



STUDENT UNION

Digital Advertising at the Oklahoma State University Student Union

The Student Union digital signage system is intended to inform guests of Oklahoma State University about Student Union programs and services, university events and paid services that might be beneficial to the OSU community. It is estimated during the school year more than 18,000 people visit the Student Union daily, not counting visitors during OSU home football game days, graduation or other special events. The Student Union is also home to a variety of services, including 10 restaurants, retail stores and other essential student services such as the Leadership & Campus Life, bursar office, scholarships & financial aid, OSU Career Services, registrar office, undergraduate admissions and more. The Student Union also houses a variety of highly-utilized meeting and study spaces. On average, students visit the Student Union three to five times a week.

Why advertise digitally?

Other than high traffic exposure of more than two million visitors a year, there are other reasons to consider sharing your message on the Student Union digital signage system:

- A much lower comparative cost to other forms of media.
- Concentrated student audience of more than 18,000 daily visitors and numerous monitors located throughout the facility dedicated to promotional purposes.
- Eco-friendly, cost-effective alternative to print.

Promotional Opportunities

Your message will be strategically placed on the digital signage system throughout the building. There are two ways to advertise within the Student Union:

Digital Flyer Advertising	Video Advertising
Flyers will be shown for 15 seconds on each of the 15 monitors throughout the building. <i>(Please note: the large monitors in the Student Union Atrium are dedicated solely to video.)</i>	Videos can be as long as needed, but will be billed at the 30 second rate.
Your flyer will be shown at least once every five minutes (at least 12 times per hour).	Videos will play on the four Student Union Atrium monitors and five other horizontal monitors with video capabilities located throughout the building.
The Student Union Marketing Department must approve the art and design of each flyer for quality purposes. We reserve the right to reject submissions.	The Student Union Marketing Department must approve the video for quality purposes. We reserve the right to reject submissions.
Flyers or graphics must be submitted in .JPEG format and must be 612 pixels wide by 792 pixels tall (8 ½" x 11", portrait format), 72 dpi and file size less than 250K.	Videos must be submitted in HD format (1920 x 1080) and file size less than 500MB.

Rates and Packages

Promotions will be placed in rotation for a total of 14 days maximum, unless a premium package is purchased. Below are the rates for both digital flyer and video advertising on the Student Union digital signage system:

Digital Flyer Advertising	Video Advertising
Student Organizations - \$50 per 14 days	Student Organizations - \$150 for 30 seconds with video showing for 14 days.
OSU Departments - \$100 per 14 days	OSU Departments - \$300 for 30 seconds with video showing for 14 days.
Non-OSU Affiliated - \$200 per 14 days	Non-OSU Affiliated - \$600 for 30 seconds with video showing for 14 days.

If video advertising is desired for longer period of time, premium packages are available at a significantly discounted rate. Please contact Elias Braver at elias.braver@okstate.edu or (405) 744-6506 to discuss rates.

With 18,000 visitors a day, approximately 90,000 people during the average week, the cost per thousand customer impressions (CPM) for video advertisers is approximately \$2 per thousand customers. For example, a \$2 CPM means advertisers are spending \$2 for each 100 people who see its message.

OSU-Affiliated Advertisement = \$1.66 CPM

Non-Affiliated Advertisement = \$3.33 CPM

Scheduling Priorities

The Student Union will limit digital flyer advertising to 20 advertisements at a time. This provides the opportunity for each ad to be seen at least once every five minutes (12 times per hour). Promotions will be accepted on a first come, first served basis with priority given to Student Union sponsored programs as well as university events.

There may be times when the Student Union has to broadcast an emergency message (e.g., tornado warning, campus alert, etc.). Advertisers will not be refunded for the loss of time on the monitors during the emergency broadcast.

Video Production Services

If video production services are needed, please contact Elias Braver at elias.braver@okstate.edu to check availability. A minimum of a two week notice for video production services is required. Production fees are \$50 per hour with a minimum of one hour.

Disclaimers

The Student Union reserves the right to edit or reject submissions for any or all of the following:

- Promotions that interfere with the educational mission of OSU as well as the Student Union brand.
- Failure to adhere to the Leadership & Campus Life's campus posting policy. This policy is can be viewed at meetings.okstate.edu/signage.html.
- If a promotion is misleading or directly conflicts/competes with other services provided by the Student Union and its business partners.
- Lack of professional design, aesthetics, clarity and/or copyright infringement as deemed by the Student Union Marketing Department.
- Misrepresentation of goods or services offered.
- All advertisers should refer to the Oklahoma State University Style Guide and follow required university identity and style standards. To obtain digital copies of the official university marks, as well as the university's brand guide, please visit brand.okstate.edu.
- Artwork must be received **one week** prior to the desired start date. Ads not received by the deadline will not be accepted.
- Artwork is not submitted with correct dimensions or in the correct format. (See "promotional opportunities")

Billing

The Student Union will bill customers after services are rendered. Student organizations and university departments will need to provide a campus vendor invoice (CVI) number in order for promotions to be scheduled. Non-OSU affiliated vendors need to pay half the balance in advance with the remainder of the balance due after services are rendered.

Submissions

All artwork and videos, along with desired run dates, must be submitted **at least one week in advance** to elias.braver@okstate.edu.

Questions?

If you have questions or are interested in advertising on the Student Union's digital signage system, please contact Elias Braver, Student Union multimedia producer, at elias.braver@okstate.edu or (405) 744-6506.