

BEST OF SPRINGFIELD 2026

IllinoisTimes

Springfield's original reader's poll is back for its **42nd year!**

Boost your sales by placing ads directly in front of Illinois Times readers in print, online and email marketing. Invest now to get these great rates **and leave your competitors behind.**

BEST OF SPRINGFIELD® CAMPAIGN OPTIONS



NEW THIS YEAR! TEXT TO NOMINATE/VOTE

Give your customers a fast and easy opportunity to support you with our new TEXT TO NOMINATE feature!

How It Works:

1. Sign up for an online ballot package or print ad campaign.
 2. Choose a unique keyword.
 3. Promote it to your customers.
 4. Customers text to nominate in seconds! Ask your account manager for all the details.
- \$175 per category keyword to add to any campaign option.**

PRINT ONLY CAMPAIGNS

PRINT ONLY

6 BEST OF SPRINGFIELD ISSUES CAMPAIGN

Nomination Issues August 6 & 13

Runoff Issues September 10 & 17

Results Issue October 29

Offer Up Thank You Issue November 12

Ads are full color and all rates are listed

NET PER AD WEEK with a signed agreement.

NOMINATION ISSUES CAMPAIGN

Two Ad Weeks

Print run of paper ads

1/16 page.....	\$132/wk
1/12 page.....	\$176/wk
1/8 page.....	\$236/wk
1/6 page.....	\$316/wk
1/4 page.....	\$436/wk
3/8 page.....	\$600/wk
1/2 page.....	\$672/wk
3/4 page.....	\$1,000/wk
Full page.....	\$1,200/wk

For Six Best of Springfield Issues Campaign

Six Ad Weeks

1/16 page.....	\$120/wk
1/12 page.....	\$168/wk
1/8 page.....	\$224/wk
1/4 page.....	\$416/wk
3/8 page.....	\$560/wk
1/2 page.....	\$640/wk
3/4 page.....	\$900/wk
Full page.....	\$1,136/wk

DIGITAL ONLY CAMPAIGN OPTIONS

#1 670 x 150 & a 300 x 250 Group Section Ad

Appears on desktop, tablet and mobile. Group section choices: Arts, Culture & Entertainment, Civic & Community, Kids Stuff, Food, Drink, Retail, Goods & Services, Home & Garden, Health & Wellness, Music, Pets, and Cannabis. Three spots per group. \$500

#2 500 x 150 Category Section Ad

Appears on desktop, tablet and mobile. See categories list for options. Five spots per category. \$225

#3 300 x 250 Right Rails

Appears on desktop & tablet only. Appears across all voting categories. Eight spots available. Five placements per spot. \$300. Static, animated or video

#4 320 x 50 Mobile Banner

Appears on mobile only. Persistent ad unit. Appears across all voting categories. \$375

#5 Entrant Basic Ballot Listing

Includes your contact information including address, phone, web site and one social media stream address. \$100

#6 Entrant Enhanced Listing

Includes a photo (provided by you 500x500 pixels), a 30-word description (provided by you) and your contact information including address, phone, web and one social media stream address. Appears desktop, tablet and mobile. \$400 Video ad \$600

#7 Entrant Expanded Gallery Profile

Includes a large main photo (provided by you 500x500 pixels), your logo, a photo gallery of up to 6 images, a 30-word description (provided by you) and your contact information including address, phone, web and one social media stream address. Appears desktop, tablet and mobile. Appears on in up to 2 categories for \$800

#8 Interstitial banner ad

Appears between every 8 category questions. 670x150. \$400 for 3 group sections or \$800 for all group sections.

#9 800x250 Best of Springfield Email Promotions

Appears in our "Best of Springfield Voting Now Open" or "Best of Springfield Voting Ends Soon" email promotion. Three spots available per email. Each email sent to 30,000 addresses. \$500 each

#10 Text-to-Vote

Add to any option for per category keyword, \$175

PRINT AND DIGITAL COMBINATION RUNOFF CAMPAIGN OPTIONS

1. Print size _____ (Ad Rate x # Ads)	Rate	\$ _____
2. Digital Option # _____	Rate	\$ _____
3. Total of print & digital (line 1 + 2)	Total	\$ _____
Combo Discount if applicable (Line 3 x 10%)	Disc.	\$ _____
Total	Total	\$ _____

IMPORTANT DATES & DEADLINES

NOMINATION ISSUES August 6 & 13

Space & ad copy deadline July 30 & August 6

NOMINATION VOTING August 6 through August 17

RUNOFF VOTING ISSUES September 10 & 17

Space & ad copy deadline September 3 & 10

RUNOFF VOTING September 10 through 21

RESULTS ISSUE Publishes October 29

Space & ad copy deadline October 22

OFFER UP THANK YOU ISSUE Publishes November 12

Space & copy deadline November 5

Yolanda Pimpton 217-679-7802, Beth Irwin 217-679-7803 or Ron Young 217-679-7807

217-753-2226 OR EMAIL ADVERTISING@ILLINOISTIMES.COM • ILLINOISTIMES.COM/BESTOFSPRINGFIELD