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MEMORANDUM

To: President Toni Preckwinkle and the Board of Commissioners

From: Carl Vogel, Director of Communications
Stacina Stagner, Communications Manager

cc: Adam Bianchi, General Superintendent
Luke Turck, Interim Director of Legislative and Governmental Affairs

Date: January 13, 2026

Re: Agenda Item 26-0015 Advertising and Promotional Services 2026-2027

The Forest Preserves of Cook County Communication Department's advertising and promotional services budget for 2026-2027 will allow up to \$300,000 per year for two years to promote and showcase the amenities, programs and natural areas of the Forest Preserves.

Media purchases for the annual advertising campaign will align with the communications goals of the Forest Preserves to inform Cook County residents about the Preserves and what they offer. The campaign includes a deeper focus on reaching communities and populations that are not historically as likely to know about and utilize the Forest Preserves, which include focused geographic and demographic outreach to communities in Cook County that have been identified by the Chicago Metropolitan Agency for Planning as Economically Disconnected Areas.

The 2026 campaign will be informed by but not exactly replicate a cross-media collection of outlets from prior years. To ensure we reach a broad, diverse audience, the Forest Preserves uses multiple channels including television, out-of-home, radio, digital, mobile, print and social media.

In 2025, the advertising outlets were:

Audacy | Radio & Streaming Audio: Thirty- and fifteen-second radio ads on top-ranking Chicago stations as well as targeted streaming radio ads.

Chicago Sun-Times | Print & Digital: Twenty-six weeks of print ads and targeted digital ads in English and Spanish.

Chicago Tribune | Print & Digital: Fourteen total print ads in Chicago Tribune-owned weeklies throughout Cook County suburbs, plus a monthly print ad in Chicago Tribune Health & Family. Chicagotribune.com digital advertising and retargeting digital advertising. In English and Spanish.

ClearChannel | Out of Home: Two digital out-of-home billboards appearing across more than 60 digital billboards in Cook County.

CROE | Television & Digital: Interview with Forest Preserves representative during public access channel program, with additional promotion via social media.

Daily Herald | Digital: Targeted digital advertising across high-traffic websites, as well as digital advertising on DailyHerald.com and a sponsored content campaign.

FOX32 | Streaming Television: Zip-code targeted :30 streaming television commercial, delivered to tablets, smart phones, laptops, etc.

Google Ads | Digital: Targeted digital advertising leveraging Google Search, Google Maps, YouTube, Gmail and Google partner websites to increase traffic to specific pages on fpdcc.com, such as Camping, Trails, Fishing, Permits and Volunteering.

Grab Magazine | Print: Two full-page ads distributed for free at local venues and during highly attended events focused on individuals and allies of the LGBTQIA2S+ community.

Hyperlocal | Print & Digital: Run of five print ads in publications, including Via Times, El Dia, DesiTalk, Chicago Korea Times, Austin Voice, Bronzecomm, as well as multi-publication group Growing Community Media. Ads in English, Spanish and Korean.

Illinois Outdoor News | Radio & Event: Interviews with Forest Preserves staff on Chauncey's Great Outdoors ESPN radio show, and appearances and support at events.

La Raza | Print & Digital: Spanish print and digital advertisements.

WBEZ | Radio & Digital: On-air messages, as well as website digital display banner, event listing, and inclusion in one edition of the Saturday Rundown email newsletter.

WFMT/WTTW | Television & Radio: Two months of television ads on WTTW 24/7 Kids, including ads on the main WTTW channel and streaming platform. Plus:30-second spots on WFMT.

WGN Radio | Digital: Mobile ad messenger and The Weather Channel advertisements in English and Spanish.

WGN Television | Television & Digital: Morning show interviews with Forest Preserves representatives, WGN website access point takeover and digital retargeting ads, email news blast.

WVON/WRLL | Radio: Sponsored Time & Temp segments in English and Spanish.