

26337

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

**PRINT ADVERTISING SERVICES DALEY, HAROLD WASHINGTON,
KENNEDY-KING, MALCOLM X, OLIVE-HARVEY, TRUMAN AND WRIGHT
COLLEGES**

THE CHANCELLOR

REPORTS

It is necessary to support CCC recruitment efforts via a special advertising section in the **Spanish language Hoy newspaper, a Tribune publication**. The two- to four-page ad section will exclusively feature articles about CCC programs and partnerships as well as CCC display advertising.

that rates for the multiple page CCC promotion in Hoy newspaper are approximately \$8,550 per issue. Four to six issues will include the special CCC section.

RECOMMENDS

that the Board of Trustees authorizes the issuance of a purchase order for multiple page CCC advertising in Hoy newspaper not to exceed a total cost of \$55,000 during FY2005.

FINANCIAL

\$55,000- Education Fund 0015505

Respectfully Submitted,

Wayne D. Watson
Chancellor

August 5, 2004