

College of DuPage  
Courier Student Publications  
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**2008-2009 NATIONAL AGENCY OPEN RATES** - Agency commissions are in addition to the \$16.70 open rate or top discounted rates. A national agency has a billing address outside of the Illinois area.

### **Courier Student Newspaper Display Ads**

- \$16.70 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 Bulk Column Inches

- 100 to 249 - 5%
- 250 to 499 - 10%
- 500 to 749 - 15%
- 750 to 1,000 - 20%
- 1,000+ - 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**

- Ear left hand top corner triangular shape - \$542.50 Net per week 1.5x1.5x2.25"
- Skyscraper right hand top corner - \$542.50 Net per week, per insertion 1.75x1.40"
- (3 spaces in skyscraper vertical format available) Color included.

## PRINT SPONSORSHIPS

Size: 1.75x1.40"

- Comic page – \$542.50 Net Annual, \$59 Net per week, per insertion
- Police Blotter – \$542.50 Net Annual, \$59 Net per week, per insertion
- Athlete of the Week – \$542.50 Net Annual, \$59 Net per week, per insertion

## COLOR

- One Spot Color Net Price \$190
- Two Spot Color Net \$380
- Process Color Net \$515

## INSERTS

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 to: [leonej@cod.edu](mailto:leonej@cod.edu).
- Maximum size 8.5 x 11
- 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 Net 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 Net
- 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"