CITY OF CHICAGO
Marketing Assets + Resource Guide

This partial list of City of Chicago Marketing Assets available to the local arts industry was compiled by the Chicago Department of Cultural Affairs and Special Events (DCASE) for its Performing Arts Convening: Marketing and Audience Development on 10/26/2022.

CITY OF CHICAGO, OFFICE OF THE MAYOR

- Mayor's Press Office-led digital campaigns: Please reach out to our Digital Team by contacting Josue Ortiz at **Josue.Ortiz@cityofchicago.org**
- Request a Mayoral proclamation or letter: Please reach out to our Correspondence Team by contacting Margaret Gach at **Margaret.Gach@cityofchicago.org**
- Request a Mayoral quote: Please reach out to the Mayor's Press Office by contacting **Press@cityofchicago.org** for consideration

CHICAGO O'HARE & MIDWAY INTERNATIONAL AIRPORTS

Advertising in the Terminals

- Clear Channel Airports manages all advertising at O'Hare & Midway, from print and digital to experiential activations
- Clear Channel uses non-for-profit organization content as a filler for print locations such as suspended banners and backlit fabric displays only when the unit is not sold
- The only cost is the actual printing of the material for print spaces

  Billy Olson, Clear Channel - **WilliamOlsen@clearchannel.com**

Air Chicago Magazine

- Ten Thirty Media manages the quarterly Air Chicago Magazine distributed throughout both airports
- Major performances and events, if seasonal, have the potential to be featured in the seasonal calendar or other features (such as Year of Chicago Dance or neighborhood spotlights)
- Currently, the next issue targeting release January/February 2023 so any inquiries can be made now with the publisher
- Additional issues in 2023 on the editorial calendar: April (Spring) June (Summer) October (Fall-Winter)

  Siobhan Higgins, Ten Thirty Media - **Siobhan@1030media.com**

Exterior Street Pole Banners

- Advertising on streetlight pole banners along the entrances and roadways to the airport are coordinated through the Chicago Department of Aviation
- There is no fee required, however organizations will need to cover the cost of design, printing and installation using a professional banner company

  Christine Pundavela, Chicago Department of Aviation
  Christine.Pundavela@cityofchicago.org

Entertainment in the Terminals

- Chicago's airports hosted nearly 70 performances in 2021 and are scheduled to host over 125 performances in 2022 across both O'Hare and Midway
- Performers are paid, within a scale based on group size, at a starting rate of $600
- Performances are scheduled around holidays, busy travel days, DCASE festivals, and special events for passengers traveling through Chicago's airports
- The #ChiOnTheFly Entertainment Submission Portal, scheduled to go live in 2023, aims to give potential performers an equal opportunity to be selected to perform at the airports

  Customer Experience, Chicago Department of Aviation
  Entertainment@FlyChicago.com

BACP
Business Affairs and Consumer Protection

CHICAGO DEPARTMENT OF BUSINESS AFFAIRS AND CONSUMER PROTECTION (BACP)

Administered by the City of Chicago's Department of Business Affairs and Consumer Protection, Cable25 is a cable television station that nurtures Chicago's local independent producers, fostering film and television production, as well as video production and marketing support to Chicago's business community.

Chicago Cable25 reaches the entire city of Chicago; has the same channel location on Comcast, RCN and WOW; has 30-minute and 60-minute program slots available; and allows commercial advertising. Cable25 programs can have up to 6 minutes of commercials per half hour and Cable25 offers channel time for a nominal fee.

For additional information on how to submit arts programming to Cable25, visit **Chicago.gov/Cable25** or call 312-742-7978.

DCASE
Department of Cultural Affairs and Special Events

CHICAGO DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS (DCASE)

The Chicago Department of Cultural Affairs and Special Events (DCASE) supports artists and cultural organizations, invests in the creative economy, and expands access and participation in the arts throughout Chicago's 77 neighborhoods.

DCASE provides direct support via grants, convenings, and professional development on marketing and audience development to strengthen and celebrate Chicago's arts industry.

We also provide collaborative marketing opportunities, often in partnership with Choose Chicago, that leverage our advertising, P.R., social media, website and email marketing channels to uplift sector-building initiatives such as the Year of Chicago

Theatre, the Year of Chicago Music, the Year of Chicago Dance, Chicago Theatre Week and the ongoing Chicago Made TV + Film public awareness campaign.

For professional development and other opportunities for artists and arts organizations, please visit **ChicagoMade.us and Chicago.gov/DCASE**.

For information about collaborative marketing opportunities, please contact **Madeline.Long@cityofchicago.org** (after November 7).

CDOT
Chicago Department of Transportation

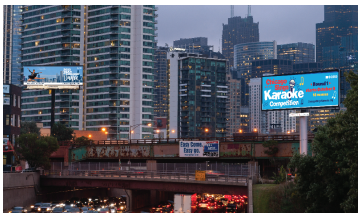
CHICAGO DEPARTMENT OF TRANSPORTATION (CDOT)

Streetlight Pole Banner Program

The Streetlight Pole Banner program is intended to promote the City, its civic institutions, its cultural events or public events in the City of Chicago and that otherwise promote the corporate interests and welfare of the City. There is no fee required, however organizations will need to cover the cost of design, printing and installation using a professional banner company (if permission to hang banners is granted).

Please contact **CDOTBanners@cityofchicago.org** and copy **Hugh.Donlan@cityofchicago.org** for more information on how to request street pole banners.

For street pole banners specifically on Randolph St. in the Chicago Theatre District, please contact **Madeline.Long@cityofchicago.org** (after November 7) at DCASE. Priority is given to theatre, dance and music organizations located or being presented in the Theatre District.



CHICAGO DIGITAL NETWORK (CDN)

The Chicago Digital Network (CDN), administered by Municipal Marketing at the Chicago Department of Finance, is a sophisticated network of 33 high-quality LED digital display units located on City property along Chicago's expressways. These digital displays come in 3 sizes:

Landscape 28 x 18 ft	Landscape 18 x 58 ft	Portrait 14 x 48 ft

Displays are 1, 2 and 3 sided signs and there's a total of 52 sign faces.

The City has partnered with Interstate JCDecaux to help install, maintain, and sell this network. Each digital display rotates eight (8), 10-second messages or advertisements. As part of our agreement, the City has retained 1/8th of the advertising inventory for Public Service Announcements (PSAs) or emergency messaging from the City of Chicago. DCASE has been utilizing this Public Service Announcement inventory to highlight its cultural programing and special events as well as collaborative marketing campaigns since the network was activated.

The City also has access to 59 digital City Information Panels (CIPs) through the Coordinated Street Furniture Program for important public messaging. These CIPs are two sided and the City has access to 1/8th of this inventory as well. The CIPs reach pedestrians and vehicular traffic alike at street level and are a valuable supplement to our digital messaging capabilities. Also included are displays on the City's eight (8) BRT stations in the Central Business District. The panel dimensions are:

City Information Panels 74.6 x 41.9 inches

CHICAGO DIGITAL NETWORK (CDN) *continued*

If your organization interested in advertising on the City's digital billboards or City Information Panels, please contact Dan Helmin, JCDecaux North America at 312-404-8901 or **Dan.Helmin@jcdecaux.com**.

CHICAGO TRANSIT AUTHORITY (CTA)

As the exclusive media partner of the Chicago Transit Authority (CTA), Intersection gives you access to a wealth of advertising solutions that reach Chicagoans no matter where they are or where they're going. Marketing and advertising opportunities include:

- Select CTA bus and media options
- Select CTA rail media options

For more information, contact Aaron Brim, Senior Account Director, Intersection, at 773-369-2232 or **Aaron.Brim@intersection.com**.

CHOOSE CHICAGO

Choose Chicago® is the official destination marketing organization for Chicago, Illinois. Its mission is to bring regional, national, and international business and leisure visitors to Chicago for the economic benefit of the city, the community, and its membership — while being an advocate for the tourism industry and our partners. For more information on our organization, please see our 2021 Annual Report

The Choose Chicago website, ChooseChicago.com, helps people explore all of the amazing experiences Chicago offers to inspire a visit while also acting as a planning tool for visitors and residents. Choose Chicago marketing efforts direct people to the website and here are some ways your organization can engage with Choose Chicago so we have the information we need to help promote the performing arts sector of our city.

Submit your performances, special exhibitions, festivals and events to our events calendar **https://www.choosechicago.com/events/community/add/**

Add **MarketingSupport@choosechicago.com** to your press distribution list

Tag **@choosechicago** in appropriate social posts for possible re-sharing opportunities
Theatres are encouraged to participate in the annual Chicago Theatre Week, please contact the League of Chicago Theatres at **Info@chicagoplays.com** for more information on participating

Consider joining Choose Chicago as a partner
https://www.choosechicago.com/partners/partner-with-us/