

R E S I D E N T S '

Journal



Advertising Rates

Effective January 2010

call Jeffrey Davis

Telephone: 773-726-5780 x303

Fax: (773) 285-2853

4859 S. Wabash

Chicago, IL 60615

www.wethepeoplemedia.org

Open Rates For Advertising

**Inside
FULL PAGE
10" X 14"**

\$1,900.00

**VERTICAL
1/4 page
7" X 5"**

\$675.00

All pages full color

**JUNIOR
PAGE
10" X 10"**

\$1,450.00

**HORIZONTAL
1/4 page
5" X 7"**

\$675.00

To advertise, call Jeffrey Davis at 312-745-2687

**HORIZONTAL
1/2 PAGE
7" X 10"**

\$1050.00

**1/8 PAGE
3.5" X 5"**

\$325.00

Discounts available for frequency commitments

**VERTICAL
1/2 PAGE
10" X 7"**

\$1050.00

**FULL BACK
PAGE
10" X 14"**

\$2,500.00

Business Cards Ads: 1.75" X 5" for \$235

What is Residents' Journal?

Residents' Journal is a 12-year-old, national award-winning publication written for and by residents of Chicago's inner-city. With concentrated coverage and distribution on the city's South and West Sides, Residents' Journal presents a balanced portrait of the successes, failures and challenges faced by its readers. Born in Chicago's public housing developments, Residents' Journal has expanded its content and circulation in recent years to serve all of Chicago's inner-city neighborhoods. Residents' Journal circulates 35,000 copies free of charge to 125,000 readers through door-to-door distribution and delivery to a broad range of institutions, including schools, clinics, businesses and libraries.

Why Advertise in Residents' Journal?

Uniquely trusted by its diverse readership, Residents' Journal is the authentic voice of inner-city Chicago. From Garfield Park to South Shore and beyond, Residents' Journal reaches the families in the Harold Ickes Homes and the Pill Hill community, senior citizen homes and day care centers across the city, representing a consumer economy worth hundreds of millions of dollars. In addition to our door-to-door distribution, Residents' Journal is mailed to the businesses, government agencies, elected officials, academics, social service agencies and community groups whose interests are directly linked to Chicago's inner-city neighborhoods.

Ethnic Media

A recent study conducted by New America Media, a nationwide consortium of news sources, documents the untapped potential of ethnic media. Some 10-and-a-half million African Americans rely ethnic media like Residents' Journal as their primary source of news and information. Our own surveys identify Residents' Journal's readership as critical consumers who carefully select goods and services from health care providers to restaurants, from education opportunities to social service products, and from clothing to medicine. Residents' Journal's readers are active voters and churchgoers, dynamic members of their communities.

Deadlines

Camera-ready copy must be delivered to our offices approximately two weeks before the production date. Please call Jeffrey Davis at 773-726-5780 x303 for deadline information on individual issues.

Praise for Residents' Journal

"What could be more exciting than people looked upon as the others writing of their lives. This is part of the oral history movement that preceeded the Chinese invention of paper, that preceded the quill pen, and that preceded the typewriter." - *Pullitzer Prize Winner Studs Terkel, in presenting the 2006 Studs Terkel Award to Resident Journal staff.*

Advertising Terms and Conditions

Commissions and Payments

All advertising agencies which are recognized by Residents' Journal qualify for a 15% commission and a 2% discount if paid within 10 days from the date of invoice.

Regulations

Advertisements not in accordance with SAU (Standard Advertising Units) standards will be charged at the inch rate and additional expenses will be absorbed by the advertiser without notification.

The advertiser is solely responsible for, and accepts all risk for, the content of the advertisement which it presents for ad placement, including, but not limited to, the accuracy of key numbers such as prices, addresses and telephone numbers. Residents' Journal reserves the right to limit, omit or reject any and all portions of advertising copy that may be deemed objectionable, misleading or fraudulent, without penalty to either party.

Position

All advertising positions are at the option of Residents' Journal. Acceptance of an order does not imply position guarantee unless and until a 15% premium is paid.

Indemnification

The advertiser agrees to protect and indemnify Residents' Journal against any and all liability, loss or expense, including attorney's fees, arising from any and all claims for libel, unfair competition, unfair trade practices, plagiarism, infringement of trademark, trade names or patents, or copyrights or violations of rights of privacy resulting from publications by Residents' Journal of the advertiser's advertisement.

General Information

Residents' Journal is not responsible for returning, maintaining or protecting the original artwork or ad copy if the advertiser does not request return of said items within 30 days after the actual or intended publication date. Residents' Journal will not be liable for failure to furnish advertising space or to publish advertising space or to publish any advertisement, even in cases where Residents' Journal has agreed to publish the ad, due to strikes, labor disputes, government action, act of God, war, fire, breakdown of equipment or any other circumstance beyond Residents' Journal's control. No verbal agreements, promises, waiver, understanding or conditions of any nature other than those contained in this rate card shall be binding on Residents' Journal. Residents' Journal reserves the right to revise advertising rates at any time upon 30 days notice.

Residents' Journal is not liable for failure to publish the ad or for any of its typographical errors in publication of the ad except to the extent of the cost of the ad for the date of the first affected publication. Invoice adjustments for errors are limited to the cost of that portion of the ad where the error occurred. In addition, to the extent that circulation of the affected publication is reduced due to the circumstances stated in the paragraph above, or any other circumstance beyond the control of Residents' Journal, Residents' Journal is not liable except to the extent of a reduction in cost of the ad proportional to the reduced circulation. The same rights, protections and indemnifications granted to Residents' Journal in this policy are also extended to We The People Media.

For more information on advertising in *Residents' Journal*

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(773) 726-5780 x303

4859 S. Wabash Ave.

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