



2024 Chapter Newsletter/Website Sponsorships

Deadline: February 22, 2024

Be seen in the quarterly 2024 APWA Chicago Metro Chapter "The Metro" Newsletter. Digitally published up to four times per year to our members. The December issue is printed and mailed to members. The newsletter reaches over 1,400 APWA members in eight counties in the Chicago area. Members consist of Public Works Officials, City Engineers, Consultants, Public Suppliers and Service Industries relating to the Public Works field.



"The Metro" Newsletter is a non-profit quarterly newsletter in (1) print and (4) electronic versions with ads in full color. Each digital newsletter is also posted on the Chapter Facebook page and Chapter website.

The printed newsletter is 28-36 pages and consists of Chapter and Branch articles including local projects, award winners, IPSI and Roads Scholar Programs, PWX experience from scholarship recipients, and many more activities. The non-printed newsletters do not have page limits and are dependent on Chapter and Branch activities during the quarter. Articles are submitted by members via a call for articles.

Website sponsorships help supplement costs for the newsletter and publicity. Any remaining funding will be applied towards **Chapter Scholarship Stipends** to help those seeking advanced learning to further enhance their career opportunities or to students in a technical related program.

Website and newsletter sponsorships can be packaged together for savings or supported individually. Description of website sponsors:

Website Sponsor

2024 Chapter Newsletter/Website Sponsorships

Company Logo (with link to company website), name and brief description and a link to an informational PDF brochure supplied by the company/business. Link to 2023 Sponsorship page is:

<https://chicago.apwa.org/2023-chapter-sponsorships/>

Premium/Main Website Sponsor

Limited to eight sponsors. Eight company logos will be featured together on the Chapter main webpage. The **eight premium sponsors** will also be listed alphabetically at the top in larger font, above all web sponsors, of the new sponsor page and will include the same benefits as the Website sponsor.

Banner Feed

The year option showcase will terminate at the end of February 2025 and new sponsorships will be made available for consideration January-February 2025. The year option will also include a company/business listing on the website sponsor page.

Social Media

Sponsors can also opt to have information shared on Chapter social media platforms which include the Chapter Facebook page, Instagram, twitter, and LinkedIn accounts. The sponsor will be responsible for submitting media in a format that can be easily uploaded. Information can include company news, project updates, staff features and/or other public works related information that members will find useful. One social media post is included with some newsletter packages and can also be sponsored independently.

Purchasing Sponsorship

You may purchase your sponsorship through the Chapter website:

<https://chicago.apwa.org/event/2024-chicago-metro-sponsorships/>

For 2024, credit card payments are only being accepted.

If you have any questions, you can contact me via email.

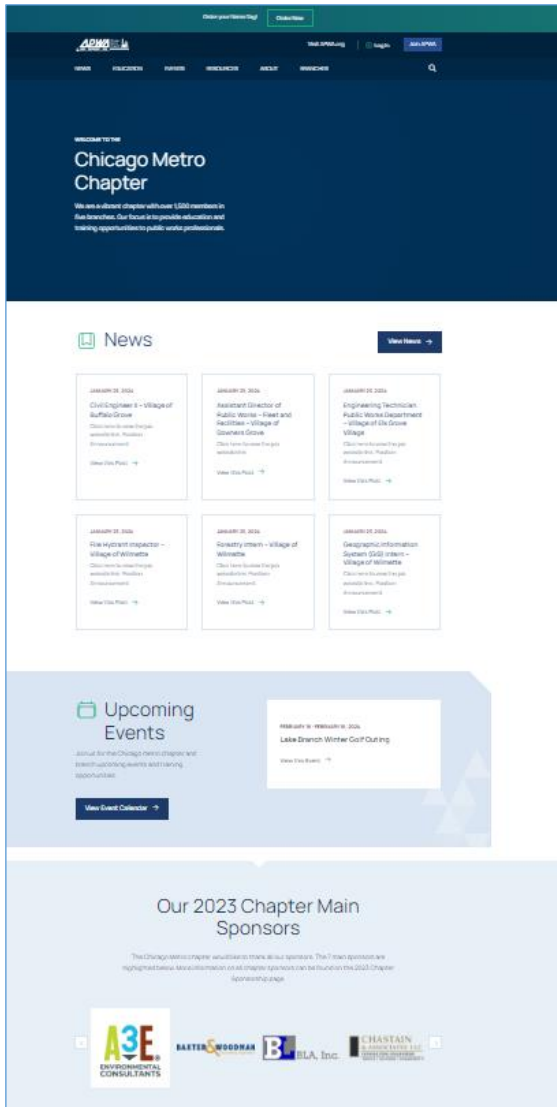
Submittals: Sponsorship Artwork via shared link from applicant or Chapter.

Send download info via email to: cruzj@wilmette.com

Questions? - Email: cruzj@wilmette.com

DUE: Sponsorship artwork due by March 8, 2024

2024 Website Sponsorship Opportunities



Chapter Webpage:

APWA has a new website. The Premium/Main sponsors will now be on carousels that are controlled with buttons.

The banner sponsorships will also be on a carousel but the graphics will be smaller.

The Sponsor page will be like previous pages where the eight Prime sponsors will be listed alphabetically at the top of the page followed by all other sponsors.

Sponsorship page will display company logos, a maximum of 75 word paragraph(s) describing the company, links to company websites and downloading a marketing brochure provided by the sponsor.

2024 Website Sponsorship Opportunities

Our 2023 Chapter Main Sponsors

The Chicago Metro chapter would like to thank all our sponsors. The 7 main sponsors are highlighted below. More information on all chapter sponsors can be found on the 2023 Chapter Sponsorship page.



Full Page Premium/Main Sponsorship Opportunities (max 8):

“Premium/Main Sponsors”
(Logo on Sponsorship Icon) \$1,195 through 2024

- Available February 2024
- Max 8 Sponsors
- Icon links to Sponsor Webpage
- Sponsor must provide digital premium logo (1415 x 1415) or (2550 x 1588) pixels. **The Banner image can be decided by each premium sponsor.**
- Includes Prominent Sponsor Webpage entry (as indicated by →)
- Full page newsletter listing



Website Sponsorship Webpage:

Sponsor Webpage Entry

\$110 (non-Premium/Main) for 2024

- Available starting February 2024
- No sponsor number limit
- Listing can include sponsor logo, a brief 75 word description/message of/from sponsor, and a link to the sponsor website or fact sheet
- **Listing already included with full-page+, one-third page+, one-third page, and quarter-page+ Newsletter & Website sponsorships**



Website Sponsorship Opportunities: Lower Banner Feed

Banner Feed + Sponsor Listing

\$440 for the year (through January 2025)

- Available starting February 2024
- No sponsor limit
- Sponsor must provide logo and link
- Includes Sponsor Webpage listing
- Banner Image dimensions: (960 x 330) pixels.

2024 Chicago Metro Sponsorships

2024 Chicago Metro Sponsorships						
Type/Description	Cost Check	Premium Website	Newsletter	Banner	Soc. Media Post	Website Listing
Newsletter & Website Sponsor Packages						
Full Page Premium (max 8)	\$1,195	X	X	X	X	Premium
Full Page+	\$925		X	X	X	X
1/2 Page+	\$751		X	X	X	X
1/2 Page	\$545		X		X	X
1/4 Page+	\$355		X			X
Newsletter Only Sponsors						
Full Page (7.5" wide x 9.0" high)	\$765		X			
1/2 page vertical (3.5" wide x 9.25" high) or horizontal (7.5" wide x 4.4" high)	\$490		X			
1/4 page (3.75" wide x 4.5" high)	\$270		X			
Business Card (3.375" (3-3/8") wide x 2" high)	\$165		X			
Website Only Sponsors (some included w/Packages)						
Banner + Sponsor Listing	\$440			X		X
Sponsor Page Listing	\$110					X
Social Media Post (FB, Twitter, Insta, Linked)	\$110				X	