

MEDIA KIT 2026

Printed Monthly, Digital Daily - Naperville, IL

PRINT
DIGITAL
MARKETING
ONLINE
E-NEWSLETTER



Discover how our publication can amplify your message and connect you with the vibrant Naperville community.

Reach Out

630.369.8447
ideas@positivelynaperville.com
www.positivelynaperville.com

Mailing Address:
1421 Sequoia Rd.
Naperville, IL 60540

What is

Positively Naperville?

POS!TIVELY
NAPERVILLE
positivelynaperville.com

We're local and independent.

Positively Naperville is a free, community newspaper printed monthly in Naperville, Illinois. PN has a daily digital presence at www.positivelynaperville.com, social media and e-newsletter.

The publication covers events, local businesses, non-profits, civics and all the happenings in the greater community.

We are hyper-local. Every month more than 20 columnists bring their localized perspectives to our pages and website.

Since our inception, we have been supported by a great group of readers, independent businesses and service clubs, organically growing since our first printed issue in September 2001.

Why Advertise With Us?

Positively Naperville offers a range of advertising options designed to meet your business needs. From full-page spreads to local online ads and social media, we provide the tools to help you reach your target audience effectively. Our publication is a trusted source of local news and events, ensuring your message is seen by engaged and active community members. Partner with us to enhance your brand visibility and drive results.

Looking For Something Specific?

Reach out to us for tailored advertising packages that perfectly match your business goals and budget. Let's collaborate to create a standout campaign that will resonate with the local Naperville community. Connect with us today.

NON-PROFITS AND CIVIC GROUPS ARE ELIGIBLE FOR A 40% DISCOUNT.

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Visit PN Online

www.positivelynaperville.com

Facebook: www.facebook.com/positivelynaperville01

X: @pndaily

Instagram: @positivelynaperville

Print Advertising 2026

Monthly Rates

| # Insertions | 1x | 2x | 3x | 6x | 12x - Sponsorship |
|---|---------|---------|---------|----------|-------------------|
| Full Page 10 (wide) x 12 (tall) | \$2,800 | \$5,200 | \$7,200 | \$12,500 | \$19,500 |
| 1/2 Page Vertical 5 x 12 Horizontal 10 x 6 | \$1,800 | \$3,200 | \$4,200 | \$6,800 | \$12,500 |
| 1/4 Page - 5 x 6 Bottom Horizontal 10 x 3 | \$1,100 | \$2,000 | \$2,850 | \$5,500 | \$9,500 |
| 5 x 4 | \$800 | \$1,500 | \$2,200 | \$4,100 | \$7,400 |
| 5 x 2 (business card style ad) | \$325 | \$600 | \$850 | \$1,500 | \$2,200 |
| Local Listings on designated Directory Page - 3.25 x 2.25 | NA | NA | NA | \$595 | \$995 |

NON-PROFITS AND CIVIC GROUPS ARE ELIGIBLE FOR A 40% DISCOUNT.

Ask about Chamber of Commerce Rates. Rates subject to change without notice. Monthly print circulation subject to change without notice, generally 20,000 copies.

All specs in inches / All ads are color / Add 10% for premium placement (P3, Back Page, etc.) Custom sizes upon request. Submit high resolution ads to tim@positivelynaperville.com in PDF or comp format, 300 DPI CMYK. Design services available \$100/ad. **CONTACT:** 630.369.8447 ▪ ideas@positivelynaperville.com ▪ www.positivelynaperville.com

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20,000

COPIES PER MONTH

12

ISSUES PER YEAR

50+

NEWSRACKS

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2026 PRINT EDITION

Press Dates And Deadlines

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NAPERVILLE
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| <i>Edition</i> | <i>Reserve Space</i> | <i>Ads Due</i> | <i>Press Date</i> |
|-----------------------|-----------------------------|-----------------------|--------------------------|
| January | December 15 | December 31 | January 5 |
| February | January 15 | January 20 | February 2 |
| March | February 15 | February 20 | March 2 |
| April | March 15 | March 20 | March 30 |
| May | April 15 | April 20 | April 27 |
| June | May 15 | May 20 | June 1 |
| July | June 15 | June 20 | June 29 |
| August | July 15 | July 20 | July 27 |
| September | August 15 | August 20 | August 31 |
| October | September 15 | September 20 | September 28 |
| November | October 15 | October 20 | October 26 |
| December | November 15 | November 20 | November 30 |

Press Dates and Deadlines are subject to change without notice.
Late submission/placement requests are handled on a case-by-case basis.
Most of the time, we are able to accommodate last minute requests.

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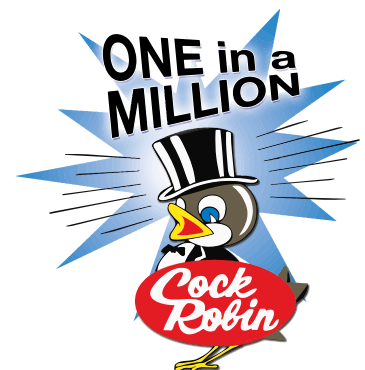
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Digital Advertising 2026

Display/Banner Ads

SIZES:

BILLBOARD

970 x 250 px

LEADERBOARD

728 x 90 px

MOBILE LEADERBOARD

320 x 50 px

HALFPAGE

300 x 600 px

MEDIUM RECTANGLE

300 x 250 px

- **Weekly:** \$65/week in rotation, all sizes, run of network. Minimum is four weeks.
- **Impressions:** \$15 CPM (Cost per mille/1,000 impressions) Minimum purchase is 25,000 impressions. Bulk rates available.
- **Print advertisers are eligible for a discount off digital rates.**
- All sizes in rotation.
- Banner ads may be submitted in .png, .jpg, etc., 72 DPI RGB with a link.
- Digital ads may be reserved and purchased at any time if inventory is available.

HALFPAGE

BILLBOARD

LEADERBOARD

MOBILE

MEDIUM
RECTANGLE

Graphics are not actual size

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E-Newsletter 2026

CALLED THE DAILY SQUARE-SCOOP

PN's E-Newsletter delivered via email to thousands of local readers several times per week with the latest news, events and community updates.

BILLBOARD

970 x 250 px

COST

\$250/week

DEDICATED E-BLAST WITH FLYER

SIZE

8.5 wide x 11 tall

COST

\$595 each or two for \$1,095.

Files may be submitted in .png, .jpg, etc., 72 DPI RGB with a link.



Sponsored Online Posts 2026

SPONSORED ONLINE POSTS AT WWW.POSITIVELYNAEPVILLE.COM

Sponsored online posts are 300-400 word articles and include up-to 5 links accompanied with an image. \$250 each or three for \$700.

SPONSORED ONLINE POSTS WITH LINKS AND DEDICATED EMAIL BLAST

\$595 each or two for \$1,095.

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40,000+

ONLINE MONTHLY USERS

3,500+

EMAIL SUBSCRIBERS

- PN reserves the right to edit ads for content and formatting; and place stoppage of ads without notification.
- Payment must be received in full prior to launch.
- All digital placements, posts and e-blasts must be booked at least 3 business days in advance.