

the **Chronicle**
ncclinked

Photo by Zach Shimkus

2015-2016

Media Kit





Photo by Zach Shimkus

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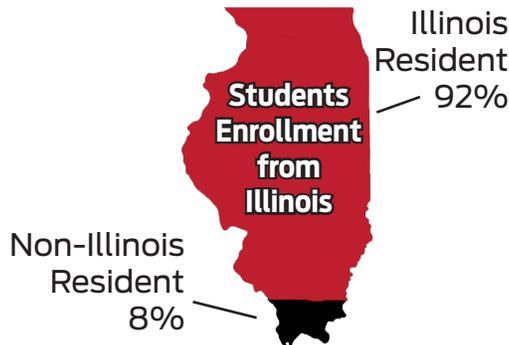
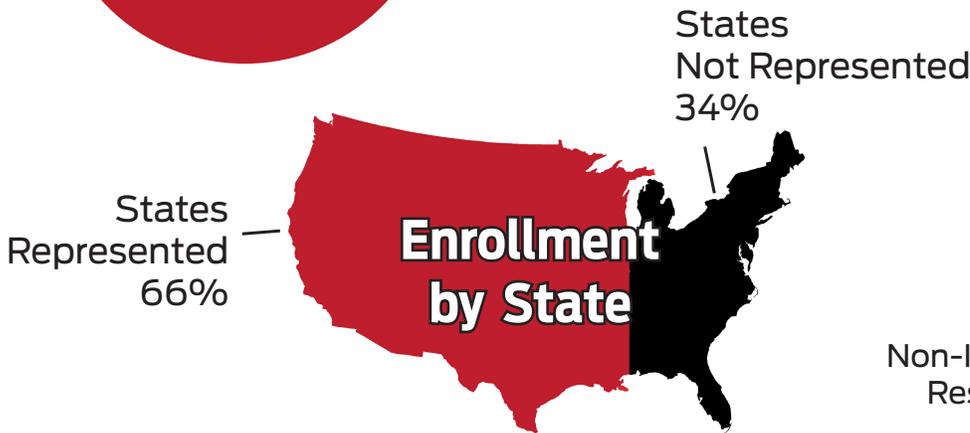
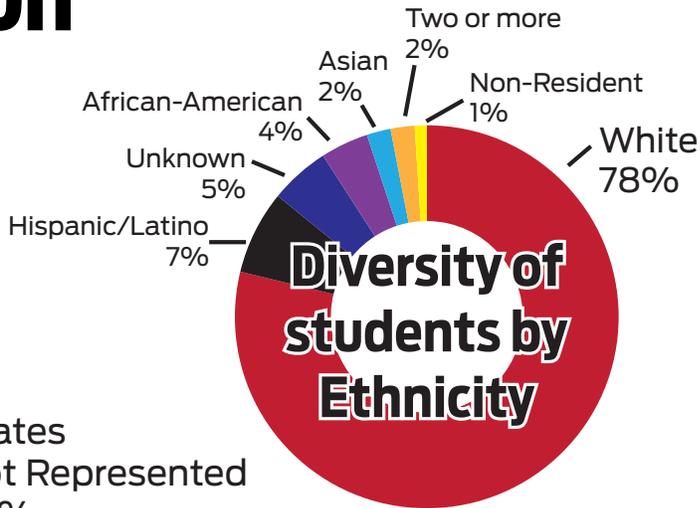
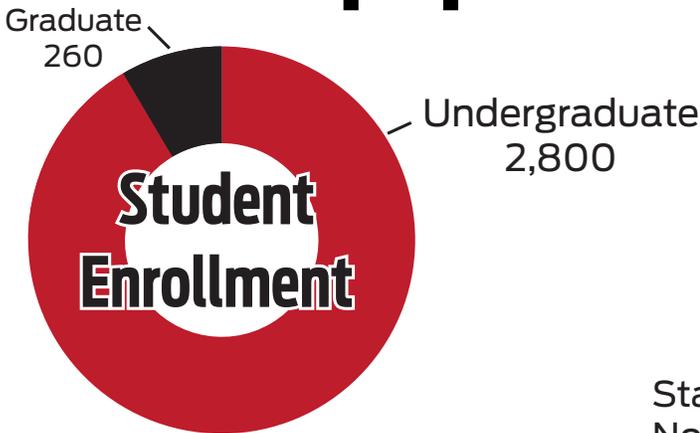


Photo by Zach Shimkus

North Central College - Naperville, IL

North Central College, a comprehensive college of liberal arts and sciences, was founded in 1861. The college currently offers more than 55 undergraduate majors and graduate programming in seven areas. It is a climate emphasizing leadership, ethics, values and service. The curriculum balances professional knowledge with a liberal arts foundation. Its small size, with only 3,050 students enrolled, allows for students to reach their full potential.

Student population



Student Media

About The Chronicle

The North Central Chronicle is the student-run newspaper at North Central College. The print issue is published on weeks three, six and nine of each term by students of North Central College as a forum for providing news, opinion and information that is of interest to the campus and the greater community. The Chronicle has a staff of award-winning writers, editors and designers that knows what it takes to publish an intriguing and creative print publication.

About NCCLinked

NCCLinked is the multi-platform student media organization of North Central College. All content is produced by students and is targeted toward informing the North Central student body, faculty, alumni and extended family. Contributors include: The Chronicle newspaper, WONC radio, and Cardinal video. In its first year, ncclinked.com earned a first-place ranking for “Best Homepage” in College Media Association’s Apple Awards.



Photo by Zach Shimkus

Multimedia Platforms



About **GPS**

<http://www.ncclinked.com/gps/>

Hidden throughout the bricks and vines of Naperville is a historic and vibrant community that dates back to 1831. Our mission is to create a guide that explores the various goods, places, and services within a one-mile radius of NCC, unveiling the stories and personalities behind them. Our aim is to paint the most complete and appealing picture of our community while keeping potential consumers in the loop.

About **PASSPORT**

<http://www.ncclinked.com/nccpassport/>

Passport is a landmark collaboration between the Chronicle and the North Central International Office. Using photos and written testimonies of students who have studied abroad over the years, Passport serves as both an advertisement for the many benefits of overseas studying and as a showcase of the many ways that North Central students' presence can be felt throughout the globe.



The Chronicle/NCClinked



@chronicleNCC



chroniclenc



The Chronicle/NCClinked

Print Advertising

Full Page



13 in x 10.25 in

Half Page



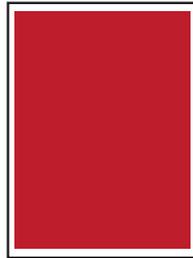
6.5 in x 10.25 in

1/4 Page

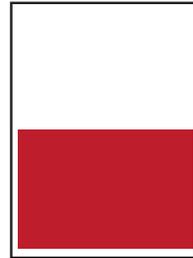


6.5 in x 5.125 in

On-Campus



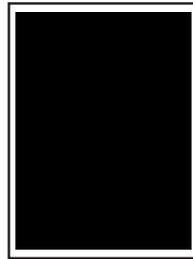
Full page- Color:
\$175



Half page-Color:
\$150



1/4 page- Color:
\$125



Full Page- B/W:
\$150



Half page- B/W:
\$125

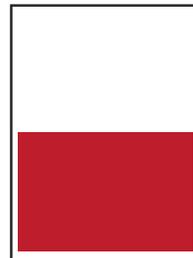


1/4 page- B/W:
\$75

Off-Campus



Full page- Color:
\$275



Half page-Color:
\$250



1/4 page- Color:
\$225



Full Page- B/W:
\$250



Half page- B/W:
\$225

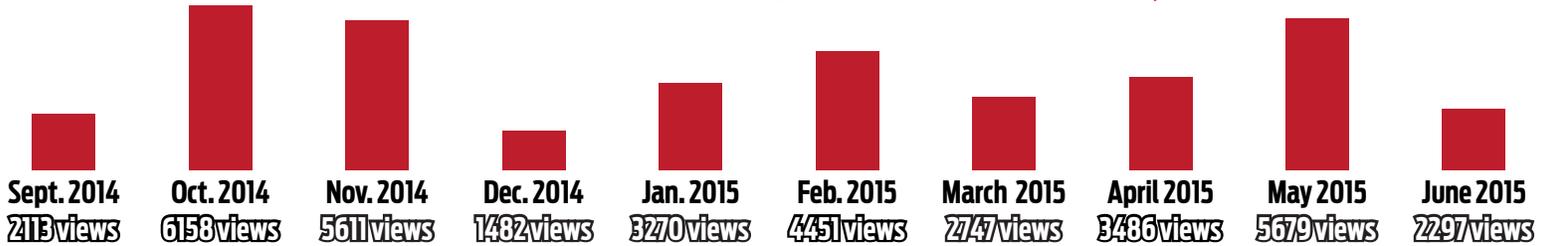


1/4 page- B/W:
\$175

Online Advertising

The North Central Chronicle and Ncclinked is proud to offer online advertising to businesses and clubs on and off campus during the 2015-2016 school year. We offer one-week and two-week ads to promote events and businesses in the Naperville area. This could benefit your club/business by connecting the North Central College community to you.

Website views over the 2014-2015 school year (Sept. 2014- June 2015): **37,294**



On-Campus

- 1 week: \$25
- 2 weeks: \$50
- 3+ weeks: \$25 X number of weeks

Off-Campus

- 1 week: \$25
- 2 weeks: \$50
- 3+ weeks: \$25 X number of weeks

Measurements for ad: 320px by 200 px

The screenshot shows a website layout. On the left, there is a 'PHOTOS' section with three images and captions: 'Kris Allen and Elenowen at NCC', 'Wallis Wilde-Menzozi provides insight to journalism students', and 'Veterans Day: In rewind'. On the right, there is a 'FEATURED AD OF THE WEEK' section with a placeholder for an advertisement. The placeholder is a red-bordered box with a diagonal 'X' and the text 'YOUR AD HERE' in the center. To the left of the placeholder, it says '200px Tall' and to the right, '320px Wide'. Below the placeholder, there is a 'PASSPORT' logo and a 'DACC DART' logo.

Publication Schedule

Ad due date

Publication due date

Fall Term

September

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Winter Term

January

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

March

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Spring Term

April

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Advertising Policies

Print Policy

- 1) Advertising material is accepted only in Acrobat Reader PDFs. Faxes, or files in other formats will not be accepted.
- 2) Checks, money orders or cash are acceptable methods of payment. CREDIT CARDS ARE NOT ACCEPTED. Payment must be made payable to the NCC Chronicle
- 3) Advertising material is due one week prior to scheduled publication date and can be emailed to: chronicleadvertising@noctrl.edu. Advertising material is due by noon Central Time. Material received after this time is considered late, unless alternate arrangements have been made.
- 4) Advertising material and inserts are subject to approval by the Chronicle staff and the North Central Office of Marketing and Communications. The NCC Chronicle specifically does not accept advertisements for or depicting the following:
 - Alcohol,
 - Diet pills,
 - Energy drinks,
 - Abortion (pro or con)
 - Adoption agencies or services
 - Egg or sperm donation
 - Plasma donation, organ donation
 - Educational programs from competing universities, unless it is a program not offered by North Central College [check with the advertising manager for a list of acceptable programs],
 - Nudity, pornography, or any sexual act
 - Foul, obscene, or derogatory language
 - Medical studies, fortune telling, tarot card, and/or palm readings
 - Plastic surgery or other cosmetic treatments

or anything else deemed inappropriate by the advertising manager
- 5) "Make Goods" must be used within one year of original publication.
- 6) The Chronicle does not have access to ftp protocol to download advertising material.

Deadline Policy

- Deadline for display ads is one week prior to scheduled publication date by noon central time, a late fee will be assessed for material submitted after this time
- Additional design fee of **\$20.00** may apply for non-camera ready copy
- A layout fee of **\$15.00** per hour will be charged for advertisements priced **\$75 and up** that are created by the advertising manager. There is a **\$15.00** charge for any alterations made to any advertisement made by the advertising manager.

Ads should be sent to:

**NORTH CENTRAL COLLEGE CHRONICLE ● 30 N BRAINARD ST. CM#192
NAPERVILLE, IL 60540 ● (630)637-5422 ● FAX (630)637-5441
CHRONICLE ADVERTISING@NOCTRL.EDU**

Distribution Map

1. Larrance Academic Center
2. Kiekhofer Hall
3. Oesterle Library
4. Goldsphon Hall
5. Kroehler Science Center
6. Rolland Center
Boilerhouse Café
7. Old Main
8. Carnegie Hall
9. Harold and Eva White
Activities Center
10. Pfeiffer Hall
11. Meiley-Swallow Hall
12. Abe House
13. Kaufman Dining Hall
14. Schneller Residence Hall
15. Patterson/Ward
Residence Hall
16. Residence Hall /
Recreation Center
17. Merner Field House
18. Benedetti-Wehrli
Stadium

