

2013

## Columbia Chronicle (2013-2014) Media Kit

Columbia College Chicago

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### Recommended Citation

Columbia College Chicago, "Columbia Chronicle Media Kit (2013-2014)" (2013). *Columbia Chronicle*, College Publications, College Archives & Special Collections, Columbia College Chicago. [http://digitalcommons.colum.edu/cadc\\_chronicle/942](http://digitalcommons.colum.edu/cadc_chronicle/942)

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2013-2014

Media  
Kit

echo

THE COLUMBIA  
CHRONICLE

**Tally Ho**



# 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 11,000 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 16,000 residents and over 3,000 businesses, the South Loop is one of the fastest growing areas in downtown Chicago.



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# Columbia College Market

# 10,783

**Total Enrollment Fall 2011** » Undergraduate **10,310** » Graduate **473**

**Enrollment by Gender** » Female **53%** » Male **47%**

**Average Age** » Undergraduate **22** » Graduate **30**

**Enrollment Status** » Full-time **89%** » Part-time **11%**

# 2,351

**Residential student population living on campus**

# 44%

**Diversity in undergraduate students by ethnicity**

White Non-Hispanic 56%

African American 17%

Hispanic 13%

Asian 3%

Multi-Racial 4%

Non-Resident Alien 1%

Pacific Islander <2%

Native American <3%

Unknown 5%

# 1,676

**Columbia Faculty and Staff** » Full-Time: 380 » Part-Time: 1,296





# College Media Facts

92% of students have read their weekly campus newspaper in the past three months.

86% of students use coupons or promo codes at least some of the time.

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

70% of all students interviewed answered the campus newspaper's advertising content is relevant to the students, faculty, and staff.

77% of students read the advertisements in their school newspaper.

37% of students spend 14 minutes on average reading the newspaper each week.

78% of students have been motivated to take some sort of action by an article or advertisement.

68% of readers page through the entire issue.

PHOTO BY: JACOB BOLL

RE:FUEL COLLEGE NEWSPAPER STUDY 2012, POWERED BY HALL & PARTNERS





# The Columbia Chronicle

Published since 1965, The Columbia Chronicle is considered the highest rated collegiate newspaper of its kind. In addition to being named the #1 Non-Daily Student Newspaper in the nation by The Society of Professional Journalist, 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)

## BLACK & WHITE



## SPOT COLOR (\$80 per Color)



## 4-COLOR PROCESS (\$200)

### 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

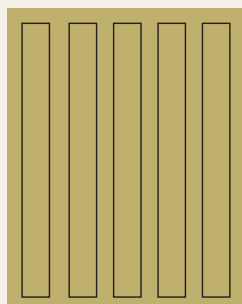
Published once a week. 6,500 issues of The Columbia Chronicle are available for free at any of Columbia's 25 downtown on campus locations or from 450 of our outdoor newsstands throughout the Chicagoland area. It's circulation zone includes the campuses of nine Chicago universities.

### Rates

Local \$6.75  
Open \$8.25

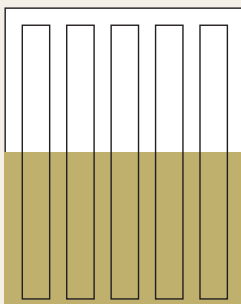
### Full Page

5 col. x 16" = 80"  
Local \$540.00



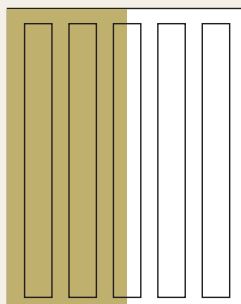
### Half Page Horizontal

5 col. x 8" = 40"  
Local \$270



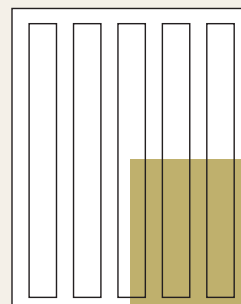
### Half Page Vertical

2.5 col. x 16" = 40"  
Local \$270



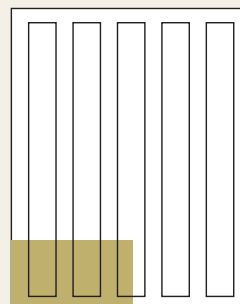
### Quarter Page

2.5 col. x 8" = 20"  
Local \$135



### Eighth Page

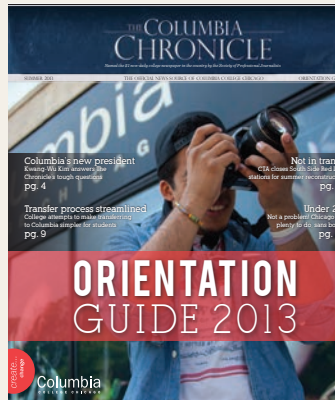
2.5 col. x 4" = 10"  
Local \$67.50



\*Rates shown are net and per column inch

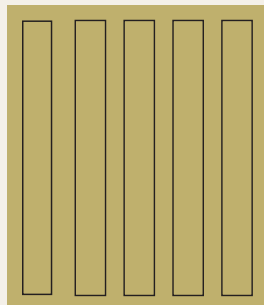
# Special Issues

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.



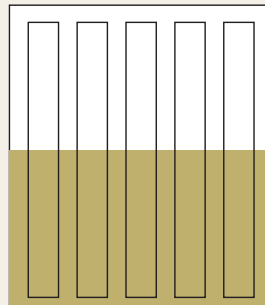
## Full Page

5 col. x 11" = 55"  
Local \$550.50



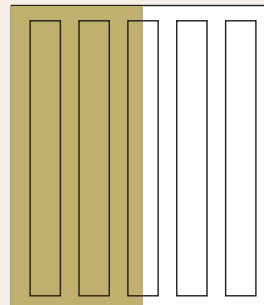
## Half Page Horizontal

5 col. x 5.5" = 27.5"  
Local \$275.00



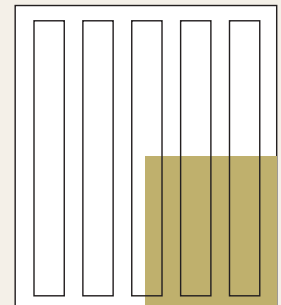
## Half Page Vertical

2.5 col. x 11" = 27.5"  
Local \$275.00



## Quarter Page

2.5 col. x 5.5" = 13.75"  
Local \$137.50



## Rates

Local \$10.00  
Open \$12.00

## 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

## Coupon Book

For the first time ever the Columbia Chronicle will publishing its very own coupon book. This coupon book will allow students to have direct access to your promotions at the palm of their hands. To ensure that every student has a coupon book, students will be receiving their very own copy along with their U-pass CTA card at the beginning of each semester. Students will be able to use their newly issued U-pass to travel to businesses all over the city that offer great savings. Advertisers in the coupon book will receive one full color 5"x 4" coupon space and must provide an incentive.

## Post-Its\*

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

## Street Teams

Have any specials coming up that you want Chicagoans to know about? Well The Columbia Chronicle Street Team is here to spread the word. Our street team reaches potential customers in your geographic area. Our goal is to bring in new customers directly to your door! Each team member will personally distribute your flier, or coupon to locals. This includes college students, staff, faculty, local residents and more! Book our street team today!



# Publication Schedule

## FALL SEMESTER

### September 2013

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					

### October 2013

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 2013

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						

### December 2013

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 Sections:

- Orientation Issue
- Back to School Issue
- Midterm Week
- Halloween Issue
- Finals Week | Last Newspaper for Fall Semester
- Parents weekend
- Sex Issue | Valentine Issue
- Onion Issue
- Graduation Issue | Manifest | Final Issue



### 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.

#### SPRING SEMESTER

##### January 2014

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 2014

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 2014

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 2014

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	

##### May 2014

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

##### June 2014

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					



# Tally Ho Communications

Tally Ho is the daily digest of what's going on at Columbia College. Tally Ho posters are distributed to 80 locations around campus, including all campus elevators and residence centers, and are viewed by more than 15,000 people daily.

## Deal of the Day

Tally Ho posters include the Deal of the Day to spotlight special discounts and promotions offered by businesses to the college community.

## Business Marketing

The Business Partner Homepage markets your business through a searchable database of discounts listings and business information.

## Tally Tweets

Tally Ho Tweets go out daily to spotlight your promotions

**april 3**  
**The Columbia Chronicle Tally-ho**  
Today at Columbia College Chicago

**NEW CREATIVE DESIGN INFORMATION SESSION**  
The Chicago Municipal Employees Credit Union is a not-for-profit, federally insured financial institution chartered in 2002 to provide members with a safe place to save and support their financial goals. CMEDCU knows its members and wants to help them reach their financial goals. CMEDCU is pleased to have the most talented and creative designers in the area to meet with you and discuss your needs. CMEDCU is pleased to have the most talented and creative designers in the area to meet with you and discuss your needs. CMEDCU is pleased to have the most talented and creative designers in the area to meet with you and discuss your needs.

**DELFINO DANCE CONTEMPORARY DANCEMASTERS**  
CLAS is a group of dancers and choreographers who are passionate about dance. They are currently looking for new members and are open to all levels of dancers. They are currently looking for new members and are open to all levels of dancers. They are currently looking for new members and are open to all levels of dancers.

**WRITERS AT LUNCH**  
Join us for a discussion around the theme of the month. Join us for a discussion around the theme of the month. Join us for a discussion around the theme of the month.

**WOMEN'S AND GENDER STUDIES MINOR ADVISING**  
Join Women and Gender Studies Minor Director and advisors for a Q&A session. Join Women and Gender Studies Minor Director and advisors for a Q&A session. Join Women and Gender Studies Minor Director and advisors for a Q&A session.

**FREE BUNG AND ABS MAT CLASS**  
Join us for a free class. Join us for a free class. Join us for a free class.

**Special**  
CHICKEN SANDWICH and fries \$5.49

**may 1**  
**The Columbia Chronicle Tally-ho**  
Today at Columbia College Chicago

**STREET DEFENSE**  
Join us for a discussion around the theme of the month. Join us for a discussion around the theme of the month. Join us for a discussion around the theme of the month.

**WOMEN'S AND GENDER STUDIES MINOR ADVISING**  
Join Women and Gender Studies Minor Director and advisors for a Q&A session. Join Women and Gender Studies Minor Director and advisors for a Q&A session. Join Women and Gender Studies Minor Director and advisors for a Q&A session.

**FREE BUNG AND ABS MAT CLASS**  
Join us for a free class. Join us for a free class. Join us for a free class.

**Artist's Call**  
1150 S. Wabash  
312.583.9940

## Comprehensive Promotional Opportunities Available Through Event Sponsorship

- Target emails
- Department website and social media promotions
- Poster and hand bill promotions
- Signage and on-site tabling opportunities

For information regarding these amazing opportunities contact your advertising representatives Norman Alexandroff – nalejandroff@colum.edu and Chris Richert – richert@colum.edu









# 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.

## 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

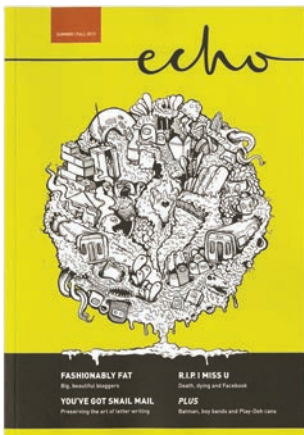
Outside Back Cover: \$1500  
Inside Back Cover: \$1000  
Inside Front Cover: \$1000

### 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"









# STAY CONNECTED



## The Chronicle Online / Social Media

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.

### The Chronicle Website

#### 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.*

### Social Media

#### Rates

Schedule per Semester:

15 (Facebook + Twitter) Post .....	\$550
12 (Facebook + Twitter) Post .....	\$400
10 (Facebook + Twitter) Post .....	\$350
8 (Facebook + Twitter) Post .....	\$250
6 (Facebook + Twitter) Post .....	\$200
4 (Facebook + Twitter) Post .....	\$150

#### Business must have:

- Promotional Line
- Company's Logo

#### Twitter/Facebook Businesses of the week

- Two businesses for each week for 15 weeks
- Monday and Friday

#### Requirements

- Business logo
- Promotional line - 140 characters or less
- Deadline: Friday the week before at 6 p.m.



# 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

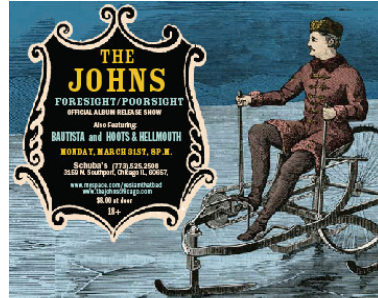
1/2 pg. ads and larger: \$40

### 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



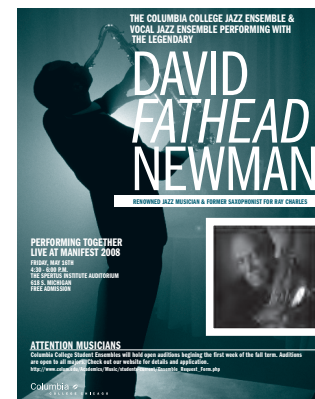
*Due to the level of demand, for all design commissions it is required to give an additional week's notice as to ensure your product is of the highest quality and meets all specifications. Ads commissioned within seven days of the intended run date may be subjected to an additional \$75 Rush Priority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





# Business Guide

Select Media Vehicle	PRINT	ONLINE	SOCIAL MEDIA
Select the Size	<ul style="list-style-type: none"> <li>• Eighth Page</li> <li>• Quarter Page</li> <li>• Half Page Horizontal</li> <li>• Half Page Vertical</li> <li>• Full Page</li> </ul>	<ul style="list-style-type: none"> <li>• Banner Ad</li> <li>• Button Ad</li> </ul>	<ul style="list-style-type: none"> <li>• Tweet (140 Characters)</li> <li>• Facebook Post</li> </ul>
Schedule the AD	<ul style="list-style-type: none"> <li>• Once</li> <li>• Every other week</li> <li>• Every other month</li> <li>• Special Issues</li> </ul>	<ul style="list-style-type: none"> <li>• Once a week</li> <li>• Two weeks</li> <li>• One Month</li> <li>• One Semester</li> </ul>	<ul style="list-style-type: none"> <li>• Twice a week</li> <li>• Once a month</li> <li>• Holidays</li> <li>• Summer weeks</li> </ul>
Processing the AD	ADs may be made by The Chronicle's Professional Graphics team. Or the company's In-house Graphic Designers may send in their artwork with the correct dimensions.		Business must have a promotional line & send in their business logo

## Did you know?

### Frequency with advertisements:

- Builds awareness for the brand
- Generates Brand-recognition
- Keeps brands on top of the consumer's mind
- Increases the odds that the advertisement message will penetrate

### Tips to Improve your advertisements:

- Include the benefits of your product or services in the Ad.
- Time your advertisements appropriately.
- Have an attention grabber (colors, fonts, headlines, pictures).
- Correlate your frequency based on your budget.
- See your Ad from your target audience's perspective.

# Contact Information

## Main Office

phone: 312.369.8999

fax: 312.369.8032

## Christopher Richert

*Director of Student Publications*

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

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

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

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

The Office of 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.

The Office of 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 the Office of 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 the Office of 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 the Office of 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.

The Office of 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.

The Office of 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 the Office of 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 the Office of 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. The Office of Student Publications and Media is not responsible for errors resulting from changes made verbally over the phone.

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

# Campus Map



- |   |  |   |
|---|--|---|
| 1 33 E. Congress                              | 9 731 S. Plymouth                      | 17 1014 S. Michigan / The Music Center                |
| 2 525 S. State / University Center            | 10 754 S. Wabash / Papermaker's Garden | 18 1104 S. Wabash                                     |
| 3 600 S. Michigan / Alexandroff Campus Center | 11 777 S. State                        | 19 1306 S. Michigan / The Dance Center                |
| 4 619 S. Wabash                               | 12 820 S. Michigan                     | 20 1312 S. Michigan / Sherwood Community Music School |
| 5 618 S. Michigan                             | 13 916 S. Wabash                       | 21 1415 S. Wabash                                     |
| 6 623 S. Wabash                               | 14 1006 S. Michigan                    | 22 1600 S. State / Media Production Center            |
| 7 624 S. Michigan                             | 15 1019 S. Wabash / Sculpture Garden   |   |
| 8 642 S. Clark / Dwight Lofts                 | 16 72 E. 11th / The Theatre Center     |   |

● Residence Centers
 ● Green Spaces



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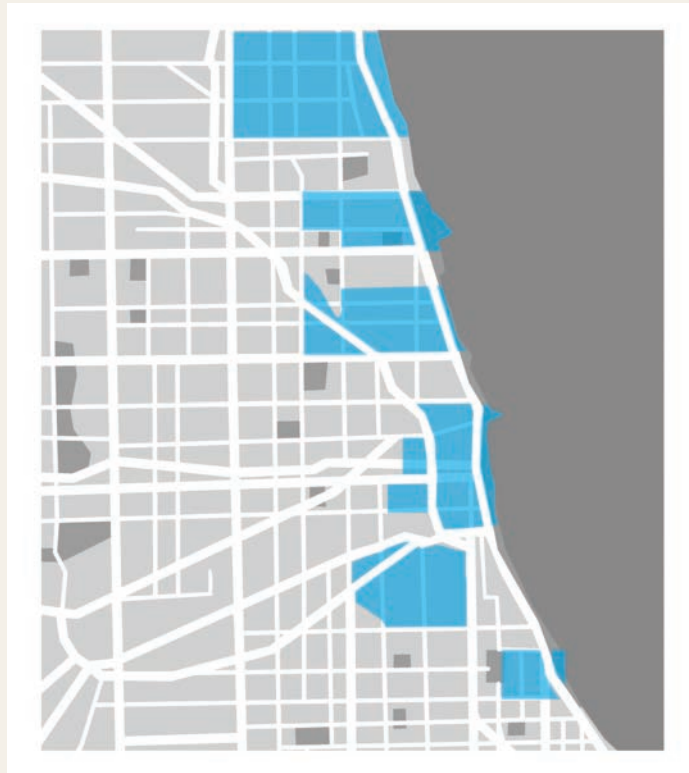
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