

BRONZEVILLE *Life*

A CHICAGO DEFENDER CHARITIES PUBLICATION



2023
MEDIA KIT

ABOUT

BRONZEVILLE *Life*

WWW.BRONZEVILLELIFE.COM

A CHICAGO DEFENDER CHARITIES PUBLICATION



We are excited to bring to you Bronzeville Life, a fresh new publication showcasing Black excellence in Chicago.

Since the Great Migration, primarily supported by Bronzeville resident Robert Sengstacke Abbott, the Bronzeville community has become the centerpiece for African Americans seeking a better quality of life. It created opportunities for businesses, the arts, political advancement, spiritual growth, educational achievement and cultural awareness. It's not about geography-- it's about a lifestyle!

To us, Bronzeville is more than a historic neighborhood. It is also the foundation for many African Americans. It is a setting where segregation spurred in us the determination to triumph over adversity as many were welcomed across generations. We found our voice through the Black Press. We built our own hospital and nurse's training school. Our entertainment had the attention of the world. Historic Bronzeville was where Black businesses thrived, and master musicians, artists, and intellectual thinkers carried us further than we knew possible into our own brilliance.

There has never been a shortage of talent in Bronzeville.

In addition, Bronzeville is also a state of mind. It's an understanding that we are all connected beyond the boundaries of place and time. As we work on ourselves as individuals, Bronzeville reminds us that we have a better chance of excelling when united as one.

MYITI SENGSTACKE-RICE

Founder, Editor/Publisher

BRONZEVILLE LIFE

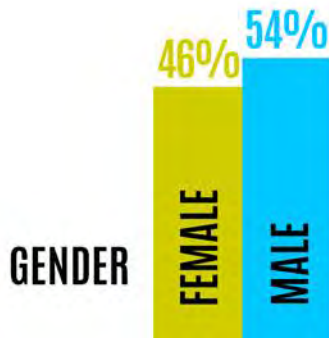
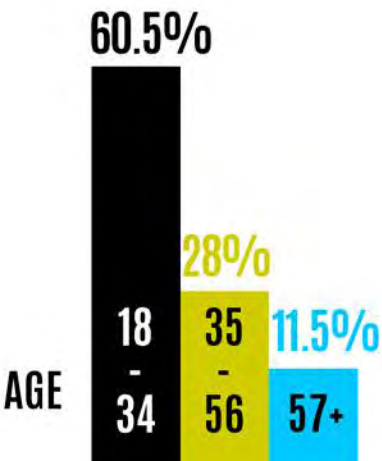
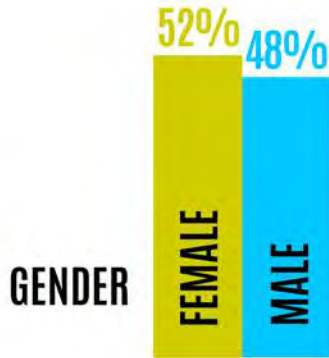
DEMOGRAPHICS

BRONZEVILLE *Life*

WWW.BRONZEVILLELIFE.COM

A CHICAGO DEFENDER CHARITIES PUBLICATION

PRINT DEMOGRAPHICS



DIGITAL DEMOGRAPHICS

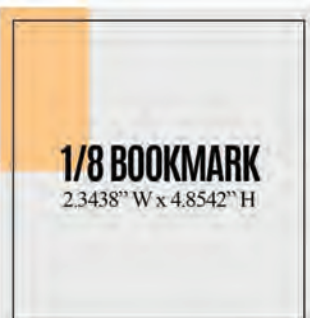
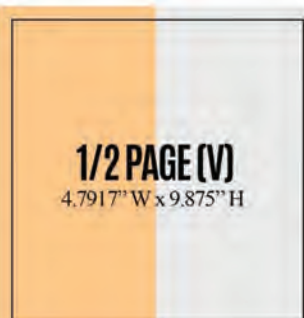
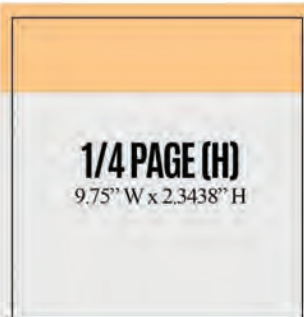
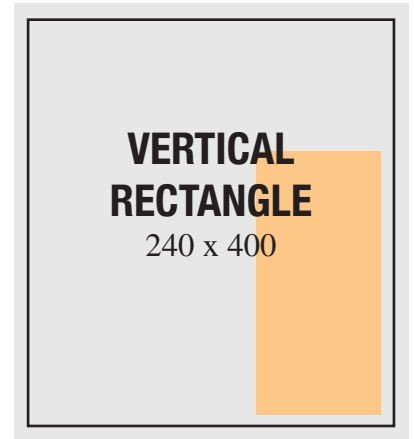
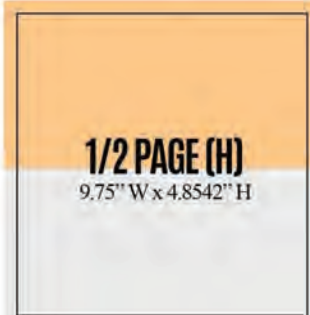


RATE SHEET

BRONZEVILLE *Life*

WWW.BRONZEVILLELIFE.COM

A CHICAGO DEFENDER CHARITIES PUBLICATION



FULL PAGE

W/ 3 MONTHS OF DIGITAL AD SPACE

\$4950

DIGITAL INSERTIONS

DIGITAL AD SPECS:

FULL PAGE

\$3950

1/2 PAGE (H)

\$1950

1/2 PAGE (V)

\$1950

1/4 PAGE (H)

\$795

1/4 PAGE (V)

\$795

1/8 BOOKMARK

\$595

LEADERBOARD

728 X 90

\$1,975

VERTICAL RECTANGLE

240 X 400

\$1,975

PRINT FILE REQUIREMENTS

- ▶ DIGITAL FILES ONLY
- ▶ HIGH RESOLUTION (300 DPI MINIMUM)
- ▶ FONTS MUST BE EMBEDDED
- ▶ FILES MUST BE IN CMYK COLOR MODE
- ▶ FILES MUST INCLUDE .25 BLEEDS
- ▶ ACCEPTABLE FILE FORMATS (.PDF, .AI, .EPS, .PSD)

DIGITAL MEDIA

BRONZEVILLE *Life*

WWW.BRONZEVILLELIFE.COM

A CHICAGO DEFENDER CHARITIES PUBLICATION

A 115 YEAR LEGACY AND PLATFORM BEYOND PRINT MEDIA.

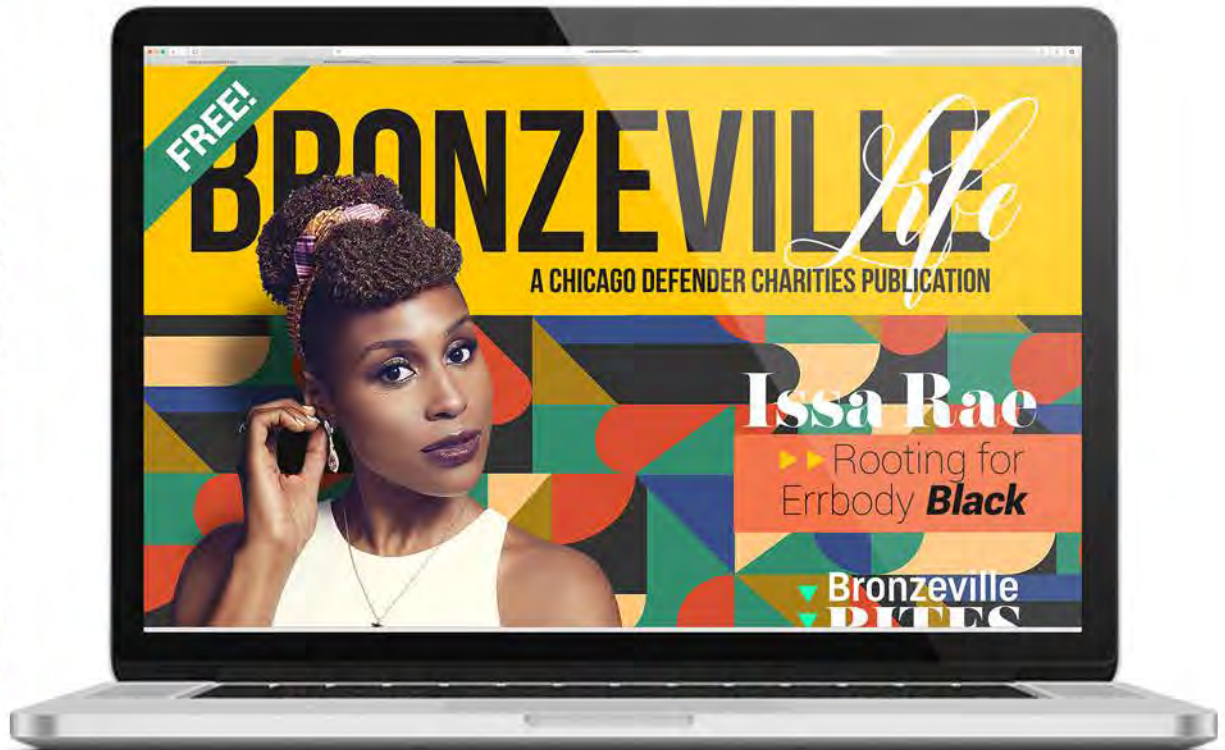
We produce audio and video projects. Special events (Bud Billiken Parade). Across all platforms, our notable content is inspiring, educational, and entertaining. And most important, we are strong in our rich historical legacy,

Total Reach: **300,000** people each issue

Print: **35,000** copies per edition

Digital + Social: **435,000** total impressions

Email Database: **105,000**



DIGITAL RATES

BRONZEVILLE *Life*

WWW.BRONZEVILLELIFE.COM

A CHICAGO DEFENDER CHARITIES PUBLICATION

SOCIAL MEDIA: \$475/ per campaign. (value varies based on campaign)

CPM: \$5.00 **TOTAL IMPRESSIONS:** 435,000



SOCIAL POSTS FACEBOOK | OPT A

STANDARD IG POST
500x500 pixels

IMAGES
Images should be reflective of the theme or objective of post

SPONSOR'S BRAND COLOR BAR
This color bar are any Sponsor's brand color that will overlay on top of images

SPONSOR'S LOGO

STANDARD IG STORY POST
500x750 pixels

IMAGES
Images should be reflective of the theme or objective of post

SPONSOR'S BRAND COLOR BAR
This color bar are any Sponsor's brand color that will overlay on top of images

SPONSOR'S LOGO

The diagram illustrates two social post templates. The first is a 'STANDARD IG POST' (500x500 pixels) featuring a photo of a parade with yellow flags. A blue bar at the bottom contains the text 'PROUD SPONSORS OF ROYAL COURT' and the 'ROYAL COURT' logo. The second is a 'STANDARD IG STORY POST' (500x750 pixels) with the same image and branding. Red lines connect the text labels to the corresponding elements in the images.

SOCIAL POSTS INSTAGRAM | OPT A

STANDARD IG POST
600x600 pixels

IMAGES
Images should be reflective of the theme or objective of post

SPONSOR'S ANNOUNCEMENT COLOR BAR
This color bar are any Sponsor's brand color that will overlay on top of images

SPONSOR'S LOGO

ANNOUNCEMENT BAR
Message should be short, clear and used in Bud's fonts (Page 6)

STANDARD IG STORY POST
1080x1920 pixels

IMAGES
Images should be reflective of the theme or objective of post

SPONSOR'S ANNOUNCEMENT COLOR BAR
This color bar are any Sponsor's brand color that will overlay on top of images

SPONSOR'S LOGO

ANNOUNCEMENT BAR
Message should be short, clear and used in Bud's fonts (Page 6)

The diagram illustrates two social post templates for Instagram. The first is a 'STANDARD IG POST' (600x600 pixels) with a photo of a parade and a blue bar at the bottom containing 'PROUD SPONSORS OF ROYAL COURT' and the logo. The second is a 'STANDARD IG STORY POST' (1080x1920 pixels) with the same image and branding. Red lines connect the text labels to the corresponding elements in the images.



PUBLICATION SCHEDULE

BRONZEVILLE *Life*

A CHICAGO DEFENDER CHARITIES PUBLICATION



BRONZEVILLE *Life* 2023 EDITIONS

FEBRUARY/MARCH
BLACK HISTORY
AND SPRING EDITION

MAY/JUNE/JULY
SUMMERTIME
CHI EDITION

AUGUST/SEPTEMBER
SPECIAL BUD
BILLIKEN AND
FALL EDITION

CONTACT INFORMATION

BRONZEVILLE *Life*

A CHICAGO DEFENDER CHARITIES PUBLICATION

FOUNDER AND PUBLISHER

MYITI SENGSTACKE-RICE

msengstacke-rice@defendercharities.org

VP BUSINESS DEVELOPMENT & ADVERTISING SALES

ANTAWN ANDERSON

aanderson@defendercharities.org

CHICAGO DEFENDER CHARITIES


3509 S. King Drive Suite #203
Chicago, IL 60653


773.536.3710

The Chicago Defender Charities
is a separate entity from the
Chicago Defender Newspaper



bronzelifechi 

bronzevillelife 

bronzevillelife 

www.bronzevillelife.com