

SUTV

DIGITAL SIGNAGE ACROSS CAMPUS

High advertising impact
& exposure at a low cost

Media Kit



Suite 2-900
Students' Union Building
8900 114 Street
Edmonton, Alberta, Canada
T6G 2J7

sutv@su.ualberta.ca

780.492.4241

VERSION 2013-10-25

SUTV

WHAT IS SUTV?

In the fall of 2010, the U of A Students' Union installed a series of ten 46" television screens around the Students' Union Building, placed to catch the eyes of the close to 25,000 people who pass through the building each day. SUTV was developed to provide information about upcoming events and ongoing services to students on campus, 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; as such, SUTV is an excellent and timely way to keep students up to date with your business' ongoing promotion, service or product. SUTV is also a part of the campus emergency toolkit, and we plan on integrating our screens with the campus emergency alert system currently being developed.

Since its launch, SUTV has expanded to other areas of campus, providing effective communications opportunities in various student-centric locations including residences, student service offices and campus businesses. With the positive feedback received from these locations we are looking forward to additional expansion in the near future.

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 SUB will be displayed 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.

SUTV supports ads in a static, "slide" format, as well as motion and video ads. If required, advertisers may purchase two (or two and a half) consecutive 12-second blocks to create a 24-second (or 30-second) motion or video based ad. Please note that audio is not supported.

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%

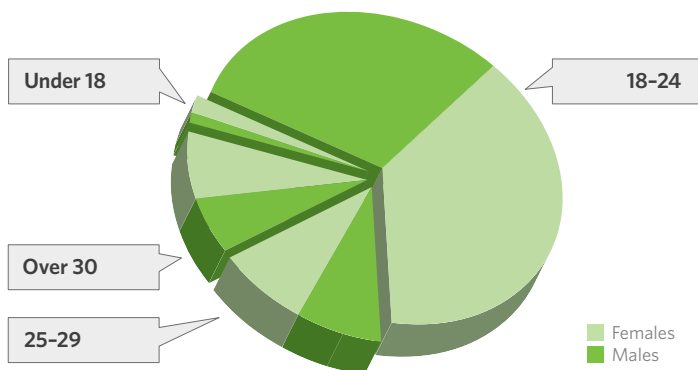
Females: 14,930 38.5%

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

ADVERTISING

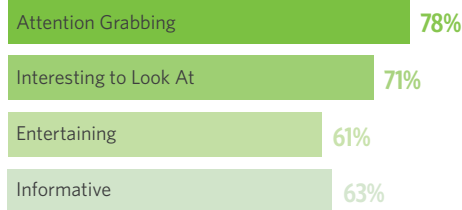
ADVERTISING

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

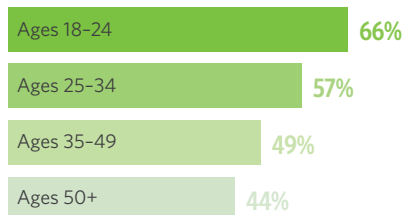
Percentage that Agree (Strongly or Somewhat)



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.

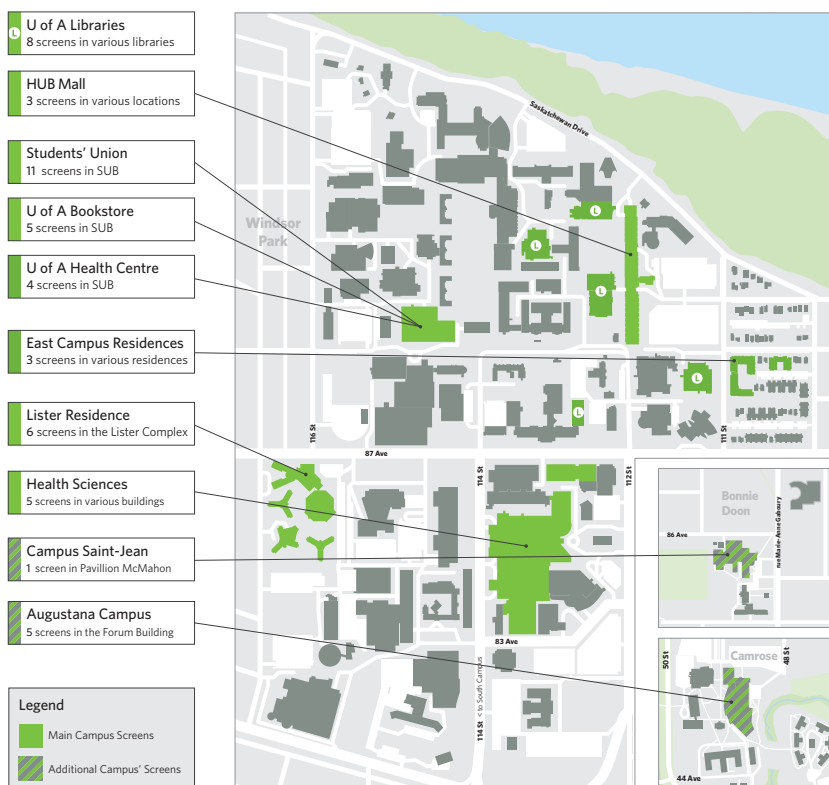
Digital Out-of-Home Advertising Statistics collected from a 2010 TNS Canadian Facts survey of 2,326 adults, representative of the Canadian population.

LOCATIONS

ABOUT OUR LOCATIONS

Advertising for each location is designed to be managed separately, so advertising can generally be purchased for a specific location; this also allows an advertiser to run different ads in different locations. We offer discounts to commercial advertisers who purchase adverts placed 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. For example, we are unable to accept any food-related advertising for the screens in Lister Centre. Contact us for more details.



LOCATIONS

Students' Union Building (SUB)	10 Screens
Open 24/7 during the academic year, SUB is the living room of campus and one of the busiest buildings, with roughly 25,000 visitors every day. It has a food court, ample study and social space, two concert venues and many student-centric businesses and services.	
U of A Bookstore	5 Screens
Located within SUB, this is one of Canada's largest campus bookstores, and is where most students go for course materials. The screens are all within the store; three face outward, and are visible when the store is closed.	
U of A Health Centre	4 Screens
All four Health Centre screens (three on the second floor and one at the Pharmacy in the Bookstore) are in key locations, in areas where students wait, to see a doctor or to get a prescription filled.	
Lister Residence	6 Screens
Lister is the largest undergraduate residence in Canada. Home to over 1800 students during the school year, it also serves as a summer conference facility. The screens are located in the main reception area for the complex and in the elevator lobbies.	
HUB Mall	3 Screens
HUB Mall is an 850-person residence and one of the busiest corridors on the east side of campus. Two screens are in the InfoLink/ONEcard Service Centre (visited by almost every student, staff and faculty member) and a third faces the corridor from the Fine Arts communications office.	
U of A Libraries (various locations)	8 Screens
Each University Library has one or more screens. The majority of the advertising on the Library screens will be for campus events and information.	
Health Sciences	5 Screens
Three screens are located on the main north-south axis of the hospital: this is a busy location that is used to get to other med-sci buildings and the library, to access pedways, and get to Tim Hortons! Two other screens are located in the Katz Building.	
East Campus Residences	3 Screens
Three screens are located in International House, Tamarack House and Pinecrest House. Collectively, the complex caters to a wide variety of undergraduate and graduate students, both domestic and international.	

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.

In order to keep the service fresh, we strongly suggest anyone purchasing a month or more of ad space should submit at least two ads up front that we will alternate every couple of weeks (or as you direct). Ads can be updated or replaced with new ones at the advertiser's request 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 \$30/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 1150×865 pixels
- ☐ Ad must not contain any copyrighted content, or must have explicit permission from the copyright owner
- ☐ File is one of the following formats:
 - JPEG/JPG
 - PDF (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

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



SUBMISSION DETAILS *Motion/Video Ads*

TECHNICAL CHECKLIST

- ☐ Ad size is 1150×865 pixels, or is in another standard video resolution with a 4:3 aspect ratio such as 1280×960 (ad will be scaled to 1150×865)
- ☐ Ad must not contain any copyrighted content, or must have explicit permission from the copyright owner
- ☐ File is one of the following formats:
 - MOV (H.264 encoding)
 - M4V (H.264 encoding)
 - MP4 (H.264 encoding)
 - MPG (H.264 encoding)
- ☐ We **DO NOT** accept Flash file formats or any formats other than those listed above. Please convert your file to one of the above acceptable file formats (if you are unfamiliar with converting video files please contact us for a White Paper)
- ☐ File is less than 40 MB in total size
- ☐ File does not use audio (any audio in the file will be muted)
- ☐ File duration is exactly the same as your allotted ad duration (frames may be added or dropped from your file if the duration is not accurate)
- ☐ File does not have excessively distracting motions, transitions, etc. (we reserve the right to reject any file that we feel is too distracting or detracting)

SUBMISSIONS

Files under 15MB should be emailed to **sutv@su.ualberta.ca**

Files can also be submitted using our online uploader at:

www.su.ualberta.ca/sutv/upload

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

Office of Sustainability



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 JANUARY 28, 2012 8AM – 5PM

SUSTAIN-SU
STUDENTS' UNION
Office of Sustainability
SUST

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, Canada Post, Walmart, Alberta, and other logos.



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. Multiple ad spots and locations can be purchased for the same time block. We provide discounts to university departments, campus groups and non-profit organizations, and also for campaigns running during the summer (May-August).

Once the details of your advertising 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 for full details.