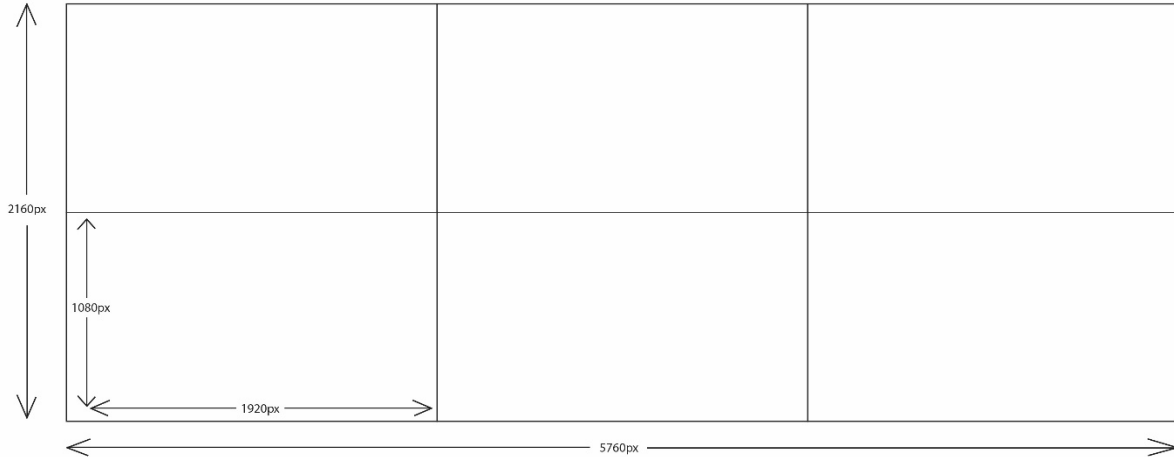


### Video Wall Advertising Guidelines

Your ad will be displayed on 2 video walls (made of 6 screens each) in your choice building 66 (Bronco Bookstore) or Building 97 (Campus Center Market Place). All new ads are posted on Mondays morning. Please place your submission by 5:00pm on the Thursday prior to the week you would like your ad placed. Ads will scheduled based on priority and availability. Fill out and submit our Online Reservation Form.



#### Pricing:

Set Up Fee	\$25
Weekly Rate	\$100
Monthly Rate*	\$300

\*Ad space is subject to availability.

- 1) You must agree to the Video Wall Advertising Policy (Page 3 of this document)
- 2) Download Template Guide
  - Download the Video Wall Template with guidelines (various formats provided below)
    - Template in PDF (.jpg)
    - Template in Illustrator Format (.ai)
    - Template in EPS(.eps)
  - Format Requirements:
    - Dimensions:  
Width: 5760 pixels x Height: 2160 pixels
    - Resolution: 72 dpi
    - Format: Jpeg
    - Color: RGB
- 3) Fill out the online **Digital Screen Reservation form** at:
  - <http://www.foundation.cpp.edu/marketing/DSR-Form/>
- 4) Submit Artwork
  - Use the **Digital Screen Reservation form** to upload Artwork (10mb max file size)
- 5) Make Payment
  - If you are paying from a Foundation account, please fill out the IDT Form. If you are using another form of payment, such as credit card, cash or check, please visit our cashier in Bldg. 55 during business hours.
- 6) Send Proof of Payment
  - Email payment confirmation to marketing department at [mkt@cppfoundation.com](mailto:mkt@cppfoundation.com)
- 7) Your ad will be posted the following Monday after your submission.

## Video Wall Advertising Policy

### **Overview**

The goal of Foundation Marketing's digital screens is to be a useful source for information to the CPP campus community. Any inappropriate, unapproved, or explicit materials will be rejected.

Decisions concerning appropriateness are at the sole discretion of approvers.

Unacceptable Content includes but it 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 alcohol, tobacco, marijuana, or illegal substances
- Solicitation for credit cards
- Marketing or use of weapons (i.e., knives, firearms)
- Pornographic material
- Copyright material

### **Copyright**

It is a violation of Title 17, United States Code, to modify, enhance, or reproduce images without the express 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