

2017-18

# COLLEGE OF DUPAGE

Illinois' second-largest institution for higher education

Publishing weekly since 1967

23 Illinois Community College Journalism Awards in 2017

- *General excellence*
- *Best website*
- *Best design*



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codcourier.org

## COURIER ADVERTISING RATES & INFORMATION





# THE COURIER

College of DuPage's student newspaper | Est. 1967

The Courier  
College of DuPage  
425 Fawell Boulevard  
Glen Ellyn, IL. 60137

Dear Advertiser,

We are excited to offer you access and visibility to Illinois' second-largest provider of higher education. The Courier is an independent, student-run newspaper. It publishes every Wednesday when classes are in session.

The Courier prints 4,000 copies of each edition and is the primary source of campus news and events to more than 28,000 students and 3,000 employees. The paper circulates on the main campus in Glen Ellyn and four regional centers in Addison, Carol Stream, Naperville and Westmont. Nearly 25 percent of high school graduates in the area attend COD at some point in their lives.

The Courier's website won top honors for best community college student newspaper website in the state at the most recent Illinois Community College Journalism awards. Our staff is in constant contact with our readers via a variety of social media channels.

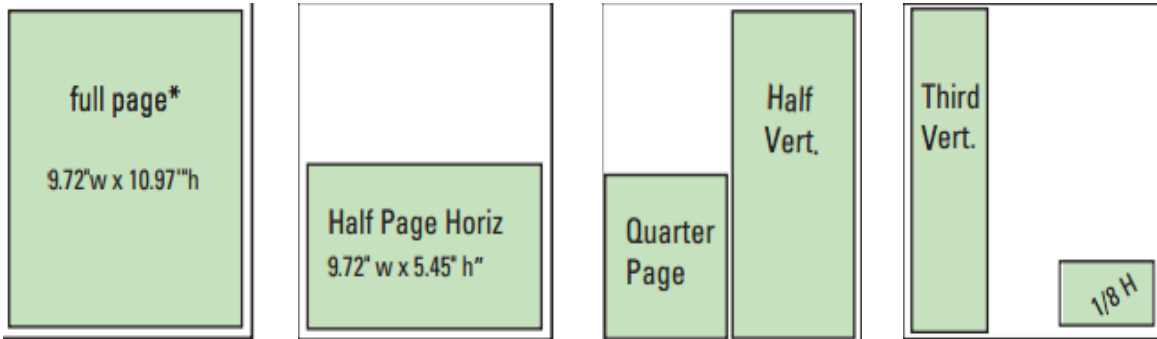
We are pleased to offer you an effective way to reach this captive audience. Enclosed are our advertising rates for the current academic year and our publication schedule. A variety of discounts are available for volume ad purchases.

Please contact me with any questions. And thank you for supporting student journalism at the College of DuPage.

James Fuller  
Courier Adviser  
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# DISCOUNTS AND DIMENSIONS

All Ads are now FULL COLOR at no extra cost!



	Full Page 9.72" w x 10.97" h	1/2 Page 9.72" x 5.45"	1/3 Page Vertical 3.15" w x 10.97" h	1/4 Page 4.83" w x 5.45" h	1/8 Page 4.83" w x 2.72" h
Run 1x	\$552	\$276	\$215	\$185	\$70
Run 3x	\$500	\$250	\$204	\$166	\$63
Run 5x	\$470	\$235	\$194	\$157	\$60
Run 11x	\$442	\$221	\$172	\$148	\$56
Run 15x	\$414	\$207	\$161	\$139	\$53

\* For orientation guides and summer guide, add \$100 to Run 1x price. No special discounts as these issues circulate for the entire semester and attract the most new views.

## Web Advertising at: [codcourier.org](http://codcourier.org) All web ads are now only \$75 per week!

- Featuring two sizes
- Leaderboard: 728 x 90 pixels
  - Medium Rectangle: 300 x 250 pixels

**Note:**

• Orientation guides and Summer guide circulate for the entire semester and have special pricing to reflect the larger readership.

**Aug. 2:** Fall orientation guide

**Dec. 20:** Spring orientation guide (Circulates starting Jan. 17)

**May 23:** Summer guide

## College of DuPage Courier Publication Calendar 2017-18

August 2017	September 2017	October 2017	November 2017	December 2017
<ul style="list-style-type: none"> <li>• Aug. 2 (Art due July 28)</li> <li>• Aug. 30 (Art due Aug. 25)</li> </ul>	<ul style="list-style-type: none"> <li>• Sept. 6 (Art due Sept. 2)</li> <li>• Sept. 13 (Art due Sept. 8)</li> <li>• Sept. 20 (Art due Sept. 15)</li> <li>• Sept. 27 (Art due Sept. 22)</li> </ul>	<ul style="list-style-type: none"> <li>• Oct. 4 (Art due Sept. 29)</li> <li>• Oct. 11 (Art due Oct. 6)</li> <li>• Oct. 18 (Art due Oct. 13)</li> <li>• Oct. 25 (Art due Oct. 20)</li> </ul>	<ul style="list-style-type: none"> <li>• Nov. 1 (Art due Oct. 27)</li> <li>• Nov. 8 (Art due Nov. 3)</li> <li>• Nov. 15 (Art due Nov. 10)</li> <li>• Nov. 22 (Art due Nov. 17)</li> </ul>	<ul style="list-style-type: none"> <li>• Dec. 6 (Art due Dec. 1)</li> <li>• Dec. 13 (Art due Dec. 8)</li> <li>• Dec. 20 (Art due Dec. 15)</li> </ul>
January 2018	February 2018	March 2018	April 2018	May 2018
<ul style="list-style-type: none"> <li>• Jan. 31 (Art due Jan. 26)</li> </ul>	<ul style="list-style-type: none"> <li>• Feb. 7 (Art due Feb. 2)</li> <li>• Feb. 14 (Art due Feb. 9)</li> <li>• Feb. 21 (Art due Feb. 16)</li> <li>• Feb. 28 (Art due Feb. 23)</li> </ul>	<ul style="list-style-type: none"> <li>• March 7 (Art due March 2)</li> <li>• March 14 (Art due March 9)</li> <li>• March 21 (Art due March 16)</li> </ul>	<ul style="list-style-type: none"> <li>• April 11 (Art due April 6)</li> <li>• April 18 (Art due April 13)</li> <li>• April 25 (Art due April 20)</li> </ul>	<ul style="list-style-type: none"> <li>• May 2 (Art due April 27)</li> <li>• May 9 (Art due May 4)</li> <li>• May 16 (Art due May 11)</li> <li>• May 23 (Art due May 18)</li> </ul>



**Thank you for considering the placing of your message in the Courier. Please don't hesitate to contact us if the enclosed options did not meet your vision. Our staff and design team can work with you on other options and special pricing.**