



2010 Advertising Plan*
*(*estimated values based on 2009 festival shows)*

Daily Newspaper Chicago Tribune, Chicago Sun Times	\$295,373.89
Weekly Print Chicago Reader, Time Out Chicago, Onion, N'Digo	\$62,444.00
Television & Radio WBBM, WMAQ, WLS, WGN, WFLD, WCIU, Comcast	\$217,185.00
TBS Local Television Sports	\$90,000.00
Digital/Online Tribune Interactive, Daily Herald, Onion, Sun Times, Reader, Facebook, Google, MySpace	\$21,337.48
Individual Show Sponsorship	\$63,881.78
Outdoor	\$183,481.00
Misc In-Kind and Trade Promotional Activity	\$66,296.85
Total Value	\$1,000,000

Contact us now for more information or to request a custom proposal:

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