



**Chicago Tribune Northwestern University Rates**

| Chicago Tribune Print   | Full Page | ½ Page  | ¼ Page  |
|---|-----------|---------|---------|
| Wednesday-Health & Family (City Zone),<br>(South/Southwest Zones) | \$2,719   | \$1,463 | \$772   |
| Wednesday-Health & Family (West/North Zones)                      | \$4,086   | \$2,194 | \$1,159 |
| Weekend-Fin de Semana   | \$2,600   | \$1,400 | \$840   |
| Sunday-Life & Travel (City Zone Only)                             | \$2,887   | \$1,152 | \$820   |
| Sunday-Life & Travel (West/North Zones)                           | \$4,338   | \$2,239 | \$1,230 |
| Sunday-Life & Travel (South/Southwest Zones)                      | \$2,887   | \$1,152 | \$820   |

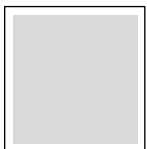
\*Main News full run rates available upon request

**Notes regarding our rates:**

- We are currently at the lowest rate Chicago Tribune can approve
- Our rates include Ad creation by Chicago Tribune
- Spanish translation available

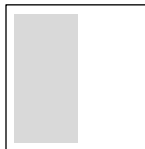
**Full Page**

10"w x 10.5"h



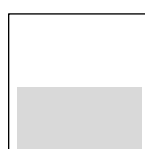
**1/2 Page Vertical**

4.915"w x 10.5"h



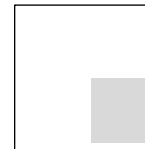
**1/2 Page Horizontal**

10"w x 5.25"h



**1/4 Page Horizontal**

4.915"w x 5.25"h



## Digital Information

- **What does ROS mean?**  
ROS stands for run of site and this means that you can purchase 50,000 impressions over 7 days to run anywhere on the [chicago.metromix.com](http://chicago.metromix.com) website.
- **What is an impression?**  
An impression is when the ad is displayed on the page whether the ad is clicked or not. A single web page may contain multiple ads. In such cases, a single page view would result in one impression for each ad displayed.
- **What is a page view?**  
An individual viewing of a web page by a user, often counted when measuring a web site's popularity
- **Where will I see my ads?**  
The impressions are tracked and audited. Screenshots of ad will be sent at start of campaign and end of campaign reporting will be sent upon completion of campaign

| <b>Chicago Tribune Digital</b>    | <b>Cost Per 1000</b> |
|-----------------------------------|----------------------|
| <b>ROS Display Impressions</b>    | \$10                 |
| <b>Targeted Digital extension</b> | \$12                 |
| <b>CT Subscriber email</b>        | \$40                 |