

23326

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

TRANSIT ADVERTISEMENTS
MARKETING AND PUBLIC RELATIONS
DISTRICT OFFICE

THE CHANCELLOR

REPORTS that it is necessary to utilize CTA transit advertisements to promote CCC Fall registration; and

that Viacom Outdoor, the current approved CTA vendor for CTA outdoor advertising space has proposed to provide a month long program this summer to run CCC ads for a total cost of \$36,800.00; this includes 112 posters on train platforms and 1500 interior displays which will be placed on buses and trains; the proposal does not include graphic design and production cost. District marketing staff has reviewed and recommends acceptance of this proposal.

THE CHANCELLOR

RECOMMENDS that the Board of Trustees authorize the Chairman to execute an agreement in the total amount of \$36,800 to Viacom Outdoor for the placement of CCC advertisements for the Fall registration campaign and that the Chairman is authorized to execute any documents pertaining to these services on behalf of the Board.

FINANCIAL \$36,800 – Education Fund

Respectfully submitted.


Wayne D. Watson
Chancellor

July 11, 2002

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