

# ECHO

2002-2003 Media Guide

welcome.  
welcome.  
welcome.

**Echo magazine reflects Chicagos urban college students:  
colorful, bold, inquisitive, diverse.**

It covers their culture and their issues in their own voice. It is created by journalism students, then professionally produced in the style of a newsstand consumer magazine.

**Echo is distributed free on Columbias campus, the hub of the citys hot South Loop area.**

It also goes to coffee shops and bookstores in and around Chicago. In short, it's in front of the exact group you're looking to reach, every day.

**Start or renew your relationship with Echo now.**

We have a variety of advertising options at affordable rates. You'll get the audience you're looking for and a great read.

---

valuable  
valuable  
valuable.

**Dollar for dollar, you won't find a more effective way to reach this many people in your target market.**

With half-page ads starting at just \$150 and full-page ads starting at \$300, it doesn't take long to realize the return on your investment.

**Long-term contracts are available.**

Call today about starting a long-term advertising commitment with Echo, and your costs can go even lower.

**No ad artwork? No problem.**

Our advertising graphic designers can help you design your ad at no additional charge.



**Put your business or brand in front of an eclectic audience of more than 10,000 college students in Chicago's South Loop.**

Echo, Columbia College Chicago's award-winning student magazine, gives you maximum exposure.

**Echo is widely read.**

15,000 copies are distributed free all over the Columbia campus, and to a wide range of coffee shops and bookstores across Chicago.

**Echo gets passed along.**

Recent market research on Echo's reach found that as many as 30,000 people are actually exposed to each issue of the magazine.

**Echo lasts.**

Each issue of Echo encompasses two seasons: a Winter/Spring issue and a Summer/Fall issue.

---



**Echo is not your typical college magazine.**

Echo's advisors are magazine industry professionals. They oversee all aspects of Echo's content and design to ensure the highest journalistic and production standards.

**Echo is at the top of its class.**

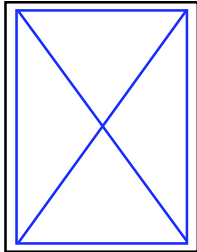
Echo is consistently rated a top college magazine. It has won numerous awards for its stories and design from prestigious organizations such as the Columbia Scholastic Press Association (Columbia University in New York), the AEJMC (Association for Education in Journalism & Mass Communication), and the Associated Collegiate Press.

**Echo has newsstand appeal.**

Echo is created using the same paper, ink and printing technology that professional consumer magazines use. The final product is a glossy, four-color magazine with standout photography and design—an attractive space for your ad.

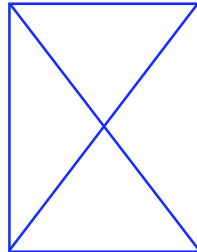
# ad specs.

## NO BLEED



7.25" x 9.5"

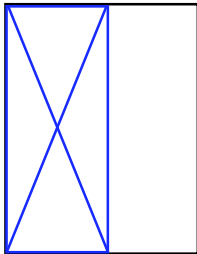
## BLEED



9.25" x 11.125"

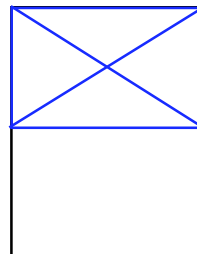
Magazine trim size: 9" x 10.875"

## HALF PAGE VERTICAL



Live Area  
3.5" x 9.5"

## HALF PAGE HORIZONTAL



Live Area  
7.25"x4.25"

## ARTWORK DEADLINES

Winter/Spring Issue: December 2

Summer/Fall Issue: April 15

# ad rates.

## 4 Color

1/2 Page	\$300
Full Page	\$550
Outside Back Cover	\$1,000
Inside Back Cover	\$750
Inside Front Cover	\$750

## Black & White

1/2 Page	\$200
Full Page	\$450
Outside Back Cover	N/A
Inside Back Cover	N/A
Inside Front Cover	N/A

We accept Visa, MasterCard, American Express, Discover, checks and cash.

Full payment is due before magazine is published.

Payment plans are available upon agreement with the Advertising Manager.

### Chris Richert

(312) 344-7432 phone

(312) 344-8032 fax

Advertising & Business Manager

crichert@colum.edu

### Lisa Jevens

(312) 344-7689

Acting Director, Magazine Program

ljevens@colum.edu

