

# Video Wall Advertising Reservations

The goal of Foundation Marketing's digital screens is to be a useful source of information to the Cal Poly Pomona (CPP) campus community. The purpose of these guidelines is to provide clarity to the process for requesting an ad to be displayed on the video walls and assure that the Foundation can meet the needs of the requestor.

Your ad will be displayed on four video walls (made of six screens each). Two screens are located in both Building 66 (Bronco Bookstore) and Building 97 (Campus Center Marketplace). All new ads are to be posted on Mondays. Please place your submission by 5:00 PM on the Tuesday of the week prior that you would like your ad placed. Ads will be scheduled based on priority and availability.

## PRICING

<b>WEEKLY</b>	<b>\$200</b>
<b>MONTHLY*</b>	<b>\$500</b>

\*Ad space is subject to availability.

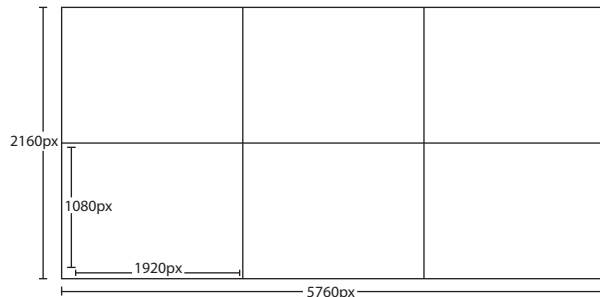
## FORMAT REQUIREMENTS

**Resolution:** 72 dpi

**Format:** Jpeg

**Color:** RGB

**Dimensions:** Width: 5760 pixels x Height: 2160 pixels



## RESERVATION PROCESS

1. REVIEW THE VIDEO WALL ADVERTISING POLICY
2. DOWNLOAD THE VIDEO WALL TEMPLATE WITH GUIDELINES  
(various formats provided below)
  - Template in PDF (.jpg)
  - Template in Illustrator Format (.ai)
  - Template in EPS (.eps)

### 3. FILL OUT FORM

Fill out the online Digital Screen Reservation form and upload artwork at:  
[https://cppfoundation.formstack.com/forms/video\\_wall\\_requests](https://cppfoundation.formstack.com/forms/video_wall_requests)

### 4. MAKE PAYMENT

Contact us at [mkt@cppfoundation.com](mailto:mkt@cppfoundation.com) to arrange payment

### 5. AD PLACEMENT

Your ad will be posted the following Monday after approval

# Video Wall Advertising Policy

## PURPOSE OF POLICY

The purpose of this policy is to ensure the requestor understands what content is acceptable and how advertising requests are prioritized.

## CONTENT RESTRICTIONS

Any inappropriate, unapproved, or explicit materials will be rejected. Decisions concerning appropriateness are at the sole discretion of Foundation Management.

Unacceptable content includes but is not limited to:

- Content that is discriminatory in nature
- Events or activities that exclude any segment of the student body
- Depiction or marketing of consumption of tobacco, marijuana, or illegal substances
- Solicitation for credit cards
- Marketing or use of weapons (i.e., knives, firearms)
- Pornographic material
- Copyrighted material

Advertising services on Foundation Marketing's digital screens are only available to departments within CPP and will not be offered to persons or entities outside of CPP.

## COPYRIGHT

It is a violation of Title 17, United States Code, to modify, enhance, or reproduce images without the express written consent of the copyright holder. Therefore, it is the responsibility of the requestor to obtain prior written consent from any authorized party for all copyrighted photos, images, and logos used in advertisements.

## PRIORITIZATION

Foundation reservations will take precedence over external requests. If space becomes limited, priority will be given to requestors based on:

- Urgency of the promotion
- Importance/relevance to the student body