

# DIGITAL SIGNAGE AD RATES

## UNIVERSITY UNION PLAZA DIGITAL WALL (1 MONITOR)

UU PLAZA DIGITAL WALL (1920px x 1620px)				PRICING
Campaign Length	Duration (in seconds)	Plays/Hour	Plays/Campaign	1-10 Ads/Quarter
2	10	18	4,536	<b>\$225</b>
2	20	9	2,268	<b>\$275</b>
2	30	4	1,008	<b>\$350</b>

## COMMERCIAL VENUES (24 MONITORS)

COMMERCIAL VENUES (1280px x 768px)				PRICING
Campaign Length	Duration (in seconds)	Plays/Hour	Plays/Campaign	1-10 Ads/Quarter
2	10	18	4,536	<b>\$300</b>
2	20	9	2,268	<b>\$400</b>
2	30	4	1,008	<b>\$525</b>

LOCATION	MONITORS	PLAYS/DAY	PLAYS/2 WEEKS
University Union, Plaza Wall	1	360	5,040
University Store, Interior	7	1,188	16,632
19 Metro	6	3,024	18,144
Mustang Station	2	468	6,552
Campus Market	2	648	9,072
Village Market	1	270	3,780
Sandwich Factory	2	396	5,544
Tacos To Go (PCV)	2	432	6,048
Avenue	2	684	9,576
<b>TOTAL</b>	<b>24</b>	<b>7,470</b>	<b>80,338</b>

### ARTWORK SPECIFICATIONS

**File Size:** Less than 5MB

**File Type:** High-res PNG or JPEG