



CAMPUS RECREATION

ADVERTISING AT THE STUDENT RECREATION CENTER

With over **4500 visitors per day**, the Student Recreation Center is an ideal spot to advertise your event or program. Ads are placed in high-traffic areas, such as above water fountains, in the lobby, and near fitness equipment.

The following spaces within the Student Recreation Center can be reserved by **university departments** to promote their programs and events:

(5) 11x17" posters in designated acrylic holders within the workout spaces at the Rec Center.

- \$20 one week
- \$35 two weeks
- Vertical (portrait) orientation
- Max of 2 weeks (per ad)

(1) 16:9 (1920x1080px) ad on the digital screen wall located on the east wall of the main lobby.

- \$25 one week
- \$45 two weeks
- Horizontal (landscape) orientation
- Max of 2 weeks (per ad)

Digital & Poster Combo (5 posters + digital screen ad):

- \$40 one week
- \$75 two weeks
- Vertical (portrait) orientation
- Max of 2 weeks (per ad)



PLEASE SEE REVERSE SIDE FOR POLICIES, PAYMENT, & MATERIAL DROP OFF PROCEDURES.

Email campusrec_marketing@mail.colostate.edu for more information.





CAMPUS REC



ADVERTISING POLICIES FOR THE STUDENT RECREATION CENTER:

WHO CAN ADVERTISE:

- Only University departments may request ad space*.
- Non-CSU businesses or organizations are prohibited from advertising in the Rec.

LENGTH OF ADVERTISEMENTS:

- Each department is allowed a maximum of 14 total days per ad (Posters will be hung on Mondays, and replaced the following Monday).

POSTER REQUIREMENTS & APPROVAL:

- *Posters must be approved by Communication & Creative Services for graphic standards and branding, and a letter of confirmation from CCS must be provided at the time materials are dropped off, or emailed. (contact Lindsay.Connors@colostate.edu)

RESERVING SPACE:

- Advertising spaces must be reserved before use.
- Reservations for each semester open approximately one month prior to the semester (i.e. Reservations for spring open December, reservations for fall open in July).

PAYMENT & POSTER DROP OFF:

- **PRINT ADS:** Drop 11x17 printed posters off at the Service Center desk (Rec lobby), with attention to Marketing, along with the brand-approval email from CCS, by 2 pm the Thursday **prior** to the scheduled run (ads run Monday - Monday).
- **DIGITAL ADS:** Email a press-ready 1920x1080 px PDF of the digital ad to campusrec_marketing@mail.colostate.edu, along with the brand-approval email from CCS, by 2 pm the Thursday before the ad is scheduled to run (ads run Monday - Monday).
- **PAYMENT: Payment is required before or at the time materials are delivered to the Rec. Pay with cash, credit card, check (with driver's license) or Internal Order at the Service Center front desk located in the Rec Center lobby.**

Make checks payable to "CSU - Campus Recreation" & Internal Orders to "Campus Recreation".

CANCELLATIONS:

- If materials/payment are not received by the deadlines indicated above, your space will be vacated to another organization.
- If you choose to cancel your advertising reservation, you must inform Marketing 1 week prior to the date your ad was going to run (Mondays by 2 p.m.) or you will be suspended from advertising within the Rec Center.

Advertisements within the Rec Center are not open to Registered Student Organizations **unless the event is being co-sponsored by a University department and the ad follows CSU branding standards. Ads must be reserved and paid for by the University department. This allows us to maintain branding standards within our building, and to assure ads meet our departmental standard of inclusion.*

