A Weekly Guide to What's Happening Around Naperville

What is *Make Plans Monday*?

- Each Monday, over 5,100+ 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 5,100+ 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.
  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 3,700+ subscribers

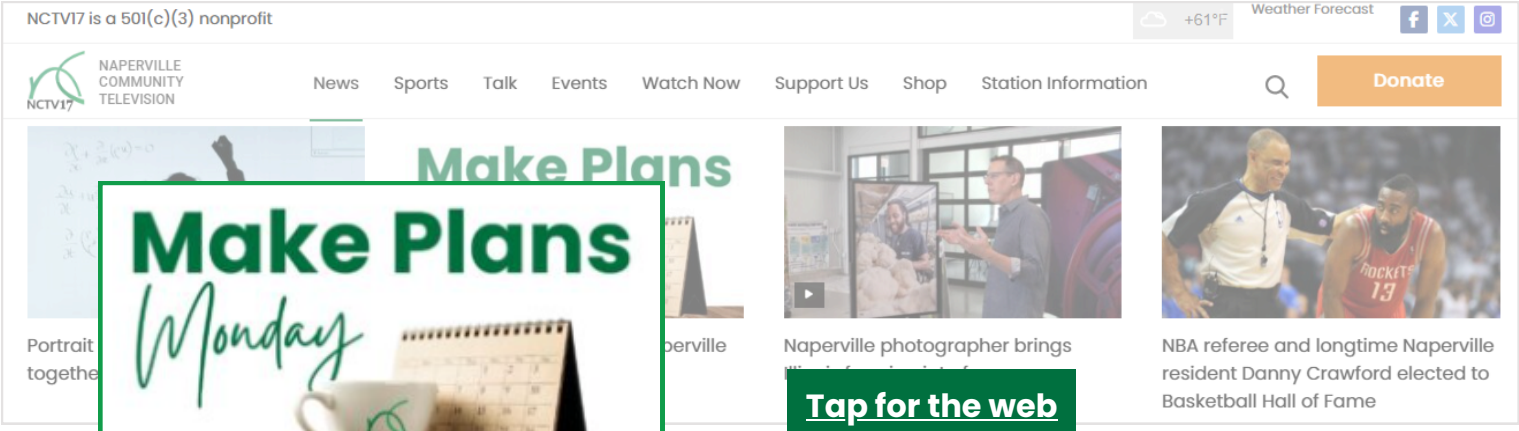
Be the reason Naperville looks forward to Monday.

$5,000 Investment for the 2026 calendar year

Make Plans *Monday*

sponsorship@nctv17.org | Partner with NCTV17 – your local source for community-centered journalism. NCTV17 is a 501(c)(3) nonprofit organization.

What is Make Plans Monday?



Tap for the web version of MPM

Naperville's Top Stories For Today

Make Plans Monday: your weekly look ahead

It's Make Plans Monday! Here's a look at some area events for the coming week. Click the link for more details.

Ongoing through April 16 (or until sold out) - Arbor Day Tree Sale by the city of Naperville

Ongoing through April 19 - Easter Bunny Photos at Fox Valley Mall

April 15 - Fight the Fall - free balance lecture and asses Dina Kartsonas from Fyzical

April 15 - Free Kona Ice on Chill out Day at 95th Street Library

April 17 - Flashlight Egg Hunt held by the Naperville Park District at Knoch Knolls Park

April 17 - Downtown Naperville Architecture Walking Tour through Naper Settlement

April 17 - Making Strides Breakfast hosted by Grow Wellness Foundation at Grow Well Yoga Studio

April 19 - The Great Egg Hunt 2025 held by Naperville Jaycees at Frontier Park Sports Complex

April 19 - Shred Event sponsored by Senator Laura Ellman and Representative Janet Yang Rohr at 95th Street Library

April 19 - Junior Golfapalooza 2025 held by Naperville Park District at Springbrook Golf Course

April 20 - Easter Egg Hunt at St. Timothy Lutheran Church

News Update E-Newsletter

sponsorship@nctv17.org | **Partner with NCTV17 – your local source for community-centered journalism. NCTV17 is a 501(c)(3) nonprofit organization.**

Make Plans Monday

Brand name placement at the start of *Make Plans Monday* section in *NCTV17 News Update* weekly e-newsletter

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 business here].

Naperville's Top Stories For Today

9/11 survivor to speak at Naperville Sept. 11 Remembrance Ceremony

The city of Naperville, in partnership with Naperville Responds for Ve

Th

Make Plans Monday: your weekly look ahead

It's Make Plans Monday sponsored by [insert business here]. Here's a look at some area events for the coming week. Click the link for more details.

Sept. 9 - Naper Settlement Farmers Market at Naper Settlement

Sept 9 - Nature 101: Biking in the Preserves at Springbrook Prairie

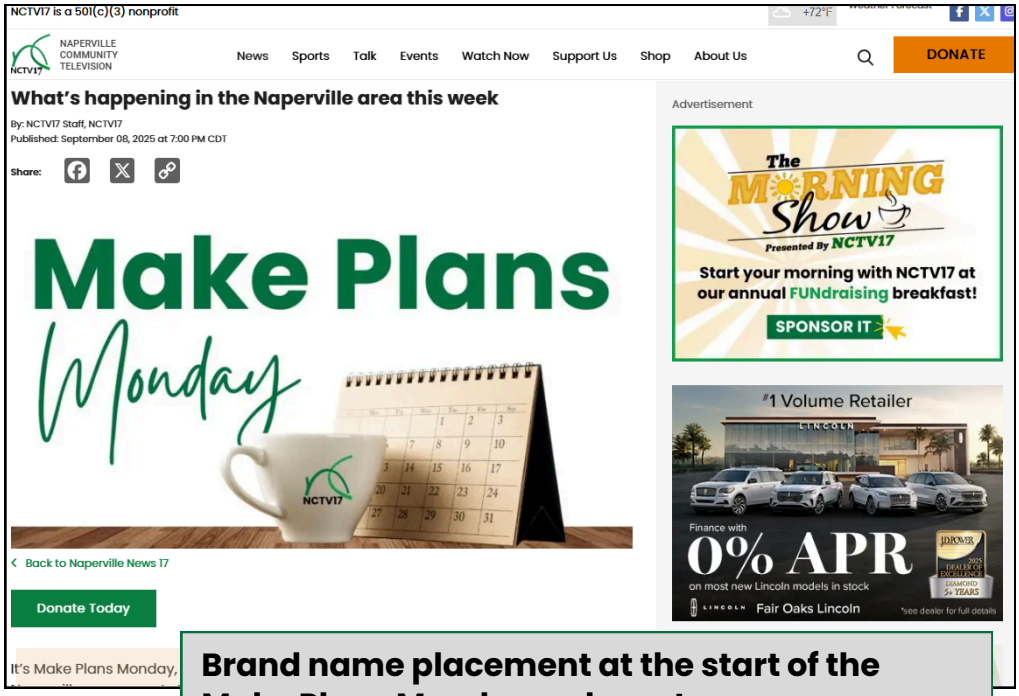
Weekly social media promotion of *Make Plans Monday*

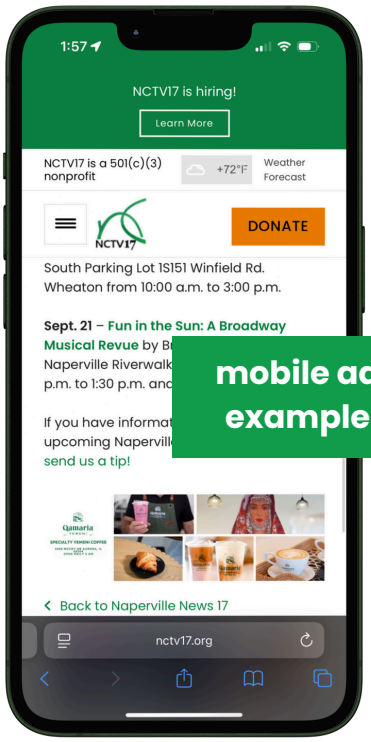
Linked logo placement in the sponsor scroll on NCTV17.org's homepage

Our Sponsors

Busey BANK · Fair Oaks Lincoln · Solemn Oath Brewery · grow Sport Psychology · Naperville Stoppers · Belgio's Catering

Make Plans Monday

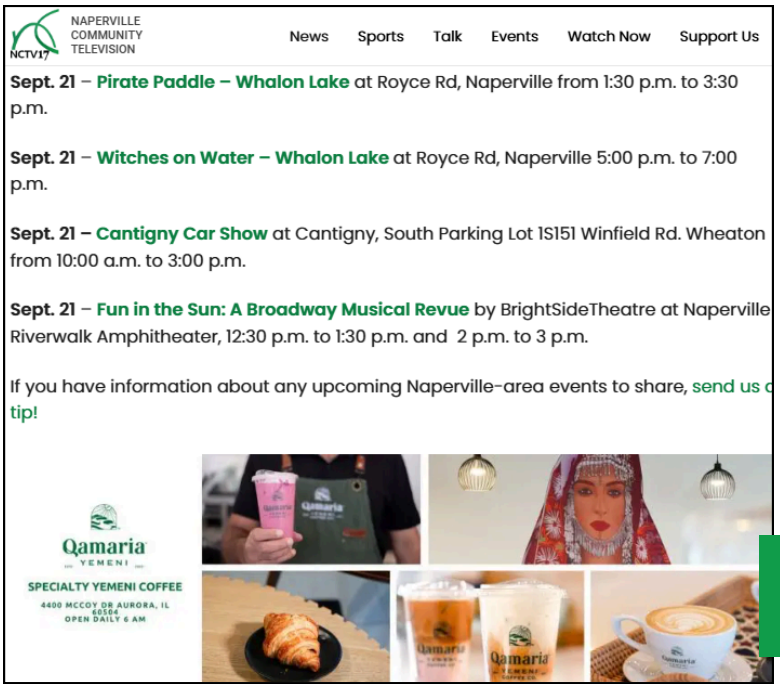




mobile ad example

Brand name placement at the start of the <u>Make Plans Monday web post</u>

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 business here].



A branded, linked ad in the Make Plans Monday post on <u>NCTV17.org</u>

- desktop **850 x 265px**
- more real estate on the page
- one ad, one link
- ads can be changed monthly

desktop ad example