DETAILS & POLICY:
UC Ad Services reserves the right to refuse any advertisements deemed sexist, racist, homophobic or otherwise discriminatory and all advertisements must adhere to all respective University policies.

ACCOUNTS
Accounts are due when services rendered. 1.5% monthly interest is added to overdue accounts.

ERRORS
Errors must always be reported to UC Ad Services within 4 business days of the campaign. UC Ad Services is not responsible for failure to place advertisements or for mistakes within and beyond the price of the ad.

FACTS & STATS:
- The University of Guelph, established in 1964, is ranked as one of Canada’s top comprehensive universities.
- Total Number of Students, Administrative Staff & Academic Faculty - 31,000
- The University Centre hosts a variety of artistic performances and community events through its in house programming (Fair November Craft Show, Organic Conference) and is also the home of the main campus pub - The Brass Taps.

SPACE IS LIMITED!
CONTACT US TODAY FOR MORE INFORMATION OR TO BOOK YOUR ADVERTISING SPACE!

Al Ladha, B.Comm
Marketing & Advertising Coordinator
alladha@uoguelph.ca
519.824.4120 x 52889

UC Ad Services
UC 266, University of Guelph
Guelph, Ontario
N1G 2W1

WWW.UOGUELPH.CA/UCSERVICES
ABOUT

UNIVERSITY CENTRE:
Since its opening in 1974 the University Centre (UC) has been the on campus hub here at the University of Guelph. As the “front door” and “main street” of the campus with over 10,000+ students, staff and faculty visiting the UC every day, this unique building is the perfect place to spread your message.

WASHROOM SIGNAGE

Your ad here!

Our washroom advertising can also be broken down by gender at your request and is viewed on average for more than 30 seconds! Our large format full colour signs are printed on high quality paper that’s sure to get the attention of the University community.

SPECS:
- Frame Size = 11x17in (paper size)
- Viewable Area = 10.2x16.2in
- Send creative work as PDF / CMYK

CREATIVE SERVICES

Are you looking for a talented creative team? We offer a variety of creative services! From graphic design to video production, our team is ready to handle your creative needs and make your content stand out.

DIGITAL SIGNAGE

Digital signage content is dynamic. The combination of bright colours and motion make our digital screens hard to ignore. With its support for video and animated content, digital signage attracts attention far greater than any other types of communication medium.

HIGH TRAFFIC | HIGH VISIBILITY

With a total of 14 digital screens in the UC, our digital signage program is the most impactful way to advertise your product or service. With a short loop length, your video is guaranteed to play an average of 3 times every hour! A limit of 20% advertising content ensures your video is not crowded by competition!

Located in the courtyard in the UC, our 4 screen banner-style digital sign is capable of showcasing content that dynamically moves across all 4 screens.

SPECS:
- Resolution: 1920x1080px
- Frame Rate: 30fps/60fps
- File Type: MP4

UC | WASHROOM SIGNAGE

<table>
<thead>
<tr>
<th>PROGRAM MEMBERSHIP</th>
<th>MONTHLY COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 SIGNS MONTH-TO-MONTH</td>
<td>$196/MONTH</td>
</tr>
<tr>
<td>2 SIGNS 8 MONTH FALL &amp; WINTER COMBO</td>
<td>$164/MONTH</td>
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</tbody>
</table>

SAVE OVER $30 EACH MONTH!

*Additional signs available! Call for availability.

UC | DIGITAL SIGNAGE

<table>
<thead>
<tr>
<th>PROGRAM MEMBERSHIP</th>
<th>MONTHLY COST</th>
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<tbody>
<tr>
<td>MONTH-TO-MONTH</td>
<td>$550/MONTH</td>
</tr>
<tr>
<td>8 MONTH FALL &amp; WINTER COMBO</td>
<td>$400/MONTH</td>
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</tbody>
</table>

SAVE OVER $150 EACH MONTH!

CUSTOM SOLUTIONS AVAILABLE, CALL TODAY!
ALL RATES + HST