

# The Hinsdalean

Community journalism the way it was meant to be

Thursday, January 5, 2023

Hinsdale, Illinois

Volume XVII, Issue 16

\$1 on Newsstands - 36 Pages

The Hinsdalean

# ADVERTISING & MARKETING

## Media Kit

### 2023

### A Madrigal eve

Hinsdale Central Madrigal Singers and musicians from the Chamber Strings and Holiday Madrigal Concert Program Dec. 19. Among the singers were Leandra Gruft, Grace McConville and Arjun Shah. (Jim Slonoff photo)



The Hinsdalean  
7 W. First St., Hinsdale, IL 60521  
630.323.4422  
[www.thehinsdalean.com](http://www.thehinsdalean.com)

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## ABOUT THE HINSDALEAN

### About Us

The first issue of The Hinsdalean was published Sept. 28, 2006. This weekly newspaper is dedicated to covering Hinsdale, focusing on the people who live and work here. The founders built the newspaper around the philosophy of community journalism the way it was meant to be. That philosophy recalls simpler times when one newspaper covered one town. The Hinsdalean, which is delivered free each Thursday morning, is the only newspaper that delivers every issue to every home in Hinsdale.

Co-owners Jim Slonoff and Pam Lannom both began their newspaper careers here in Hinsdale at The Doings. Their love of the newspaper field and of this community led them to start The Hinsdalean.

Staff members include Ken Knutson, associate editor; Lisa Skrapka, account executive; Becky Campbell, senior graphic designer; and Tina Wisniowicz, classified/service/legal account executive. The group has worked together a combined total of more than 150 years right here in Hinsdale.

Since the paper's beginning, the staff has won more than 150 awards from regional, state and national press associations.

### Contact Information

#### **The Hinsdalean**

7 W. First St., Hinsdale, IL 60521

630.323.4422 office

630.323.4220 fax

#### **Lisa Skrapka - Advertising Sales**

630.323.4422 ext. 101

lskrapka@thehinsdalean.com

### Advertising Information

#### **General Information:**

The Hinsdalean is a tabloid format newspaper published every Thursday.

The Hinsdalean has a readership of more than 14,000 with 6,500 newspapers delivered weekly to the village. The Hinsdalean also has more than 250 digital and mailed subscribers. Our Facebook page has almost 5,200 followers.

#### **Deadlines**

- Space reservation deadline is at 5 p.m. Monday the week of publication.
- Materials for in-house ad design due by noon Tuesday.
- Camera ready ads due by noon Wednesday.

#### **Ad Placement:**

We make every effort to accommodate placement requests, but we cannot guarantee it.

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## PRINT ADVERTISING

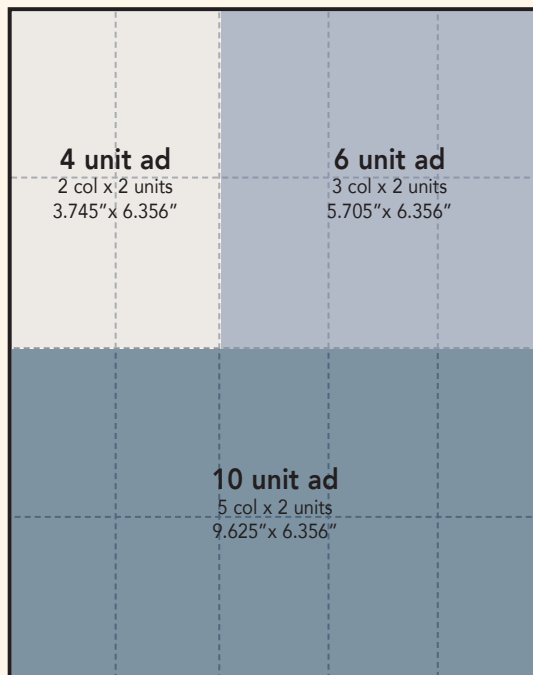
### Production Specifications

#### Submitted Ads:

Ads should be submitted electronically. Files must be at least 250 dpi. Ads submitted should be same size as space reserved. The following are acceptable formats for ad submissions:

- PDF - with fonts embedded and transparencies flattened
- EPS files - with fonts embedded
- Illustrator files - saved to CS6
- Photoshop files - saved to CS6
- InDesign files - saved as IDML files and packaged with fonts and links.

#### Sample ad layout:



FULL PAGE = 20 UNITS  
9.625" x 12.875"

### Advertising Dimensions

SIZE	WIDTH	HEIGHT
1H	1.785"	3.089"
2H	3.745"	3.089"
2V	1.785"	6.356"
3H	5.705"	3.089"
3V	1.785"	9.625"
4S	3.745"	6.356"
4H	7.665"	3.089"
4V	1.785"	12.875"
5H	9.625"	3.089"
6H	5.705"	6.356"
6V	3.745"	9.625"
8H	7.665"	6.356"
8V	3.745"	12.875"
9V	5.705"	9.625"
10H	9.625"	6.356"
12H	7.665"	9.625"
12V	5.705"	12.875"
15H	7.665"	9.625"
16V	7.665"	12.875"
20H	9.625"	12.875"

### In-House Design

We will create your ads and flyers at no charge if you would prefer. Please send all materials to us no later than noon on Tuesday for that Thursday's edition. You can email copy, photos and logos to Lisa Skrapka at [lskrapka@thehinsdalean.com](mailto:lskrapka@thehinsdalean.com).

### Advertising Layout

We have designed our advertising layout to be clean and effective so your ad can attract maximum attention of our readers. Our page is comprised of 20 ad units and is based on a 5 column layout.

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## ONLINE ADVERTISING OPPORTUNITIES

We offer three options for online advertising:

**SPLASH ADS • SPONSORSHIP ADS • SQUARE ADS**

### SPLASH AD

Your ad appears over the initial homepage and remains until the visitor clicks on or off of the ad. Rotates appearance with 3 other advertisers.

(550 x 440 px)

The screenshot shows the homepage of The Hinsdalean website. At the top, there is a navigation bar with links for Classifieds, Directory, Photos, About, Contact, and Advertise. A search bar is on the right. The main header features the site's logo and tagline, 'Community journalism the way it was meant to be', along with the date 'Week of August 4, 2022'. A large yellow 'SPONSORSHIP ADS' banner is positioned at the top right, with dimensions '728 x 90 px or 260 x 90 px'. Below the header, there are several sections: 'News' with a large 'SPLASH AD' (550 x 440 px) in the center, 'Most Popular' with a list of articles, and 'Photo Gallery' with several small images. A 'SQUARE AD' (300 x 250 px) is located on the right side of the page. The bottom of the page features a 'D86 sells first...' article by Pamela Lannom and an 'Island ultimate getaway for Hinsdalean' article by Sandy Iillian Bosch.

### SPONSORSHIP ADS

You get 2 ad sizes which appear on top and bottom of homepage and subsequent pages. Rotates appearance with 3 other advertisers.

260 x 90 px (home page)  
728 x 90 px (subsequent pages)

### SQUARE ADS\*

Square ad appears along the right side of all pages and rotates from top to bottom with each new visitor.

(300 x 250 px)

\* Square ads can be 'upsized' to vertical size 300 x 600 px. for an additional \$79 for 4 weeks.

FOR WEBSITE ADVERTISING, CONTACT:

**Lisa Skrapka (630) 323-4422 x101**  
lskrapka@thehinsdalean.com

Print advertisers receive a 10% discount on web rates.