

Student Center Advertising Policy

Table Tents

Your table tent will run for one week in the Atrium and Tally. Over 3,500 people travel those areas each day! The cost is only \$100 per week.

Table Tent Timeline

Ad submission: Your Table Tent design must be submitted by the Tuesday prior to production by 3:00pm. Ads must be submitted as .png, .jpeg, .tiff or PDF formats. Microsoft Word, PowerPoint or Publisher documents will not be accepted. Designs must be 4x6in and grayscale. Submit ads to tabletents@bsu.edu

Ad Production: Your ad will be printed in black and white ink on colored paper.

Ad distribution: Your Table Tent ad will be distributed to dining locations on Friday each week.

Digital Signage

Your ad on the digital signage will run a total of four hours a day per TV. There are 10 digital signage TVs in the Student Center. Your ad will be displayed a total of 280 hours each week! Advertising is only \$75 per week.

Digital Signage Timeline

Ad Submission: Your digital ad must be submitted the Tuesday prior to publishing by 3:00pm. Ads **must** be submitted as .png files with the dimensions of 268x315px. Submit ads to tabletents@bsu.edu

Ad Distribution: Your ad will be placed on the monitors on Fridays before 5:00pm.

Cardinal Lanes Monitors

Ads will run on all eight Cardinal Lanes monitors during hours of operation. Ads are only \$50 per week!

Ad Submission: Your ad must be submitted the Tuesday prior to publishing by 3:00pm. Ads **must** be submitted as .jpeg files with the dimensions of 640x480px. Submit ads to tabletents@bsu.edu

Ad Distribution: Ads will be published each Friday.

Packages

Packages of advertising are available for a discounted price.

PACKAGE	PACKAGE DETAILS	PRICE
1	Table Tents, Digital Signage, Cardinal Lanes + Friday Night Filmworks Slideshow FREE	\$175
2	Table Tents, Digital Signage + Friday Night Filmworks Slideshow FREE	\$150
3	Table Tents, Cardinal Lanes	\$125
4	Digital Signage, Cardinal Lanes	\$100

Overview

The specific requirements of each publicity option are as follows.

Publicity Option	Deadline	Format	Specifications	Duration	Price
Table Tents	Tuesday at 3:00pm	.png, .jpeg, .tiff or PDF	4x6in grayscale	Friday-Friday	\$100
Digital Signage	Tuesday at 3:00pm	.png	268x315px full color	Friday-Friday	\$75
Cardinal Lanes	Tuesday at 3:00pm	.jpeg	640x480px full color	Friday-Friday	\$50

Late Submission Policy

Please take note of the advertising policy in regards to late submission of ads.

Due to the high demand of reservations, it is imperative that all ads be received on time. If extenuating circumstances arise, an arranged grace period may be extended by the Publicity and Design office for late ad submission. Please contact us as soon as possible if you are unable to meet the deadline. If ads are received late without notice, ad space is forfeited and the account number provided will be charged in full. This ensures fairness for all parties.