

TRANSIT ADVERTISING  
DALEY, KENNEDY-KING, MALCOLM X, OLIVE-HARVEY, WASHINGTON, TRUMAN,  
WRIGHT COLLEGES AND DISTRICT OFFICE

COUNTY OF COOK  
AND STATE OF ILLINOIS

THE CHANCELLOR

REPORTS

that the Marketing and Public Relations office schedules display advertising on local mass transit systems through Viacom Outdoor to increase enrollment at the seven City Colleges and its satellite locations. The advertisements are displayed on the sides of CTA buses in view of passing motorists and pedestrians and in bus interiors in view of passengers.

that this medium has added value in that the design purposefully indicates a continuous call to action of "enroll now" and with no specific date, the ads run in perpetuity or until the space is needed for a new vendor purchase.

that Marketing and Public Relations has received an offer from Viacom to run **65 King Size ads** at a 25% savings which would mean CCC can run more and larger ads for less than invested in the Queen Size Transit ads purchased in FY 2002-03. An additional buy of **7 full bus wraps** promoting the district has been offered at a rate of \$2,000 each, down from a standard price of \$8,500 each. Marketing proposes to purchase:

<u>Ad</u>	<u>Size</u>	<u>2003 Investment</u>	<u>2002 Investment</u>
65 King ads	30"hx144"w	<b>\$19,825</b>	\$28,275 (Queens)
1000 Interiors	11"hx28"w	<b>\$12,000</b>	\$16,000
7 full bus wraps		<b>\$14,000</b>	n/a
<b>Total Investment</b>		<b>\$45,825</b>	\$44,275

that Viacom is the designated agent for the CTA transit advertising.

RECOMMENDS

that the Board of Trustees authorizes the Chancellor's office to purchase CTA transit advertising to promote enrollment for FY 2003-04 in an amount not to exceed \$47,000.00.

FINANCIAL

\$47,000.00 – education fund

Respectfully submitted,

Wayne D. Watson  
Chancellor

July 3, 2003