

Focus Friday

See Naperville one detail at a time!

What is *Focus Friday*?

Every other Friday, *Focus Friday* invites readers of the *NCTV17 News Update* to look a little closer at the world around them.

Each edition features a zoomed-in photo of a local building, object, statue, or other recognizable detail. Readers are encouraged to guess what it is, then click through to our website to reveal the full photo and discover a short story about what makes it special.

It's a fun way to engage the community, celebrate Naperville's personality, and shine a light on the details that make this city unique – with your brand in the frame every time.

Why Sponsor?

- ☒ **Engagement Through Curiosity** – A mystery image invites readers to click, guess, and learn, increasing interaction and traffic.
- ☒ **Celebrate Local Character** – Each feature highlights something meaningful, historic, or iconic in Naperville.
- ☒ **Multi-Platform Visibility** – Featured in the e-newsletter, on NCTV17.org, and promoted on NCTV17's social media every other Friday.



Exclusive Sponsorship Benefits

- ☐ **Brand name placement** at the start of the *Focus Friday* section of *NCTV17 News Update*
- ☐ A **branded, linked ad** in the *Focus Friday* web post on NCTV17.org
- ☐ **Social media promotion** of *Focus Friday* every other Friday
- ☐ **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

Keep your brand in focus while helping Naperville see its surroundings in a whole new way.

\$100 per *Focus Friday* for the 2025 calendar year

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