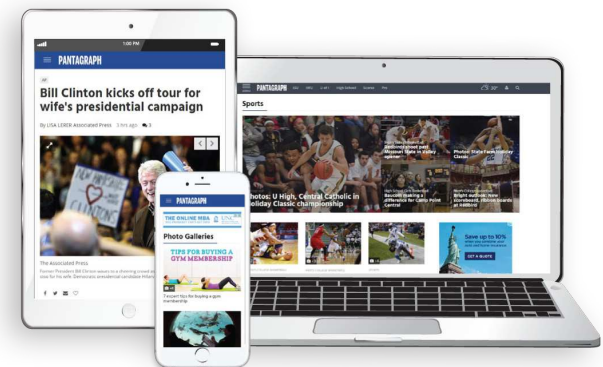


# THE PANTAGRAPH

## Informational Kit

### More than a newspaper.

Reaching your potential customers more consistently and effectively than any other media.





Centrally located between Interstates 39, 55 and 74, Bloomington-Normal boasts a strong education environment with its two universities, three major hospitals, convention centers and shopping districts.

Bloomington-Normal residents are less than three hours from Chicago, St. Louis and Indianapolis. Transportation services include four railroads, Amtrak and the Central Illinois Regional Airport, one of the fastest growing airports in the nation.

Keeping a small town feel but with many of the amenities of a big city, Bloomington-Normal truly offers the best of both worlds.

#### MOST EXCITING CITIES IN ILLINOIS

1. City of Evanston
2. City of Woodstock
3. City of Rock Island
4. City of Chicago
5. City of St. Charles
6. City of Carbondale
7. City of Champaign
8. City of Edwardsville
- 9. City of Bloomington**
10. Village of Downers Grove

#### CITIES ON THE RISE

1. Gainesville, FL
2. Fargo, ND
3. Brownsville, TX
- 4. Bloomington, IL**
5. Fayetteville, NC
6. Alexandria, VA
7. Shreveport, LA
8. El Paso, TX
9. Huntsville, AL
10. Mobile, AL

# Bloomington-Normal is Thriving!





**Target 174,904 Shoppers Here!**

DEMOGRAPHICS	BLOOMINGTON-NORMAL
2017 est. Population	174,904
2017 est. Households	67,843
AGE	
0-17	38,081
18-24	29,266
25-34	23,223
35-44	21,597
45-54	20,311
55-64	19,822
Age 65+	22,604
Median Age	33.7
2017 HOME OWNERSHIP	
Est. Owner-Occupied Housing Units	44,793
Home Value \$100,000-\$299,000	30,186
Home Value \$300,000+	4,976
2017 HOUSEHOLD INCOME	
Average Household Income	\$75,693
OCCUPATION	
Blue Collar	14,055
White Collar	58,044
Service & Farm	16,887
EDUCATION	
High School Grad	29,790
Some College, No Degree	20,233
College Degree+	50,574



# Big Spender

Annual Consumer Expenditure

**\$2.8 Billion**



Transportation & Auto Expenses

**\$668.6**  
Million



Food at Home

**\$406**  
Million



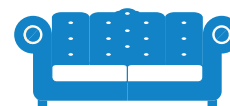
Total Apparel

**\$171.9**  
Million



Household & Cleaning

**\$2.8**  
Million



Furnishings & Appliances

**\$64.3**  
Million



Health & Personal Care

**\$187.5**  
Million



Food Away from Home

**\$367.3**  
Million





COMPANY NAME	2016 FTE
<b>State Farm Insurance Co.</b>	<b>14,282</b>
Illinois State University	3,320
<b>COUNTRY Financial</b>	<b>1,910</b>
Unit 5 Schools	1,654
Advocate BroMenn Healthcare	1,402
OSF St. Joseph Medical Center	1,364
McLean County, Government	829
<b>Afni, Inc.</b>	<b>765</b>
District 87 Schools	657
<b>Heritage Enterprises</b>	<b>596</b>
McDonalds Restaurants	570
City of Bloomington	538
Illinois Wesleyan University	499
<b>GROWMARK, Inc.</b>	<b>479</b>
Nestle USA	420
Bridgestone/Firestone Off-Road Tire Co.	392
Town of Normal	374
Nussbaum Transportation Services Inc.	369
<b>Illinois Farm Bureau</b>	<b>342</b>
Heartland Community College	294
Chestnut Health Systems	260
The Baby Fold	230
The Snyder Companies	195
STL Technology Partners	110

**Bold text indicates national headquarters are located in Bloomington-Normal.**

## Bloomington-Normal Major Employers

# By the Numbers



In the Top 100 Smartest  
Cities in America



in "America's Fastest  
Growing Cities"



#3 city in the U.S. to look for a job  
in healthcare, sales, the trucking  
industry, or restaurant business



#1 in the State of Illinois and #28  
nationally in "The Best Small  
Places for Business and Careers"





# Serving the Bloomington-Normal community for over 175 years.

**1837**

The Pantagraph was founded by Jesse Fell and was originally called the Bloomington Observer and McLean County Advocate.

**1875**

The Pantagraph moved to its present location at 301 W. Washington St.

**1927**

The Pantagraph absorbs the only other newspaper left in Bloomington to become the sole survivor of more than 140 local journals.

**2010**

Launched The Pantagraph's Facebook page ([pantagraph.com/facebook](http://pantagraph.com/facebook)). Our Facebook page has more than 33,000 likes.

**1853**

Renamed The Pantagraph by then editor Charles Merriman, a student of classical languages. Pantagraph is derived from two Greek words, meaning "to write all things."

**1924**

Adlai E. Stevenson II, who would later be nominated for the Presidency, joined The Pantagraph staff as assistant managing editor.

**1996**

The newspaper's website, [Pantagraph.com](http://Pantagraph.com), was first made available to the public. Today, [Pantagraph.com](http://Pantagraph.com) has more than 6.5 million page views and 650,000 unique visitors.



THE PANTAGRAPH

# Rich Multi-Media Experiences



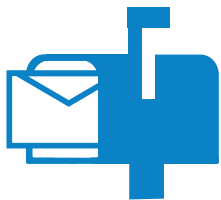
## Print

The Pantagraph  
Woodford County Journal  
Community News  
Woodford Star  
Home Finder  
Limited Magazine  
Coupon Xpress



## Online

Custom Websites  
Native Content  
Social Media Custom Content  
Targeted Display  
SEO/SEM



## Direct to Consumer

Shop Direct  
Amplified Direct  
Targeted Email Marketing

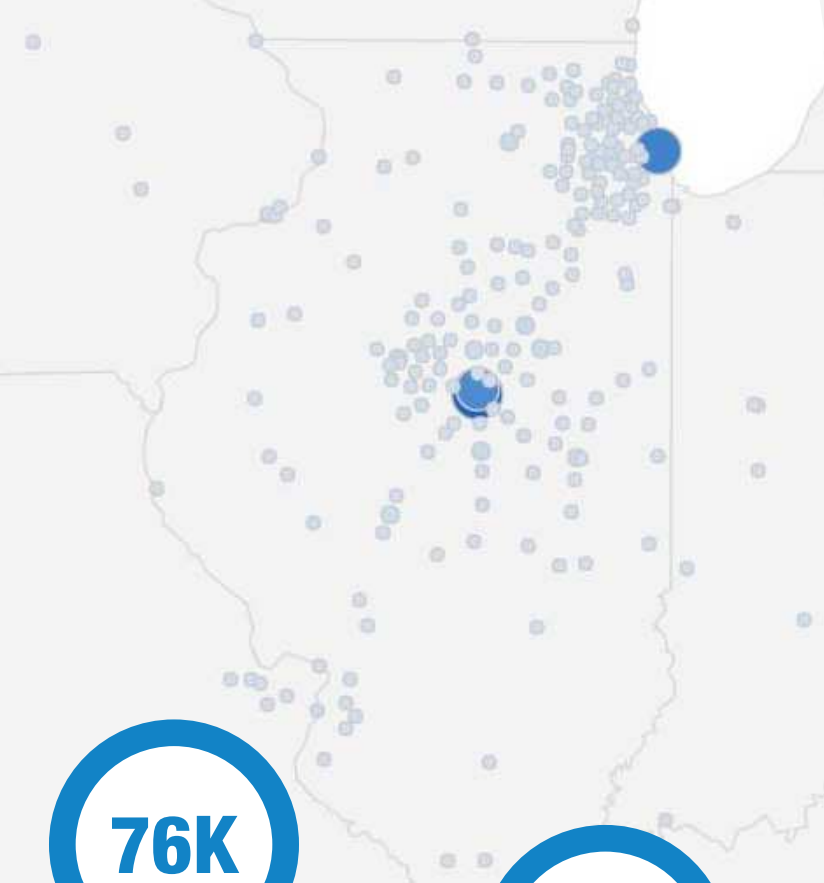


## Events/Programs

Royal Princess Coronation  
Fish & Feather Expo  
First Bite  
Holiday Spectacular  
Celebrate America  
20 Under 40  
Readers' Choice  
Cutest Kids Contest  
Fans Choice



# Meet Our Users



**76K**

are in the market to buy or rent a home

**111K**

are actively looking for a job

**154K**

are looking for home & garden products & services

**107K**

are making travel plans

**110K**

are in the market for a car, truck or vehicle

We are #



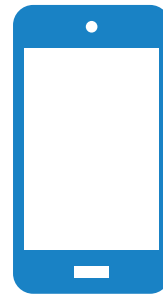
No competitor can match the results that The Pantagraph delivers through our newspapers, digital sites and niche publications.



Huge multi-media  
weekly reach  
**77% of adults in the market**



**33,000**  
Facebook followers



**10,700**  
Twitter followers



Large weekly  
print reach  
**81,000 Sunday readers**



Most visited monthly  
local media website  
**6.1 million page views**



More journalists than  
all of our competitors



# Numbers Don't Lie

Newspapers are still the #1 media for reaching customers and driving sales.



For consumers shopping for products & services



Local website visited by Millennials in the past 30 days



Place where consumers find the best deals



Single most relied upon media used to make buying decisions





## Reach Almost 175,000 Consumers With Our Branded Products

The Pantagraph  
**81,000**  
Sunday Readers

Pantagraph.com & The  
Pantagraph App  
**6.1 MILLION**  
Monthly Page Views

The Pantagraph &  
Pantagraph.com have a  
combined reach of  
**77%**  
of the local  
marketplace in a  
7-day period.



# Reach Our Highly Desirable Audience

81,000 Pantagraph Print Readers every Sunday

## THE PANTAGRAPH

**FACILITY ON COURSE**  
Indoor golf center welcomes Twin City players SPORTS, PAGE B1

**Celebrating hope**  
Home Sweet Home kicks off centennial LOCAL, PAGE A3

SHOWERS LIKELY 46°-30° FORECAST, AB | TUESDAY, JANUARY 10, 2017 | pantagraph.com

### State won't charge Preston

Normal councilman's travel expenses eyed

**SOUTH BRADY-LINNEY**  
elinney@pantagraph.com

**NORMAL** — A special prosecutor, appointed last spring to review the travel expenses of Normal City Council member Scott Preston, will not seek charges in the case.

State Appellate Prosecutor Tom Brown filed the decision Monday in McLean County Circuit Court. It ends the investigation that began after questions were raised about Preston's travel expenses that included seven out-of-state trips since he was elected in 2013, frequent orders for room service and a record of tardiness in attending conferences he was paid to attend.

"After a careful review of all investigatory material provided to me... I have determined that no credible evidence exists upon which to base a criminal charge," said Brown, who is with the state's attorney appellate prosecutor's office.

In a statement Monday, Preston said "I am of course pleased with today's outcome, which the facts have long supported. I welcomed this review, and supported the town's new policies."

**Please see PRESTON, Page A2**

### Senate waits on budget vote

Illinois Senate's vote on a proposed bipartisan compromise to end the state's 18-month budget standoff until after the new General Assembly takes office on Wednesday.

Senate President John Cullerton, D-Chicago, and Senate Minority Leader Christine Radogno, R-Lenox, agreed to hold off on a vote due to concerns among a major package about voting on a major package of legislation that included tax increases during the waning days of the current General Assembly.

"We in the Senate recognize

**Please see SENATE, Page A2**

### Study: Weekend workouts still good

Even 1 or 2 sessions of exercise a week cuts mortality rate

**MARILYN MARCONE**  
mmarcone@pantagraph.com

Weekend warriors, take a victory lap. People who pack their workouts into one or two sessions a week lower their risk of dying over roughly the next decade nearly as much as people who exercise more often, new research suggests.

Even people who get less exercise than recommended have less risk than folks who don't break a sweat at all.

"If someone is completely inactive, the best thing they can do is even getting out and taking a walk," said Hannah Assen, a health researcher at Georgia Washington University. For people who think they don't have enough time for small amounts of exercise to matter, the results are "encouraging or perhaps motivating," she said.

She had no role in the study, but wrote a commentary published with the results Monday in JAMA Internal Medicine.

U.S. and global guidelines call for 150 minutes of moderate or 75 minutes of vigorous exercise each week, ideally spread out so you get some on most days.

That's based on many previous studies suggesting a host of benefits beyond the risk of premature death that this study measured.

Researchers at Loughborough University in England used surveys by trained interviewers on nearly 64,000 adults in England and Scotland from 1995 to 2008. By last year, 8,802 had died.

Participants were grouped according to how much exercise they said they got the preceding month.

- Inactive (no leisure time exercise): 61 percent
- Regular exercisers (meet the guidelines): 11 percent
- Weekend warriors (get the recommended weekly amount but in one or two sessions): 4 percent
- Inactively active (get less than the recommended weekly amount): 22 percent
- The risk of dying was about 30 percent lower in weekend warriors and insufficient exercisers versus those who were inactive. Regular exercisers lowered their risk a little more, by 35 percent.
- Any amount of activity helped cut the risk of dying of heart disease by about 40 percent.

**Please see WORKOUTS, Page A2**

DISCOVER DIGITAL **CONNECT**

- Check out photo galleries from local news and sports
- See what's trending as the most popular stories in the area

AT PANTAGRAPH.COM

ISSUE: 487 CLASSIFIED: 41 CIRCULATION: 26 OPENING: 83 TV LISTINGS: 113

ISSN 0253-0007

Follow us online: Facebook.com/Pantagraph, Twitter.com/Pantagraph, Instagram.com/theantagraph

Connect with Bloomington-Normal's spend-ready consumers and influential business executives to drive sales and grow your business.



**50.4%**  
Women



**72.1%**  
Lived in the area 15+ years



**66.7%**  
A18-59



**80%**  
College Educated



**\$76.4K**  
Median HHI

Source: Source: Lee Enterprises Audience Report, Thoroughbred Research, January 2015-Dec.2015. Alliance for Audit Media, Sept. 2015. Readership numbers based on 2.4 readers per copy daily and 2.7 readers per copy Sunday.

# 2017 Special Sections Calendar

## January

Fish & Feather

## February

Pet Section  
Agribusiness  
Home Show

## March

Central IL Outlook, Vol. 1  
Central IL Outlook, Vol. 2

## April

Spring Home & Garden  
Getaway Guide  
Building America: Celebrating  
Local Unions

## May

Guide to Summer Fun &  
Entertainment  
Restaurant Showcase

## June

New Construction Real Estate

## July

Readers' Choice

## August

Real Estate: Your Home, Your Life  
LeRoy Community Guide

## September

Fall Fun  
Farm Focus

## October

Breast Cancer Awareness

## November

Now Hiring: Employment Guide  
Hometown Holidays  
Small Business Saturday

## December

Holiday Gift Guide



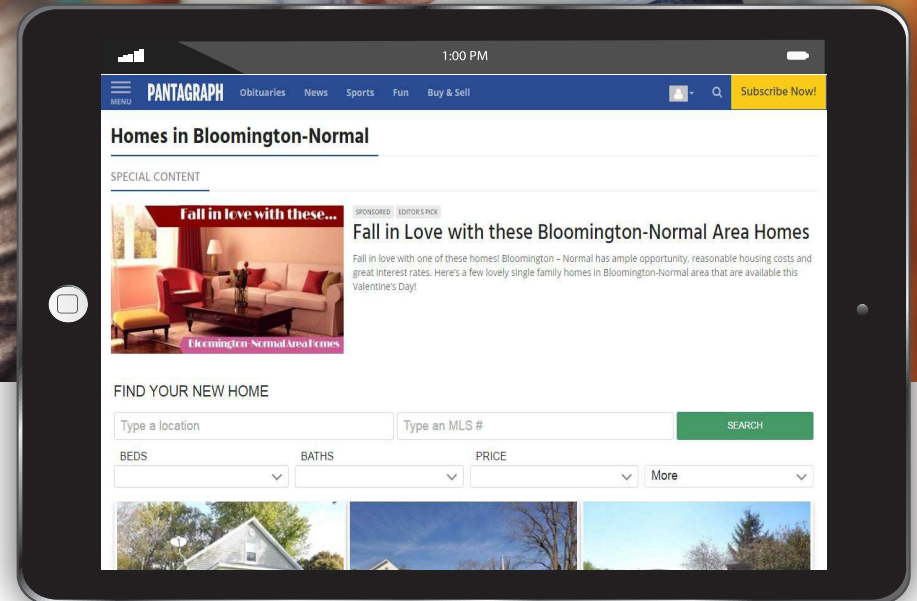
# Pantagraph.com

Premium website exclusive to digital and print subscribers

**573K Monthly Unique Visitors**  
**6.1M Monthly Page Views**

Premium website exclusive to digital and print subscribers

- Breaking News
- Local News
- Real Estate
- Editorial Columns
- Job, Car & Classified ads
- Limited Magazine
- Obituaries
- Local Business Directory



Source: Google Analytics Premium, February 2017. Lee Enterprises Audience Report, Thoroughbred Research, January 2015-Dec.2015. Alliance for Audit Media, Sept. 2015.

# Target Affluent and Influential Consumers on Pantagraph.com

573K Monthly Unique Visitors  
6.1M Monthly Page Views



**53.6%**  
Women



**66.9%**  
Lived in the  
area 15+ years



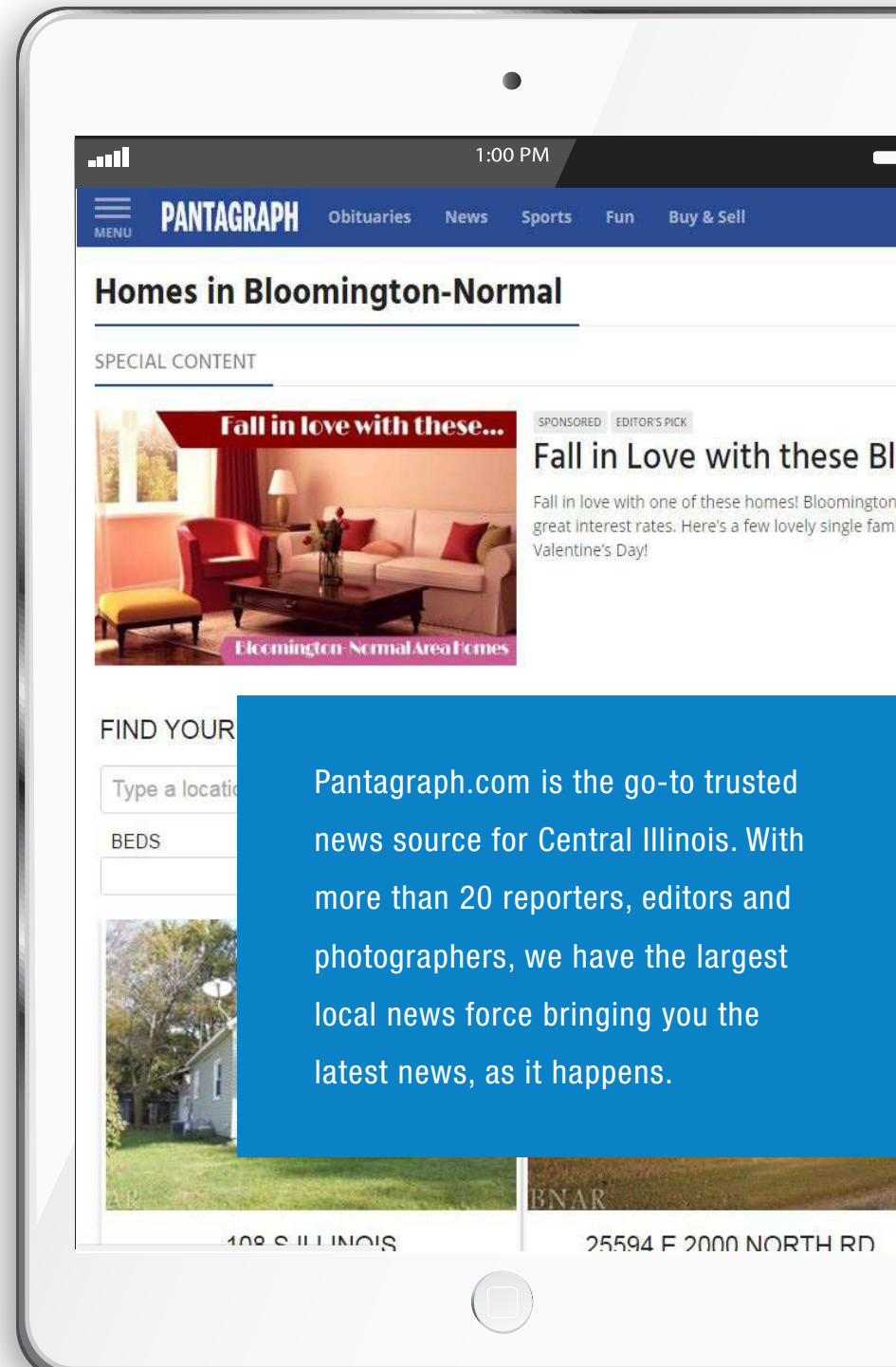
**80.9%**  
A18-59



**83.9%**  
College  
Educated



**\$77.3K**  
Median HHI



Pantagraph.com is the go-to trusted news source for Central Illinois. With more than 20 reporters, editors and photographers, we have the largest local news force bringing you the latest news, as it happens.



# Pantagraph.com Content

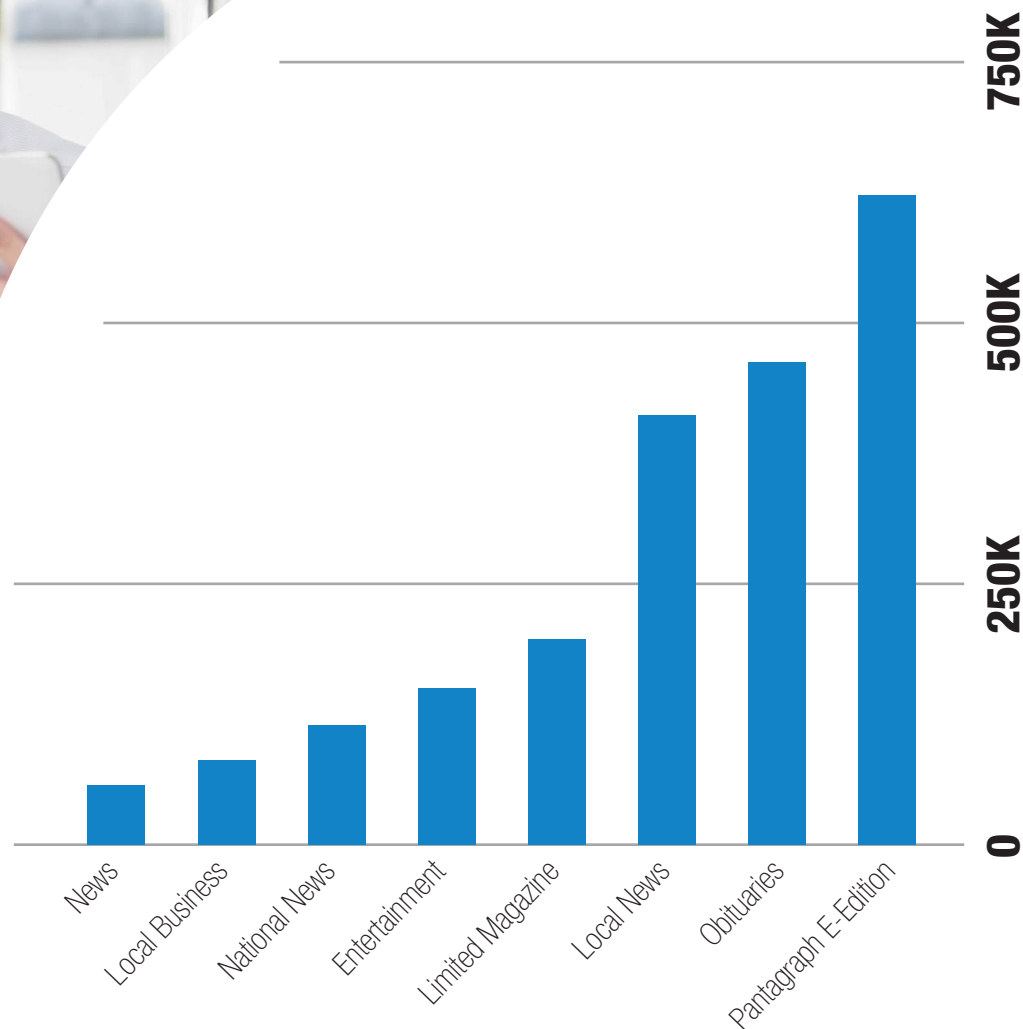
Almost 4.8 Million Minutes Spent on Pantagraph.com per month  
1.8 Million Sessions Every Month with 3.4 Pages per Session

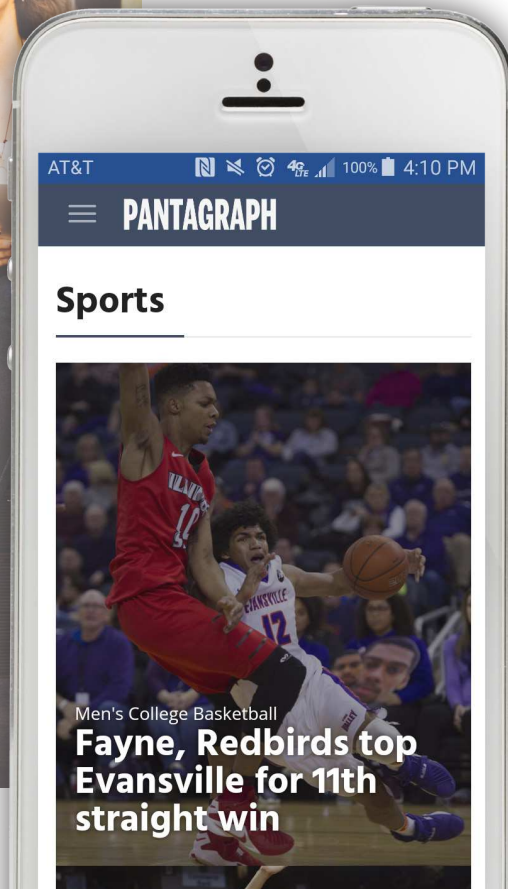
Celebrating 21 years of digital prowess, Pantagraph.com has grown up with Bloomington-Normal's millennials and become the most trusted local news source online.

Our core site covers life in Bloomington-Normal from the C-level executive, to the stay-at-home mom, to the Illinois State or Illinois Wesleyan student. Interact with valuable consumers on Pantagraph.com, covering what's important to locals, all day, every day.

Source: Google Analytics Premium, February 2017.

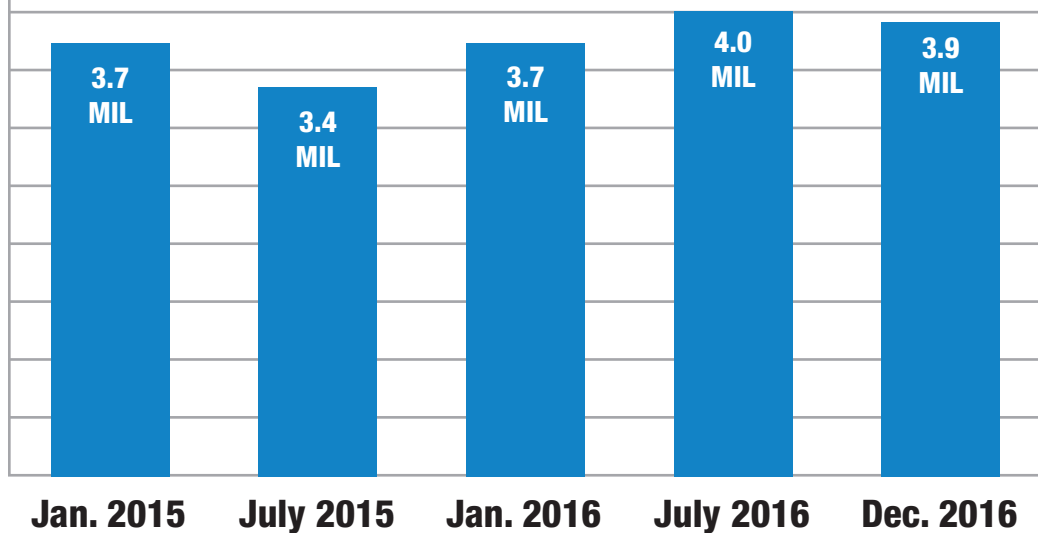
## Top Sections





## Pantagraph Mobile

Number of Tablet & Mobile Pageviews



### 370K Mobile & Tablet Users per Month

Bringing you the latest news in a format that is optimized for mobile viewing. Our nimble and intuitive site is perfect for on-the-go reading.



# Amplified Digital



## CONCEPT & STRATEGY

We start by talking to you to understand what you need and what your digital advertising strategy is missing. We use your end goals to create a plan to achieve the results that you want – it's all about creative optimization and personalization for us.



## TARGETED DISPLAY

We'll get the right ad in front of the right customer at the right time. Amplified has digital tools that allow us to use consumer data in real time to get your ads to your target audience.



## SOCIAL MEDIA

With our team of dedicated social media professionals we'll develop, manage and execute social media strategies, and help you understand how customers are interacting with you in the social space.



## WEB DEVELOPMENT & DESIGN

You need a well-managed, functional and custom website to help you reach customers on their desktops, laptops, tablets and smart phones, and to reinforce your positive online brand.



## SEARCH MARKETING

We know how to combine SEM and SEO with our other tools to make you stand out. With higher search results, we ensure that people's attention to your brand will improve, giving you an edge over competitors.



## EMAIL MARKETING

Our Amplified team uses highly targeted email services that get your messages to people who WANT them. We send unique and personalized content to consumers, and engage the readers with graphics and links.

Amplified Digital, a division of The Pantagraph, is focused on strategic digital marketing, creative services and digital media consulting. Our goal is to help your businesses successfully navigate through an ever-changing and complex marketing landscape. Our integrated approach to digital marketing will help give you a competitive edge by connecting you with your customers in a vast and growing digital world.





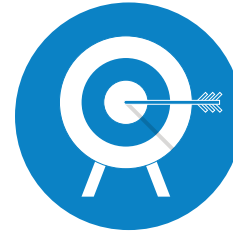
# Digital Marketing Services (DMS)



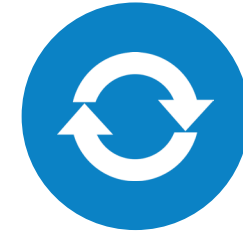
Responsive Website  
Development



Mobile Marketing



SEO/SEM



Social Media  
Marketing



Tracking, Optimization  
& Reporting



Email/Direct  
Response Marketing



Reputation  
Management & PR

Our business solutions go beyond traditional display advertising and enable local businesses to compete in a BIG way online with turn-key digital marketing services. Our expert team captures lower funnel leads and builds strong brands for all categories of business, driving sales with extensive campaign tracking and measurable results.



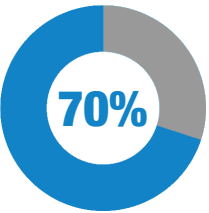


# Native Advertising

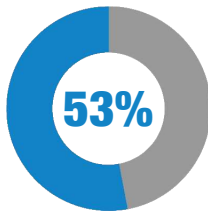
**We are content creators.** We seamlessly integrate custom created content for your brand into our premium editorial environment allowing for a fully immersive and engaging, contextually relevant experience.

**We are experts.** Our team has expertise across every category, ensuring we develop custom organic experiences through content creation, telling your story in an authentic and impactful way.

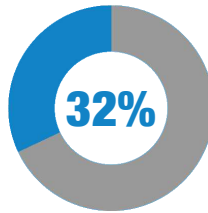
**Turn-key content marketing.** We create, distribute, promote, provide analytics and optimize allowing a holistic experience for our partners.



of individuals want to learn about products through content vs. advertising



People view native ads 53% more than banner ads



of consumers said they would share a native ad vs. 19% for banner ads

## BINNY'S BEVERAGE DEPOT'S CRASH COURSE ON BEER STYLES

# BEER 101

So, you're choosing a beer. You've already made a good choice. But choosing which beer, that's a much trickier proposition these days than it was, say, 30 years ago or even 10 years ago. The reshaping of the American brewing industry during this time has given us access to more choices than ever before. Don't worry, we're here to help.

*Chris Deemer*

## 10 POPULAR BEER STYLES

<p><b>BROWN ALE</b></p> <p>A workhorse style of English pub, it's malt-forward and sometimes sweet but balanced to maximize drinkability.</p> <p><b>AVB: 4.5-6 percent</b></p> <p>Flavor/aroma: Roasted malt impart caramel, nutty, toasty and chocolate character. Hops - floral to spicy - are generally muted.</p> <p>Texture: Soft body, moderate fizz.</p> <p>Varietal/related styles: American browns tend to be more tart than in flavor and exhibit hop character more. A cousin, the English mild, is tamed down to boost drinkability.</p> <p>Glassware: Nonic pint</p> <p><b>BINNY'S PICKS</b>                  Elliot Brown - Avery                  Bellair Brown - Shorts                  Harlow Brown - Rogue</p>	<p><b>AMBER ALE</b></p> <p>Primarily a catch all for any beer less than a dark ale color, ranging from amber to deep red hues.</p> <p><b>AVB: 4-7 percent</b></p> <p>Flavor/aroma: Tends to focus on the malts, but hop character can range from low to high. Expect a balanced beer.</p> <p>Texture: Medium to medium-full body, moderate to high carbonation.</p> <p>Varietal/related styles: The range can run from classics to American brews who brew mass Oktoberfest style beers that are actually ale.</p> <p>Glassware: Nonic pint or mug</p> <p><b>BINNY'S PICKS</b>                  Chamale Drape - Two Brothers                  Elliot Ness - Great Lakes                  Amberglade - Ale Artyum</p>	<p><b>HEFEWEIZEN</b></p> <p>The father of German wheat beers, it's distinctive for its frothy-spicy yeast and unfiltered haze.</p> <p><b>AVB: 4.5-5.8 percent</b></p> <p>Flavor/aroma: Wheat malt sweetness and nice of yeast character - banana - down the most common, sometimes bubble gum and vanilla.</p> <p>Texture: Creamy-soft, medium body with ample carbonation.</p> <p>Related styles: German wheat cousins include the darker dunkelweizen, the stronger, darker weissbier and the soot Berliner weisse.</p> <p>Glassware: Weizen</p> <p><b>BINNY'S PICKS</b>                  Hefeweizen - WhiteHanger                  Weissbier - DeathB                  Forthales Wheat - Brickstone</p>	<p><b>PALE ALE</b></p> <p>Defined by a starchy but heavily attenuated presence, the PA is the country English in origin, but seeks balance with a firm malt backbone.</p> <p><b>AVB: 4.5-6.2 percent</b></p> <p>Flavor/aroma: Pale ale showcase hop characteristics floral, citrus, clinic and piney are the most common.</p> <p>Texture: Dry, light and medium body with moderate to strong fizz.</p> <p>Varietal: The original English style is much milder and tends toward more delicate floral hop varieties.</p> <p>Glassware: Nonic pint</p> <p><b>BINNY'S PICKS</b>                  Chamale Pale                  Dale Pale - Oskar Blues                  HIG - Central Waters</p>	<p><b>INDIA PALE ALE</b></p> <p>Defined by a robust and often bitter presence, the IPA is the country English in origin, but seeks balance with a firm malt backbone.</p> <p><b>AVB: 6.3-7.5 percent</b></p> <p>Flavor/aroma: Astringent malt and hop aromatics ranging from floral to piney to citrus.</p> <p>Texture: Dry, light and medium body, medium-high carbonation.</p> <p>Varietal: English varieties know a bread malt and floral hops, the American style favors a lighter malt profile hops with pine/resin and citrus/fruit.</p> <p>Glassware: Tulip</p> <p><b>BINNY'S PICKS</b>                  Moose Pilsner - Founders                  Incorporation - 4 hands                  IPA - Alchemist</p>
<p><b>PILSNER</b></p> <p>Watered-downs variants of this crisp lager originating from Pilsen, Czech Republic, became the most popular beer in the world.</p> <p><b>AVB: 4.2-5.3 percent</b></p> <p>Flavor/aroma: The smooth, easy drinking yet balanced sweet bread-like malt with spicy-floral hops.</p> <p>Texture: Medium to light body and high effervescence.</p> <p>Varietal: True Pilsners are lighter and many breweries offer cream ales, which have a slightly more robust flavor, as an alternative to pilsners.</p> <p>Glassware: Footed pilsner</p> <p><b>BINNY'S PICKS</b>                  Scribble - North Coast                  Yumbah Pils - Great Lakes                  Pilsna Pils - Victory</p>	<p><b>SCOTTISH &amp; IRISH ALE</b></p> <p>English in origin, the porter's base comes from dark roasted malt, though it typically has a lighter body than its brother sibling, the stout.</p> <p><b>AVB: 4.5-6.5 percent</b></p> <p>Flavor/aroma: Range from caramel and chocolate to many coffee or even burnt smoke; hop character is generally low.</p> <p>Texture: Medium to full body, somewhat creamy.</p> <p>Varietal: A American interpretations are bigger in alcohol content and flavor aromatic and play up more aggressive malt character.</p> <p>Glassware: Nonic pint</p> <p><b>BINNY'S PICKS</b>                  Victoria at Sea - Ballast Point                  Alberta Cigar - Great Lakes                  Porter - Founders</p>	<p><b>PORTER</b></p> <p>English in origin, the porter's base comes from dark roasted malt, though it typically has a lighter body than its brother sibling, the stout.</p> <p><b>AVB: 4.5-6.5 percent</b></p> <p>Flavor/aroma: Range from caramel and chocolate to many coffee or even burnt smoke; hop character is generally low.</p> <p>Texture: Medium to full body, somewhat creamy.</p> <p>Varietal: A American interpretations are bigger in alcohol content and flavor aromatic and play up more aggressive malt character.</p> <p>Glassware: Nonic pint</p> <p><b>BINNY'S PICKS</b>                  Victoria at Sea - Ballast Point                  Alberta Cigar - Great Lakes                  Porter - Founders</p>	<p><b>BELGIAN ALE</b></p> <p>English in origin, the porter's base comes from dark roasted malt, though it typically has a lighter body than its brother sibling, the stout.</p> <p><b>AVB: 4.8-5 percent</b></p> <p>Flavor/aroma: Dominated by the yeast and often unique to the region, Belgian ales are often described as being best, frothy, citrusy and/or spicy in nature.</p> <p>Texture: Full-bodied and soft, with moderate to low carbonation, some use nitrogen for dry, creamy bubbles.</p> <p>Varietal: Wide variation, oatmeal or milk sugar (to boost creaminess), coffee and chocolate are frequent additions.</p> <p>Glassware: Nonic pint</p> <p><b>BINNY'S PICKS</b>                  White Rascal - Avery                  Ale 12 - Brewnation                  Delirium - Treehouse</p>	<p><b>STOUT</b></p> <p>The English-born style is made by the roasting of dark malts, which gives it a rich, roasty character. Easier to drink and more popular than its brother sibling, the stout.</p> <p><b>AVB: 4.9 percent</b></p> <p>Flavor/aroma: Dark, roasty notes of coffee and chocolate hops are often relatively abundant.</p> <p>Texture: Full-bodied and soft, with moderate to low carbonation, some use nitrogen for dry, creamy bubbles.</p> <p>Varietal: Wide variation, oatmeal or milk sugar (to boost creaminess), coffee and chocolate are frequent additions.</p> <p>Glassware: Nonic pint</p> <p><b>BINNY'S PICKS</b>                  Obsidian Stout - Dock Street                  Milk Stout - Left Hand                  Dogman Milk - New Holland</p>

## GLASSWARE GUIDE

Using proper glassware can help concentrate aromas (and hence flavors) to unlock the full awesomeness of a beer. Here are a few key glass types.

Weizen   Nonic pint   Dimpled mug   Tulip   Goblet   Footed pilsner   Snifter   Willi Becher   Flute

## BEER SCIENCE

**DETERMINING COLOR**  
 Standard Reference Method (SRM) is a scale measuring a beer's color. Variation is largely determined by the malted grains used in a beer, with longer roasted malt producing darker colors. Other ingredients such as fruit can affect color as well.

**RATING BITTNESS**  
 The International Bittering Unit (IBU) is a scientific measure of the bitterness of a beer as contributed by the alpha acids from hops. IBUs essentially measure a beer's gross bitterness - how much alpha acid goes into it - while our palate detects net bitterness. Beers with higher malt content (and, generally, higher ABV) require more hops for balance, so while they may be higher in IBU, they may also have less apparent bitterness.

**ABOUT ALCOHOL CONTENT**  
 Alcohol by volume (ABV) is not only a key style factor; this measure of a beer's intoxicating capabilities should be tracked by its drinker. The label 'imperial' on a beer indicates it has higher than typical strength for the style, such as imperial stout, while 'session' denotes lower-than-typical ABV.

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