

22449

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

PRINT ADVERTISING SERVICES
KENNEDY-KING, MALCOLM X, OLIVE-HARVEY, WASHINGTON, WRIGHT COLLEGES AND
DISTRICT OFFICE

THE CHANCELLOR

REPORTS

that N'Digo publishes a yearly Profile Magazine highlighting prominent citizens in Chicago and N'Digo Profiles 2001 is distributed March 9 and 11 in the Chicago Tribune, and Crain's Chicago Business on March 12. This powerful distribution in Chicago leading publications renders a readership of 1.4 million. In addition, the ads will reach the top business leaders, leading Chicago executives, professionals, managers, and able to buy consumers. This is a target reach. This is an excellent print medium with a trifold reach.

That it is prudent for the District to advertise its programs in this high profile, keepsake edition; and,

That a quotation rate sheet has been from the Publisher, N'Digo, Chicago offering each college (Daley, Kennedy-King, Malcolm X, Olive-Harvey, Truman, Harold Washington and Wright) 8-1/2 by 11 full page, color ad in the N'Digo resource guide which goes to all high schools; and

That in the Profile Magazine the District will advertise centerspread color ad, highlighting each college.

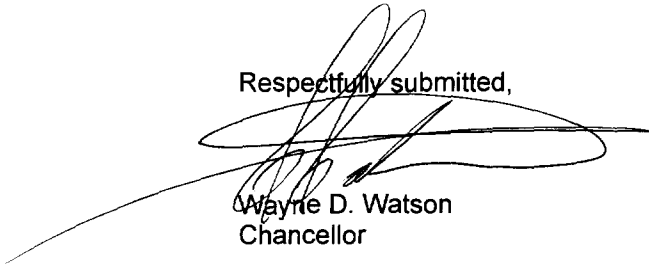
RECOMMENDS

that the Board of Trustees authorizes the issuance of purchase orders totaling \$28,000 to N'Digo, Chicago, for print advertising in the March 9 2001 edition of Profiles.

FINANCIAL

\$28,000 – education fund

Respectfully submitted,



Wayne D. Watson
Chancellor

February 1, 2001