

# SUTV

**DIGITAL SIGNAGE  
ACROSS CAMPUS**

High advertising impact  
& exposure at a low cost

## Media Kit



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780.492.4241

VERSION 2016-04-12

# SUTV

## WHAT IS SUTV?

In the fall of 2010, the U of A Students' Union installed ten digital screens around the Students' Union Building, placed to attract the attention of the close to 25,000 people who pass through the building each day. SUTV was designed to provide information about upcoming events and ongoing services to students, while also providing a feed of relevant information, including news and weather.

It is also designed as an advertising medium for the university at large and for commercial businesses. SUTV is an excellent and timely way to keep students up to date with your business' ongoing promotions, service or product.

Since its launch, SUTV has expanded considerably: screens are now located across campus, and can be found in one of the oldest building on campus, Corbett Hall, and in the brand new PAW Centre. We also have screens in all the libraries and all residences. As of early 2016, we have 100 screens on campus, with more to come.

## HOW ARE ADS DISPLAYED?

At any given time, 60 advertising slots are available for each SUTV location. Each ad is displayed for 12 seconds at a time, a minimum of 5 times per hour, on each screen. A single ad shown, for example, on the 10 screens in on the main floor SUB will be shown an average of 6,300 times per week during SUB's busiest hours (though the building is open, and well-used, 24 hours a day during the school year). Of course, when the network is running fewer ads, each ad will be seen more frequently.

# Demographics

## THE CAMPUS

The University of Alberta is renowned as one of the top universities in Canada. It is made up of a dynamic community of students—more than 38,000—and staff of varying ages and backgrounds.

### Student Population

Full Time Students: 35,235

Part Time Students: 3,538

### Age & Gender

**Under 18:** 1,219 3.1%

Males: 487 1.3%

Females: 732 1.9%

**25-29:** 5,940 15.3%

Males: 2,922 7.5%

Females: 3,018 7.8%

**18-24:** 26,778 69.1%

Males: 11,848 30.6%

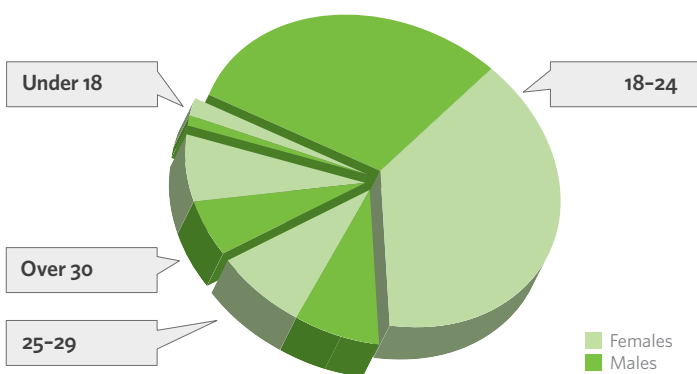
Females: 14,930 38.5%

**Over 30:** 4,836 12.5%

Males: 2,227 5.7%

Females: 2,609 6.7%

### Breakdown by Age & Gender of the Student Population at the U of A



Source: U of A Data Book (Fall Term 2011)

Additional demographic data is available at [www.ualberta.ca/~idoso/databook](http://www.ualberta.ca/~idoso/databook)

# Advertising

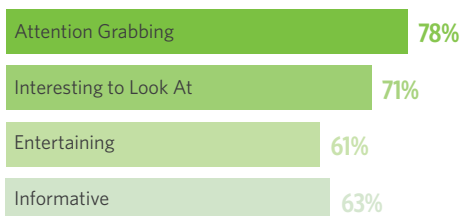
## ADVERTISING

OVER 90% OF THE STUDENT POPULATION AT THE UNIVERSITY IS IN THE 18-34 YEAR OLD RANGE, REPRESENTING A **KEY ADVERTISING DEMOGRAPHIC**.

Advertising that uses a digital medium such as SUTV is known as Digital Out-of-Home (OOH) advertising—a rapidly growing, well received new medium of communicating an idea, especially to a younger market. The medium engages consumers and motivates action. As such, it is an ideal way to quickly reach a large proportion of the University population.

### Perception of Digital Out-of-Home Advertising

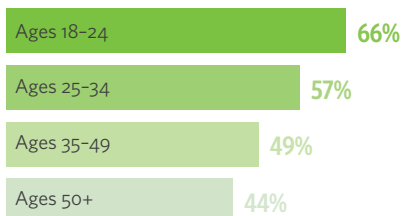
Percentage that Agree (Strongly or Somewhat)



Consumers have a very positive perception of Digital Out-of-Home advertising.

### Likelihood of Taking Action After Exposure to Digital Out-of-Home Advertising

Percentage Prompted to Take Action



Younger Adults ages 18-24 are more likely to respond to Digital Out-of-Home advertising.

*Digital Out-of-Home Advertising Statistics collected from a 2010 TNS Canadian Facts survey of 2,326 adults, representative of the Canadian population.*

# Locations














## ABOUT OUR LOCATIONS

Advertising for each location is managed separately, so advertisers can run different ads in different locations. We offer discounts to commercial and non-profit advertisers who purchase adverts for a month or longer. Note that due to agreements with other University departments, and/or pre-existing contracts, there may be restrictions on certain advertising in some locations.

We also have screens on our Augustana campus in Camrose, and on Campus Saint-Jean, our francophone campus.

For a more detailed description of each location, please refer to our Location Guide, available [su.ualberta.ca/sutv](http://su.ualberta.ca/sutv).

## AVAILABLE ADVERTISING LOCATIONS (SEE MAP)

 Students' Union Building (SUB)	 East Campus Residences
 U of A Bookstore (SUB)	 Corbett Hall / Rehab Medicine
 U of A Student Services (SUB)	 Physical Education & Recreation
 Lister Residence	 St. Joseph's College
 HUB Mall & Residence	 Arts & Humanities
 U of A Libraries (various locations)	 Education
 Health Sciences	

# Locations

## UNIVERSITY OF ALBERTA MAIN CAMPUS



# Technical Details

## AD INFORMATION

SUTV's rotation is updated throughout the week. All submissions must be received at least two business days before the campaign is set to begin.

For longer campaigns, in order to keep your message fresh, we suggest updating your artwork periodically. Simply send us new artwork bi-weekly and we will be happy to change the content at no charge.

The advertiser is responsible for supplying final, screen-ready artwork based on the specifications outlined on the following two pages.

We are happy to provide clients with a detailed design guide upon request. If required, the Students' Union can also create image-based ads (there is a \$45/hr charge, minimum 1 hour). Please contact us as far in advance as possible if you require an ad to be created.

Our own experience has determined that a good size for headline text is 100pt, and we would recommend against going smaller than 60pt for everything else. We have also found that "less is more"; ads that get a message across with visuals rather than text definitely perform better in this environment. The examples below show a good ad that was later revised (by the client) into what we agree is a much better ad.



UNIVERSITY WELLNESS SERVICES BEFORE



UNIVERSITY WELLNESS SERVICES AFTER

# Submission Details *(Image Based Ads)*

## TECHNICAL CHECKLIST

- ☐ Ad size is 1150x865 pixels
- ☐ Ad must not contain any copyrighted content, or must have explicit permission from the copyright owner
- ☐ File should be JPEG/JPG  
(72 ppi, RGB color space)
- ☐ We **DO NOT** accept Microsoft Office (Word, Powerpoint, Publisher, etc) file formats or any formats other than those listed above.  
Please convert your file to one of the above acceptable file formats
- ☐ File is less than 5 MB in total size
- ☐ Word count is no more than 30 words, preferably less

## SUBMISSIONS

Files should be emailed to [sutv@su.ualberta.ca](mailto:sutv@su.ualberta.ca)

Please ensure that files are submitted at least two business days before the campaign start date.





# Sample Slides

**SUSTAINABILITY**  
speaker series

**ANNIE LEONARD**

**The Story of Stuff**

THURSDAY, NOVEMBER 17, 2011

DOORS 6-30PM, TALK FROM 7 TO 8:30 PM

TICKETS: \$5.00 EACH

[sustainability.ualberta.ca/speaker](http://sustainability.ualberta.ca/speaker)




**SUSTAIN-SU**  
SUSTAINABILITY SUMMIT

**STUDENTS' UNION**

**Office of Sustainability**

**SUS**

**DO YOU WANT TO...**

**Have an IMPACT**  
ON Sustainability  
AT THE U of A?

**STUDENT SUSTAINABILITY SUMMIT**

Think. Collaborate.

REGISTER FOR FREE AT  
[sustainability.ualberta.ca/summit](http://sustainability.ualberta.ca/summit)

**JANUARY 28, 2012 8AM – 5PM**

**5 DAYS FOR THE HOMELESS**



**WHAT IF ONE DAY YOU HAD NO PLACE TO GO?**  
Visit us from **MARCH 12 - 16 (7pm - 7am)** at the **BUSINESS QUAD**  
All donations go towards the **Youth Emergency Shelter Society**

ATB Financial |  |  |  | Walmart |  |  | 

# Booking Information

## **RATES AND PURCHASING DETAILS**

SUTV is priced to be very flexible and competitive.

Space can be purchased for almost any length of time, from a single week to an entire year, and is discounted accordingly for commercial and non-profit advertisers. Multiple ad spots and locations can be purchased for the same time block. We provide special rates to university departments, campus groups, local businesses and non-profit organizations, and all summer campaigns (May-August) are discounted by 50%. .

Once the details of your campaign have been finalized, we will send you a contract, and will invoice you when your ad begins running.

Contact us at 780.492.4241 or [sutv@su.ualberta.ca](mailto:sutv@su.ualberta.ca) for full details.

