

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

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

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 on shelters at bus stops.

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 bus ads for a cost of \$24,000. An additional buy of 25 bus shelter posters promoting the seven colleges has been offered at a rate of \$400 per poster. The total cost for transit advertising space on buses and shelters promoting fall 2004 registration would not exceed \$34,000.

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

RECOMMENDS

that the Board of Trustees authorizes the issuance of a purchase order for transit advertising to promote fall 2004 registration in an amount not to exceed \$34,000.00.

FINANCIAL

\$34,000.00 – education fund

Respectfully submitted,

Wayne D. Watson
Chancellor

July 15, 2004