

2015-2016 Advertising Order Form

The Courier Student Newspaper at College of DuPage
codcourier.org

THE COURIER

College of DuPage's student newspaper | Est. 1967

Date: PO#/Insertion order# Invoice #

Advertiser:

Contact:

Address:

Email:

Phone:

Bill To Address
(if different):

Fall and Spring Print Schedule

AUGUST / SPECIAL ISSUE

8/11/15 -Fall Orientation
Guide

SEPTEMBER

9/2/15
Welcome
Back
9/9/15
9/16/15
9/23/15 (5K
Laps with
the Chaps)
9/30/15

OCTOBER

10/7/15
10/14/15
(Homecoming)
10/21/15
10/28/15

NOVEMBER

11/4/15
11/11/15
11/18/15
(Holiday
Guide)

DECEMBER

12/2/15
12/9/15
(New
Year
Guide)

JANUARY

1/13/16
(Spring
Orientation
Guide)
1/27/16

FEBRUARY

2/3/16
2/10/16
2/17/16
2/24/16

MARCH

3/2/16
3/9/16
3/16/16
3/30/16

APRIL

4/6/16
4/13/16
4/20/16
4/30/16

MAY

5/4/16

5/11/16
(Commence
ment Guide)

**SUMMER /
SPECIAL ISSUE**

5/25/16

PRINT ART DEADLINE

Print ads are due the Friday before publication
date by **12:00 pm/noon** central standard time.
Email art to cod.courier.ads@gmail.com.

DISPLAY ADS

Full Page

Half Page

Third
Page

Quarter
Page

Eighth
Page

INSERT

Classified
Ad

**Full
Color:**

**Black/
White:**

CLASSIFIED Ad -
50 Word
Maximum

**WEB
Options**

Leaderboard
(728x90)

Skyscraper
(160x600)

Square
(300x250)

Months for Leaderboard

August
September
October
November
December
January
February
March
April
May
June
July
Other

Months for Skyscraper

August
September
October
November
December
January
February
March
April
May
June
July
Other

Months for Square

August
September
October
November
December
January
February
March
April
May
June
July
Other

URL Link(s) for
Ads:

WEB ART DEADLINE Web ads and URL links are due the 25th
of the month prior by 12:00 pm/noon central stand time. **Email
art to cod.courier.ads@gmail.com with WEB AD in Subject.**

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**Checks should be made out to:
The Courier Student Newspaper**

Please remit payment to:
The Courier Student Newspaper
c/o College of DuPage
425 Fawell Blvd.
Glen Ellyn, IL 60137

Courier Advertising Coordinator
Christina Payton
paytonc359@cod.edu
630.942.3379

TOTAL COST FOR LOCAL AND OFF CAMPUS ADVERTISERS (To be entered by Courier Advertising Coordinator)

DISPLAY COST
PER AD

COST PER WEB
AD

NUMBER OF
ISSUES

NUMBER OF
MONTHS
ONLINE

PRINT COST
W/O DISC.

**TOTAL WEB
COST** (No
Discount)

APPLY
FREQUENCY
DISCOUNT

TOTAL

**TOTAL PRINT
COST**

Advertising
Authorized by
(print name)

Signature

Date

Signature authorizes the Courier to run ads requested above and the advertiser is responsible for all advertising charges on this insertion order. Advertising is prepaid unless prior credit is approved.

All invoice payments are due net thirty (30) days after invoicing. Should payment be past due, the advertiser shall be charged a collection fee of 5% of the total advertising cost. Cancellations must be made 48 hours prior to the publication date your ad is to appear. Advertisers must assume liability for ad content and responsibility for any claims that may arise from their advertising.

Rate is based upon the volume or number of insertions within an academic semester. Cancellation of contract will result in a rate adjustment based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertisers will be billed for the balance if they do not meet earned frequency or volume rate. In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher.