

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

TRANSIT ADVERTISEMENTS  
MALCOLM X COLLEGE

THE CHANCELLOR

REPORTS

that it is necessary to utilize CTA transit advertisements to promote Fall registration at Malcolm X College; and

that Viacom Outdoor, Chicago, IL the current approved ~~CTA~~ vendor for CTA for outdoor advertising space has proposed to provide a month-long program this summer to run Malcolm X College ads for a total cost of \$12,000.00; this includes approximately 400 exterior and interior posters for display on buses and trains; college marketing staff has reviewed and recommends acceptance for this proposal.

*of*  
THE CHANCELLOR

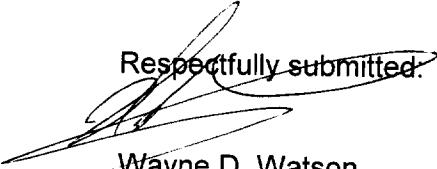
RECOMMENDS

that the Board of Trustees authorizes the Chairman to execute an agreement in the total amount of \$12,000.00 with Viacom Outdoor, Chicago IL for the placement of Malcolm X College 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

\$12,000.00 – Education Fund

Respectfully submitted:

  
Wayne D. Watson  
Chancellor

June 6, 2002