

Digital Advertising Policy

Any officially recognized student organization or University department has the opportunity to utilize ActiviTV, a high-definition advertising resource with seven screens located throughout the FPG Student Union. Advertisements loop continuously 24 hours a day, 7 days a week.

Terms and Conditions

All officially recognized student organizations and University departments who wish to advertise on ActiviTV must agree to the following terms:

The terms of this agreement shall commence on the date set forth in a written agreement, and shall continue through the period specified on the CCS Request Form. CCS and/or client may terminate this agreement at any time, for any reason, with or without cause, by giving client or CCS written notice of termination. Termination will be effective immediately. Client is responsible for paying CCS for any partial ad campaigns that have aired on ActiviTV, as well as any applicable design fees.

Client may either request that CCS create their ad and pay applicable design fees, or they may provide their own ad with the following specifications:

- **Size:** 1920 pixels wide by 1080 pixels high, 72 dpi, max 80mb
- **Format:** png, gif, jpg, or jpeg only (no Powerpoint, Word, or PDF files please)

Requests for CCS services must be made at least one week before the requested air date of the ad or be subject to a last minute design fee (see Fees below).

Fees

All officially recognized student organizations and University departments who enter into contract (see above) with CCS and advertise on ActiviTV will be subject to the following fees:

Design Fees

- \$25 for student organizations for each ad created by CCS
- \$50 for departments for each ad created by CCS
- \$25 last minute design fee, applied when the design of an ActiviTV ad is requested within one week of ActiviTV air date
- \$25 multiple proof request fee, applied after requesting 3 or more different proofs
- \$15 ActiviTV resizing fee, applied when client designs ad that does not comply with standard specifications
- Cancellation fee, rate charged based on amount of design work completed up until the date of cancellation

Run Fees

- \$25 per week for still ads for student organizations
- \$50 per week for motion ads for student organizations

- \$50 per week for still ads for departments
- \$100 per week for motion ads for departments

Discounts

- Four weeks of run time for the price of three
- Discounted long-term rotation packages available. Email design@unc.edu to inquire.

All fees are assessed on a per-project basis and are subject to change.

Source URL: <https://carolinaunion.unc.edu/departments/communications-creative-services/policies-fees/digital-advertising-policy>