

PEORIA

M A G A Z I N E

ADVERTISING RATES, SPECIFICATIONS

AND COMMUNITY EVENTS

2022

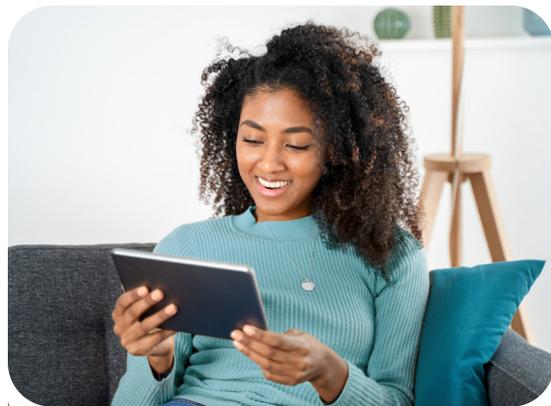
THE FOREMOST BUSINESS AND COMMUNITY RESOURCE FOR THE GREATER PEORIA AREA

Peoria Magazine combines print publications, social media, e-newsletters, community events, broadcast television and other marketing tools to showcase the Greater Peoria area's thriving business community, along with the arts, people and culture that make this area a great place to live, work and raise a family.

Founded in 1989, the magazine and its events have served the region for over 30 years, enhancing the community and moving business forward. Since March 2022, **Peoria Magazine** has been published by **WTVP**, the PBS station for Central Illinois. The magazine's editorial focus is primarily the regional business community, with additional stories from the arts community, social events, historical perspectives and newsmakers of all types.

MULTIMEDIA SOLUTIONS FOR YOUR MARKETING NEEDS

- **Peoria Magazine** (print and digital)
- PeoriaMagazines.com
- **PM Weekly** E-newsletter
- **Peoria Magazine** Community Events



GREATER PEORIA AREA DEMOGRAPHICS



Peoria Magazine has the potential to reach a large audience in and around the Peoria metropolitan area, including Peoria, Tazewell and Woodford counties.

PEORIA COUNTY

Population: 179,179
 Median Household Income: \$55,842
 Median Individual Income: \$30,634
 Median Age: 37

TAZEWELL COUNTY

Population: 131,803
 Median Household Income: \$63,434
 Median Individual Income: \$33,800
 Median Age: 41

WOODFORD COUNTY

Population: 38,700
 Median Household Income: \$72,808
 Median Individual Income: \$35,400
 Median Age: 40



Source: datacommons.org (census.gov)

Here's a snapshot of the larger Central Illinois population, including Peoria, Tazewell, Woodford, McLean, Bureau, Fulton, Henry, Knox, Marshall, Mason, Putnam, Schuyler Counties.

REGIONAL POPULATION
736,461

College
 Educated: **62.1%**

AVERAGE HOUSEHOLD
 INCOME
\$82,133

HOUSEHOLDS: **300,619**

GENDER: MALE 49% FEMALE 51%

TOTAL CONSUMER
 EXPENDITURES:
\$18.2 BILLION

ANNUAL TOURISM
 EXPENDITURES:
\$125 BILLION

Source: Greater Peoria Data Hub (data.greaterpeoria.us), Greater Peoria Economic Development Council

PRINT ADVERTISING RATES AND SPECIFICATIONS



- **Completed ads are due on or before the 9th of the month prior to publication (e.g., February 9 for the March issue).**
- If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted on the 1st of the month prior to publication (e.g., February 1 for the March issue)
- Gloss pages, web offset, perfect bound
- Published the first week of each month for distribution to businesses, subscribers, merchants and other venues.
- Monthly base circulation is 16,000. Special section months (May, July, November, September and December) have circulation of 18,000.

AD RATES

SIZES	MONTHS			
	12	6	3	1
Back cover	\$1905	\$2490	\$2780	\$3440
Inside front cover	\$1185	\$1800	\$1925	\$2370
Inside back cover	\$1185	\$1800	\$1925	\$2370
Two full-page spread	\$1185	\$1800	\$1925	\$2370
Full-page	\$625	\$780	\$935	\$970
Two half-page spread	\$625	\$780	\$935	\$970
Half-page horizontal	\$495	\$580	\$625	\$655
Half-page vertical	\$495	\$580	\$625	\$655
Quarter-page horizontal	\$315	\$380	\$470	\$560
Quarter-page vertical	\$315	\$380	\$470	\$560
Eighth-page horizontal (only)	\$160	\$210	\$250	\$335

See ad sizes and placement information. All rates are net rates and subject to change, except for current contracts.

PRINT ADVERTISING SPECIFICATIONS

5

AD SPECIFICATIONS

- Ads should be emailed to ads@peoriomagazines.com in TIFF, PDF or JPG format (300 dpi).
- All ad components, including photos and logos, must be four-color process separation (CMYK), and fonts must be embedded.
- Please indicate trim and bleed marks; no spot colors accepted.
- All ads submitted should be complete and suitable to print as-is.
- **Peoria Magazine** is not responsible for any errors in ad content provided by the advertiser.

MAGAZINE TRIM SIZE: 8.375" W x 10.75" H

PLACEMENT

Ad placement will be random, except for special paid positions. Add 20% to the base rate for ad placement preference (Example: Add \$194 to the full-page, single insertion rate of \$970). Special placement is on a first come, first served basis.

COMMERCIAL AND RESIDENTIAL REAL ESTATE

Peoria Magazine offers classified real estate listings (four lines @\$50; \$20 for each extra line). Realtors with 12-month advertising contracts receive free classified listings (full-page ad, 10 listings; half-page ad, six listings).



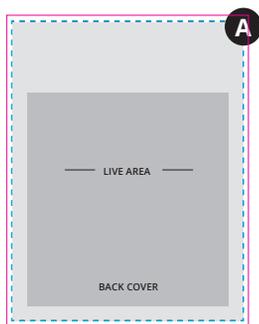
PRINT ADVERTISING SPECIFICATIONS



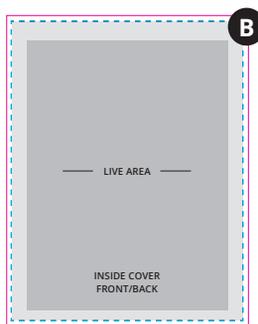
AD SIZES

AD TYPE	DIMENSIONS	AD TYPE	DIMENSIONS
Back cover (A)	7.375" W x 7.75" H	Half-page horizontal (D)	7.375" W x 4.75" H
Back cover w/bleed (A)	8.875" W x 8.875" H	Half-page vertical (E)	3.567" W x 9.625" H
Inside cover, front/back (B)	7.375" W x 9.75" H	Quarter-page horizontal (F)	7.375" W x 2.25" H
Inside cover, front/back w/bleed (B)	8.375" W x 10.75" H	Quarter-page vertical (G)	3.567" W x 4.75" H
Two full-page spread (C)	15.75" W x 9.75" H	Eighth-page horizontal (only) (H)	3.567" W x 2.25" H
Two full-page spread w/bleed (C)	17.25" W x 11.25" H	Two half-page spread (horizontal) (I)	15.75" W x 4.75" H
Full page *	7.375" W x 9.75" H	Two half-page spread w/bleed (horizontal) (I)	17.25" W x 5.875" H
Full page w/bleed *	8.875" W x 11.25" H		

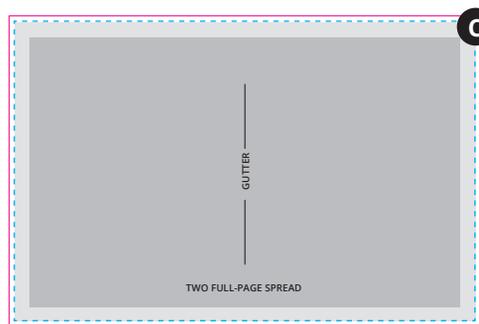
* Turn to page 7 for details about full page ads with bleed.



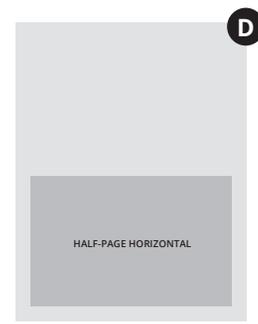
TRIM LINE
7.375" W x 7.75" H
8.875" W x 8.875" H (with bleeds)



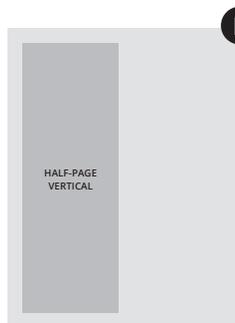
TRIM LINE
7.375" W x 9.75" H
8.375" W x 10.75" H (with bleeds)



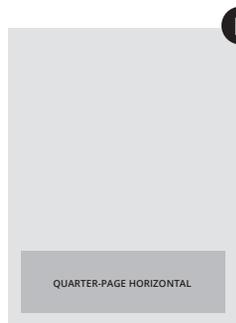
15.75" W x 9.75" H
17.25" W x 11.25" H (with bleeds)



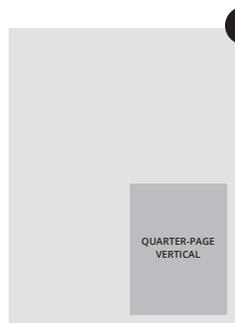
7.375" W x 4.75" H



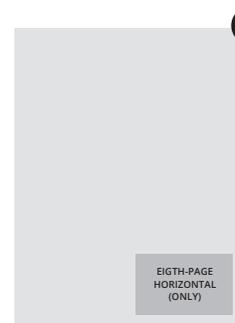
3.567" W x 9.625" H



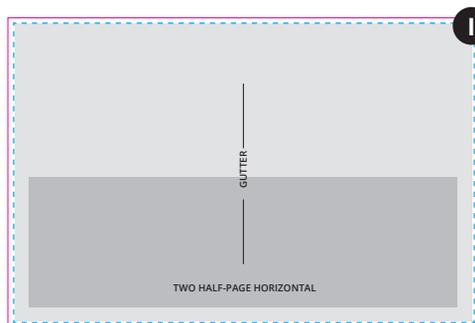
7.375" W x 2.25" H



3.567" W x 4.75" H

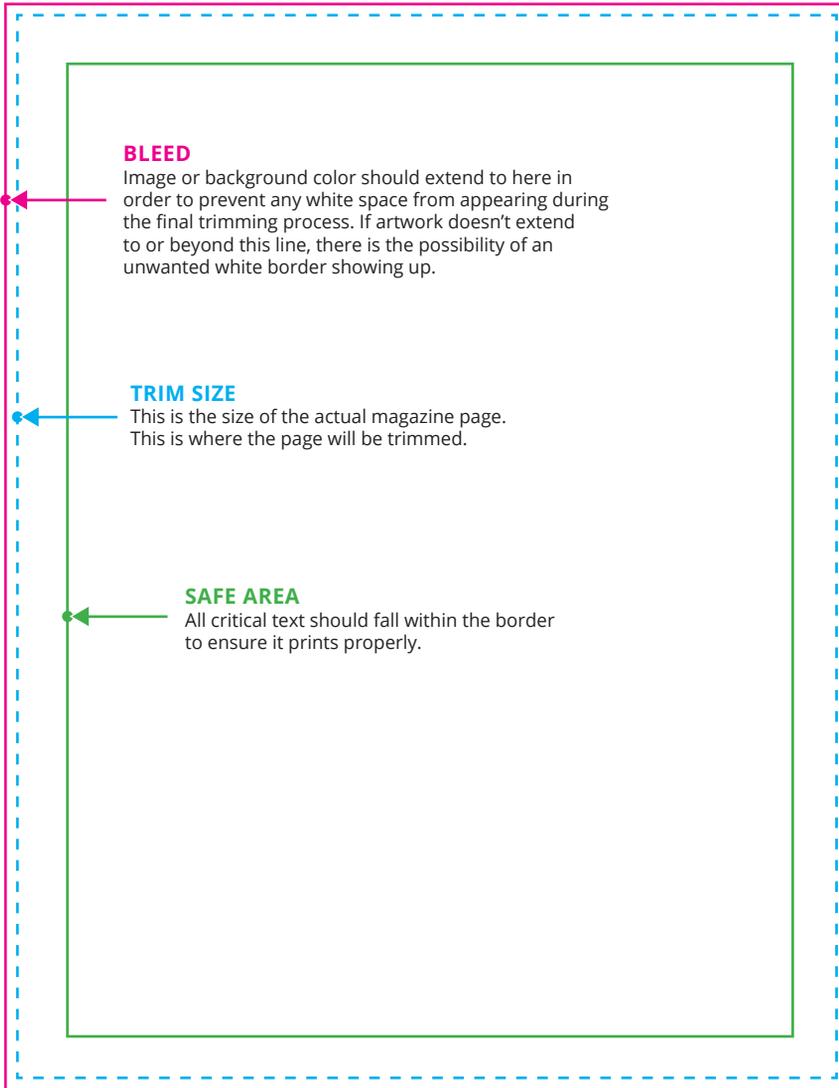


3.567" W x 2.25" H

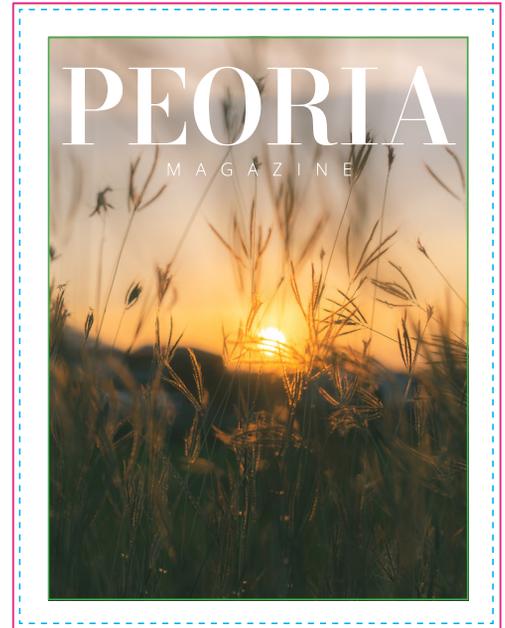


15.75" W x 4.75" H
17.25" W x 5.875" H (with bleeds)

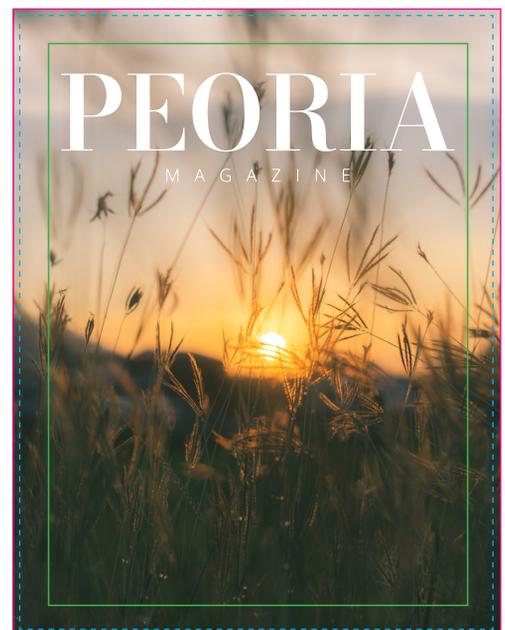
PRINT ADVERTISING SPECIFICATIONS



FULL PAGE AD
7.375" W x 9.75" H



FULL PAGE AD WITH BLEED
8.875" W x 11.25" H



DESIGN SERVICES

Peoria Magazine will design ads for customers for a \$150 fee per ad. This rate applies to ads placed in the print **Peoria Magazine**, the PeoriaMagazines.com website and **PM Weekly** e-newsletter. A maximum of two revisions are allowed. Additional fees may apply.

If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted on the 1st of the month prior to publication (e.g., February 1 for the March issue).

EDITORIAL FOCUS

SPECIAL SECTIONS



MAY: COMMUNITY IMPACT GUIDE

A stand-alone guide to nonprofits making a difference in our region, published in conjunction with **Peoria Magazine**.

JULY: LOCAL LEGENDS

Showcasing community leaders who have made a lifetime of impact.

SEPTEMBER: SMALL BUSINESS AWARDS

A celebration of start-ups, rural businesses, innovators and entrepreneurial spirit making a positive impact in central Illinois.

NOVEMBER: 40 LEADERS UNDER FORTY

Highlighting promising young leaders in Greater Peoria.

DECEMBER: WOMEN OF INFLUENCE

Highlighting our region's influential women who are creating local change.

EDITORIAL FOCUS

JANUARY: Health and Wellness

FEBRUARY: TBD

MARCH: Workplace

APRIL: Innovation

MAY: Nonprofit and Agriculture

JUNE: Recreation/Outdoor/Sports

JULY: Local Legends

AUGUST: Education

SEPTEMBER: Small Business

OCTOBER: Food and Culinary Arts

NOVEMBER: Leadership

DECEMBER: Women of Influence



WEBSITE ADVERTISING RATES AND SPECIFICATIONS



The **Peoria Magazine** website, PeoriaMagazines.com, delivers the full content of the print magazine to a powerful and focused online audience, along with an extensive archive of past issues. Advertisers can deliver their message 24 hours a day, seven days a week, reaching thousands of business leaders, arts patrons, upscale consumers, families and decision makers who visit regularly for news and information from throughout the region.

- **Completed ads are due on or before the 9th of the month prior to publication (e.g., February 9 for the March publication).**
- If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted on the 1st of the month prior to publication (e.g., February 1 for the March publication)
- Ads rotate equally throughout all pages of the site
- No more than four online ads in rotation at a time
- Online ads are published on the first of each month.
- Online ads should be emailed to **ads@peoriamagazines.com** in RGB color space JPG or GIF file, (72 dpi).
- All ads submitted should be complete and suitable to publish as-is.
- **Peoria Magazine** is not responsible for any errors in ad content provided by the advertiser.

AD DESCRIPTION	DIMENSIONS	COST/MONTH	COST WITH 12 MONTHLY PRINT ADS
Top Banner Ad	728 x 90 px	\$500	\$400
Right Sidebar	300 x 250 px	\$300	\$250
Half-Page Skyscraper	300 x 600 px	\$375	\$275
Horizontal Banner	468 x 60 px	\$300	\$250

DESIGN SERVICES

Peoria Magazine will design ads for customers for a \$150 fee per ad. This rate applies to ads placed in the print Peoria Magazine, the PeoriaMagazines.com website and **PM Weekly** e-newsletter. A maximum of two revisions are allowed. Additional fees may apply.

If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted on the 1st of the month prior to publication (e.g., February 1 for the March issue)

PEORIA MAGAZINE

TOP BANNER (728 x 90 px)

Community Calendar

Latest Issue

Peoria Magazine: November 2020

40 Leaders Under Forty: Class of 2020

Q&A with Carol Menna - 40 Leaders Alumnus of the Year

Remembering Bob Gilmore - by Laura Cullinan, Gilmore Foundation

Expanding the Big Picture - by Mae Gilliland Wright

In It For the Long Haul - by Human Services Collaborative of Greater Peoria

Transforming Lives, the Workforce and the Economy - by Dr. Sheila Quirk-Bailey, Illinois Central College

More in this issue >

RIGHT SIDEBAR (300 x 250 px)

Recent Issues

HORIZONTAL BANNER (468 x 60 px)

BUSINESS

Transforming Lives, the Workforce and the Economy

by Dr. Sheila Quirk-Bailey, Illinois Central College

In the past year alone, ICC has led the implementation of three major workforce initiatives.

Young, Vibrant and Alive!

by Michael J. Praeger, Downtown Development Corporation

The DDC applauds all of those striking out on new ventures despite recent challenges.

Mining for Gold

by Michael J. Praeger

The ability to recruit and retain top performers is more challenging—and important—than ever.

COMMUNITY

In It For the Long Haul

by Human Services Collaborative of Greater Peoria

How our region's human service sector is persisting through the pandemic.

PAAR Celebrates 100 Years of Service

by Steve Zimer

Amidst ever-changing times, PAAR remains a strong voice for real estate in Greater Peoria.

Peoria's Collateral Beauty

by Chief Demario Boone, Peoria Public Schools

Sometimes we must take a step back to find beauty in the complexities.

HALF-PAGE SKYSCRAPER (300 x 600 px)

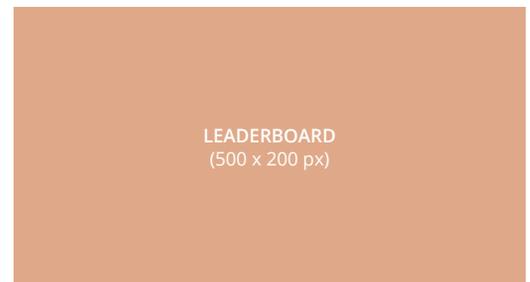
PM WEEKLY NEWSLETTER



PM Weekly is the region's premier weekly e-newsletter for local news and event information. It is delivered to approximately 10,000 subscribers every Wednesday.

- **Completed ads are due the 9th of the month prior to publication (e.g., February 9 for the March publication).**
- If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, on the 1st of the month prior to the publication (e.g., February 1 for March online publication).
- Each issue will include one Leaderboard Ad and up to five Horizontal Banners ads. Newsletter ads should be emailed to **ads@peoriamagazines.com** in RGB color space JPG or GIF file, (72 dpi).
- All ads submitted should be complete and suitable to publish as-is.
- **Peoria Magazine** is not responsible for any errors in content provided by the advertiser.

AD DESCRIPTION	DIMENSIONS	COST/ WEEK (1X)	COST/ WEEK (4X)
Leaderboard	500 x 200 px	\$250	\$500
Horizontal Banner	468 x 60 px	\$150	\$300



LEADERBOARD
(500 x 200 px)

DESIGN SERVICES

Peoria Magazine will design ads for customers for a \$150 fee per ad. This rate applies to ads placed in the print **Peoria Magazine**, the PeoriaMagazines.com website and **PM Weekly** e-newsletter. A maximum of two revisions are allowed. Additional fees may apply.

If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted 1st of the month prior to publishing online.

PEORIA

M A G A Z I N E

Weekly

A Publication of WTVP

Train Service to Peoria?

The city, in conjunction with the Illinois Department of Transportation, has released a public survey to gauge interest in passenger rail service to Peoria. The proposed route runs from Peoria to LaSalle-Peru, Ottawa, Morris, Joliet and Chicago.

The 10-question survey takes two minutes to complete and is available electronically for all who live, work and visit Peoria. City Manager Patrick Ulrich reports that in the first three days of the survey, the city was deluged with more than 17,000 responses. Click [here](#) to take the survey.

Luciano spent more than 30 years as a columnist, reporter and editor at the Peoria Journal Star. At WTVP, he will be a regular contributor to the station's Peoria Magazine, including a monthly column. Luciano will also deliver on-air news and features, including *Peoria Magazine ON AIR*, a new weekly program currently under development. "Working with the community-oriented staff at WTVP will be



an exciting extension of the storytelling I've enjoyed in and around Peoria over the past five decades," Luciano said. "Viewers and readers across the region can look forward to many fun and fascinating projects planned for *Peoria Magazine* and WTVP."

HORIZONTAL BANNER (468 x 60 px)

PEORIA MAGAZINE EVENTS COMMUNITY IMPACT GUIDE AND CELEBRATION



Greater Peoria's nonprofit community is an extraordinary force for advancing the common good and making our region a better place to live, work and play. From health and human services to the arts, environment and education, a diverse range of organizations are doing remarkable things in the community.

The annual **Community Impact Guide** — bundled with the May issue of **Peoria Magazine** — highlights organizations making a difference in our community. Nonprofit awareness and sponsorship opportunities are available for nonprofits and businesses that support this important work. A Community Impact Celebration is held each year in conjunction with the publication of the **Community Impact Guide**.

Nonprofits can reserve a listing for themselves or a sponsoring business can cover the cost on behalf of a nonprofit of their choice. In both cases, the listing includes the nonprofit's logo, a representative photo, mission and/or vision statement, audience(s) served, volunteer opportunities, events, and key staff and officers. When sponsored by a business, the sponsor logo is prominently featured on the page.

FULL-PAGE LISTING: \$550

(Regular one-time rate for a full-page ad in **Peoria Magazine** is \$970.)

TWO-PAGE LISTING: \$950

Includes the basic listing described above and a full-page ad adjacent to the listing. (Regular one-time rate for a two full-page spread in **Peoria Magazine** is \$2,370.)

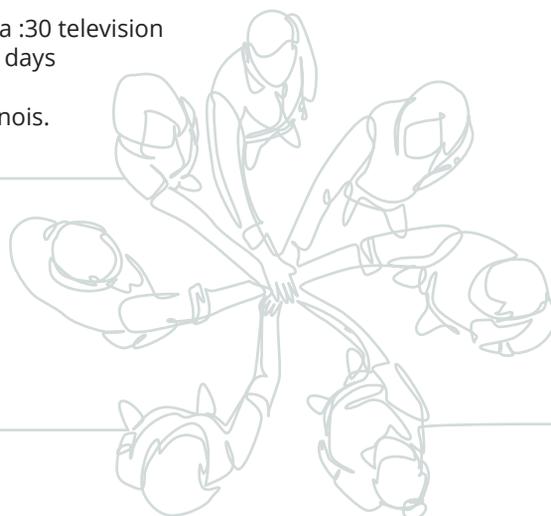
- All participating organizations (nonprofits and businesses) receive extra copies for distribution and a PDF for marketing purposes. Sponsored organizations are linked from the digital edition of the guide on PeoriaMagazines.com.
- All participating organizations (nonprofits and businesses) are invited to a special Community Impact Celebration event held in conjunction with the publication of the **Community Impact Guide**. This event offers great opportunities for networking and discovery about the organizations serving our communities.
- Deadline to reserve space is in March (watch for details)
- All materials, information, photographs and logos are due in early March (watch for details)

BOOST AWARENESS WITH TELEVISION

For an additional \$500, a nonprofit or sponsoring business can reserve a :30 television spot for the nonprofit to run on **WTVP** a minimum of 30 times over 30+ days during primetime. These spots are written and produced by **WTVP**. The audience is 200,000 households in a 20-county region of Central Illinois.

COMMUNITY IMPACT EVENT MAY 2, WTVP STUDIO, 4:30 – 6:30 P.M.

In conjunction with the publication of the annual **Community Impact Guide**, recognizing the life-changing work of nonprofit organizations.



PEORIA MAGAZINE EVENTS

LOCAL LEGENDS



Each July, *Peoria Magazine* hosts an exclusive luncheon reception to honor local legends — individuals who have had a lifetime of impact on the Peoria-area community.

EXECUTIVE SPONSORSHIP INVESTMENT: \$5,000

- Opportunity for sponsor to address the audience at event
- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Sponsor logo on awards presented to honorees
- Opportunity to distribute promotional materials
- 20 tickets to the event
- **BOOSTING YOUR SPONSORSHIP IMPACT WITH TELEVISION COMPONENTS**
- **MENTION IN A SPECIAL TELEVISION BROADCAST OF THE EVENT**

ASSOCIATE SPONSORSHIP INVESTMENT: \$2,500

- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Opportunity to distribute promotional materials
- 10 tickets to the event
- **MENTION IN A SPECIAL TELEVISION BROADCAST OF THE EVENT**

LOCAL LEGENDS EVENT

JULY 12, WTVP STUDIO

A cocktail reception celebrating individuals who have had a lifetime of impact on the Peoria-area community.



PEORIA MAGAZINE EVENTS

40 LEADERS UNDER FORTY

13

Greater Peoria is a hotbed of leadership, full of active young professionals, entrepreneurs and community volunteers. Each year, **Peoria Magazine** honors our rising stars who are making difference in Greater Peoria and beyond in fields ranging from finance and health care to nonprofits and technology, and everything in between. A new class of 40 Leaders Under Forty recipients will be inducted at a prestigious awards ceremony.

PREMIER SPONSORSHIP INVESTMENT: \$16,500

- Two full-page ads in **Peoria Magazine's** special 40 Leaders Under Forty issue, or one in the special 40 Leaders Under Forty issue and one in another issue of the sponsor's choice
- Participation in the selection of nominees and awards ceremony
- Sponsor logo in all print publicity, advertising, **broadcast television** and at the awards ceremony
- Sponsor name on the award
- Sponsor table identification and banner visibility at awards ceremony
- Sponsor gets 40 tickets to awards ceremony
- Opportunity to distribute promotional materials in winners' gift package
- Sponsor has top banner ad on PeoriaMagazines.com in November
- Two weeks of Leaderboard ads in **PM Weekly** e-newsletter
- **MENTION IN A SPECIAL TELEVISION BROADCAST OF THE EVENT**

EXECUTIVE SPONSORSHIP INVESTMENT: \$5,000

- Full-page ad in **Peoria Magazine's** special 40 Leaders Under Forty issue
- Participation in the selection of nominees
- Sponsor logo in all print publicity, advertising, website, broadcast television and at the awards ceremony
- Sponsor name on the award
- Sponsor table identification and banner visibility at awards ceremony
- Sponsor gets 10 tickets to awards ceremony
- Sponsor has opportunity to distribute promotional materials in winners' gift package
- Right Sidebar ad on PeoriaMagazines.com in November
- One week Horizontal Banner ad in **PM Weekly** e-newsletter
- **MENTION IN A SPECIAL TELEVISION BROADCAST OF THE EVENT**

ASSOCIATE SPONSORSHIP INVESTMENT: \$2,500

- Half-page ad in **Peoria Magazine's** special 40 Leaders Under Forty issue
- Sponsor logo at awards ceremony and on website
- Sponsor table identification and banner visibility at awards ceremony
- Sponsor gets 10 tickets to awards ceremony
- Sponsor has opportunity to distribute promotional materials in winners' gift package
- Page Sponsor Banner ad on PeoriaMagazines.com in November
- One-week Horizontal Banner ad in **PM Weekly** e-newsletter
- **MENTION IN A SPECIAL TELEVISION BROADCAST OF THE EVENT**

40 LEADERS UNDER FORTY EVENT

OCTOBER 27, SCOTTISH RITE THEATRE

Recognize and celebrate the region's outstanding young leaders and rising stars making a difference in Greater Peoria and beyond.



PEORIA MAGAZINE EVENTS

WOMEN OF INFLUENCE



Each December, *Peoria Magazine* highlights area women who are making a difference in Central Illinois. From government and healthcare to business and nonprofits, they are leading in times of great change. The event includes breakfast and an inspirational keynote speaker.

CORPORATE SPONSORSHIP INVESTMENT: \$6,500

- Promotion in *Peoria Magazine* and online
- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Full-page ad in *Peoria Magazine's* December issue
- Sponsor gets 20 event passes
- Mention in a special television broadcast of the event

EXECUTIVE SPONSORSHIP INVESTMENT: \$3,000

- Promotion in *Peoria Magazine* and online
- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Half-page ad in *Peoria Magazine's* December issue
- Sponsor gets 15 event passes
- Mention in a special television broadcast of the event

ASSOCIATE SPONSORSHIP INVESTMENT: \$2,500

- Promotion in *Peoria Magazine* and online
- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Quarter-page ad in *Peoria Magazine's* December issue
- Sponsor gets 10 event passes
- Mention in a special television broadcast of the event

WOMEN OF INFLUENCE EVENT

DECEMBER 2022, PEORIA CIVIC CENTER

Honoring women who are leading in times of change and making a difference in Central Illinois.



PEORIA

M A G A Z I N E

101 STATE STREET
PEORIA, ILLINOIS 61602
309.677.4747

PeoriaMagazines.com

LESLEY MATUSZAK at 309.453.0405 or Lesley.Matuszak@wtpv.org

ANGIE SPEARS at 309.495.0561 or Angie.Spears@wtpv.org.

TOM ZIMMERMAN at 309.495.0525 or Thomas.Zimmerman@wtpv.org

KRISTINA GAMEZ at 309.495.0527 or Kristina.Gamez@wtpv.org