

WANT MORE ADVERTISING BANG FOR YOUR BUCK IN THE CAMPUS MARKET?

We would like to take this opportunity to invite you to advertise with the University of Calgary's campus community television station.

NUTV is one of the oldest university-based television production societies in Canada. Established in 1983 and incorporated in 1991, NUTV is a non-profit organization. In addition to producing shows for local cable, we operate a dedicated Closed Circuit Television (CCTV) channel which broadcasts twenty four hours a day, seven days a week on campus. Our CCTV channel is chock full of useful information for students, including official university bulletins, varsity sports games, community events, student club advertisements and select infotainment. We update the information on a weekly basis and offer an exhaustive list of fun contests and promotional giveaways to augment our content. Our screens are viewed as a source of news and entertainment for the 33,000 graduate and undergraduate students on campus. NUTV provides advertisers with a simple, cost-effective opportunity to familiarize students with their companies.

CLOSED CIRCUIT TELEVISION (CCTV)

NUTV's flat screen monitors provide information interspersed with paid advertisements in high traffic areas. We have the ability to accommodate both static and video advertising in a variety of formats. We accept CCTV advertising material at anytime and have the capacity to begin broadcasting your campaign within forty eight hours.

ON-CAMPUS COLLABORATIONS

NUTV develops and executes multiple outreach initiatives on the University of Calgary campus throughout the year. Our organization hosts orientation events, information tables, fundraisers, contests and promotions that are supported by campaigns through traditional and social media channels. Our goal is to provide access to goods and services which benefit university students or provide unique student experiences that might otherwise be cost prohibitive. All donated product is distributed at no charge to students.

We are open to sponsorship and promotional collaborations on a case-by-case basis. NUTV has experienced great success with major sponsors such as Alliance Films and the Calgary Flames and we are looking to expand the variety of prizes offered. By sponsoring a NUTV contest or event your organization will have the opportunity to promote your product directly to students through peer-to-peer interaction, closed circuit television advertising, opt-in e-communications and more traditional advertising platforms.

GIVING BACK TO STUDENTS

Your advertising dollar supports our non-profit organization with providing training workshops for students in media literacy and technical skills.

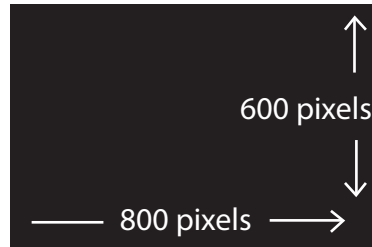


Our monitors are on twenty four hours a day, seven days a week, and are seen by thousands of students and staff every day.



DEDICATED CLOSED CIRCUIT TELEVISION (CCTV)

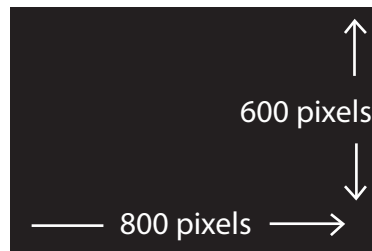
Static Advertisement Artwork Guidelines



Maximum size

- Submit in 800x600 JPEG in RGB
- Minimum fonts size should be no less than 25 pts
- Artwork should be horizontally oriented
- Re-design/re-sizing service available for \$25 charge

Video Advertisement Artwork Guidelines



Maximum size

- Submit Quicktime file, MP4 file, Betacam SP, or DVD
- 90 second runtime maximum
- No audio playback is currently available due to ambient noise levels. We encourage, but do not require, the submission of closed captioned files

2010/2011 CCTV Advertising Rates (GST Included)

	Weekly (1 - 3 Weeks)	Monthly (1 - 3 Months)	Semester (4 Months)	Full Year
Static	\$60/week	\$150/month	\$500/semester	\$1100/yearly
Video	\$95/week	\$240/month	\$740/semester	\$2000/yearly

Video Advertisement

- 90 second maximum runtime
- 1 exposure every 30-60 minutes
- Minimum guarantee of 1200 monthly exposures per screen

Static Advertisement

- 90 seconds per image maximum (multiple static imaging available)
- Minimum guarantee of 1200 monthly exposures per screen

Full technical specifications are available at www.nutv.ca/advertise. Please contact the Director of Publicity & Promotions: Deanna Cameron Dubuque at ddmcamer@ucalgary.ca for more information.