

A Weekly Guide to What's Happening Around Naperville

What is *Make Plans Monday*?

- Each Monday, over 4,500 subscribers receive *Make Plans Monday* as part of the *NCTV17 News Update*, featuring a curated list of events and activities happening that week in Naperville.
- From concerts and park district programs to seasonal festivals and community fun, *Make Plans Monday* helps residents stay connected and make the most of where they live – with your brand front and center.

Why Sponsor?

- Reach an Engaged Local Audience** – Delivered directly to 4,500+ inboxes every Monday
- Stay Top of Mind Weekly** – Posted on NCTV17.org and promoted weekly on NCTV17's socials
- Align with Positive Content** – Be part of the informative content Naperville residents rely on

Exclusive Sponsorship Benefits

- Brand name placement** at the top section in the weekly e-newsletter and web post. *le: It's Make Plans Monday, and we've got you covered with a roundup of upcoming Naperville-area events taking place over the next week brought to you by (insert sponsor)*
- A **branded, linked ad** in the *Make Plans Monday* post on NCTV17.org
- Weekly **social media promotion** of *Make Plans Monday*
- Linked logo placement** in the sponsor scroll on NCTV17.org's homepage, **all year long**
- Sponsorship announcement** in the station's monthly e-newsletter to 3,500+ subscribers

Be the reason Naperville looks forward to Monday.

\$5,000 for the 2025 calendar year. Prorated from the time of contract signing at \$100/week.

Make Plans

Monday



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