



DALLAS COLLEGE STUDENT MEDIA MULTICAMPUS AD RATE CARD

BROOKHAVEN - EASTFIELD - NORTH LAKE - RICHLAND



MORE REACH | MORE RESULTS | MORE VALUE

Contact:
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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.

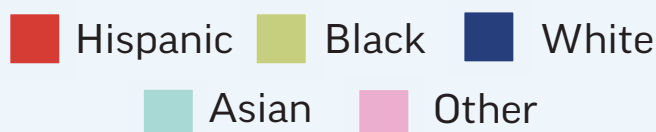
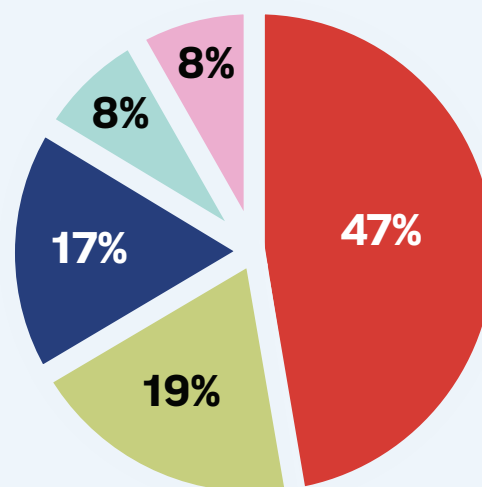
Several Dallas College students have been named to All-USA Academic Teams by Phi Theta Kappa, the American Association of Community Colleges and USA Today.

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

Irving

Dallas

Dallas North Tollway





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

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*
Full Page  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
Half Page  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
1/4 Page  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
1/8 Page  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

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