



# DALLAS COLLEGE STUDENT MEDIA MULTICAMPUS AD RATE CARD BROOKHAVEN - EASTFIELD - NORTH LAKE - RICHLAND



**MORE REACH | MORE RESULTS | MORE VALUE**

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# ABOUT DALLAS COLLEGE

Since its launch as the Dallas County Community College District in 1965, Dallas College has grown from a single-building college campus to a network of seven campuses that has educated and trained more than 3 million people.

**Dallas College is the single-largest provider of undergraduate education in Dallas County**, with more than 160,000 credit and continuing education students enrolled last year. At any given time, 4% of the 2.5 million residents of Dallas County are enrolled at Dallas College.

## OUR STUDENTS

Every year, between 8,000 to 10,000 Dallas College students transfer to universities to complete their studies.

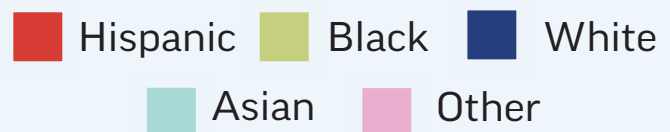
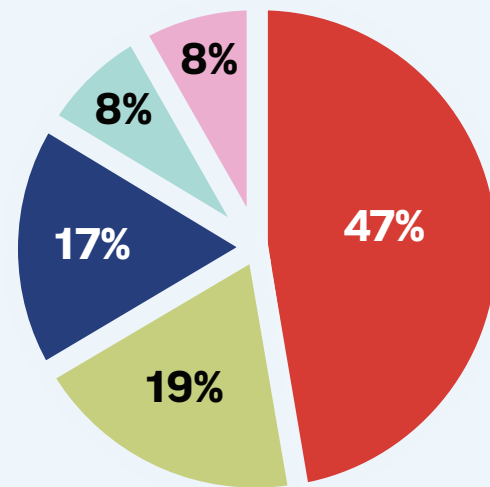
Several Dallas College students have been named to All-USA Academic Teams by Phi Theta Kappa, the American Association of Community Colleges and USA Today.

75% of Dallas College students remain in Dallas County and 95% continue to live in Texas.

59% of Dallas College students are female and 41% are male.

## DEMOGRAPHICS

Reflecting the demographics of Dallas County, the student population of Dallas College is diverse:



## ENROLLMENT



Richland Campus: **24,670**



Brookhaven Campus: **18,820**



North Lake Campus: **14,553**



Eastfield Campus: **19,318**

*Information courtesy Dallas College Foundation*

# WHERE WE ARE

## BROOKHAVEN CAMPUS

3939 Valley View Ln,  
Farmers Branch, TX  
75244

## RICHLAND CAMPUS

12800 Abrams Rd, Dallas,  
TX 75243

## EASTFIELD CAMPUS

3737 Motley Dr,  
Mesquite, TX 75150

## NORTH LAKE CAMPUS

5001 N MacArthur Blvd,  
Irving, TX 75038

President George Bush Turnpike

Addison

Richardson

Farmers Branch

Las Colinas

Northwest  
Dallas

Northeast  
Dallas

Dallas North Tollway

Irving

Dallas

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## Dallas College Student Media Fall 2023-Summer 2024 Publication Dates

Fall 2023		
PUBLICATION	MATERIAL DUE DATE	PUBLICATION DATE
Richland Chronicle online	17-Aug	22-Aug
Eastfield EtCetera	24-Aug	6-Sep
Eastfield EtCetera newsletter	14-Sep	20-Sep
Richland Chronicle print	31-Aug	5-Sep
Richland Chronicle online	14-Sep	19-Sep
North Lake News-Register	14-Sep	25-Sep
Brookhaven Courier	11-Sep	25-Sep
Richland Chronicle print	28-Sep	3-Oct
Eastfield EtCetera	21-Sep	4-Oct
North Lake News-Register	19-Oct	30-Oct
Eastfield EtCetera newsletter	12-Oct	18-Oct
Brookhaven Courier	9-Oct	23-Oct
Eastfield EtCetera	12-Oct	25-Oct
Richland Chronicle online	12-Oct	17-Oct
Eastfield EtCetera	16-Nov	29-Nov
Richland Chronicle print	26-Oct	31-Oct
Eastfield EtCetera newsletter	9-Nov	15-Nov
Brookhaven Courier	20-Nov	4-Dec
North Lake News-Register	16-Nov	27-Nov
Richland Chronicle online	9-Nov	Nov 14
Eastfield EtCetera newsletter	22-Nov	6-Dec
Richland Chronicle print	30-Nov	5-Dec
Four campus website ad	At will	Full semester
Spring 2024		
PUBLICATION	MATERIAL DUE DATE	PUBLICATION DATE
Richland Chronicle online	18-Jan	23-Jan
Eastfield EtCetera	18-Jan	31-Jan
Eastfield EtCetera newsletter	8-Feb	14-Feb
Richland Chronicle print	1-Feb	6-Feb
Richland Chronicle online	15-Feb	20-Feb
North Lake News-Register	TBD	TBD
Brookhaven Courier	8-Feb	19-Feb
Richland Chronicle print	1-Feb	5-Mar
Eastfield EtCetera	15-Feb	28-Feb
North Lake News-Register	TBD	TBD
Eastfield EtCetera newsletter	8-Mar	20-Mar
Brookhaven Courier	21-Mar	1-Apr
Eastfield EtCetera	21-Mar	3-Apr
Richland Chronicle online	21-Mar	26-Mar
Eastfield EtCetera	18-Apr	1-May
Richland Chronicle print	4-Apr	9-Apr
Eastfield EtCetera newsletter	11-Apr	17-Apr
Brookhaven Courier	25-Apr	6-May
North Lake News-Register	TBD	TBD
Richland Chronicle online	18-Apr	23-Apr
Eastfield EtCetera newsletter	2-May	8-May
Richland Chronicle print	2-May	7-May
Four campus website ad	At will	Full semester
Summer 2024		
Four campus website ads (13 weeks)	9-May-2024	May 13 - Aug 11, 2024



# DALLAS COLLEGE STUDENT MEDIA MULTICAMPUS AD RATE SHEET

Combined rates for the Eastfield Et Cetera and the Richland Chronicle (tabloids)  
and the Brookhaven Courier and North Lake News-Register (broadsheets)

Advertising Space	Color	One Time	Two Times	Three times - 5% discount*	Four times - 7% discount*	Five times - 10% discount*	Six times - 15% discount*
<b>Full Page</b>  Tab: 10.4 x 11.5" BS: 12.5 x 21.25" (Brookhaven)/ 11.5 x 22" (North Lake)	Black & White	\$3,150	\$6,300	\$8,990	\$11,730	\$14,190	\$16,080
	Full Color Excludes Brookhaven	\$3,310	\$6,610	\$9,430	\$12,310	\$14,890	\$16,870
<b>Half Page</b>  Tab vertical: 5.1 x 11.3" BS vertical: 6.43 x 21.25" (Brook) 5.67 x 22" (North Lake) Tab horizontal: 10.375 x 5.3" BS horizontal: 12.5 x 10.6" (Brook) 11.5 x 11" (North Lake)	Black & White	\$1,580	\$3,160	\$4,500	\$5,870	\$7,100	\$8,050
	Full Color Excludes Brookhaven	\$1,790	\$3,580	\$5,110	\$6,670	\$8,060	\$9,130
<b>1/4 Page</b>  Tab: 5.1 x 5.3" BS: 6.175 x 10.625 (Brook)/ 5.67 x 11" North Lake	Black & White	\$810	\$1,620	\$2,310	\$3,020	\$3,650	\$4,140
	Full Color Excludes Brookhaven	\$1,210	\$2,430	\$3,460	\$4,520	\$5,470	\$6,200
<b>1/8 Page</b>  Tab horizontal: 5.1 x 2.8" BS horizontal: 4.25 x 3" (Brook) 5.67 x 5.5" (North Lake) BS vertical: 2.06 x 5.3" (Brook)/ 1.77 x 3.5" (North Lake)	Black & White	\$430	\$860	\$1,220	\$1,590	\$2,140	\$2,570
	Full Color Excludes Brookhaven	\$930	\$1,860	\$2,640	\$3,460	\$4,180	\$4,740

## Total Reach: 40,000

Single, two or three-campus combination rates available on request.

\* Discounts available if required number of ads are purchased in one calendar year.

We reserve the right to decline advertisements at our discretion.

All ads must be received on or before the advertising deadline.

# DALLAS COLLEGE STUDENT MEDIA MULTICAMPUS WEBSITE AD RATE SHEET

Combined rates for the websites of The Brookhaven Courier, the Eastfield Et Cetera, the North Lake News-Register and the Richland Chronicle

<b>Sidebar Medium Rectangle Ad (300 X 250 pixels)</b>	
Per week:	\$400
Per month:	\$1,400
Per full semester:	\$5,120
<b>Top Leaderboard Ad (728 X 90 pixels)</b>	
Per week:	\$600
Per month:	\$2,200
Per full semester:	\$8,000
<b>When combined with multicampus newspaper print ads</b>	
<b>Sidebar Medium Rectangle Ad (300 X 250 pixels)</b>	
Per week:	\$300
Per month:	\$1,200
Per full semester:	\$4,800
<b>Top Leaderboard Ad (728 X 90 pixels)</b>	
Per week:	\$500
Per month:	\$2,000
Per full semester:	\$7,000

## **BROOKHAVEN**

### **On-Site Contests:**

- **First Place: 2-Person Photo Essay, Brandon Donner & Trennt Rhea**
- **Honorable Mention: Feature Photo, Brandon Donner**

### **Overall Excellence:**

- **First Place; Overall Web Design, Division 3, The Brookhaven Courier Staff,**
- **Second Place: Overall Excellence – Newspaper, Division 3, The Brookhaven Courier Staff**
- **Second Place: Overall Excellence – Website, Division 3, The Brookhaven Courier Staff**
- **Second Place: Photojournalist of the Year for Two- and Four-Year Schools, Brandon Donner**  
Note: This category was combined with four-year schools; Brandon was the only two-year student among the winners.
- **Second Place: Designer of the Year for Two Year Schools, Edward Ruiz**

## **EASTFIELD**

### **On-Site Contests:**

- **First Place: Editorial Writing, Harriet Ramos**
- **Second Place: Feature Writing, Harriet Ramos**
- **Third Place: News Photo, Rory Moore**
- **Best of Show:**

### **Overall Excellence:**

- **First Place: Overall Excellence – Newspaper, Division 3, Et Cetera**
- **First Place: Overall Excellence – Website, Division 3, Et Cetera Website**
- **First Place: Reporter of the Year for Two-Year Schools, Harriet Ramos**
- **First Place: Designer of the Year for Two-Year Schools, Mattheau Faught**
- **Second Place: Editor/News Director of the Year for Two-Year Schools, Harriet Ramos**

### **Student Scholarships:**

- **Mike Warms Scholarship for Two-Years Students (\$400)**

# **OUR AWARDS**

## **NORTH LAKE**

- **2004 National Newspaper Pacemaker winner**
- **2008 National Newspaper Pacemaker winner**
- **2012 National Newspaper Pacemaker finalist**
- **2012 TIPA 1st Place Newspaper Overall Excellence**
- **2013 National Newspaper Pacemaker finalist**
- **2014 TIPA Sweepstakes Literary Magazine**
- **2015 National Magazine Pacemaker finalist**
- **2017 TCCJA Sweepstakes Magazine Open Division**
- **2020 TIPA first place in Division 4 for Newspaper, Overall Excellence**

### **TIPA Overall Excellence:**

**Multimedia:  
Seven awards**

## **RICHLAND**

### **On-Site Contests:**

- **Third Place: Sports News Writing, Cade Harris**

### **Overall Excellence:**

- **Third Place: Overall Excellence – Newspaper, Division 2, Richland Student Media**
- **Third Place: Overall Excellence – Website, Division 2, Richland Student Media**

The team also received Honorable Mention recognition in the CMA's Two-Year Television Station of the Year and Two-Year Newspaper of the Year Pinnacle competitions.

The following students received honorable mention from the Associated Collegiate Press (ACP) in that organization's individual award competition for 2020-2021:

- **Barbara Gandica Martinez, Online Advertisement of the Year**
- **Jerry Weiss, Cartoon of the Year**
- **Dara Jones (COVID-19 Coverage) Broadcast: News or Feature**