



DeKalb Life Visitor's Guide 2027 Advertising Form

Thank you for your interest in advertising in the 2027 edition of the DeKalb Life Visitor's Guide!

Your support helps make this publication possible. This guide will be distributed throughout DeKalb County and beyond-including NIU, NIU Freshman Orientation, local shops, local restaurants, gas stations and rest areas, and high-traffic destinations-with an online version available at www.DeKalbLife.com all year. round

Business Information:

Business Name: _____

Contact Person: _____

Email Address: _____

Phone Number: _____

Business Address: _____

Website/Social Media (optional): _____

Advertisement Selection and pricing:

Advertising starts at just \$75!

Regular Ad placements range from \$75 - \$500

The best prices for local advertising in DeKalb!

Premium Placement Pricing: Premium spaces are first come first served!

Starting at just \$400!

Space Selection:

Spaces are numbered in the Advertiser's Sample at <https://dekalblife.com/visitors-guide-advertise/>

Preferred Space Number(s): _____

Advertisement Submission

All advertisement designs must be submitted by 11/10/2026.

Will you provide your own ad design? Yes/No

(If No, please contact us as soon as possible if you need design assistance.)

Additional information**Financial Assistance**

If your business requires financial assistance to participate, please email us at info@dekalblife.com to discuss adjusted pricing. DeKalb Life is committed to supporting our local businesses and will not let financial situations get in the way of advertising. If you need a lower price, please email us and we will help you.

Important Deadlines

Ad Reservation & Payment Deadline: November 1st, 2026, by 11:59 PM CST

Final Ad Design Submission Deadline: November 10th, 2026, by 11:59 PM CST

Signature:

Submit This Form via:

A saved DOCX or PDF file to the email address listed below or print and mail form to address listed.

Contact us at:

Email: info@dekalblife.com or Mail: PO Box #69, DeKalb, IL 60115

Payment by mail: Payment by mail must be made by check payable to "DeKalb Life"