

A PARTNERSHIP OPPORTUNITY

A partnership backed by **56.8 million** reasons Chicago works — and one uncomfortable truth: the traveler deciding tonight books with whoever shows up first.

This prospectus outlines how the Visitors Guide, ChooseChicago.com, and a 90-day programmatic flight combine into a single, compounding campaign built to send qualified travelers to your website.

56.8M

VISITORS, 2025

\$21.5B

ECONOMIC IMPACT

1.9M

INT'L VISITORS

\$114K

AVERAGE HHI

01 — THE OPPORTUNITY

The Cost of Sitting Out

Every quarter your brand is absent from this ecosystem is a quarter you hand a ready-to-book traveler to a competitor. This is not a media buy — it is market position, and position compounds.

"You're not buying an advertisement. You're buying inclusion in the one piece of Chicago collateral travelers actually keep — and the campaign infrastructure to follow them until they're ready to book."

Four Touchpoints, One Traveler Journey

Each placement has a distinct job. Together, they create a connected path from first impression to final action.

01 TRUST

The Visitors Guide

Borrowed credibility from the only official guide to Choose Chicago's marketing effort — 100K copies distributed annually.

81% act after seeing it in print

02 DISCOVERY

ChooseChicago.com

Placement at the exact moment travelers are actively researching — not passively scrolling.

15M+ page views · 750K+ users

03 PURSUIT

Programmatic, 90 Days

First-party data and look-alike modeling extend reach across the open web, retargeting guide and site visitors.

Up to 3.18M impressions

04 CONVERSION

Newsletter & eBlast

A dedicated send and monthly placement close the loop while intent is highest.

55K+ subscribers · 35% open

One campaign. Four reinforcing moments.

Placed in trusted company alongside premium travel editorial for brand safety and credibility — then carried forward across owned and programmatic channels.

Kayak · Condé Nast Traveler
Tripadvisor · +more

Three Tiers of Partnership

Each tier bundles a Visitors Guide placement with a full 90-day programmatic flight and Choose Chicago's owned digital channels.

	Platinum \$52,500 \$70,700 value SAVE 26%	Gold \$29,500 \$36,550 value SAVE 19%	Silver \$14,000 \$16,400 value SAVE 15%
VISITORS GUIDE AD	Full page Print, digital & iPad editions	Half page Print, digital & iPad editions	Quarter page Print, digital & iPad editions
PROGRAMMATIC (90-DAY)	Display+Native+Video ~3.18M impressions	Display+Native ~2.12M impressions	Display only ~1.13M impressions
CHOOSECHICAGO.COM	250K/mo x3mo 500K/mo w/ Rewards	100K/mo x3mo 200K/mo w/ Rewards	50K/mo x3mo 100K/mo w/ Rewards
HOMEPAGE BILLBOARD	1 full quarter Only 4 partners/yr	—	—
MONTHLY NEWSLETTER	Featured content placement	Sponsored content placement	Display ad placement
DEDICATED EBLAST	2 emails 55K+ subscribers	1 email 55K+ subscribers	—

“Homepage Billboard space is capped at four partners a year, by design. There is no version of this plan where waiting gets you a better seat.”

Let's build *your* plan.

Premium placements — back cover, inside front cover, page one, Connected TV, Digital Out-of-Home — are available on request. Space is limited and offered first-come, first-served.

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Rates reflect the 2026–2027 Choose Chicago Media Kit and Ad+genuity programmatic rate card. Impressions are estimates; final delivery may vary based on inventory and targeting.