



LoopChicago.com

EXPAND YOUR REACH

Chicago Loop Alliance (CLA) creates a broad array of opportunities to promote organizations in the Loop to other highly engaged members, as well as to CLA's 100K+ consumer audience, and additional opportunities to reach millions through promotional campaigns. The following marketing opportunities are complimentary member benefits.

MARKETING OPPORTUNITIES



E-NEWSLETTER

CLA's e-newsletter runs on the second Wednesday of every month to over **50K+ subscribers**, young and active city dwellers, who are looking for things to see and do.



BUSINESS PAGE

Each member receives a dedicated business page on LoopChicago.com, where they can tell their story, share photos, as well as a website link, and showcase Yelp and TripAdvisor ratings. CLA's website received **nearly one million total pageviews** in 2021.



MEMBER SPOTLIGHT

Distributed exclusively to over **800 CLA members** from every industry in the Loop on Thursdays, Member Spotlight helps you in promoting your upcoming opportunities, promotions and events.



GUEST BLOG

Guest blogs allow members to share their voice and perspective on how small businesses, corporations, and more are affected through stories of their organization on CLA's In the Loop blog. CLA's website received **nearly one million total pageviews** in 2021.



BLOG

CLA's blog is the voice of the Loop, where we promote members regularly through stories told by locals and travelers. In addition, you can also write two guest blogs a year. CLA's website received **nearly one million total pageviews** in 2021.



EVENTS CALENDAR

Promote your in-person and virtual events on CLA's website through our comprehensive events calendar of the Loop. CLA's website received **nearly one million total pageviews** in 2021.



MEMBER RESOURCES

Highlighting our members' expertise, share relevant resources and information regarding COVID-19 and other pressing matters. Information is dispersed through member communications and social media.



CLA PROMOTIONAL CAMPAIGNS

Gain additional exposure through participation in promotional campaigns. Campaigns include Holidays in the Loop and large public events like Sundays on State. Sundays on State earned **over 900 million total marketing and media impressions** in 2021.



SOCIAL MEDIA

With nearly **60K followers** on Facebook, Instagram, Twitter, and LinkedIn, Snapchat, and TikTok, our social media is a great way to engage people through both organic and sponsored content. CLA social content receives **over 10 million impressions** annually.

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Join the conversation using **#BackInTheLoop** and tag Chicago Loop Alliance