SUTV

sutv.ca

- Visit **sutv.ca** for details of artwork specifications, content recommendations, and other information.

- SUTV screens are also installed at other U of A campuses, including Campus Saint Jean and Augustana.

- SUTV is also available at the **Northern Alberta Institute of Technology** in Edmonton, with 30 screens on the main NAIT campus.

UNIVERSITY OF ALBERTA
STUDENTS' UNION

Media Kit

SUTV is a network of more than 125 digital screens located primarily on the main campus of the **University of Alberta**. Screens can be found in all university libraries and residences, in the majority of faculties, and in several other buildings and locations.

SUTV was designed to provide updates about events and services to more than 40,000 students on campus, while also providing information such as news and weather.

It is also built as an advertising medium for the university and for commercial businesses. SUTV is a uniquely effective and targetted way to keep students up to date with your organization's ongoing promotions, services or products.

Campus by the numbers

The University of Alberta is Canada's ninth largest campus in terms of undergraduate enrollment.

40,000+ students on campus from 156 countries

22,000 female (55%)
18,000 male (45%)

14,400+ staff

32,000 undergraduates
8,000 graduates

25,000 undergrads ages 18-22

Why SUTV?

Digital Out Of Home (OOH) advertising like SUTV has been proven to be highly effective

90% Students on campus in the 18 - 34 year old age range
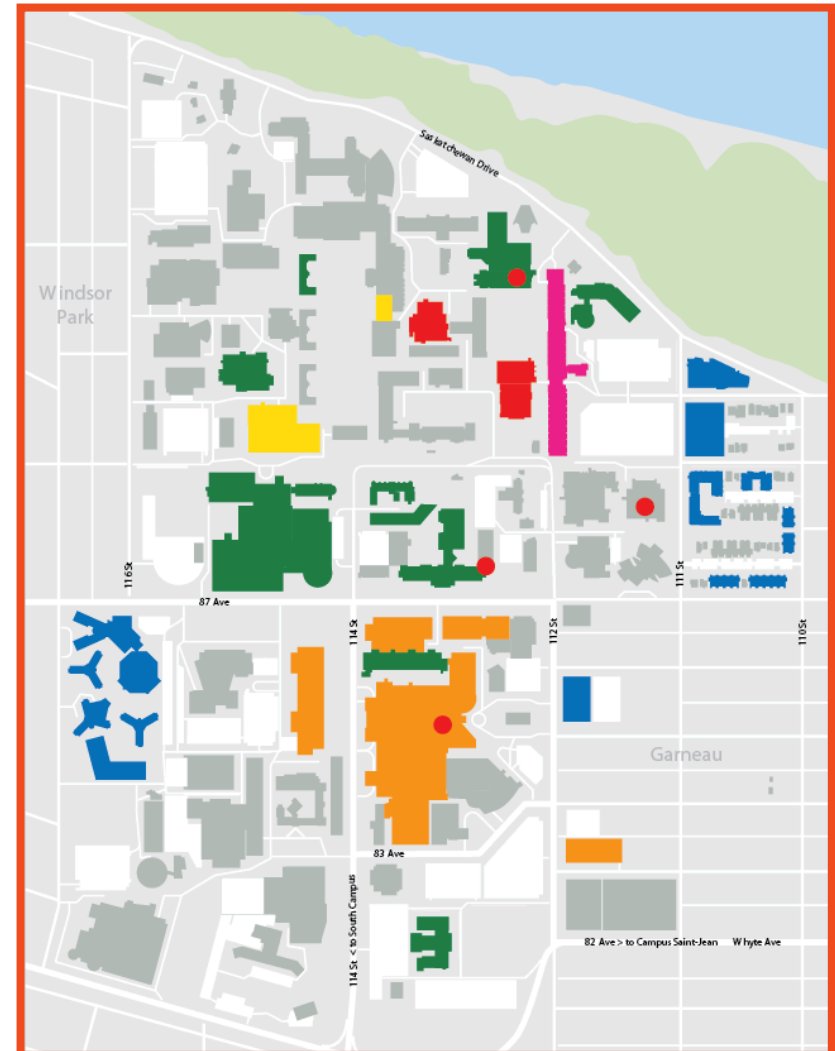
78% Consumers who find Digital OOH advertising "attention-grabbing"

66% Chance that younger adults (18 - 24) will take action after seeing Digital OOH advertising

Campus-wide digital signage

- Students' Union Building
- Faculties & Colleges
- Residences
- HUB Mall
- Health Sciences
- Libraries

Screen Locations by category

Located by the North Saskatchewan River, the campus covers about 50 city blocks