

BE PART OF THE LATEST RESIDENT'S GUIDE

Now in its 3rd edition!

Dear Chamber Member,

Bloomington-Normal is more than a dot on the map—it's a place where opportunity thrives, neighbors connect, and life is a little easier. That's why we're excited to once again partner with Pantagraph Media on the upcoming Residential Guide, a beautifully crafted publication that highlights what makes McLean County such a special place to live, work, and grow. Now in its third edition, the Resident's Guide has become a staple for those new to the area—and a favorite for those who call it home. With a strong track record and community reach, it's the perfect place to share your message.

Ranked among the Top 10 Safest Cities in the U.S., and recently named one of the Best Places to Live for Families by U.S. News & World Report, our community stands out for its stability, creativity, and sense of belonging. From nationally acclaimed live theater and parks to an unbeatable blend of urban amenities and small-town charm, Bloomington-Normal is worth celebrating.

As your Chamber, we're here to foster relationships and build connections—not just between businesses, but across the entire community. When you participate in the Residential Guide, you invest in both your brand and in welcoming future residents. You help tell the story of a vibrant, thriving McLean County—and we think that's a story worth sharing.

Take advantage of special member pricing and be part of a publication that puts our region's best foot forward. With 5,000 copies in circulation, this guide will be a trusted resource for families and professionals exploring life in our community. Now in its third edition, the Resident's Guide has become a staple for those new to the area—and a favorite for those who call it home. With a strong track record and community reach, it's the perfect place to share your message.

Let's welcome the next wave of residents and show them just how much pride we take in calling Bloomington-Normal home.

Sincerely,



Charlie Moore
PRESIDENT AND CEO,
MCLEAN COUNTY CHAMBER OF COMMERCE

RESERVE YOUR AD SPACE TODAY!

CONTACT YOUR PANTAGRAPH PRINT & DIGITAL MEDIA SPECIALIST OR CALL 309-820-3359



BE PART OF THE LATEST RESIDENT'S GUIDE

ADVERTISING PACKAGES*

FULL PAGE	\$2,195
50,000 high impact impressions	
2/3 PAGE	\$1,895
40,000 high impact impressions	
HALF PAGE	\$1,279
30,000 high impact impressions	
QUARTER PAGE	\$695
50,000 banner ads	
EIGHTH PAGE	\$495
30,000 banner ads	

*Advertising must be used by Dec. 31, 2025

PREMIUM POSITIONS

Premium positions are full pages. Advertisers on premium positions in the previous year have first right of refusal at time of contract renewal to maintain their positioning.

BACK COVER	\$3,195
Includes 60,000 banner ads	
INSIDE FRONT	\$2,695
Includes 60,000 banner ads	
INSIDE BACK	\$2,695
Includes 60,000 banner ads	
CENTER SPREAD	\$4,890
Includes 90,000 banner ads	

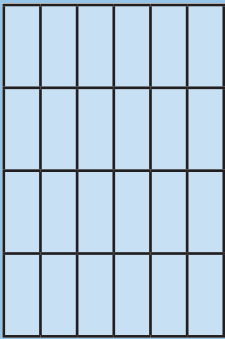
TECHNICAL MEASUREMENTS

Full Page Positions
can have a full bleed.

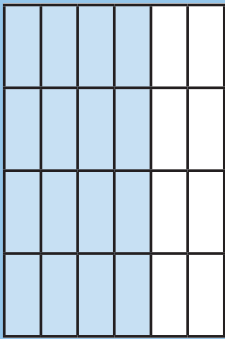
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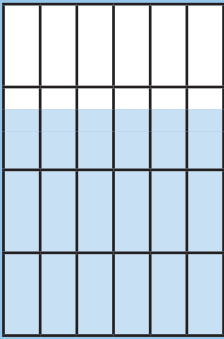
AD SIZES



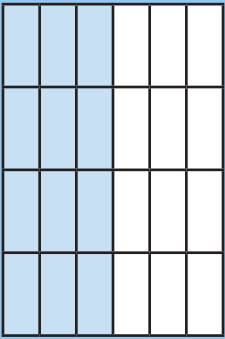
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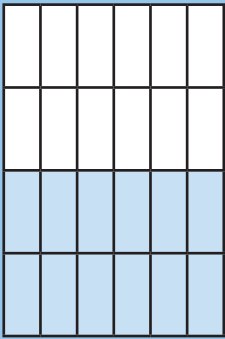
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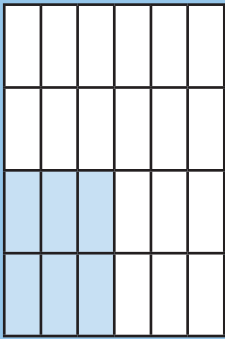
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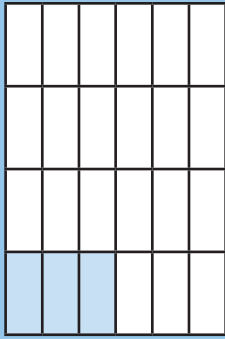
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1/2 page horizontal
7.375" x 4.7875"



1/4 page square
3.586" x 4.7875"



1/8 page
2.3" x 1.79"

DEADLINE
WED., SEPT 17, 3 PM

Non-Chamber members will be charged
10% increase of stated prices