

26831

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; this is an extension of CCC's ongoing transit advertising campaign; and

that Viacom Outdoor, the current approved CTA vendor for CTA outdoor advertising space has proposed providing CCC with advertising space for 100 king size bus posters at a total cost of \$30,000.00; the posters will be displayed on the outside of CTA buses for a minimum of one month prior to and during the CCC open registration period; the Viacom proposal does not include graphic design and production costs. District marketing staff has reviewed and recommends acceptance of this proposal and

the Office of M/WBE Contract Compliance has reviewed the above referenced agreement has determined that since Viacom Outdoor has been approved by the CTA and thereby has complied with their participation plan, it is in compliance with Board approved CCC Contract Compliance Participation Plan.

THE CHANCELLOR

RECOMMENDS that the Board of Trustees authorize the Chairman to execute an agreement in the total amount of \$30,000.00 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 \$30,000.00 - Education Fund

Respectfully submitted:

Wayne D. Watson
Chancellor

July 14, 2005