



# 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.

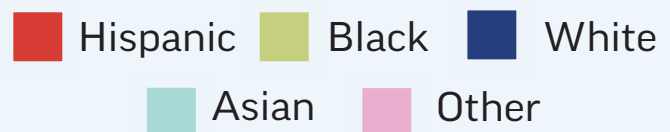
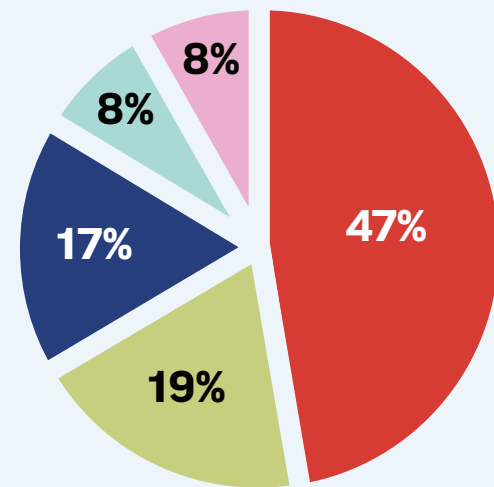
Several Dallas College students have been named to All-USA Academic Teams by Phi Theta Kappa, the American Association of Community Colleges and USA Today.

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







Dallas College Student Media		
Fall 2024-Spring 2025 Publication Dates		
Fall 2024		
PUBLICATION	MATERIAL DUE DATE	PUBLICATION DATE
Richland Chronicle online	22-Aug	27-Aug
Eastfield EtCetera	16-Sep	25-Sep
Richland Chronicle online	5-Sep	10-Sep
Richland Chronicle print	19-Sep	24-Sep
North Lake News-Register	13-Sep	23-Sep
Brookhaven Courier	20-Sep	30-Sep
Richland Chronicle online	3-Oct	8-Oct
Eastfield EtCetera	14-Oct	23-Oct
North Lake News-Register	11-Oct	21-Oct
Brookhaven Courier	18-Oct	28-Oct
Eastfield EtCetera	1-Nov	13-Nov
Richland Chronicle print	17-Oct	22-Oct
Richland Chronicle print	7-Nov	12-Nov
Eastfield EtCetera newsletter	11-Nov	20-Nov
Brookhaven Courier	15-Nov	25-Nov
North Lake News-Register	15-Nov	25-Nov
Richland Chronicle online	21-Nov	26-Nov
Eastfield EtCetera	22-Nov	4-Dec
Eastfield EtCetera newsletter	2-Dec	11-Dec
Richland Chronicle print	5-Dec	10-Dec
Four campus website ad	At will	Full semester
Spring 2025		
PUBLICATION	MATERIAL DUE DATE	PUBLICATION DATE
Richland Chronicle online	16-Jan	21-Jan
Eastfield EtCetera	3-Feb	12-Feb
Eastfield EtCetera newsletter	20-Jan	5-Feb
Richland Chronicle print	30-Jan	4-Feb
Richland Chronicle online	13-Feb	18-Feb
North Lake News-Register	7-Feb	17-Feb
Brookhaven Courier	7-Feb	17-Feb
Richland Chronicle print	27-Feb	4-Mar
Eastfield EtCetera	21-Feb	5-Mar
North Lake News-Register	27-Mar	7-Apr
Eastfield EtCetera newsletter	17-Mar	26-Mar
Brookhaven Courier	27-Mar	7-Apr
Eastfield EtCetera	31-Mar	9-Apr
Richland Chronicle online	20-Mar	25-Mar
Eastfield EtCetera	25-Apr	7-May
Richland Chronicle print	3-Apr	8-Apr
Eastfield EtCetera newsletter	7-Apr	16-Apr
Brookhaven Courier	24-Apr	5-May
North Lake News-Register	24-Apr	5-May
Richland Chronicle online	17-Apr	22-Apr
Eastfield EtCetera newsletter	5-May	14-May
Richland Chronicle print	1-May	6-May
Four campus website ad	At will	Full semester
Summer 2025		
Four campus website ads (13 weeks)	8-May	May 19-Aug 17



# 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	\$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: 6.175 x 19.833"(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: 4.066 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./ An additional 10% discount offered to Dallas College departments, faculty and staff.

# 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**