

WELCOME TO Fra Noi®

Chicago's Italian American Voice®

Dear Advertiser,

Fra Noi® offers a unique opportunity to reach the Chicago-area Italian-American community.

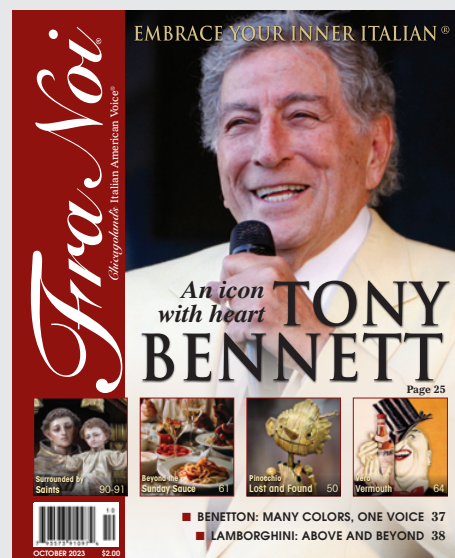
Our gorgeous, glossy magazine serves up a veritable feast of news and views, arts and culture that informs, enriches and delights our readers while keeping them in touch with each other and their heritage.

More than 20,000 Chicago-area residents enjoy Fra Noi each month — including a broad spectrum of business, political and community leaders — offering you unprecedented access to a large and vibrant community with proven purchasing power.

If reaching our community is important to you, there's no better venue than Fra Noi.

We look forward to discussing the possibilities with you.

Expand your reach
ADVERTISE IN FRA NOI



FRA NOI October 2023 37



FRA NOI October 2023 41

Fra Noi Inc.
1621 N. 39th Ave. | Stone Park | IL 60165
Paul Basile 708.338.0690
franoi.com
fb group | fb page

NUMBERS

you can

BANK ON

Our readership survey reveals a vibrant community with enviable purchasing patterns and buying power. Our readers are dedicated to their heritage and committed to quality, and chances are, they're in the market for a product or service that you're offering. More than 1 in 5 of our readers — better than 20 percent of the total — responded, providing results that you can bank on. Here's what they had to say.

In the next five years, are you considering any of the following?

Buying a car	49%
Remodeling your home	21%
Traveling to Italy	61%
Traveling within the U.S.	61%

Do you regularly purchase any of the following Italian products?

Wine	80%
Olive Oil	95%
Pasta	97%
Liquor	48%
Vinegar	73%
Giardiniera	64%
Cheese	94%
Sweets	66%
Housewares	44%
Deli Meat	83%
Tomatoes	80%
Novelty Items	36%

How often do you dine at an Italian restaurant?

Weekly	30%
Monthly	53%

Do you favor products by Italian manufacturers?

✓ Yes	91%
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Are you willing to pay more for quality?

✓ Yes	92%
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How many people read your copy of Fra Noi, including you?

Average	3.5 readers
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GENERAL INFORMATION

Frequency	Monthly
Circulation	6,000
Readership	21,000
Distribution	85% Chicago Area
Method	Paid subscription and single copy sales

RATES

All prices NET

Ad Size	1 Time	3X	6X	12X
1/12 Page	\$85	\$80	\$75	\$65
1/6 Page	\$170	\$160	\$150	\$130
1/4 Page	\$255	\$240	\$225	\$195
1/3 Page	\$340	\$320	\$300	\$260
1/2 Page	\$490	\$455	\$420	\$350
1 Page	\$840	\$790	\$740	\$640

Introductory Offer First ad FREE with a contract of six consecutive months or more.

Outside Back Cover Add 50%, *only if space is available*

Inside Front Cover Add 30%, *only if space is available*

Inside Back Cover Add 20%, *only if space is available*

Website and Electronic Newsletter Advertising
Contact us for rates and availability

SPECIFICATIONS

Full Page Ad

Trim Size	8.625" wide by 10.875" tall
Live Area	7.875" wide by 10.375" tall
Safety Margin	Text must fall within .25" of the outer edges and .5" from the right/interior gutter
Bleed	9.125" wide by 11.375" tall (min .25" on all sides)
Placement	Left-hand pages only, unless double-page spread Double-page spread specs and prices available on request.

Half Page Ad *Horizontal 7.875" wide by 5.25" tall, floating ad/no bleed*

Quarter Page Ad *Horizontal 7.875" wide by 2.5" tall, floating ad/no bleed*

Third Page Ad *5.25" wide by 5.25" tall, floating ad/no bleed*

Sixth Page Ads *Horizontal 5.25" wide by 2.5" tall, floating ad/no bleed*
Vertical 2.5" wide by 5.25" tall

Twelfth Page Ad *2.5" wide by 2.5" tall, floating ad/no bleed*

REQUIREMENTS

Color	CMYK Process
Resolution	300 ppi minimum
File Format	High-Resolution PDF, <i>no compression, embed fonts</i>
Submission	Email: mary@franoi.com

Full Page Ad
8.625" x 10.875"

Live Area
7.875" x 10.375"

Full Bleed
9.125" x 11.375"

Half Page Ad
7.875" x 5.25"

horizontal

1/12 Page Ad
(1 unit)
2.5x2.5"

1/6 Page Ad
(2 units)
5.25x2.5" *horizontal*

1/3 Page Ad
(4 units)

5.25x5.25"

1/6 Page Ad
(2 units)
2.5x5.25" *vertical*

1/4 Page Ad (3 units)
7.875x2.5" *horizontal*



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Email ads & artwork to:
Mary Racila at mary@franoi.com

COMPANY _____

CONTACT _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ E-MAIL _____

✓ CHECK ONLY IF APPLICABLE AND AVAILABLE:

- ☐ **INTRODUCTORY OFFER** (First ad FREE with a contract of six consecutive months or more.)
- ☐ **OUTSIDE BACK COVER** (add 50%) ☐ **INSIDE FRONT COVER** (add 30%) ☐ **INSIDE BACK COVER** (add 20%)

COST PER INSERTION		ALL PRICES NET / CIRCLE ONE:			
	AD SIZE	1 TIME	3 TIMES	6 TIMES	1 YEAR
	1/12 PAGE	\$85	\$80	\$75	\$65
	1/6 PAGE	\$170	\$160	\$150	\$130
	1/4 PAGE	\$255	\$240	\$225	\$195
	1/3 PAGE	\$340	\$320	\$300	\$260
	1/2 PAGE	\$490	\$455	\$420	\$350
	1 PAGE	\$840	\$790	\$740	\$640

Issues of insertion (MM/YY) _____

\$/insertion _____ Initial payment \$ _____ Remainder owed \$ _____

✓ PAYMENT METHOD:

Check One: ☐ **CHECK** (enclosed) or ☐ **CREDIT CARD** (Visa or MasterCard accepted)

Make checks payable to Fra Noi and mail to 1621 N. 39th Avenue, Stone Park, IL 60165. If paying by credit card, fill in the following:

Name on card: _____ Check one: ____ Visa or ____ MasterCard

Billing address: _____

Card #: _____ Exp. Date: _____ CVV #: _____

Special Terms & Conditions

SIGNATURE

DATE

ADVERTISING TERMS AND CONDITIONS

In consideration of Fra Noi publishing advertising in exchange for payment as indicated on the insertion order, the advertiser understands and agrees to the following:

ADVERTISING COPY

1. Whenever possible, the advertiser will provide ad copy in the form of a high resolution PDF produced by a skilled in-house designer or a qualified advertising agency. The publisher will not be liable for problems arising from copy provided by an advertiser and/or agency that does not adhere to industry standards of resolution, quality and usability, and our posted specifications.
2. If requested by the advertiser, the publisher will provide design services at \$65/hour.
3. If requested, contract advertisers will receive one reminder via e-mail, one week before each deadline. Beyond that, it is the responsibility of the advertiser to deliver copy changes on or before the deadline. Changes received after the deadline will be held until the subsequent issue.

PAYMENT

1. Prepayment is required.

GENERAL LIABILITY

1. Advertising is subject to all federal, state and local laws, with the advertiser and/or agency bearing sole responsibility for adherence to those laws.
2. In its sole and absolute discretion, the publisher reserves the right to reject any advertising copy, or cancel any advertising at any time for any reason, without penalty to either party. In the event that an ad is rejected, the advertiser's sole remedy is return of payment made for same.
3. The final decision as to the location of any ad is left entirely to the discretion of the publisher unless specified in writing on the insertion order, and the publisher assumes no liability for a location that does not meet with the satisfaction of the advertiser.
4. Any advertisement that has the appearance of editorial or news content must use sans serif typeface for the body text. The word "advertisement" must be printed within the ad space in a minimum type size of eight points.
5. All advertisements are accepted and published entirely on the representation that the advertiser and/or agency are authorized to publish the entire contents and subject matter thereof.
6. The advertiser and/or agency agrees to protect and indemnify the publisher against any and all liability, loss or expense arising from claims for libel; unfair competition; unfair trade practices; plagiarism; infringement of trademark, trade names or patents, or copyright; or violation of rights of privacy resulting from publication of the advertisement.
8. The advertiser and/or agency agrees not to make promotional or merchandising reference to Fra Noi, or any or all of the other publications in the Fra Noi Publishing Group, in any way except with the expressed written consent of the publisher for each such use.
9. Beyond the return of payment made the advertiser, the publisher will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government action, act of God, war, fire, breakdown of equipment, unavailability of space or any other circumstances beyond the publisher's control.
10. Beyond the return of payment made the advertiser, the publisher will not be liable for problems that arise due to printer error.
11. The publisher will not be liable for failure to insert an advertisement. In such event, advertiser will, at its option, be entitled to a full refund of any moneys paid or insertion of the advertisement in the next issue.
12. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the provisions of the current and applicable rate card will be binding on the publisher.

I have read and acknowledge the terms of this contract.

SIGNATURE

DATE

Fra Noi®

2026 DEADLINES

ISSUE	DEADLINE	MAIL/SHIP
January 2026	10/24/25	12/12/25
February 2026	11/21/25	1/16/26
March 2026	12/26/25	2/13/26
April 2026	1/23/26	3/13/26
May 2026	2/27/26	4/17/26
June 2026	3/27/26	5/15/26
July 2026	4/24/26	6/12/26
August 2026	5/29/26	7/17/26
September 2026	6/26/26	8/14/26
October 2026	7/31/26	9/18/26
November 2026	8/28/26	10/16/26
December 2026	9/18/26	11/13/26
January 2027	10/23/26	12/11/26
February 2027	11/20/26	1/15/27



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