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Contact:

McKinley Park News

info@mckinleypark.news

(312) 560-1115

P.O. Box 9136

Chicago, IL 60609

<https://mckinleypark.news>

McKinley Park News Announces New Features for Sponsors

CHICAGO – May 1, 2024 – The *McKinley Park News*, an independent local news outlet covering Chicago's McKinley Park neighborhood, announced the launch of two new features to let Sponsors of the publication speak directly to the community: Sponsor News and Sponsor Events.

"With Sponsor News and Sponsor Events, local enterprises and institutions can share their stories directly with our growing local news audience," said *McKinley Park News* Publisher Justin Kerr.

"These features let Sponsors easily add updates and events to our publication's website while putting their identity at the front of their messaging," Kerr said. "Sponsors demonstrate their community engagement while enjoying an unprecedented opportunity to share who they are and what they do."

Sponsor News and Sponsor Events are self-service features accessible to Sponsor accounts. They join Sponsors' commercial Profiles, the Sponsors Showcase and Sponsor promotions as core elements of every annual sponsorship, which are available in four tiers: Silver, Gold, Platinum and Diamond.

"We have marketing solutions available for every size and type of local enterprise," Kerr said. "This includes how we can mix Sponsor tiers with display advertising to fit just about any marketing need and budget."

Kerr noted the ease with which Sponsors can manage their news and events entries, including from mobile devices. In particular, Sponsor News is set up as a social media-style feed that can support uploaded photos, embedded videos, locations and even fun elements like emojis.

This unique implementation is by on purpose, Kerr said, to be distinct from the practice of paid content or "adveritorial." This is when a publication attempts to fool its readers by using dark design patterns to make marketing messages look like journalism.

"Sponsor News and Sponsor Events have design, placement and labeling that clearly distinguishes them from our reporting and neighborhood news coverage," Kerr said. This joins the publication's many other practices and mandates to ensure independence of news publishing from commercial and advocacy interests.

“I’m excited to see what Sponsors are already sharing with our readers and community,” Kerr said. “For example, Sponsor MAT Asphalt has uploaded photos and schema of its brand-new emissions control systems: something that’s never before been shared anywhere.”

For more information about Sponsor News, Sponsor Events and the sponsorship program of the *McKinley Park News*, click any of the related links on its website at <https://mckinleypark.news>.

ABOUT THE MCKINLEY PARK NEWS

The *McKinley Park News* is an award-winning local news publication covering the McKinley Park neighborhood of Chicago from its website at <https://mckinleypark.news>. Its features include original news reporting, a calendar of neighborhood events, interactive memberships and subscriptions, and sponsorships and advertising. Online as a neighborhood news source since 2016, the *McKinley Park News* launched its commercial operations in 2019 as a publication of Local News LLC. In 2024, the McKinley Park Civic Association lauded the *McKinley Park News* through the William H.G. Toms Community Service Award to Publisher Justin Kerr for the publication’s local journalism. It is a member of LION Publishers and the McKinley Park Underage Drinking and Other Substances Abuse Coalition (McK-UDOS).

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Related Resources:

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<https://mckinleypark.news/sponsors-showcase/sponsor-news>

Sponsor Events
<https://mckinleypark.news/sponsors-showcase/sponsor-events>

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