

CHOOSECHICAGO.COM CUSTOM CONTENT

THE PROGRAM

Engage qualified visitors on ChooseChicago.com and drive additional search-engine organic traffic directly to your site with our custom content creation program.

Our editors will craft a custom article about your destination, business or event that will be promoted on the website for one year. You will also have a header image and call-out copy on one of our listing pages. This content will be owned by you for distribution on your own website.

AD UNIT FEATURES, PROCESS & SPECS

ARTICLE

Body Text.....300-400 words

- 1 update, consisting of no more than 150 words.
- Factual changes can be made throughout.
- Client (Choose Chicago) brand voice will be used and this will be approved by Choose Chicago.
- Aim for evergreen content so that it can live on-site throughout year.

1 Hero Image (JPG)1920px (w) x 500px (h)

2-3 Body Images (JPG).....960px (w) x 640px (h)

NATIVE AD

A native banner ad will run on ChooseChicago.com promoting the article. Please provide the following for all three frames.

Photo size300px (w) x 147px (h) & 151 px (w) x 90px (h)

Max file size65 kb (JPG, PNG, GIF)

Color formatRGB or Index color (web safe recommended)

Headlineup to 26 characters, with spaces

Sub-headlineup to 30 characters, with spaces

Body.....up to 120 characters, with spaces

URL for click through link:

PROCESS

- Our experienced travel editor will contact you to set up a meeting. This meeting will cover your goals for the article, must mentions, themes, timing, etc.
- You will receive a draft of the story and have a chance to make edits.
- You will work with the editor to source photos to match the article.
- Following final approval, Choose Chicago reserves the right to make any changes to formatting and copy for brand alignment.

PHOTO SPECIFICATIONS

Color specifications and Resolution

- All colors used must be RGB or Index (Web safe recommended)
- All photos and graphics must be RGB or black and white.
- All images, graphics and logos must be 72 dpi.

