



COURIER

COLLEGE OF DUPAGE

COURIER ADVERTISING RATES & INFORMATION

2018-19



Advertising Contact:

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Courier Manager

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codcourier.org



College of DuPage

@CODCourier
codcourier.org
425 Fawell Blvd.
Glen Ellyn, IL. 60137

Who you can reach

THE COURIER

- 4,000 weekly copies to 5 campuses
- 12,500 page views/mo.
- 1,300 social media followers

• No. 1 for General Excellence

- Best design
- Best website (2nd place)
- News reporter/story of the year
- Feature writer of the year
- Editorial writer of the year
- Best sports column
- Best arts review

THE LOCAL MARKET

- 28,916 students
- 2,288 faculty/staff
- 31,204** College of DuPage people
- District 502 is:**
- 45 communities
- 5 College of DuPage campuses
- Glen Ellyn (Main)
- Addison
- Carol Stream
- Naperville
- Westmont
- 1.27 million** area residents

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. Our website, codcourier.org, is updated throughout the week all year long.

We are the primary source of campus news and events. A recent reader survey shows more than 90 percent of students, faculty and staff read the COURIER in print, online or on their mobile device.

The awards you see listed above are just a sampling of the achievements of the student staff at the most recent Illinois Community College Journalism Association awards. The COURIER took top honors in the statewide competition, which was judged by professional journalists at the Chicago Tribune, Orlando Sentinel and other publications.

In an area where the median household income (\$81,521) is well above most of the state, nearly 25 percent of the area's high school graduates still attend the College of DuPage at some point in their lives. Nearly 6,000 students earn a degree or certificate at COD each year. Almost of them go on to other schools or enter a profession. We are pleased to offer you direct and exclusive access to this premium audience.

Enclosed are our advertising rates for the current academic year and our publication schedule. Our volume discounts mean ads get increasingly affordable as you do more business with us.

You can feel good about the money you spend. All of your business helps support student jobs on our campus. Many of students rely on those jobs to help fund their education. We thank you on their behalf and look forward to working with you.

- Jim Fuller

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Rates, discounts & sizes

<p>Full Page</p> <p>9.72" w x 10.97" h</p> <p>\$750</p>	<p>Half Page (horizontal or vertical)</p> <p>9.72" w x 5.45" h</p> <p>\$400</p>	<p>1/3 Page</p> <p>3.15" w x 10.97" h</p> <p>\$275</p>	<p>1/4 Page</p> <p>4.83" w x 5.45" h</p> <p>\$340</p>	<p>1/8 Page</p> <p>4.83" w x 2.72" h</p> <p>\$160</p>
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Our volume discounts allow you to get more for less!

- Buy three ads, get 10 percent off: (I.E. Three half-page ads = \$1,080)
- Buy five ads, get 15 percent off: (I.E. Five half-page ads = \$1,700)
- Buy eleven ads, get 20 percent off: (I.E. Eleven half-page ads = \$3,520)
- Buy 15 ads, get 25 percent off: (I.E. Fifteen half-page ads = \$4,500)

Web ads

at codcourier.org are available year-round for **\$125 per week!**

Leaderboard: 728x90 pixels

Side panel:
300 x 250 pixels

Stand out from the crowd with premium placement!

- Place your ad on our backpage for \$50 more. (Space is reserved on a first-come, first-placed basis)
- Run your ad in our fall or spring orientation guide or our summer issue for \$100 more. These issues contain our guides to campus services, student clubs and maps. They circulate all semester.

College of DuPage Courier Publication Calendar 2018-19

August 2018	September 2018	October 2018	November 2018	December 2018
<p>Fall orientation guide: July 31 (Art due July 27)</p> <p>First regular issue: • Aug. 29 (Art due Aug. 24)</p>	<p>• Sept. 5 (Art due Aug. 31)</p> <p>• Sept. 12 (Art due Sept. 7)</p> <p>• Sept. 19 (Art due Sept. 14)</p> <p>• Sept. 26 (Art due Sept. 21)</p>	<p>• Oct. 3 (Art due Sept. 28)</p> <p>• Oct. 10 (Art due Oct. 5)</p> <p>• Oct. 17 (Art due Oct. 12)</p> <p>• Oct. 24 (Art due Oct. 19)</p> <p>• Oct. 31 (Art due Oc. 25)</p>	<p>• Nov. 7 (Art due Nov. 2)</p> <p>• Nov. 14 (Art due Nov. 9)</p> <p>• Nov. 21 (Art due Nov. 16)</p>	<p>• Dec. 5 (Art due Nov. 30)</p> <p>• Dec. 12 (Art due Dec. 7)</p> <p>Spring orientation guide: • Dec. 19 (Art due Dec. 7)</p>
January 2019	February 2019	March 2019	April 2019	May 2019
<p>• Jan. 23 (Art due Jan. 18)</p> <p>• Jan. 30 (Art due Jan. 25)</p>	<p>• Feb. 6 (Art due Feb. 1)</p> <p>• Feb. 13 (Art due Feb. 8)</p> <p>• Feb. 20 (Art due Feb. 15)</p> <p>• Feb. 27 (Art due Feb. 22)</p>	<p>• March 6 (Art due March 1)</p> <p>• March 13 (Art due March 8)</p> <p>• March 20 (Art due March 15)</p>	<p>• April 10 (Art due April 5)</p> <p>• April 17 (Art due April 12)</p> <p>• April 24 (Art due April 19)</p>	<p>• May 1 (Art due April 26)</p> <p>• May 8 (Art due May 3)</p> <p>• May 15 (Art due May 10)</p> <p>Summer issue: • May 22 (Art due May 10)</p>



Thank you for considering the placement 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.

Contact: Jim Fuller, COURIER Business Manager:
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