



# irish american news **iain**



Print Ads  
E-Blasts  
Classifieds  
Website Links  
Website Banners

## RATE CARD MEDIA KIT 2018

Our Readers Love Irish American News  
Our Advertisers Do Too



**Full Page**  
9.67 Wide by 10.75 high  
**\$1200 - (Discounts to \$900)**

**1/3 Page (3 columns wide)**  
5.65 Wide x 6.5 High  
**\$425 - (Discounts to \$325)**

**1/4 Page (Horizontal)**  
4.8 Wide by 5.25 High  
**\$325 - (Discounts to \$275)**

**1/8 Page**  
3.8 Wide by 3.75 High  
**\$145 (Discounts to \$115)**

**10th Page (Horizontal)**  
3.8 Wide by 2.75 High  
**\$115 (Discounts to \$85)**

**1/2 Page (Horizontal)**  
9.67 Wide by 5.25 High  
**\$650 - (Discounts to \$495)**

**1/3 Page (Horizontal)**  
9.67 Wide x 3.75 High  
**\$425 - (Discounts to \$325)**

**Business Card (Horizontal)**  
3.8 Wide by 2 High  
**\$95 (Discounts to \$75)**

**1/4Page (Vertical)**  
3.8 Wide by 7 High  
**\$325 - (Discounts to \$275)**

**1/5 Page**  
3.8 Wide by 5.5 High  
**\$200 (Discounts to \$165)**

**1/6 Page (Horizontal)**  
3.8 Wide by 4.75 High  
**\$175 (Discounts to \$135)**

**Square Pub Size**  
3.15 Wide by 3.15 High  
**\$115 (Discounts to \$85)**

**Square Business Directory**  
2.25 Wide by 2.25 High  
**\$85 (Discounts to \$65)**

**1/2 Page  
(Horizontal)**  
4.8 Wide by 10.75 High  
**\$650 - (Discounts to \$495)**

**1/3 Page (Vertical)**  
3.15 Wide by 10.75 H  
**\$425 - (Discounts to \$325)**

**1/6 Page (Vertical)**  
1.8 Wide by 9.5 High  
**\$175 (Discounts to 135)**

**1/8 Page**  
1.8 Wide by 7.5 High  
**\$145 (Discounts to 115)**

**10th Page (Vertical)**  
1.8 Wide by 6 High  
**\$115 (Discounts to \$85)**

## **DIMENSIONS:**

**All Ads a minimum of 200 dpi (100 Line screen)**

These ad sizes are approximate and are designed to give you an idea of the sizes available.

The actual dimensions are printed inside each rectangle.

## **DISCOUNTS:**

All prices shown here are for ads that run one time only.

We give substantial discounts if you run 3 months, or 6 months, or 12 months.

Ad runs of 6 months receive an additional 5% off if paid in full at time of purchase.

Ad runs of 12 months or more receive an additional 10% off if paid in full at time of purchase.

**Publishing Dates 2018**  
Published 12 Times  
A Year

January 2
February 1
March 3
April 2
May 1
June 1
July 2
August 2
September 1
October 2
November 1
December 1

**Publishing Dates 2019**  
Published 12 Times  
A Year

January 3
February 1
March 2
April 2
May 1
June 1
July 2
August 1
September 3
October 3
November 1
December 2

**Content:** Irish American News focuses on the areas of Chicagoland with additional coverage of Illinois, Wisconsin, Indiana, Michigan and Iowa news of interest to those of Irish heritage; including current events, special events, local sports, book reviews, travel, entertainment, poetry, history, politics, news from Ireland, Irish personalities in all fields, and Irish Clubs and Social Media outlets.

NEWSPAPER PRINT AD SIZES	Per Month 12 Month Run	Per Month 6 Month Run	Per Month 3 Month Run	Per Month 1 Month Run
2.25 Square	65	70	75	85
Business Card	75	85	90	95
Tenth Page	85	95	105	115
3.15 Square	85	95	105	115
Eighth Page	115	125	135	145
Sixth Page	135	150	165	175
Fifth Page	165	175	190	200
Quarter Page	275	290	305	325
Third Page	325	375	395	425
Half Page	495	535	575	650
Full Page	900	975	1025	1200
Inside Front Cover	1000	1075	1150	1300
Outside Back Cover	1200	1295	1350	1500

All Print advertisers receive a **free website link** in our **Shop Irish** section. All Print advertisers are included in our Digital online monthly paper and their **ads are linked to their websites or emails where applicable.**

WEBSITE ONLINE BANNER AD SIZES (in Pixels)	Per Month 12 Month Run	Per Month 6 Month Run	Per Month 3 Month Run	Per Month 1 Month Run
Large Top Banner 620 Wide x 100 High	150	175	195	225
Side Banner Small 150 Wide x 100 High	75	90	105	120
Side Banner Medium 150 Wide x 250 High	130	150	175	190
Side Banner Large 150 Wide x 500 High	200	250	275	300

**Classified Ad** \$20 per column inch based on a 5 column page

**E-Blast:** \$125 per blast to our list of over 5,000

**Circulation:** 15,000 Monthly  
Estimated Readership 60,000  
Distribution Outlets Over 200  
Subscriptions and Requested 12,600 +

**Distribution:** Chicago, Cook, Will, Kane, McHenry, Dupage, Lake, Kendall Counties, Wisconsin, Indiana, Michigan, Iowa

Also distributed at Irish businesses, fests, music and special event functions.

**Irish News Inc**  
P.O. Box 7, Zion IL 60099

We can bill your card monthly, or you can pay in full and receive a substantial discount\*

**847-872-0700**  
Irishamericannews.com



**About Us:**

**Irish American News** has been serving the Irish and Irish-American community in Chicagoland since our publication debuted in March, 1977.

This March we will cross the 40 year mark! Current publisher, Cliff Carlson, bought the paper from the papers founder, Bob Burns in 1991. Since that time we have published over 300 issues and counting.

Several Irish organizations in Chicagoland have partnered with us to produce their official newsletters which we mail to almost 100 percent of their memberships.

- Those groups are:
- Gaelic Park**
- Will County Irish**
- Irish American Heritage Center**

We also mail newspapers monthly to the membership of the **Irish Fellowship Club** and the **West Suburban Irish**.

We have embraced the worldwide web since the early 2000's.

If you go online to our website, www.irishamericannews.com, you will find back issues going all the way back to 2006.

Our digital issue of the newspaper links our advertisers to their websites, so our readers interested in their products or services simply click on their ad and it takes them direct to websites and/or email.

We support as many benefits for those in need, and charitable causes as we can, with stories and advertising about their events, and offer free or deeply discounted ads to many of them.

**American Irish Media**

If you are interested to reaching Irish and Irish-Americans across the country we have a group of 9 Irish newspapers around the USA that you can advertise and editorialize in, and you only have to deal with one person.

Papers include: Chicago, Ohio, Minnesota, Denver, Philadelphia, Boston, New York, Los Angeles and San Francisco with a total distribution of over 100,000. Call Cliff at 847-872-0700 for more information.

**\*Save 10% on a 12 month run if paid in full at time of order**  
**Save 5% on a 6 month run if paid in full at time of order**