

Take advantage of the numerous promotional opportunities available to publicize your event, new product, location, etc. Because you never know who will include your information, consider utilizing all of the options below. There are free opportunities, such as press releases and web postings, as well as advertising opportunities to help boost your visibility in the community! When promoting your event, keep it simple; Who, What, Where, When!

FREE Promotional Opportunities

Press Releases

Northwest Herald
Business Section and The Business Journal
Contact: Chris Freeman
Phone: 815-526-4480
Fax: 815-526-4548
Email: cfreeman@nwnewsgroup.com

Daily Herald
Email: foxvalley@dailyherald.com

Courier News (Sun Times News Group)
Newsroom Email: pharth@scn1.com
Feature Story idea Email: jdoyle@scn1.com
Community News Email: jlee@scn1.com
Sports Email: rgerber@scn1.com

The Suburban Woman
Contact: Laura Cavanagh, Publisher
Phone: 847-854-2744
Email: lauracavanagh@comcast.net

Algonquin/Lake in the Hills Chamber of Commerce
Member Events & Specials E-mail
Contact: Kristin Lange
Delivered Weekly
Email: info@ALChamber.com

Web Posting

Northwest Herald
Neighbors Section (Community related)
Deadline: One week in advance
Posted: Saturday
Email: neighbors@nwherald.com

Northwest Herald
Sidetracks Section (Entertainment related)
Deadline: One week in advance
Posted: Friday
Email: sidetracks@nwherald.com

Triblocal
Self-service posting
Deadline: None
Posted: Immediately
www.triblocal.com

Algonquin/Lake in the Hills Chamber of Commerce
Self-service posting
Deadline: None
Posted: Immediately
Call 847-658-5300 for log-in and password
www.ALChamber.com

PAID Promotional Opportunities

Advertising

Northwest Herald
Contact: Kristin Pesko
kpesko@shawsuburban.com

Business Journal
Contact: Ron Huran
Phone: 815-526-4587

Daily Herald
Contact: Jill Mengo
Phone: 847-608-2728
Email: jmengo@dailyherald.com

Triblocal
Contact: Rob Doppke
Phone: 708-836-2724
Email: rdoppke@tribune.com

Star 105.5
Contact: Doug Boyd
Phone: 815-459-7000
Email: dboyd@nextmediachicago.com

The Suburban Woman
Contact: Laura Cavanagh, Publisher
Phone: 847-854-2744
Email: lauracavanagh@comcast.net

Algonquin/Lake in the Hills Chamber of Commerce
Hometown Guide, Friday e-blast
Contact: Kristin Lange
Phone: 847-658-5300
Email: info@ALChamber.com