



Daily Herald
MEDIA GROUP

Oaklee's FAMILY GUIDE

Go Make Memories

155 E. Algonquin Rd., Arlington Heights, IL 60005 | phone (847) 427-4656 | www.oakleesguide.com

Party Planning Resource Guide



*Oaklee's Family Guide, as part of the Daily Herald Media Group, is producing a specialty print resource dedicated to the planning of Birthday Parties, Family Celebrations and Group Activities. This piece will be produced annually in addition to our regular bi-monthly issues. This will be a **great resource for families, field trip and summer camp planners, school groups and scout troops.***

Circulation: 80,000 (combination of Oaklee's distribution locations and Daily Herald subscribers)
Specs: 5 1/4 x 8 1/4 inches trim - same digest print size and ad sizes as Oaklee's Family Guide.

Parties and Celebrations

- Birthday Parties
- Bar and Bat Mitzvah
- Baptisms, First Communion, Baby Showers
- Family Reunions

Group Outings

- Scouts
- Homeschool Organizations
- Church Groups
- Summer Camp and Field Trip Planners

Party Services

- Facility Rentals
- Photographers
- Entertainers
- Themes and Décor
- Event Planning
- Rental Supplies
- Caterers & Cakes
- Group Transportation



Display ads and coupons available. Digital coverage included with print purchase.

To be included in this annual resource, please call Mary at 847-612-6095 or email mary@oakleesguide.com



Advertising Specifications

Bi-Monthly Edition

Specifications

Full Page	4.75" x 7.75" Without Bleed 5.75" x 8.75" Full Bleed
1/2 Page	4.75" x 3.5" Horizontal 2.3" x 7.0" Vertical
1/4 Page	4.75" x 1.75" Horizontal 2.3" x 3.5" Vertical
Coupon	1.9" x 2.375"
Calendar Highlight	Photo, 30 words of copy

Print Edition Format: CMYK, 300dpi

Website Advertising

Specifications

Leaderboard	728 px W x 90 px H
Coupon	250 px W x 312 px H
Home Page Editorial Feature Story	599 px W x 400 px H*
Featured Business Listing	253 px W x 253 px H*
Featured Event Listing	253 px W x 253 px H*

*Photographs may be submitted for Oaklee's to size accordingly.

Email Marketing

Specifications

Dedicated Eblast	620 px W x 1100 px H, Hyperlink, Subject line. Optimized max size 350kb
Editorial Eblast / Newsletter Sponsorship	620 px W x 330 px H, Hyperlink
Friday Fun Five Eblast Sponsorship	620 px W x 170 px H, Hyperlink
Friday Fun Five Event Listing	253 px W x 253 px H

Social Media

Specifications

Facebook Posts	Photo, Hyperlink, Content
Facebook Posts with Contest	Photo, Hyperlink, Content, Prize

Sizes listed are width by height.

Formats Accepted: Preferred formats are PDF, JPG or GIF files. Embed all fonts and set color management to CMYK.

PLEASE NOTE: We cannot accept any files created in Microsoft Word, Publisher or PowerPoint.



Oaklee's Family Guide™ reaches Chicago's suburban parents with multiple touch points including digital publications, display advertising, email and social media.

Advertising Material Deadlines

Materials for inventory other than the print edition are **Due Two Weeks prior to the Start Date.**

Bi-Monthly & Special Edition Deadlines

January / February 2017 Issue
Deadline December 1, 2016

March / April 2017 Issue
Deadline February 1, 2017

May / June 2017 Issue
Deadline April 1, 2017

July / August 2017 Issue
Deadline June 1, 2017

September / October 2017 Issue
Deadline August 1, 2017

November / December 2017 Issue
Deadline October 1, 2017

**Please submit artwork to:
ads@oakleesguide.com**