

Advertising Value Packages

for UCI Students

	BASIC	PLUS	PREMIER
	\$75* per week [†]	\$125* per week [†]	\$200* per week [†]
KIOSK Choice of Terrace Kiosk or Doheny Kiosk	1 poster	2 posters	2 posters
INDOOR LCD DISPLAYS Five screens throughout the Conference Center	✓	✓	✓
TICKERS Four text-only LEDs in the Student Center food courts	✓	✓	✓
RING MALL MARQUEE Double-sided outdoor signage placed in high-traffic areas on Ring Mall			1 marquee \$125 per additional marquee
SPECIAL DISCOUNTS	\$5 OFF package price if advertising on-campus UCI program or event (not in the Student Center) \$25 OFF package price if advertising event booked in the Student Center (no registration fee or sponsorship announcements)		

A LA CARTE RATES:

Kiosk.....\$10 per day
 • Includes large-format poster print
 • Three-day minimum
DISCOUNT
 • \$2 OFF if poster print is supplied.

Digital Signage....\$25 per week
DISCOUNTS:
 • \$5 OFF when advertising an on-campus event or program (not in the Student Center)
 • FREE for events in the Student Center (excluding ticketed events and sponsor ads)

Ring Mall Marquee . \$35 per day
 • Includes double-sided poster insert

REQUEST A PACKAGE:

Contact *Marketing & Communications Specialist*
Diana Schombert
 dianaw@uci.edu
 949.824.4129

* Subject to availability. Advertised campaigns must comply with UCI posting policy Sec. 900-12¹.

[†] One week is seven consecutive days. Kiosk and ticker start dates available on weekdays only.

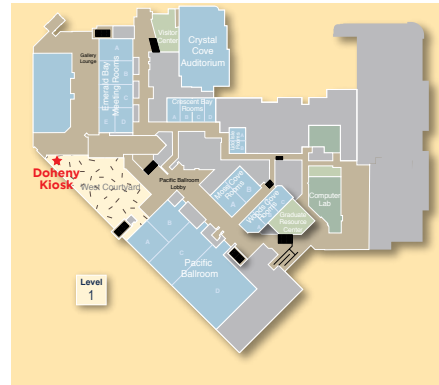
Kiosk Displays



Easily deliver your message to everyone who visits the Student Center Terrace.

The kiosk signs are large marquees in two key locations in the Student Center. The **Terrace Kiosk** is located near the ATMs. The **Doheny Kiosk** is located near the Anteater Steps & Courtyard, close to the Doheny entrance.

Kiosk Locations



Artwork Specifications:

- 37.25" (width) x 43.75" (height)
- Press-quality 300 dpi resolution
- Print-ready PDF file preferred

A La Carte Price: \$10 per day

- Three-day minimum
- Discount: \$2 off if poster print is supplied

Submission Guidelines:

Option 1 - Submit Print-Ready Artwork

- Submit print-ready artwork to Diana Schombert via email to dianaw@uci.edu
- Must be submitted at least three (3) business days prior to start date

Option 2 - Deliver Ready-to-Hang Poster Print

- Deliver ready-to-hang poster print using the artwork specifications to Diana Schombert in the Marketing Office (C133A)
- Must be delivered at least two (2) business days prior to start date
- *This option includes a DISCOUNT - \$2 off per day*

Subject to availability. Advertised campaigns must comply with UCI posting policy [Sec. 900-12](#). Kiosk start dates available on weekdays only.

Indoor LCD Displays



Place your ad throughout the UCI Conference Center. The Center features LCD displays in its lobbies, which may be used to publicize events or broadcast announcements.

Artwork Specifications:

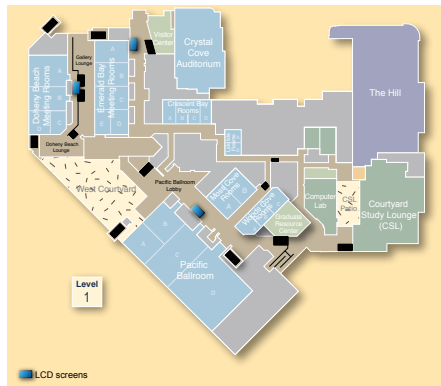
- LCD display dimensions: 1024 x 768 pixels
 - » JPEG preferred, PowerPoints accepted. Up to 10 slides total.
 - » Muted video allowed, up to 30 seconds in length. MP4 preferred
 - » Font sizes 20 pt or larger

A La Carte Price: \$25 per week

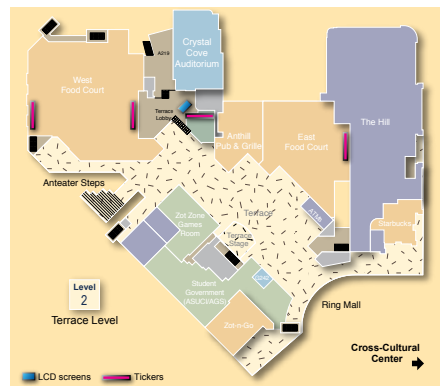
- Discounts available:
 - » \$5 off when advertising an on-campus event or program (not in the Student Center)
 - » Free for events in the Student Center (excluding ticketed events and sponsor ads)

Advertised campaigns must comply with UCI posting policy Sec. 900-12 and with [Student Center Digital Signage Requirements](#)².

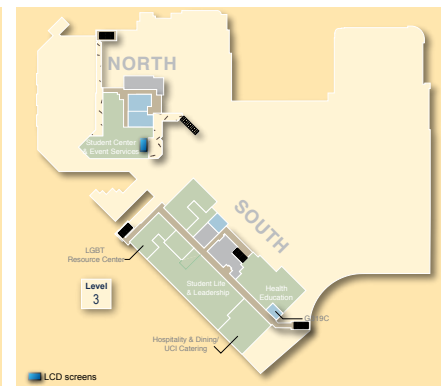
LCD Display Locations



Level 1 - 3 LCDs



Level 2 - 1 LCD



Level 3 - 1 LCD

Tickers



Make your message seen in popular student hubs such as the food courts and Global Viewpoint Lounge. These text-only systems are an easy way to publicize events or broadcast announcements.

Specifications:

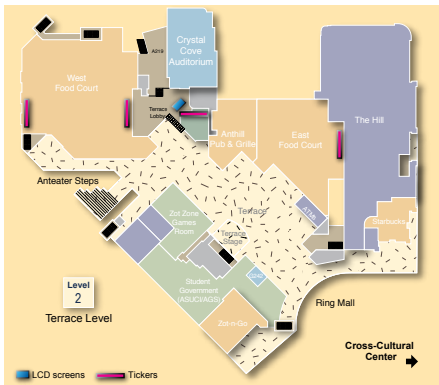
- Ticker message: 175 character maximum

A La Carte Price: \$25 per week

- Discounts available:
 - » \$5 off when advertising an on-campus event or program (not in the Student Center)
 - » Free for events in the Student Center (excluding ticketed events and sponsor ads)
 - » Free for all campus organizations registered with Student Life & Leadership

Advertised campaigns must comply with UCI posting policy [Sec. 900-12](#) and with [Student Center Digital Signage Requirements](#)². Ticker start dates available on weekdays only.

Ticker Locations



Level 2 - 4 tickers

Ring Mall Marquees



Target foot traffic on Ring Road for optimal visibility.

Ring Mall Spaces

View the available spaces on Ring Mall where marquees may be placed. Spaces are subject to availability.

Ring Mall Spaces³

Artwork Specifications:

- 24" (width) x 36" (height)
- Press-quality 300 dpi resolution
- Print-ready PDF file preferred

A La Carte Price: **\$35** per day

- Discount: \$30 off per day if poster inserts are supplied

Submission Guidelines:

Option 1 - Submit Print-Ready Artwork

- Submit print-ready artwork to Diana Schombert via email to dianaw@uci.edu
- Must be submitted at least three (3) business days prior to start date

Option 2 - Deliver Poster Prints

- Deliver two prepared poster prints using the artwork specifications to Diana Schombert in the Marketing Office (C133A)
- Must be delivered at least two (2) business days prior to start date
- *This option includes a DISCOUNT - \$30 off per day*

Subject to availability. Advertisements must comply with UCI posting policy [Sec. 900-12](#).

Useful Web Links

- Marketing & Promoting at the UCI Conference Center: <http://www.conferencecenter.uci.edu/meetings-events/planning-resources/planner-information/marketing-promotion/>
- ¹ UCI Policy Section 900-12 - Policy on Posting and Distribution of Literature and Materials: <http://www.policies.uci.edu/policies/pols/900-12.html>
- ² Student Center Digital Signage Requirements: <http://www.conferencecenter.uci.edu/meetings-events/planning-resources/planner-information/marketing-promotion/#digital-guidelines>
- ³ UCI Ring Mall Spaces: <http://www.conferencecenter.uci.edu/meetings-events/planning-resources/event-venues/#ringMall>

Request a package:

Contact Marketing & Communications Specialist **Diana Schombert**:
dianaw@uci.edu • 949.824.4129