

College of DuPage
Courier Student Newspaper
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2008-2009 LOCAL AGENCY RATES

Agency commissions are in addition to the \$12.50 open rate or top discounted rates. A local agency must have an Illinois billing address.

Courier Student Newspaper Display Ads

- \$12.50 Open Rate (Non discounted)
(2.5" x 4") minimum display size

Applicable discounts are based on a guaranteed inch count for 2008-09 publishing period. Ad rates without a written guarantee or contract will be determined by the agency's previous years maximum inches placed in the Courier.

DISCOUNTS

Total Minimum Column Inches

- 64 to 127 5% • 128 to 192 10%
- 193 to 499 15% • 500 & above 25%

SPECS

Courier Newspaper- Tabloid

- Depth of each column is 16"
- Columns (width) Inches
 - 1 column 2.5"
 - 2 columns 5"
 - 3 columns 7.5"
 - 4 columns 10"
- Full page ad space 10" wide by 16" tall
- Half page horizontal ad space 10" wide by 8" tall
- Half page vertical ad space 7.5" wide by 10.5" tall
- Quarter page ad space 5" wide by 8" tall

FRONT PAGE PRINT BANNER ADS - NO DISCOUNTS APPLY

Ear left hand top corner triangular shape- \$500 per week 1.5x1.5x2.25"
Skyscraper right hand top corner - \$500 per week, per insertion 1.75x1.40"
(3 spaces in skyscraper vertical format available) Color included.

PRINT SPONSORSHIPS - NO DISCOUNTS APPLY

Size: 1.75x1.40"

- Comic page – \$500 Annual, \$50 per week, per insertion
- Police Blotter – \$500 Annual, \$50 per week, per insertion
- Athlete of the Week – \$500 Annual, \$50 per week, per insertion

COLOR - NO DISCOUNTS APPLY

- Spot Color Net Price \$175
- One Spot Color \$175
- Two Spot Color \$350
- Process Color \$475

INSERTS – NO DISCOUNTS APPLY

Net Rate - \$775 into 5,000 newspapers.

- Back-To-School issue ONLY - 7,000 print run. No extra charge for extra inserts.
- Two weeks prior to publication sample insert must be sent in PDF format only
- Not responsible for lost inserts delivered to the printer.

ONLINE ADVERTISING - Courier 24/7

Banner Ad (144x78 pixels) minimum size – URL: www.cod.edu/courier

- \$1,000 discounted price, per minimum size, per year (8/20/2008–8/19/2009), on home page
- \$175 minimum rate, per minimum size, for 7 consecutive days on home page
- \$175 minimum rate, per minimum size, per year, all other section pages
- FREE rollover, up to 3-5 words offered, includes weekly changes, Friday noon deadline
- FREE design

“All COD STUDENTS receive e-mail accounts and are required to access e-mail through the Student Portal MyCOD on the college home page. 1. Go to college home page www.cod.edu 2. Click on MyCOD (which is a link to the student portal). 3. Students do not have to login. 4. Click on Courier online tab at the top of MyCOD home page.”

Courier on your Desktop SPONSORSHIP

–FREE e-delivery service of the Courier to your work or home email account, listing top headlines and links to Courier pages online. In addition, the Courier maintains a FREE e-subscription through a listserv linked to our home page.

- Friday ONLY Sponsorships
- \$350 per sponsorship
(Reaches over 2,000 faculty and staff, student organizations, alumni, and community members)
- Example: Sponsored by your company name and a link to your website

WEB only SPONSORSHIP

- Sudoku – Annual \$100
- Example: Sponsored by your company name and a link to your website

CHAPARRAL STUDENT MAGAZINE

- Back Page process color full page \$2,500 NO DISCOUNT
 - Full Page One Spot color \$1,159
 - Half Page One Spot Color \$589
 - Quarter Page One Spot Color \$299
 - Eighth Page One Spot Color \$169
(3.5" x 2.25") minimum display size
- Specs**
Full page 7" x 9"
Half page 7" x 4.5"
Quarter 3.5" x 4.5"
Eighth 3.5" x 2.25"

CHAPARRAL STUDENT MAGAZINE DISCOUNTS

- Premium: with 500+” Courier contract. Full page \$630.
- Deluxe: with 193-499” Courier contract. Half page \$325.
- Economy: with 128-192” Courier contract. Quarter \$175.
- Value: with 64-127” Courier contract. Eighth \$120.

COD TODAY ORIENTATION ISSUE/BACK TO SCHOOL ISSUE

– NO DISCOUNTS APPLY - Spot color included. Limited Space.

- Back page of ad section. Full page ad \$3,000.
 - Back page of ad section. Half page \$1,500.
 - Front page of ad section. Full page \$2,499.
 - Front page of ad section. Half page \$1,300.
 - Inside page of ad section. Full page \$1,499.
 - Inside page of ad section. Half page \$899.
(10" x 8") minimum display size
- Specs**
Full page 10" x 16"
Half page 10" x 8"