

SUTV

**DIGITAL SIGNAGE
ACROSS CAMPUS**

High advertising impact
& exposure at a low cost

Media Kit



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SUTV

WHAT IS SUTV?

In the fall of 2010, the U of A Students' Union installed 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. 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 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 now, as of late-2014, have 60 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 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.

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%

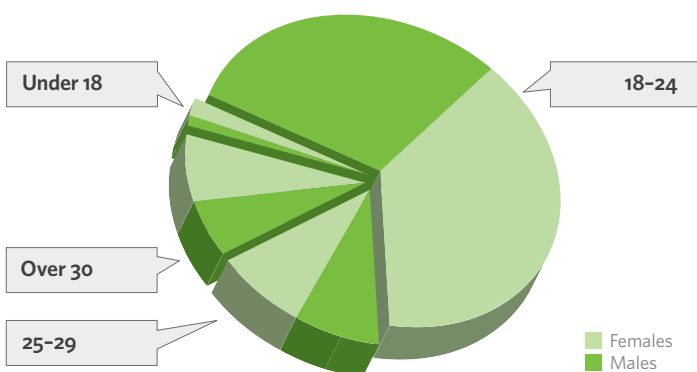
Females: 14,930 38.5%

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

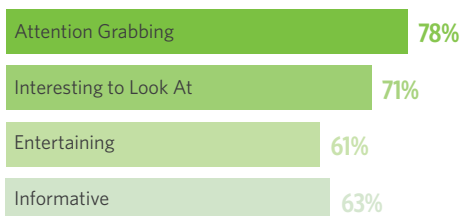
ADVERTISING

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

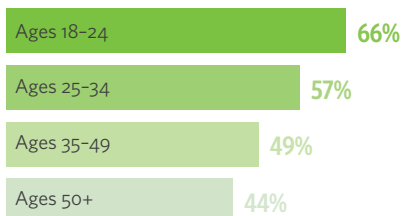
Percentage that Agree (Strongly or Somewhat)



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 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.

AVAILABLE ADVERTISING LOCATIONS (SEE MAP)

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

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.

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 1150x865 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.



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




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

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 | 50-cent-for-the-homeless | FSA | Walmart | Alberta | Youth Emergency Shelter Society

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 for full details.

SUTV



UNIVERSITY OF ALBERTA

STUDENTS' UNION