



West Loop Families

Building Our Community

ADVERTISING

West Loop Families offers advertising opportunities on the company's website, www.westloopfamilies.com. Schools and businesses can list their information on our Summer Camp Listing page and also advertise on the page. There is also an opportunity to list company information on the website's Birthday Parties Listing page and businesses can also advertise on that page. You can spread the word about a special event by advertising on our Family Events page. More details on these listing and advertising opportunities can be found below.

Summer Camps

We are currently adding camp programs to the **West Loop Families Summer Camps** page on westloopfamilies.com. This page contains a listing of Chicago Summer Camp programs. The following is included with your summer camp listing, which will remain on the Page from March 1, 2018 - September 30, 2018:

- Company or summer camp logo
- Summer camp program name and street address
- Hyperlink to the camp website
- Several social media summer camp shout-outs, with a link to the WLF Summer Camps page, over the months of March-April-May-June
- A mass mailing to West Loop Families' family members (nearly 1,000) with a link to the Summer Camps page
- The Summer Camps page will remain on the West Loop Families site through September 30, 2018

To place an order for a Summer Camp Listing, please send us a jpg of your logo, name of camp, street address and the URL you would like your listing to link to.

The cost for this listing is \$50.

Summer Camp Advertising in westloopfamilies.com Summer Camps Page

Advertising is also available on the West Loop Families Summer Camps page. A medium rectangle standard ad size is available and will be placed in the Summer Camps Page. The following is included with ad placement, which will remain on the Page from March 1, 2018 - September 30, 2018:

- Rectangular standard size ad (300 pixels wide X 250 pixels high - JPG or GIF format)
- Hyperlink to the camp website
- Summer camp logo, name and address included in Summer Camps page listing
- Several social media summer camp shout-outs, with a link to the WLF Summer Camps page, over the next six weeks
- A mass mailing to West Loop Families' family members (nearly 1,000) with a link to the Summer Camps page
- The Summer Camps page will remain on the West Loop Families site through September 30, 2018

To place an order for a Summer Camp Ad, please send a jpg or gif of your 300x250 ad, a jpg or gif of your logo, name of camp, street address and the URL you would like your listing to link to.

The cost for this ad is \$80.

ADVERTISING

Birthday Parties

We are in the process of adding a **Birthday Parties Page** to our website, westloopfamilies.com. This page will contain a listing of organizations that offer children's birthday party venues, entertainment and/or services. The following is included with your Birthday Parties listing, which will remain on the Page through the end of 2018:

- Company logo
- Birthday Party program or Business name and street address
- Hyperlink to business
- A mass mailing to West Loop Families' family members (nearly 1,000) with a link to the Birthday Parties page
- Several shout outs on social media about the Birthday Parties page (with hyperlink)

To place an order for a Birthday Parties Listing, please send us a jpg of your logo, name of business or program, street address and the URL you would like your listing to link to.

The cost for this listing is \$50.

If you purchase a Summer Camps listing the cost for this listing is: \$30

Birthday Party Services Advertising in westloopfamilies.com Birthday Parties Page

Advertising is also available on the West Loop Families Birthday Parties Page. A medium rectangle standard ad size is available and will be placed in the Birthday Parties Page. The following is included with ad placement, which will remain on the Page through the end of the year:

- Rectangular standard size ad (300 pixels wide X 250 pixels high - JPG or GIF format)
- Hyperlink to the business website
- Business logo, name and address included in Birthday Parties Page listing
- Several social media birthday parties shout-outs, with a link to the WLF Birthday Parties page, throughout the end of the year
- A mass mailing to West Loop Families' family members (nearly 1,000) with a link to the Birthday Parties Page
- The Birthday Parties page will remain on the West Loop Families site through the end of the year. At that time you will be able to renew your ads.

To place an order for a Birthday Parties Ad, please send a jpg or gif of your 300x250 ad, a jpg or gif of your logo, name of business, street address and the URL you would like your listing to link to.

The cost for this ad is \$80.

If you purchase a Birthday Parties listing the cost for this ad is: \$60

If you purchase a Summer Camps ad the cost for this ad is: \$50

If you would like to have your business added to the brand new West Loop Families Birthday Parties Page or would like to place an ad, please send the required information as soon as possible. We will follow up with an invoice and will confirm your listing and/or ad via email. Please contact us with questions at (312) 504-0094 or by email, blanca@westloopfamilies.com.

ADVERTISING

Family Events

West Loop Families' Family Events page lists free and low-cost events for families with children. It's the most visited page on our site. Events are listed seasonally on this page, and as we learn about events we think families would enjoy, we continually add our favorites to the page. Although we cannot list all family-friendly events, schools and businesses can place an ad in the Family Events page. Below are more advertising details:

- Rectangular standard size ad (300 pixels wide X 250 pixels high - JPG or GIF format)
- Hyperlink to the business or event website
- The advertised event will remain on the West Loop Families site through the end of the season. At that time you will be able to renew your ad.

To place an order for a Family Event ad, please send a jpg or gif of your 300x250 ad and the URL you would like your listing to link to.

The cost for this ad is \$40.

If you purchase one other ad in the West Loop Families website the cost for this ad is: \$35

If you purchase two or more ads in the West Loop Families website the cost for this ad is: \$25

If you would like to place an ad in the Family Events Page, please send the required information as soon as possible. We will follow up with an invoice and will confirm your ad via email. Please contact us with questions at (312) 504-0094 or by email, blanca@westloopfamilies.com.