

THE ILLINOIS DISPLAY "EASY AD" NETWORK

2X2

CHICAGOLAND

58 NEWSPAPERS
453,100 CIRCULATION
860,900 READERS*

NORTHWEST ZONE

52 NEWSPAPERS
357,700 CIRCULATION
679,600 READERS*

CENTRAL WEST ZONE

48 NEWSPAPERS
243,500 CIRCULATION
462,700 READERS*

CENTRAL EAST ZONE

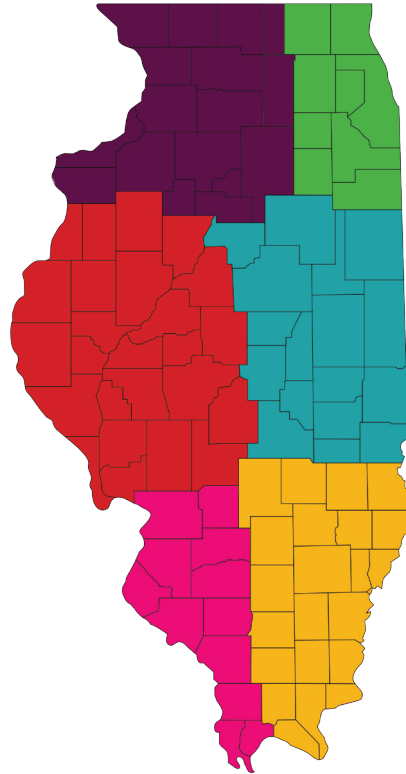
34 NEWSPAPERS
197,500 CIRCULATION
375,300 READERS*

SOUTHWEST ZONE

25 NEWSPAPERS
158,900 CIRCULATION
301,900 READERS*

SOUTHEAST ZONE

30 NEWSPAPERS
99,300 CIRCULATION
188,700 READERS*



STATEWIDE

247 NEWSPAPERS • 1,510,100 CIRCULATION
2,869,000 READERS*

*Based on 1.9 readers per copy.

2011, Newton Research, Illinois Press Association

The Illinois Display Easy Ad Network (2x2) is a group of daily & weekly newspapers in Illinois that reach almost **3 Million* Potential Customers.**

Give us a call today and we can run your 2 column (3.7 inches) x 2 inch display ad in any one of SIX REGIONS or the entire state of Illinois.

We can also place your 2x2 ad NATIONWIDE. Call us for individual state prices.

ADD THE CHICAGO TRIBUNE TO YOUR BUY FOR \$200**
Ad will be 2 col x 3.5"

CHICAGOLAND
CHICAGO TRIBUNE

ADD THESE DAILY PAPERS TO YOUR BUY FOR ONLY \$50 PER NEWSPAPER**

NORTHWEST
ROCKFORD REGISTER STAR
CENTRAL EAST
CHAMPAIGN NEWS GAZETTE
SOUTHWEST
BELLEVILLE NEWS-DEMOCRAT
ST. LOUIS POST-DISPATCH
(IL EDITION)

**Must buy corresponding zones to buy individual daily newspapers. Additional newspapers for customers not already advertising in these publications. Newspapers may decline ads for any reason.

ZONED RATES

NW, CW,
CE, SW, SE

Any ONE zone	\$360
Any TWO zones	\$700
Any THREE zones	\$1,000
Any FOUR zones	\$1,300
All FIVE zones	\$1,450

Chicagoland is not considered a zone.

CHICAGOLAND RATES

Chicagoland.....	\$410
Chicagoland + any ONE zone.....	\$750
Chicagoland + any TWO zones.....	\$1,050
Chicagoland + any THREE zones.....	\$1,350
Chicagoland + any FOUR zones.....	\$1,500

STATEWIDE RATE INCLUDES CHICAGOLAND AND ALL FIVE ZONES

\$1,600

OR ENLARGE THE AD TO 2X4 FOR DOUBLE THE PRICE!

January 2017

Ad Deadline: Monday by 10 am if ad needs to be designed for the following week. Camera ready PDF ads due Wednesday by 9am CST for the following week. Black and white ads only, color not available. Prepayment Required. MasterCard, Visa & American Express accepted. The IPA will place each ad in the equivalent of 90% of the newspapers listed, working with each advertiser to obtain optimal coverage for each ad placed.

The network should not replace existing or ongoing advertising. The 2x2 network yields the best results as a supplement to current advertising campaigns.

No position guarantees. Ads may appear anywhere in newspaper. Ads may be altered slightly to fit each newspaper's specs. Daily newspapers choose the day of the week the ad runs.



900 COMMUNITY DRIVE • SPRINGFIELD, IL 62703
P-217.241.1700 • F-217.241.1701
WWW.ILLINOISPRESS.ORG

ILLINOIS 2X2 ADVERTISING PARTICIPATING NEWSPAPERS

NORTHWEST ZONE

52 NEWSPAPERS | 357,700 CIRCULATION | 679,600 READERS*

Addison Independent
Aledo, Times Record (The)
Amboy News (The)
Ashton Gazette (The)
Belvidere Daily Republican
Beloit Shopper
Byron Tempo
Cambridge Chronicle
Cherry Valley Shopper
DeKalb County Journal
DeKalb, Daily Chronicle
DeKalb Midweek
Dixon, Telegraph
Durand Volunteer (The)
Durand Volunteer Plus
Elmhurst Independent
Forreston Journal
Freeport Journal Standard (The)
Galena Gazette (The)
Galva News (The)
Geneseo Republic
Geneseo Henry Co. Advertiser
Kewanee Star Courier
Kewanee Tri County Shopper
Lanark, Carroll Co. Prairie Advocate News
Machesney Park, Post-Journal
Mendota Reporter (The)

Moline, Dispatch (The) / Rock Island Argus
Mt. Carroll, Mirror Democrat
Mt. Carroll, N.W. Illinois Dispatch
Mt. Morris Times
New Lenox Reporter
Oregon, Ogle County Life
Oregon Republican Reporter
Orion Gazette
Ottawa, Times (The)
Pecatonica Gazette
Polo, Tri-County Press
Princeton, Bureau Co. Republican
Rochelle News-Leader
Rockford Journal
Rockford, Shopper (The)
Rockford, Winnebago Chronicle
Rock River Times
Rockton Herald
Savanna Times Journal
Sterling/Rock Falls, Daily Gazette
Stockton Village Voices
Thomson, Carroll County Review (The)
Tiskilwa, Bureau Valley Chief
Villa Park Independent
Walnut Leader (The)
Warren, The Flash

*Add the Rockford Register Star (55,913 circ.)

CENTRAL WEST ZONE

48 NEWSPAPERS | 243,500 CIRCULATION | 462,700 READERS*

Astoria, South Fulton Argus (The)
Barry, The Paper
Bartonville, Limestone Independent News
Beardstown, Cass Co. Star Gazette
Canton Daily Ledger
Carlinville, Macoupin Co. Enquirer Democrat
Carrollton, Greene Prairie Press
Carthage, Hancock Co. Journal Pilot
Delavan Times (The)
East Peoria, Tazewell Chronicle
Eureka, Woodford Courier (The)
Eureka, Woodford Chronicle
Galesburg, Knox County Neighbors
Girard Gazette
Hardin, Calhoun News Herald
Havana, Market Place (The)
Havana, Mason County Democrat
Hillsboro, Journal-News (The)
Jersey County Journal
LaHarpe, Hancock Co. Quill (The)
Lewistown, Fulton Democrat
Litchfield News Herald (The)
Macomb, McDonough Co. Voice
Monmouth, Daily Review Atlas

Morton Courier
Mt. Sterling, Democrat Message (The)
New Berlin, County Tribune (The)
Nokomis, Free Press Progress
Oquawka Current
Palmyra, Northwestern News
Pana News-Palladium
Pekin Daily Times
Peoria County Chronicle
Peoria, N. Peoria County Shopper
Pittsfield, Pike Press
Pleasant Hill, Weekly Messenger (The)
Quincy, SHOP!
Quincy, The Herald-Whig
Raymond News (The)
Raymond, Panhandle Press (The)
Staunton Star-Times
Stronghurst, Henderson Co. Quill
Taylorville, Breeze-Courier (The)
Taylorville, Shopping Spree
Virden Recorder
Washington Courier
Waverly Journal
Winchester, Scott County Times

SOUTHWEST ZONE

25 NEWSPAPERS | 158,900 CIRCULATION | 301,900 READERS*

Alton, Telegraph (The)
Anna, Gazette Democrat (The)
Ashley News
Belleville, Herald Scott Flier (The)
Belleville, Metro East Chronicle
Breeze Journal
Cairo Citizen
Carbondale, Southern Illinoisan
Carbondale Times
Carlyle, Union Banner
Chester, Randolph Co. Herald-Tribune
Du Quoin Evening Call
East St. Louis Monitor

Edwardsville Intelligencer
Fairview Heights, Tribune (The)
Highland Ad Direct
Highland News Leader
Lebanon Advertiser
Mascoutah Herald
New Baden, Clinton Co. News
O'Fallon, Metro E. Weekender
O'Fallon Progress
Okawville Times (The)
Steelville Ledger
Waterloo, Republic Times (The)

*Add the Belleville News-Democrat (50,676 circ.)

*Add the St. Louis Post-Dispatch/IL Edition (35,082 circ.)

CHICAGOLAND

58 NEWSPAPERS | 453,100 CIRCULATION | 860,900 READERS*

Arlington Heights Journal
Bensenville Suburban Journal
Bolingbrook Bugle
Bourbonnais, Herald (The)
Bourbonnais, Country Market
Braidwood Journal (The)
Buffalo Grove Journal & Topics
Chicago, Cook County Chronicle
Chicago, Inside-Booster
Chicago, News-Star
Chicago's Northwest Side Press
Chicago, Reporter
Chicago, Skyline
Coal City Courant (The)
Crystal Lake, McHenry Chronicle
Crystal Lake, Northwest Herald
Des Plaines Journal
Des Plaines Bugle
Downers Grove Bugle
Earlville Post (The)
Elk Grove Journal
Geneva, Kane Country Chronicle
Geneva, Suburban Chronicle
Golf Mill Journal
Grayslake, Lake County Journal
Hinsdale, Hinsdalean
Joliet Bugle
Joliet, The Herald-News
Lisle Bugle

Long Grove Northwest Journal
Morris Daily Herald
Mt. Prospect Journal
Niles Bugle
Niles Journal
Oswego Ledger-Sentinel
Palatine Journal & Topics
Park Ridge Journal
Park Ridge Bugle
Peotone Vedette
Plainfield, Enterprise (The)
Plano Record
Prospect Heights Journal
Rolling Meadows Journal & Topics
Romeville Bugle
Rosemont Journal
Sandwich Record
Shorewood Sentinel (The)
Summit, Desplaines Valley News
Waukegan, Lake County Chronicle
Westmont Bugle
Wheaton, DuPage County Chronicle
Wheeling Journal & Topics
Wilmington, Free Press Advocate (The)
Woodridge Bugle
Woodridge, Fox Valley News Shopper
Woodstock Independent (The)
Yorkville, Kendall Chronicle
Yorkville, Kendall County Record

*Add the Chicago Tribune (385,400 circ.)

CENTRAL EAST ZONE

34 NEWSPAPERS | 197,500 CIRCULATION | 375,300 READERS*

Arcola Record-Herald
Arthur Graphic-Clarion (The)
Atwood/Cerro Gordo, So Platt Record-Herald
Bloomington, McLean Chronicle
Charleston Times Courier
Cissna Park News
Clifton Advocate
Clinton Journal
Clinton Advertiser
Decatur Tribune
Fairbury, Blade (The)
Georgetown, Independent News
Gilman Star
Kankakee, The Daily Journal
Kankakee, Money Saver (TMC)
Livingston Shopping News

Mahomet Citizen
Marshall Advocate
Mattoon Journal Gazette
Monticello, Platt Co. Journal Republican
Mt. Zion Region News
Ogden Leader (The)
Paris, The Prairie Press
Paxton, Ford County Record (The)
Philo, Southern Champaign Co. Today
Pontiac, Daily Leader
Rankin Independent
Rantoul Press
Sidell Reporter
Sullivan, News Progress (The)
Tolono, County Star
Tuscola Journal (The)
Villa Grove News

*Add Champaign News Gazette (41,000 circ.)

SOUTHEAST ZONE

30 NEWSPAPERS | 99,300 CIRCULATION | 188,700 READERS*

Albion Navigator Journal-Register (The)
Altamont News (The)
Benton, Evening News (The)
Carmi Times (The)
Cartersville, Courier (The)
Eldorado Daily Journal
Farina News
Flora, Clay Co. Advocate-Press
Goreville Gazette
Harrisburg, Daily Register (The)
Herrin Independent
Lawrenceville Daily Record
Lisleville, Clay C. Republican
Marion Daily Republican
Marion Star

Metropolis Planet
Metropolis, Southern Scene (The)
Mt. Carmel, Daily Republican Register
Newton Press-Mentor
Norris City, The Villagers' Voice
Olney Daily Mail (The)
Ramsey News-Journal
Ridgway News (The)
Robinson, Daily News
St. Elmo, Devonian News
Salem Times-Commoner
Shawneetown, Gallatin Democrat (The)
St. Elmo Banner
Vienna Times (The)
West Frankfort Gazette

Bold print represents daily newspapers, italics represents shoppers/TMC's.
*Based on 1.9 readers per copy. 2011, Newton Research, Illinois Press Association



ADVANCED MEDIA PLACEMENT

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