

Student Organizations, Campus Departments and external groups can all advertise on Pointer TVs within the Dreyfus University Center. Graphics and images cannot contain profanity, inappropriate content or explicit content. DUC Marketing reserves the right to edit any request for appearance, available space or clarification. Furthermore, DUC reserves the right to refuse messages that may be considered offensive or in violation of copyright. Please view the information below based on what type of advertiser you are. DUC Marketing may pick and choose which TVs the graphics display on based on the request.

### **Graphic Sizing**

Graphics can be submitted as a PNG, JPG, JPEG or MP4 file (video files must be under 10 seconds and have no sound or music. Any slide with speaking must have captions). Graphics should be sized to 1920x1080px (landscape).

### **Student Organizations**

The use of advertising on Pointer TV inside the DUC is free for student organizations wanting to promote upcoming events. Student Organizations can have 3 slides in rotation at any given time, and can display their slides for up to 2 weeks at a time. To be guaranteed placement, your graphics are due 2 weeks prior to the date you would like posted. You can submit your graphics to [ucmultimediacoordinator@uwsp.edu](mailto:ucmultimediacoordinator@uwsp.edu) along with the name of the organization and the date you would like your graphic published. Please note that graphics submitted less than 2 weeks in advance will be subject to availability.

[Student organizations can view additional information here.](#)

### **Campus Departments**

Campus departments can use Pointer TVs inside of the DUC at no cost to promote upcoming events, registration deadlines, information and more. Campus departments can have 3 slides in rotation at any given time and can display their slides for up to 2 weeks at a time. To be guaranteed placement, your graphics are due 2 weeks prior to the date you would like posted. You can submit your graphics to [ucmultimediacoordinator@uwsp.edu](mailto:ucmultimediacoordinator@uwsp.edu) along with the name of the department and the date you would like your graphic published. Please note that graphics submitted less than 2 weeks in advance will be subject to availability.

[Campus Departments can view additional information here.](#)

### **External Groups**

Anyone not affiliated with UWSP is able to request ad space for a fee. Please note that all ad space requests and content are subject to approval by the University Centers. Graphics running during the academic times will display for 10 seconds in the rotation. Semester long rates and event specific rates are available-see rate table below. Graphics must be produced by the advertising party. To reserve your ad space, please reach out to your event coordinator.

[View additional information here.](#)

Rate Table (Semester Rates)

Monthly Reservation	Semester Long Reservation	Year Long Reservation
\$200/month	\$600/semester	\$1,200/year (includes bonus summer placement)

Rate Table (Event Specific)

Location of advertisement based on event space rented.

Number of slides	Cost per day
1-4	\$75
5-10	\$100
11-25	\$150
26+	\$200