

7. NEW BUSINESS

7.1. MEDIA BUYS

Lead Staff: Anne O’Connell, Director, Public Relations & Marketing

Funding Source: FY27 budget

Funding Request: \$600,000.00

Vendors	Amount
Various Vendors (see list)	\$600,000.00

Explanation of Purchase: This purchase is for advertising services to promote awareness about the College and special events. The advertisers listed below may be used to promote campaigns for semester registration, open house and recruitment events.

The following vendors may be used for advertising services in FY27:

VENDOR	PARENT
AMC	AMC Holdings
Channel Factory	Channel Factory
Clear Channel Outdoor	Clear Channel Outdoor
Daily Herald	Paddock Publications
Effectv	Comcast
Facebook	Meta
GoogleAds	Google/Alphabet
Gurnee Mills Media	Simon Property Group
Gurnee Mills Production	Britten, Inc.
Hulu	Disney Company
iHeart Streaming	iHeart Media
iMedia Email	iMedia Services
Instagram	Meta
Intersection Transit	Intersection
JRR DSP Digital Video	Jordan, Ross & Rose Advertising
Lake County News-Sun	Tribune Publishing
LinkedIn	Microsoft
Marcus Theatre	Marcus Corporation
Outfront Media	Outfront Media
Pandora	SiriusXM

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Six Flags	Six Flags Theme Parks
Spotify	Spotify
StackAdapt	StackAdapt
TikTok	TikTok
Vevo	YouTube/Google
WBBM-AM	Audacy
WBBM-FM	Audacy
WBMX-FM	Audacy
WCIU-TV	Weigel Broadcasting
WDRV-FM	Hubbard Broadcasting
WFLD-TV	Fox Television
WGN-TV	Nexstar Media Group
WGRB-AM	iHeart Media
WIIL-FM	Connoisseur Media
WKSC-FM	iHeart Media
WLEY-FM	Spanish Broadcasting System
WLS-TV	ABC/Disney Company
WMAQ-TV	NBC Universal
WOJO-FM	Televisa Univision
WPPN-FM	Televisa Univision
WTMX-FM	Hubbard Broadcasting
WUSN-FM	Audacy
WVAZ-FM	iHeart Media
WXLC-FM	Connoisseur Media
YouTube	Google/Alphabet

Pursuant to 110 ILCS 805/3-27.1 (a) contracts for the services of individuals possessing a high degree of professional skill where the ability or fitness of the individual plays an important part are exempt from the competitive bidding process.

Recommendation: Approve purchases with the vendors identified in the table above, in a not-to-exceed total amount of \$600,000.00.