



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.

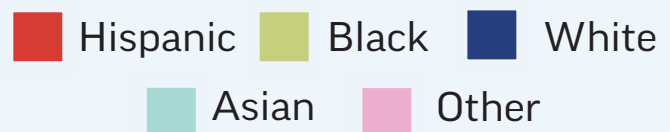
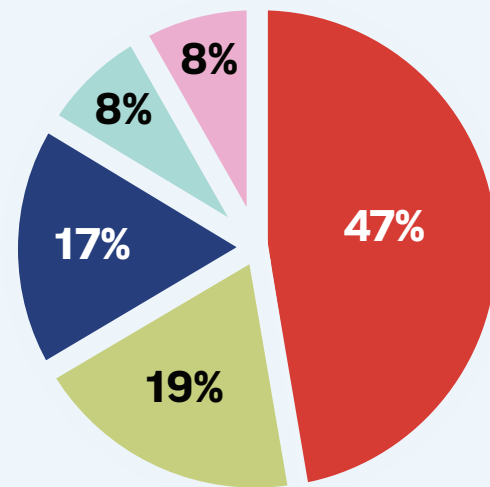
Several Dallas College students have been named to All-USA Academic Teams by Phi Theta Kappa, the American Association of Community Colleges and USA Today.

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 2025, Spring and Summer 2026 Publication Dates		
	Fall 2025	
PUBLICATION	MATERIAL DUE DATE	PUBLICATION DATE
Richland Chronicle online	20-Aug	26-Aug
Richland Chronicle print	3-Sep	9-Sep
Brookhaven Courier	4-Sep	15-Sep
Eastfield EtCetera	10-Sep	17-Sep
Eastfield EtCetera Newsletter	11-Sep	19-Sep
North Lake News-Register	12-Sep	22-Sep
Richland Chronicle online	17-Sep	23-Sep
Brookhaven Courier	25-Sep	6-Oct
Richland Chronicle print	2-Oct	7-Oct
Eastfield EtCetera	1-Oct	8-Oct
Eastfield Et Cetera Newsletter	1-Oct	10-Oct
North Lake News-Register	2-Oct	13-Oct
Richland Chronicle online	22-Oct	28-Oct
Brookhaven Courier	23-Oct	3-Nov
Eastfield EtCetera	29-Oct	5-Nov
Eastfield EtCetera newsletter	29-Oct	7-Nov
Richland Chronicle print	5-Nov	11-Nov
North Lake News-Register	6-Nov	17-Nov
Richland Chronicle online	19-Nov	25-Nov
Brookhaven Courier	20-Nov	1-Dec
Eastfield EtCetera	24-Nov	3-Dec
Eastfield EtCetera newsletter	24-Nov	5-Dec
North Lake News-Register	26-Nov	8-Dec
Richland Chronicle print	3-Dec	9-Dec
Four campus website ad	At will	Full semester
	Spring 2026	
PUBLICATION	MATERIAL DUE DATE	PUBLICATION DATE
Richland Chronicle online	14-Jan	20-Jan
Richland Chronicle print	28-Jan	3-Feb
Eastfield EtCetera	26-Jan	4-Feb
Eastfield EtCetera newsletter	28-Jan	6-Feb
North Lake News-Register	29-Jan	9-Feb
Brookhaven Courier	29-Jan	9-Feb
Richland Chronicle online	11-Feb	17-Feb
Richland Chronicle print	25-Feb	3-Mar
Eastfield EtCetera	23-Feb	4-Mar
Eastfield EtCetera newsletter	25-Feb	6-Mar
North Lake News-Register	26-Feb	9-Mar
Brookhaven Courier	26-Feb	9-Mar
Richland Chronicle online	18-Mar	24-Mar
Richland Chronicle print	1-Apr	7-Apr
Eastfield EtCetera	30-Mar	8-Apr
Eastfield EtCetera newsletter	1-Apr	10-Apr
Brookhaven Courier	2-Apr	13-Apr
North Lake News-Register	2-Apr	13-Apr
Richland Chronicle online	15-Apr	21-Apr
Brookhaven Courier	23-Apr	4-May
North Lake News-Register	23-Apr	4-May
Richland Chronicle print	29-Apr	5-May
Eastfield EtCetera	27-Apr	6-May
Eastfield EtCetera newsletter	29-Apr	8-May
Four campus website ad	At will	Full semester
	Summer 2026	
Four campus website ads (13 weeks)	13-May	May 17-Aug 15

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 11.3" 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: 1.95 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 nonprofits, 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**