

20857

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508  
County of Cook and State of Illinois

**ADOPTED**  
BOARD OF TRUSTEES OF  
COMMUNITY COLLEGE DISTRICT NO. 508

**SEP 3 - 1998**

IMAGE ADVERTISING CAMPAIGN  
CENTRAL ADMINISTRATION

**COUNTY OF COOK  
AND STATE OF ILLINOIS**

THE CHANCELLOR

**REPORTS**

that based on the Board Committee's final review of the district image campaign ad, placements were processed in several newspapers; and

that June Rosner Public Relations, the district's public relations consultant, negotiated prices, defined logistics and recommended that the image campaign ad be placed as follows:

▶ Chicago Sun-Times	August 17 and 24 [full page]	\$16,953.30
▶ Chicago Tribune	August 18 and 25 [full page]	\$30,124.00
▶ Crains	August 17 and 24 [full page]	\$17,493.00
▶ Daily Southtown	August 21 and 28 [quarter page]	\$ 2,267.18
▶ Defender	August 19 and 26 [full page]	\$ 3,603.60
▶ Exito	August 20 and 27 [quarter page]	\$ 1,092.00
▶ LaRaza	August 20 and 27 [full page]	\$ 4,875.00
▶ N'Digo	August 20 and 27 [full page]	\$ 6,688.00

THE CHANCELLOR

**RECOMMENDS**

that the Board of Trustees approves the issuance of purchase orders and the payment of invoices totaling \$83,096.08 to the newspapers listed above for the image campaign advertisements.

**FINANCIAL**

\$83,096.08 -- Education Fund

Respectfully submitted:

Wayne D. Watson  
Chancellor

September 3, 1998