

2011

## Columbia Chronicle (2011-2012) Media Kit

Columbia College Chicago

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create...  
change

2011/2012

Columbia  
COLLEGE CHICAGO

Media  
Kit







# Columbia College Chicago

Founded in 1890 as a college of elocution, the mission of Columbia College has been to educate students who will communicate creatively and shape the public's perceptions of issues and events.

Columbia College Chicago has since grown into the largest arts and media college in the nation, with approximately 12,000 current undergraduate and graduate students, as well as more than 100,000 alumni, making our "network" among the largest of any arts and media college in the world.



## The Loop

Located in the Columbia Arts District in the heart of Chicago's South Loop, Columbia College is just steps away from Chicago's museum campus and a short bus or train ride from hundreds of theatre and music venues, independent film festivals, and galleries. Home to more than 13,000 residents and over 2,500 businesses, the South Loop is one of the fastest growing areas in downtown Chicago.

# Columbia College Market

11,922

**Total Enrollment Fall 2010 » Undergraduate 11,400 » Graduate 522**

**Enrollment by Gender » Female 52% » Male 48%**

**Average Age » Undergraduate 22 » Graduate 29**

**Enrollment Status » Full-time 90% » Part-time 10%**

2,667

**Residential student population living on campus**

1,661

**Columbia Faculty and Staff » Full-Time: 366 » Part-Time: 1,295**

38%

**Diversity in undergraduate students by ethnicity**

White Non-Hispanic 60%

African American 15%

Hispanic 11%

Asian 3%

Multi-Racial 3%

Non-Resident Alien 2%

Pacific Islander 1%

Native American 1%

Unknown 1%





# College Media Facts

73% of students have read their weekly campus newspaper in the past three months.

3.2 students is the average pass-along readership for a single copy of the student newspaper.

73% of students read the advertisements in their school newspaper.

79% of students have been motivated to take some sort of action by an article or advertisement.

78% of students use coupons or promo codes at least some of the time.

65% of all students interviewed answered the campus newspaper's advertising content is relevant to the students, faculty, and staff.

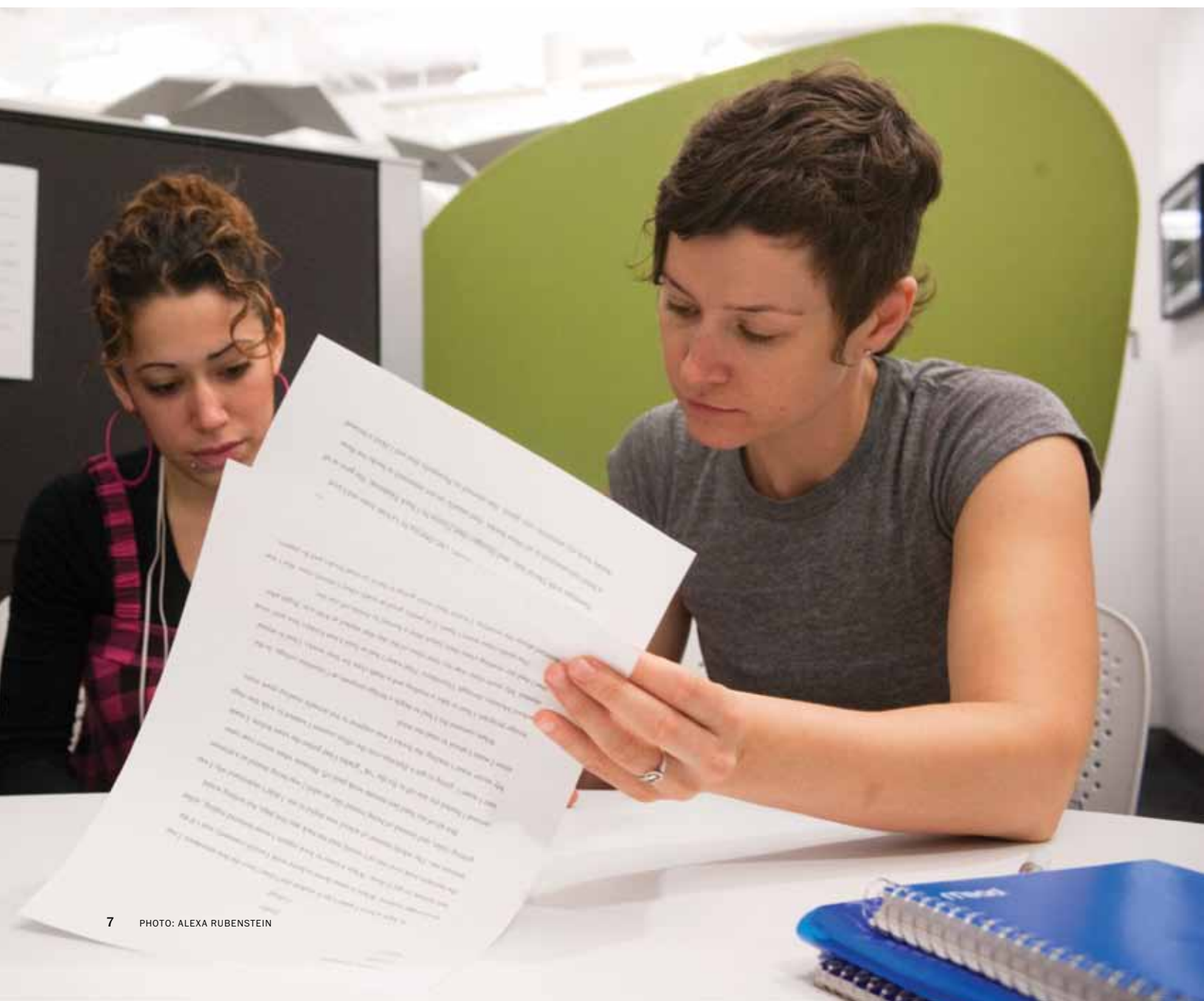
82% of all faculty have read the campus newspaper within the past three months.

62% of faculty members read the advertisements in the school newspaper.





Every week, **thousands of readers** turn the pages of The Columbia Chronicle for news and information about where to go, what to do and how to find the goods and services they want and need.



# The Columbia Chronicle

Published since 1965, The Columbia Chronicle is considered the highest rated collegiate newspaper of its kind. In addition to being named '2010 Best in Show' by the Associated Collegiate Press, its editorial and visual content has consistently won awards and honors from highly-respected institutions such as the Illinois College Press Association and College Newspaper Business and Advertising Managers, Inc. (CNBAM).

Divided into five sections—Campus, Metro, Arts & Culture, Commentary, Health & Fitness—The Columbia Chronicle provides a wide variety of appealing content and news to engage a range of interests and personalities.

## Production

The Columbia Chronicle is published by a specialized newsprint company that utilizes the latest in digital newspress technology, with inks and paper stock of the highest quality, giving The Chronicle a clean and professional appearance.

The Columbia Chronicle is printed in tabloid format (11" wide x 17" tall). Each page has five columns and is 16" tall. Each column is 2" wide.

## Circulation

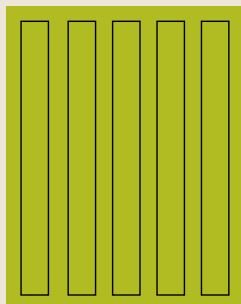
Published once a week, 6,000 new issues of The Columbia Chronicle are available for free at any of Columbia's 25 downtown campus locations or from one of our 30 outdoor newsstands, located on busy street corners all throughout the South Loop. Its circulation zone includes the campuses of four downtown universities and two local high schools.

## Rates

Local \$6.50  
Open \$8.00

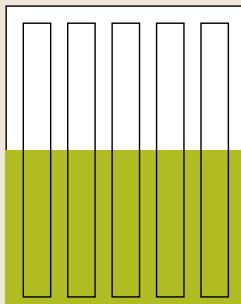
### Full Page

5 col. x 16" = 80"  
Local \$520.00



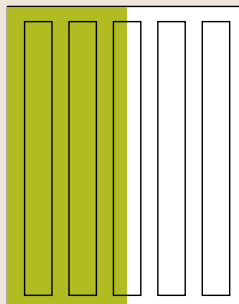
### Half Page Horizontal

5 col. x 8" = 40"  
Local \$260



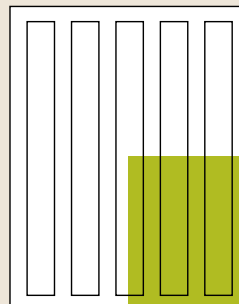
### Half Page Vertical

2.5 col. x 16" = 40"  
Local \$260



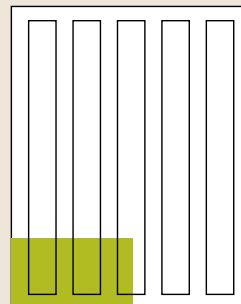
### Quarter Page

2.5 col. x 8" = 20"  
Local \$130



### Eighth Page

2.5 col. x 4" = 10"  
Local \$65



\*Rates shown are net and per column inch

# Additional Options

## Color\*

Take advantage of The Columbia Chronicle's crisp and stunning color processing to give your ad that extra appeal and allure.

*\*color charges additional to space cost*



**BLACK & WHITE**



**SPOT COLOR (\$80 per Color)**



**4-COLOR PROCESS (\$200)**

## Pre-Printed Inserts\*

Maximize your advertisement's effectiveness by running it as a free-standing insert, which is pre-printed and inserted into copies of The Columbia Chronicle. There may be additional costs for special sizes.

**\$85 per 1,000**

3,000 minimum - 6,000 maximum

### Ship to:

Newsweb Corporation  
Attn: Columbia Chronicle Inserts  
1645 W. Fullerton Ave.  
Chicago, IL 60614-1919

## Post-Its\*

Front page advertisement without the front page cost. Post-Its are clearly posted on the front page of The Columbia Chronicle.

*\*Two sample copies must be sent to the advertising manager two weeks prior to distribution. After approval, insert must be shipped directly to printer at least one week prior to distribution.*

## Social Media

Reach thousands of consumers through our social media outlet promotions. By having The Columbia Chronicle mention your business using Facebook and Twitter, advertisers can reach consumers at specific times and multiple times a day.





# Publication Schedule

**Advertising Deadlines**  
The Columbia Chronicle is published **every Monday** during the fall and spring semesters. All advertising reservations are due the **Wednesday prior** to the publication date.

## SUMMER SEMESTER

### July 2011

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## FALL SEMESTER

### September 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

### October 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### November 2011

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29				

### December 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

SPRING SEMESTER

January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27					

March 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May 2012

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Special Issues**

Certain issues of The Columbia Chronicle, in addition to its standard content, will have a special pull-out section added, including themes to a specific or popular topic for our readers. Refer to page 14 for additional information.

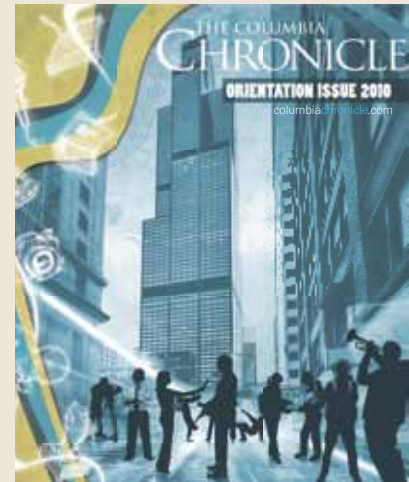






# Special Issues

Special Issues are released approximately four times a year. To keep students excited about the special sections, the topics change on a year-to-year basis. To hear about what topics are happening this year talk to your Columbia Chronicle representative.



## Additional Content for extra appeal

Four times a year, The Columbia Chronicle will feature an added special section supplement, exploring topics or themes that are popular with our thousands of readers.

## Target consumers with specific interests

With the topics appealing to such a range of readers, you can tailor your ad's message to a particular segment and selectively reach those that would be most interested in your business' offerings.

## Long Lasting Exposure

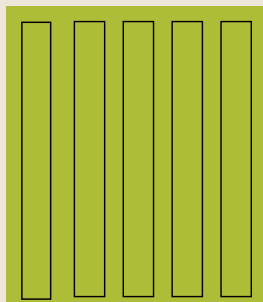
By tying in the interests of our readers and providing them with loads of useful information, these special sections are made for our readers to keep and refer to all year long.

## Rates

Local \$9.50  
Open \$11.00

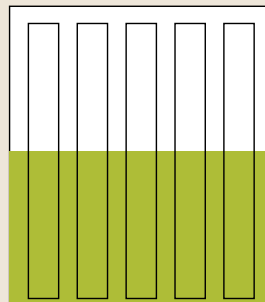
### Full Page

5 col. x 11" = 55"  
Local \$522.50



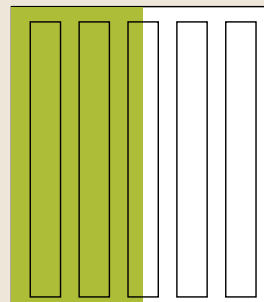
### Half Page Horizontal

5 col. x 5.5" = 27.5"  
Local \$261.25



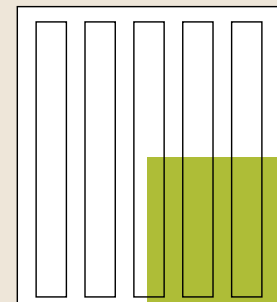
### Half Page Vertical

2.5 col. x 11" = 27.5"  
Local \$261.25



### Quarter Page

2.5 col. x 5.5" = 13.75"  
Local \$130.63





ECHO Magazine reflects Chicago's urban students: **Colorful, bold, inquisitive, diverse.** It covers their culture in their voice.





# ECHO Magazine

Adhering to only the highest standards, ECHO consistently remains a nationally top-rated college magazine, and has won numerous awards from prestigious organizations such as the Columbia Scholastic Press Association (Columbia University in New York), Association for Education in Journalism and Mass Communication (AEJMC) and the Associated Collegiate Press.

## Production

Widely distributed twice a year, ECHO is created by a select group comprising upper-level journalism majors operating alongside industry professionals, all working to ensure the content and design continues to maintain its appeal with ECHO's estimated 60,000 readers.

ECHO is published utilizing the same paper, ink, printing methods and technologies employed by most nationally distributed consumer magazines. The final product is a glossy, 4-color magazine with vibrant photography and design—providing the best possible visual complement for your advertisement.

## Circulation

ECHO Magazine has an average circulation of 30,000 and each issue encompasses two seasons: Winter/Spring and Summer/Fall. Offered free of charge, ECHO is obtainable not only through Columbia's numerous downtown campus locations, but also at coffee shops, bookstores, restaurants, and cafes all throughout Chicago's growing South Loop area.

ECHO reaches not only the local residential and Columbia College populations, but also those of three other downtown Chicago universities. With a recent readership survey estimating 2.2 readers per copy, ECHO delivers strong pass-along response and multiple exposures per individual.

## Ad Rates and Sizes

### Covers

Outside Back Cover: \$1500  
Inside Back Cover: \$1000  
Inside Front Cover: \$1000

### Inside Page

Full Page/bleed: \$550

### *Additional Sizing Information*

Full Page no bleed: 8" x 11.375"  
Spine Size: 0.171"  
Bleed: 0.125"  
Safety head, foot & face: 0.1875"  
Hinge: 0.1875"

For over a decade, The Chronicle and Echo online editions have been a college leader with the incorporation of digital technologies, keeping students connected wherever they are.



# The Chronicle Online

Since 1995, thousands of people have made columbiachronicle.com their source for online news about Columbia College Chicago and its surrounding communities. The award-winning site offers breaking news, profiles, entertainment, event listings and a perfect platform for local advertisers to reach busy consumers.



## Rates

Call your account representative for special pricing.

**Text Links \$45**

## Dimensions

**728 x 90 pixels**

Located at the top of each page and rotated throughout the site, including the front page. The exception to this rotation is our opinion page, which is free of advertising.

**20 x 240 pixels**

Located on the right side of the page, below button ads. Vertical ads are rotated throughout the site, excluding the front and opinion page. Vertical ads may be animated.

**300 x 250 pixels**

Located on the right side of the page, above vertical ads. Button ads are rotated throughout the site; excluding the front and opinion page (button ads may not be animated).

*We currently only accept Flash/Shockwave files (.swf). Also, please note that the file size limit for ALL online ad files is 60 kb. The ad must be resident on our servers—it cannot be located elsewhere.*





# Creative Services

## Design Services

A lack of artwork shouldn't stop you from experiencing the benefits of advertising; our experienced design team, staffed by award-winning graphic and visual artists, can create individual ads or entire campaigns specific for your business.

### Individual Ad

1/8 pg. and 1/4 pg. ads: \$25

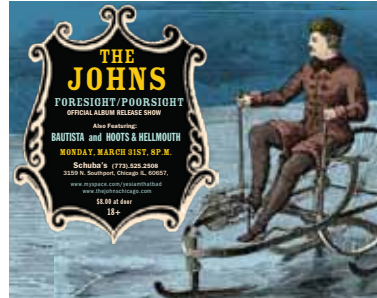
1/2 pg. ads and larger: \$40

### Ad Campaign

1/8 pg. and 1/4 pg. ads:

\$25 for the initial ad, \$15 for every additional design

1/2 pg. ads and larger: \$40 for the initial ad, \$20 for every additional ad



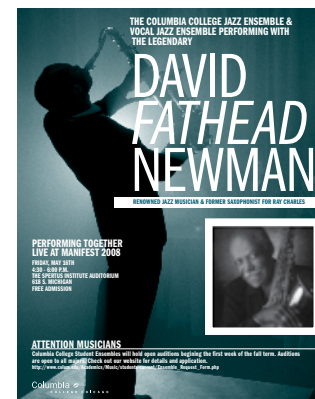
*Due to the level of demand, for all design commissions it is required to give an additional week's notice as to ensure your product is of the highest quality and meets all specifications. Ads commissioned within seven days of the intended run date may be subjected to an additional \$75 Rush Priority charge.*

**No additional charges for ads designed in 4-color.**

## Premium Placement

If you would like to reserve specific placement for your advertisement in any of our print media, there will be an additional 10% charge to the total cost of the ad.

Final placement of ads is up to the discretion of the advertising manager.



# Technical Specifications

## The Chronicle

Preferred format is a .PDF file, Photoshop CS5 or a previous version and best if saved as .tiff or .eps files.

PDF files of advertisements are recommended via e-mail to: crichert@colum.edu and chronicle@colum.edu

## ECHO Magazine

ECHO Magazine is 100% digitally produced. We, therefore require, digital advertising material.

ECHO is printed in 4-color process; therefore, ALL images and layout artwork need to be designed in 4-color process.

## Online

File size limit for ALL online ad files is 60 kb

Ad must be resident on our servers  
Accept Flash/Shockwave files (.swf)

### Please observe the following guidelines for all submissions:

We will accept ads digitally if in the following formats: InDesign files (please include all fonts, and images); Adobe Illustrator .eps files; high resolution PDF file formats.

- » Submit clean copies of logos and/or clip art.
- » Provide original photos or negatives.

- » Delivered logos, artwork, or faxed artwork are NOT acceptable.
- » When submitting ads, make sure ad is correctly sized, and, if scaled, in the correct proportions.
- » E-mailing is also allowed if total zipped file sizes are less than 10 megabytes total.
- » Please include all fonts (must be zipped if e-mailing) or convert-to paths.

# Contact Information

## Main Office

phone: 312.369.8999

fax: 312.369.8032

## Christopher Richert

*General Manager*

crichert@colum.edu

phone: 312.369.8955

fax: 312.369.8032

## Physical Address

The Columbia Chronicle

Columbia College Chicago

33 E. Congress Pkwy., Suite 224

Chicago, IL 60605-1996

## Mailing Address

Columbia Chronicle

Columbia College Chicago

600 S. Michigan Ave.

Chicago, IL 60605-1996

# Terms & Conditions

Student Publications and Media is the umbrella group name for marketing/advertising sales in The Columbia Chronicle, ECHO, and DEMO.

The advertiser and/or advertising agency agrees to defend Student Publications and Media against any and all liabilities of expense, arising from claims of libel, unfair compensation, unfair trade practice, and infringement of trademarks, trade names or patents, violations of right privacy.

Student Publications and Media at Columbia College Chicago reserves the right to insert the word "advertisement" above and/or below any copy.

Student Publications and Media at Columbia College Chicago reserves the right to change its advertising rates and conditions set forth on its rate card at any time and for any reason without prior notice.

Student Publications and Media at Columbia College Chicago shall not be liable for slight changes or typographical errors that do not decrease the value of an advertisement, nor will Student Publications and Media be liable for any other errors appearing in the advertisement unless the corrected copy is received before the copy deadline with corrections plainly noted thereon. Liability, if there is any, is limited to the cost of the ad in question. No cash refunds will be made.

Credit is available to qualified accounts under credit terms. All bills must be paid within 30 days of billing. All other copy must be accompanied by payment. Pre-payment is required for all first-time advertisers. A service charge of 18% will be applied every 30 days on all past due

accounts. Past due accounts will receive a letter from Student Publications and Media concerning their status. If no action is taken to correct this outstanding balance, action will ensue in small claims court. The client will be responsible for all court costs in addition to the amount outstanding.

Advertisers and Agencies forwarding orders to Student Publications and Media of Columbia College Chicago that contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged at the regular rate scheduled, and conditions in force at the time published will apply.

Advertising canceled after the deadline for publication is subject to a full charge. Canceled ads will also be subject to a \$50 service charge to cover handling and production costs.

Student Publications and Media at Columbia College Chicago is not responsible for any specific ad placement IN ANY SPECIFIC PUBLICATION. Ads may be moved or removed at the discretion of the editors.

Advertisers will be charged an additional \$25 for any check returned by the bank.

Student Publications and Media accepts Visa, MasterCard, American Express, Discover, personal checks, money orders, cash, and certified checks.

All delinquent accounts will be referred to college legal counsel and collection representatives.

All advertising submitted is subject to the approval of the editor-in-chief, executive editor, managing editor, and advertising manager. These officers reserve the right to refuse any

advertising content that does not meet Student Publications and Media standards. Unless authorized in advance, no charge will be made without the consent of the advertiser or agency. Advertisements that discriminate on the basis of race, creed, color, gender, national origin, or sexual preference will not be accepted.

Ads commissioned to Student Publications and Media Creative Services department, within seven days of the intended run date, may be subjected to an additional \$75 Rush Priority charge.

To be eligible for Student Publications and Media discounted design rate, all additional ads must be of the same size, format, media type of the initial design, and commissioned within the same order.

All rates are net.

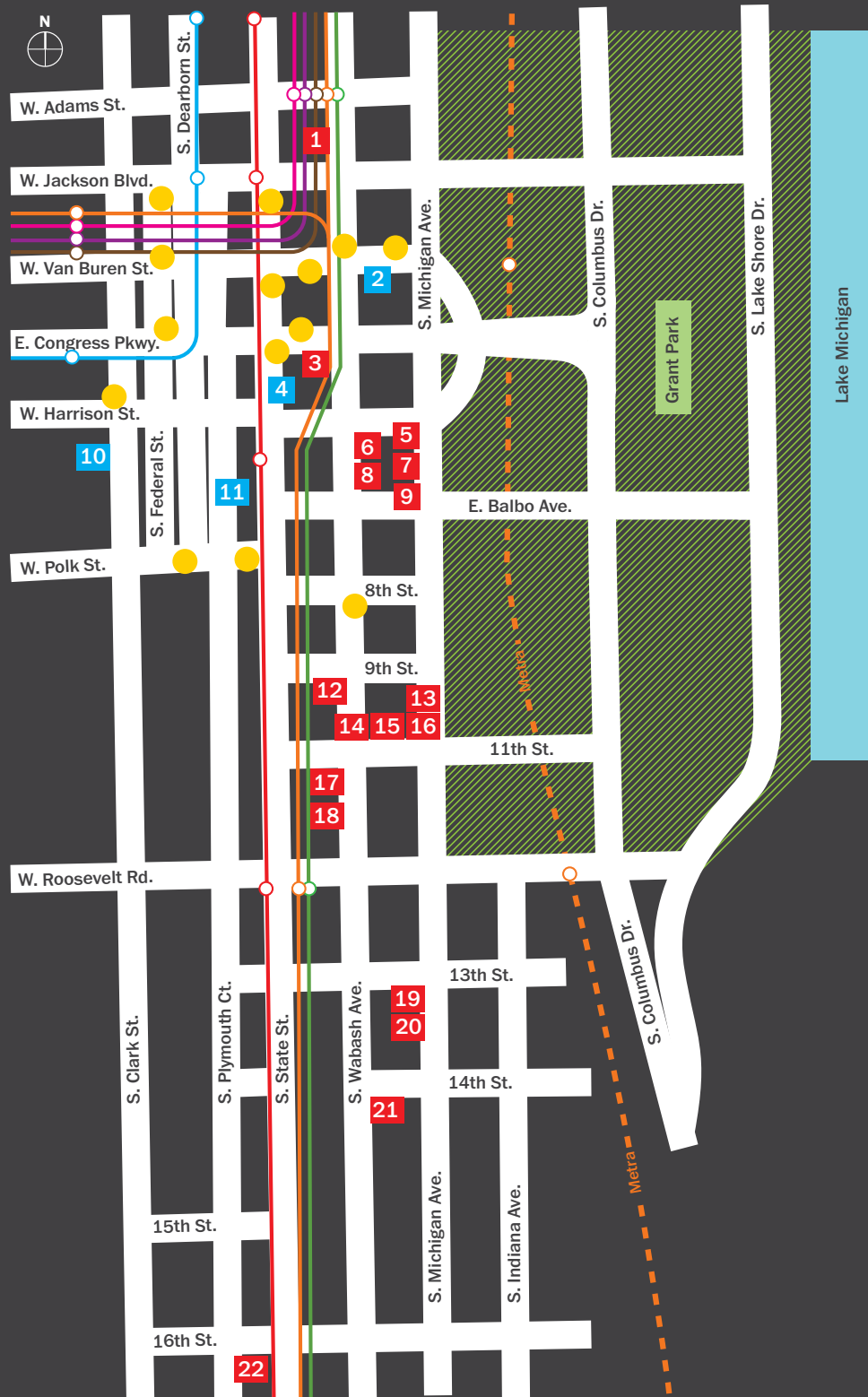
Proofs are available upon request. Advertisers should give a minimum of one week's notice before all ad copy deadlines, if proof is needed. The advertiser is responsible for contacting the advertising manager in order to make corrections or changes. Any changes, additions, or deletions to an ordered advertisement must be in writing. Student Publications and Media is not responsible for errors resulting from changes made verbally over the phone.

Student Publications and Media reserves the right to sell special promotional advertising packages that carry special rates.

# Campus Map

- 1** 218 S. Wabash Building (TE)
- 2** The Buckingham / 59 E. Van Buren
- 3** 33 E. Congress Building (C)
- 4** University Center / 525 S. State (UC)
- 5** Alexandroff Campus Center / 600 S. Michigan (ACC)
- 6** 619 S. Wabash Building (SN)
- 7** 618 S. Michigan Building (SE)
- 8** Wabash Campus Building / 623 S. Wabash (W)
- 9** South Campus Building / 624 S. Michigan (S)
- 10** Dwight Lofts / 642 S. Clark
- 11** Plymouth Court / 731 S. Plymouth (PLYM)
- 12** 916 S. Wabash Building (NS)
- 13** 1006 S. Michigan Building (STE)
- 14** Sculpture Garden
- 15** 11th Street Campus / 72 E. 11th (TC)
- 16** The Music Center / 1014 S. Michigan (MC)
- 17** 1104 Center / 1104 S. Wabash (EC)
- 18** 1112 S. Wabash Building (ET)
- 19** The Dance Center / 1306 S. Michigan (DC)
- 20** Sherwood Conservatory of Music / 1312 S. Michigan Building (SHM)
- 21** 1415 S. Wabash Building (TFX)
- 22** Media Production Center / 16th & State (MPC)

- Residence Centers
- Campus Buildings  
(each Columbia building includes a distribution point)
- Chronicle Distribution Point





**The Columbia Chronicle**

Columbia College Chicago

33 E. Congress Pkwy., Suite 224

Chicago, IL 60605-1996

312.369.8999

[chronicle@colum.edu](mailto:chronicle@colum.edu)

[columbiachronicle.com](http://columbiachronicle.com)

**Columbia**  
C O L L E G E C H I C A G O



PRINTED ON PAPER WITH 10%  
POST CONSUMER CONTENT.