



## Advertising on *New University Television (NUTV)* MacEwan Student Centre, University of Calgary

Rates Effective October 1, 2012

### The Loop and NUTV

In September 2011, NUTV, our on campus television network and the University of Calgary Students' Union (SU) launched a new digital messaging system in the MacEwan Student Centre at the University of Calgary. NUTV and the Loop have strategically placed twenty 47" HD screens in high traffic areas in the main and lower levels of the Centre that broadcast messaging (without sound) for 17 hours a day, 7 days a week. An added feature on NUTV screens is closed captioning capability.

### The Market - MacEwan Student Centre

The MSC is the hub of student and campus community activity on campus offering a major food court, restaurants and bars, health and lifestyle services, major entertainment venues, university and Student's Union resource centres, study and student club space, and a 40,000 square foot conference centre. It is also home of the Tri-Media Alliance, a unique combination of NUTV, CJSW Radio and The Gauntlet Weekly newspaper. It is one of the best and busiest Student Centres in the country.

In the high season, the fall and winter semesters, the Centre hosts more than 100,000 visitors a week and in the summer semester, the low season, about 50,000 visitors a week.

The campus community is comprised of over 25,000 undergraduate students, more than 5,000 graduate students and over 1800 university and organization staff. It is primarily an 18-24 year old market with a demographic of 53% female and 47% male students. The university itself has a \$1 Billion impact on the Calgary and area economy.

NUTV's network reaches well beyond the Student Centre with live webcast event coverage and show on Shaw cable channels in Calgary.

### Advertising Opportunities

NUTV and the UofC Students' Union, as manager of the Student Centre, are offering a limited number of advertising opportunities on our digital network, an opportunity to reach into this unique and captive marketplace.

The NUTV screens run on a looped playlist and primarily informs the campus community about what's happening in the Centre, on campus and in the community. Static content includes student club activities; university events and non-profit organization events. NUTV also offers a range of fully captioned video programming including *Full Frontal*, NUTV's news magazine program, special features produced by its student membership, and other visually interesting content.

With ten screens operating, a 5 second commercial would generate up to 4000 impressions per day - 120,000 impressions per month.

**NUTV.CA**  
NEW UNIVERSITY TELEVISION

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**Advertising Rates**

Advertising packages for 10 screens are available with a seasonal variation rate for busy and slower semesters. Digital advertising is sold on a monthly rate basis for a minimum of one month with semester rate packages for a four month period. Semesters are:

- 4 Month High Season – Fall (Sept – Dec) Semester and Winter (Jan – April) Semester
- 4 Month Low Season – Summer (May – Aug) Semester

**Ten Screen Advertising Packages**

Package	Screen Time (5 min loop)	Monthly Ad Rates			Semester Ad Rates			
		Impressions/Day (based on 10 monitors)	Impressions/ Month	Cost Per Impression (CPI) & Cost Per Thousand (CPM)	Price/Month	Impressions/ Semester	Cost Per Impression (CPI) & Cost Per Thousand (CPM)	Price/Semester (4 months – Fall or Winter)
<b>Package One – 2 Ads Per Rotation</b>								
Package One – <i>High Season</i> (Sept - April)	<ul style="list-style-type: none"> <li>• 2 ads @ 5 seconds, or</li> <li>• 1 @ 10 sec.</li> </ul>	400 x 10 monitors = 4,000	120,000	CPI – 1.25 cents CPM – 12.5 cents	\$1500	480,000	CPI - 1.04 cents CPM - 10.4 cents	\$5,000
Package One – <i>Low Season</i> (May – August)	<ul style="list-style-type: none"> <li>• 2 ads @ 5 seconds, or</li> <li>• 1 @ 10 sec.</li> </ul>	400 x 10 monitors = 4,000	120,000	CPI – 0.75 cents CPM – 7.5 cents	\$900	480,000	CPI - 0.63 cents CPM - 6.3 cents	\$3,000
<b>Package Two – One Ad Per Rotation</b>								
Package Two – <i>High Season</i>	<ul style="list-style-type: none"> <li>• 1 ad @ 5 seconds</li> </ul>	200 x 10 monitors = 2,000	60,000	CPI – 1.5 cents CPM – 15.0 cents	\$900	240,000	CPI - 1.25 cents CPM – 12.5 cents	\$3,000
Package Two – <i>Low Season</i>	<ul style="list-style-type: none"> <li>• 1 ad @ 5 seconds</li> </ul>	200 x 10 monitors = 2,000	60,000	CPI – 1.0 cents CPM – 10.0 cents	\$600	240,000	CPI - 0.83 cents CPM - 8.3 cents	\$2,000

**We Accept Static Images, Flash and Video!**  
**Horizontal Dimensions 1280 (w) x 720 (h)**  
**Artwork & Format questions [screens@ucalgary.ca](mailto:screens@ucalgary.ca)**

**Information & Sales**

Deanna Cameron Dubuque, Director of Publicity & Promotions NUTV  
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**All of our Proceeds are Invested Directly Back into NUTV Media Workshops at the University of Calgary!**