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ADOPTED
BOARD OF TRUSTEES OF
COMMUNITY COLLEGE DISTRICT NO. 508

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508 JAN 8 2004

County of Cook and State of Illinois

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

that N'Digo publishes a *Profiles* Magazine highlighting prominent citizens in Chicago and N'Digo *Profiles* 2004 is distributed March 14. This distribution via leading Chicago publications renders a readership of 1.4 million. In addition, the ads in this magazine will reach our target market of potential students, industry leaders, Chicago executives, legislators and workplace managers. The *Profiles* magazine is a full color print medium with a tri-fold reach (Chicago Tribune, Crain's Chicago Business, CPS high school counselors.)

that it is prudent for the District to advertise its programs in this high profile, keepsake edition; and,

that a quotation rate sheet has been received from the Publisher, Hartman Publishing, Ltd., additionally offering each college (Daley, Harold Washington, Kennedy-King, Malcolm X, Olive-Harvey, Truman, and Wright) 8-1/2 by 11 full page, color ads in the N'Digo resource guide, which goes to all high schools; and

that in the *Profiles* Magazine the District will advertise a center-spread color ad, highlighting each college.

RECOMMENDS

that the Board of Trustees authorizes the issuance of a purchase order totaling \$28,000 to N'Digo, Chicago, Illinois, for print advertising in the 2004 edition of *Profiles*.

FINANCIAL

\$28,000 – Education Fund 0015505

Respectfully Submitted,

Wayne D. Watson
Chancellor

January 8, 2004