

# 2009-2010 LOCAL AGENCY RATES

College of DuPage  
Courier Student Newspaper  
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## 2009-2010 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](http://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](http://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"