

2009-2010 NATIONAL AGENCY OPEN RATES

College of DuPage
Courier Student Publications
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2009-2010 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.
- 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

- \$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 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 **Specs**
 - Full Page One Spot color \$1,159 Full page 7" x 9"
 - Half Page One Spot Color \$589 Half page 7" x 4.5"
 - Quarter Page One Spot Color \$299 Quarter 3.5" x 4.5"
 - Eighth Page One Spot Color \$169 Eighth 3.5" x 2.25"
- (3.5" x 2.25") minimum display size

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"