

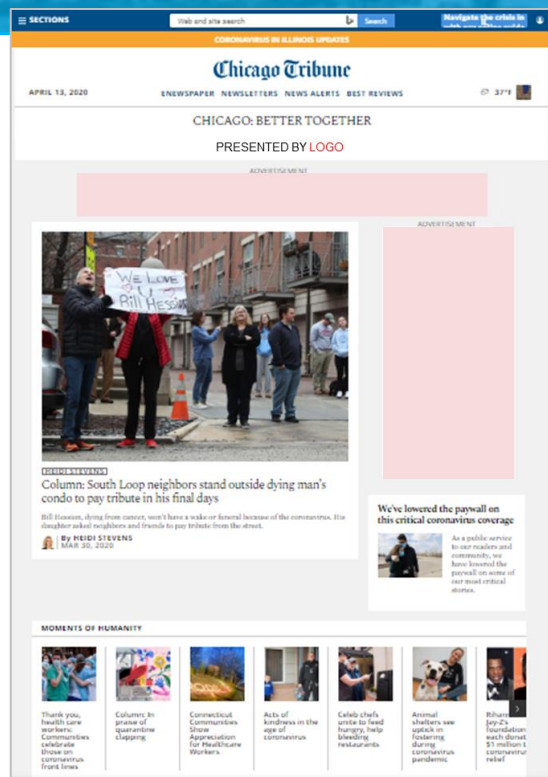
HELPING TO MAKE 'CHICAGO: BETTER TOGETHER'

In this time of uncertainty, Chicagoans are looking for stories of hope and messages of support and inspiration. To help support and inspire Chicagoland, we've curated a special assortment of content across our website that works to inform, inspire and engage readers as they shelter in place. *This section, entitled 'Chicago: Better Together' serves as that destination.*

With the support of a sponsor like you, we can promote and bring these stories and messages to residents. This unique, one-of-a-kind sponsorship allows you to own the 'Chicago: Better Together' section front and homepage promotion driving users to the content—as well as dedicated print and digital space for your messaging.

'CHICAGO BETTER TOGETHER' CONTENT INCLUDES—

- Stories of everyday strength and healing from Heidi Stevens
- Impacts to the worlds of arts, culture and dining from our feature writers, including Chris Jones
- 'Moments of Humanity', showcasing acts of kindness and empowerment
- 'Life at Home' and "Health and Science" content to equip consumers to live better lives during this crisis



'Chicago: Better Together' Sponsorship

This 4-week package surrounds your message with positive content, as well as promotion driving consumers to the online destination.

- 'Chicago: Better Together' on ChicagoTribune.com Section Front Sponsorship, 100% SOV
- 'Presented By' Leaderboard Unit (728x90) on ChicagoTribune.com Homepage
 - Estimated minimum of 25 days
 - Estimated 12.5M total impressions
- Advertiser-Dedicated 1,000,000 Run of Site or Run of Channel impressions on ChicagoTribune.com
- 1 Day Breaking News Section Takeover, 100% SOV
 - Estimated 400K Impressions
- 1 Day Advertiser-Dedicated Homepage Takeover, 100% SOV (Includes Reskin)
 - Estimated 1.5M impressions
 - Must be used before June 30, 2020
- 4 Half-Page Daily Chicago Tribune Ads
 - Adjacent to Heidi Stevens' Column, where available
 - Estimated 3.38M Total Impressions

4-WEEK SPONSORSHIP EST. IMPRESSIONS: 18.78 MILLION

4-WEEK SPONSORSHIP INVESTMENT: \$50,000 (\$2.66 eCPM)

Chicago Tribune

For more information, please contact your Chicago Tribune Sales Representative or Patti Sullivan at pgsullivan@chicagotribune.com.