The Block: Powered By Block Club Chicago" and "Chicago Food To Go." He hosts two WGN Radio shows: "Your Money Matters" and "Let's Get Legal," which aim to help listeners navigate their finances and everyday issues.

**JON
HANSEN**

**EMMY AWARD-WINNING HOST,
PRODUCER + PERSONALITY**



The Block Club Chicago Podcast Rates

The Block Club Chicago Podcast	Rate
Three 90-second advertising spots (voiced by Jon)	\$3,000
A 20-minute custom podcast episode	\$6,000
A 20-minute custom podcast episode and edited 90-second spots	\$8,500

*See your Block Club Chicago Rep for custom podcast sponsorship rates and opportunities

B

Block Club Chicago Contesting and Data Share

Block Club Chicago will host and promote a contest giveaway in partnership with your brand.

Block Club Chicago will handle logistics and share email, phone, address, and other relevant data, collected with opt-in permissions from contest entrants, for inclusion on your email lists.

The rate includes promotional advertising for the duration of the contest.

**Enter to win
FREE Bears tickets
from AARP!**

Don't miss your chance to catch a game at Soldier Field.

[ENTER NOW!](#)



**Over 3,000 emails
generated for AARP**

**Don't miss the first
pitch on April 1.**

Enter to win **free tickets** for
Cubs Opening Day!

[ENTER NOW!](#)



Contesting & Data Share Rates

Contesting & Data Share	Rate
1 Custom Contest & Promo	\$3,000

*See your Block Club Chicago Rep for custom contest rates

B

SPONSORSHIPS



Block Club Chicago Content Sponsorships

Align your brand with impactful, high-value Block Club Chicago journalism through our content sponsorships.

Deliver direct value to our readers by funding coverage that matters to them, featuring high-visibility logo placement on all related stories and sections for strong impression-driven advertising.



Presented by: RUSH | Affirm



PRESENTED BY: OEMC
Office of Emergency Management & Communications



SHOP LOCAL 2024 GUIDE
BLOCK CLUB

SHOP NOW!

presented by
 AARP Illinois



Content Sponsorships

Block Club Chicago Summer Guide

It's warm! Be a part of Block Club Chicago's complete summer activity guide including entertainment, food, and more.

Election Coverage

Nobody does election coverage like Block Club does. Your brand will be aligned with top-shelf reporting throughout election season and garner huge impressions along with it.

Proud City

Block Club Chicago's LGBTQ+ coverage on the Block Club Chicago website and through a curated Proud City specialty newsletter.

Things to do

Block Club Chicago's specialty! Your brand will present a comprehensive to-do list for Chicago readers.

Food and Dining

Sponsor Block Club Chicago food and dining content.

Shop Local Gift Guide

Shop local during the holiday season! Block Club reporters choose businesses all around Chicago and feature them along with your brand.

Fall Theatre Preview

It's a night out! Present a thorough review of all the city's premiering shows, plays, concerts, and more.

Chicago Explains

What does 311 mean? How did the "L" get it's name? Sponsor content that explains Chicago to Chicago.

Block Club Chicago 2026 Sponsorship Rates

Sponsorship Rates	Rate
Presenting Sponsorship	\$10,000
Local Sponsorship	\$5,000
Promotional Sponsorship	\$3,000

*See your Block Club Chicago Rep for custom sponsorship programs and rates

2026 Block Club Chicago Events

The Impact of Immigration: A Night of Storytelling in Little Village

January 20, 2026 | Apollo's 2000 Theater

Hear from Little Village residents on one year of the immigration crackdown in Chicago.

Job and Resource Fair

May 2026 | West Side

Support West Siders looking for resources and employment opportunities with our trusted partners and small businesses.

Healthcare Expo

July 2026 | South Side

Learn from neighbors about their experiences navigating the healthcare system while connecting South Siders with medical and mental health resources and providers.

Third Annual Block Party

October 3, 2026 | Half Acre Brewing

Save the date for our flagship event and family-friendly celebration of all things Chicago.

Event Sponsorship Opportunities

Packages are listed per event, but all are customizable. Contact our team to learn more!

PRESENTING SPONSORSHIP

\$20,000

- Presented by verbiage and logo inclusion on a minimum 1,000,000 event promo impressions
- 20X20 Booth Space on-site at the event for activation
- On-site signage at the event
- Verbal recognition from stage in minimum 2 stage announcements
- Data share on all emails exchanged for the event
- 6 VIP tickets to the event for internal or external use

COMMUNITY SPONSORSHIP

\$10,000

- Presented by verbiage and logo inclusion in minimum 500,000 promo impressions
- 10X10 booth space at the event for activation
- 4 VIP tickets to the event for internal or external use

LOCAL SPONSORSHIP

\$5,000

- Presented by verbiage and logo inclusion in minimum 250,000 promo impressions
- Tabling opportunity at the event
- 2 VIP tickets to the event for internal or external use

Sponsor all four 2026 events and receive a 15% discount!

Block Club Chicago

Advertising

Creative Specs

All creative specs for every Block Club Chicago advertising product.

Ad element	Size(s)
All newsletter ads	1200X675, 30 words of text (optional) and URL
Newsletter takeovers	All newsletter ad elements and business logo
All traditional digital display ads	300X250, 728X90, 970X90, 320X50, and URL
Social media ads	1080X1920, 1080X1080, 1200X630, 1080X1350, 1600X900, 1920X1080, business logo, and URL
Custom promo email	Business logo, all content on a Google Doc for the body of the email, pertinent graphics, and URL.
The Block Club Chicago Podcast	A 90-second script
Contest and data share	Business logo, promo graphic highlighting the giveaway, a picture of the giveaway
Sponsorships	See your Block Club Chicago rep

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Block Club
Chicago

THANK YOU!

