



The BloNo Bagel — Media Kit

The 3-minute Thursday briefing for Bloomington-Normal, Illinois · In inboxes every Thursday at 6:00 AM CT · blonobagel.com

What it is

The BloNo Bagel is a free weekly email newsletter for people who live in Bloomington-Normal — both towns, in full, every issue: where to eat, what to do Thursday through Sunday, and what's changing on their street. Every item is sourced and linked; if we can't verify it, it doesn't run. That trust is why a sponsor slot here reads as a neighbor's recommendation, not an interruption.

Every issue carries

- **The Schmear** — the week's one big story
- **The Everything Topping** — Thu–Sun events, both towns
- **The Neighborhood Radar** — closures, decisions, dates
- **The BloNo Pro Sheet** — local pros worth knowing
- **Local Bites** — openings, closings, coming soon
- A reader **poll** and a **reply question** — readers answer back every week

The audience

- Bloomington + Normal residents — homeowners, families, ISU/IWU households
- They open on Thursday morning to plan the weekend
- Built for replies: every issue runs a poll and a reply question
- *Founding phase*: the Bagel is newly launched. Founding sponsors lock launch rates and are named as founding sponsors.

Sponsor slots

Presenting Sponsor — “The Official ____ of The BloNo Bagel” The title sponsorship: your business named as the official one of your category, under The Hook — the first thing every reader sees — with rotating copy across your run (our endorsement, your offer with a subscriber discount code, a staff-written profile), plus a logo/link in the issue and on the web version.	\$150 / issue
BloNo Pro Sheet — Primary Partner The Pro Sheet is the issue's local-services feature, built from reader nominations. Your business headlines it, with a short write-up and link. Best fit: home services, trades, and local pros.	\$100 / issue
Business Spotlight / Custom A staff-written profile of your business in our voice — the people, the story, the one thing locals should try — or an event spotlight, game-day guide placement, or a package across several issues. Tell us the goal; we'll build the placement.	Ask us

One sponsor per slot per issue — no competitor shares your issue. Every paid placement is labeled "Sponsored." Rates above are founding launch rates.

Also in the bag: The BloNo Bagel Classic Dad Hat — \$28 (Vintage Black or Garment White), sold in the Bagel Shop. Sponsors: hats make easy co-branded giveaways for grand openings and game days — ask.

Book a slot: send an inquiry at blonobagel.com/advertise — tell us your business, your town, and which Thursday you're eyeing. We reply with availability and a one-line draft of your placement before you pay anything.

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