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2021 Holiday Shopping, Dining & Gifting Spectacular

What is this project?

The OPRF Chamber of Commerce has partnered with the Wednesday Journal to launch a Holiday Gift Guide to allow all businesses in Oak Park (food service, retail and service-based businesses) the opportunity to advertise to the community during the holiday season.

- The Guide will be produced in hard copy (ie. print edition) as well as an on-line digital version that can easily be shared throughout partner agency networks.

Value-ad for local businesses

The OPRF Chamber continues to be committed to the recovery of our business community and has negotiated with the Wednesday Journal to set the ad price-points to align with 1990 advertising prices. Additional discounts will also be available for OPRF Chamber members as a member benefit. Please see the attached page for this marketing and price information.

Proposed Scope of Services & Support

The OPRF Chamber requests that any financial support for this project would go directly to partially subsidizing the advertising costs for Oak Park Businesses.

As a starting point for discussion we suggest a subsidy of \$100 per business who would like to advertise in the Gift Guide. In this scenario, \$5,000 would support off-setting ad costs for 50 local businesses. Of course this amount can be adjusted in a myriad of ways to fit the requirements and suggestions of Village Officials.

Marketing & Distribution of the Gift Guide

Once the Gift Guide has been published, we anticipate the following distribution:

- Print distribution - 5,300 copies in circulation
- Wednesday Journal email newsletter - 9,500 subscribers
- OPRF Chamber e-newsletter - 1,200 subscribers
- OPRF Chamber member email promotion - 1,050 subscribers
- OPRF Chamber & Wednesday Journal social media - FB and Instagram

Additional distribution through other partner agencies and the Village of Oak Park will extend this marketing reach.



Coming Soon!

Growing Community Media
and the OPRF Chamber of Commerce
present



The 2021 Holiday Shopping, Dining & Gifting Spectacular!

In print and online • Wednesday Journal and Forest Park Review

Publication: December 8 **Advertising Deadline:** December 1

If you have products or services to sell for the Holidays or
the New Year, this is the place to promote them!

Crazy LOW Ad Rates:

For Chamber Members:

Quarter Page ads - \$148

Half Page ads - \$225

Full Page ads - \$383

For Non Members:

Quarter Page ads - \$175

Half Page ads - \$265

Full Page ads - \$450

Contact MARC STOPECK at 708/613-3330 or marc@oakpark.com

WEDNESDAY
JOURNAL
of Oak Park and River Forest

FOREST PARK
REVIEW

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