

# 2010-2011 LOCAL ADVERTISER OFF CAMPUS RATES

College of DuPage  
Courier Student Publications  
Att: Joanne Leone  
425 Fawell Boulevard  
Glen Ellyn, IL 60137-6599  
Phone: 630-942-3379  
Fax: 630-942-3747  
e-mail: leonej@cod.edu

## 2010-2011 LOCAL ADVERTISER OFF CAMPUS RATES

- No college budget authorization

### COURIER STUDENT NEWSPAPER Display Ads

- \$9.71 Open Rate  
(2" x 5") minimum display size

### DISCOUNTS - NEW

Total Minimum Column Inches

- 80 to 159 10% • 160 to 239 15%
- 240 to 719 20% • 720 & above 25%

### SPECS - NEW

Courier Newspaper- Tabloid

- Depth of each column is 16"
- Columns (width) Inches
  - 1 column 2"
  - 2 columns 4"
  - 3 columns 6"
  - 4 columns 8"
  - 5 columns 10"
- Full page ad space 10" wide by 16" tall (5col x 16)
- Half page horizontal ad space 10" wide by 8" tall (5col x 8)
- Half page vertical ad space 6" wide by 16" tall (3col x 16) Special % applied
- Quarter page ad space 6" wide by 8" tall (3col x 8)
- **NEW - BACK PAGE SPECIAL – extra \$500 – 4col x 12 or 6col x 8 = 48"**  
**Specs: 6.5" x 12" or 10" x 8"**

### 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.

### **FRONT PAGE PRINT POST-ITS - NO DISCOUNTS APPLY**

Net - \$775 INTO 5,000 PAPERS - Maximum dimension 5"x7" Minimum - Open

### **PRINT SPONSORSHIPS - NO DISCOUNTS APPLY**

Size: 1.75x1.40"

- Comic page – \$500 Annual, \$25 per week, per insertion - 7 FREE WEEKS
- Police Blotter – \$500 Annual, \$25 per week, per insertion - 7 FREE WEEKS
- Athlete of Week – \$500 Annual, \$25 per week, per insertion - 7 FREE WEEKS

### **COLOR - NO DISCOUNTS APPLY**

- One Spot Color \$175 • Two Spot Color \$350 • Process Color \$475

### **INSERTS - NO DISCOUNT**

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 must be sent in PDF format to: [leonej@cod.edu](mailto:leonej@cod.edu).
- Not responsible for lost inserts delivered to the printer.

### **ONLINE ADVERTISING - Courier 24/7 - NO DISCOUNTS APPLY**

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 (8/20/2010–8/19/2011), 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. Flash files accepted.
- FREE design
- **NEW – VIDEO** \$175 minimum rate, per minimum size, for 7 consecutive days on home page, for 10 seconds. For an extra \$175 we can create the video.

### **Courier on your Desktop SPONSORSHIP - NO DISCOUNTS APPLY**

–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
- \$100 per sponsorship per week  
(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 - NO DISCOUNTS APPLY**

- 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 | <b>Specs</b>        |
| • 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.    | <b>Specs</b>        |
| • Front page of ad section. Full page \$2,499.   | Full page 10" x 16" |
| • Front page of ad section. Half page \$1,300.   | Half page 10" x 8"  |
| • Inside page of ad section. Full page \$1,499.  |                     |
| • Inside page of ad section. Half page \$899.    |                     |
| (10" x 8") minimum display size                  |                     |