## 2018-2019 Advertising Price List - A La Carte

<table>
<thead>
<tr>
<th>Opportunity</th>
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<th>Size</th>
<th>Description</th>
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</table>
| Video Wall                        | Monday-Sunday    | 1920x1080 px    | Full four-screen digital sign wall in the Student Rec Center lobby          | 1 week: $60  
2 weeks: $100 |
| Posters                           | Monday-Sunday    | 11x17 “ (tabloid) | (5) posters in acrylic sign holders throughout the Student Rec Center       | 1 week: $40  
2 weeks: $70  |
| Video Wall & Poster Combo         | Monday-Sunday    | 1920x1080 px and 11x17” poster | Combo of Poster and Video Wall above                                      | 1 week: $90  
2 weeks: $160 |
| Digital Ad Bar                    | Monday-Sunday    | 1250x214 px     | Ad bar on meeting room and studio digital screens (6 screens)              | 1 week: $40  
2 weeks: $70  |
| Electronic Newsletter Ad          | Once a month     | (1) 260 px wide image with right-side text block | Monthly Rec’ing Ram newsletter sent to over 5,000 active recipients | $250       |
| Flyers at Service Center          | Monday-Sunday    | No larger than 8.5x11” | Opportunity for flyer to be placed at the Service Center in the Student Rec Center lobby (one week only) | 1 week: $60 |
| Stanchion Poster                  | Monday-Sunday    | 21x28”          | Large poster in freestanding stanchion within Student Rec Center            | 1 week: $60  
2 weeks: $100 |

**CSU Entity Discount**
CSU entities (RSO and departments) receive a 50% discount for all options above. See the following page for more information.

**Ad Approvals**
All non-CSU entity ads must be approved prior to reservation. We reserve the right to deny ads based on their alignment with our department vision, mission, and values, as well as our commitment to inclusive practices. See the following page for full advertising policies and information.

## 2018-2019 Advertising Price List - Packages

<table>
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<tr>
<td>Rec’ing Ram Package</td>
<td>1 full month (Sep, Oct, Nov, Feb, Mar, OR Apr)</td>
<td>Various</td>
<td>All advertising options in the a la carte menu above PLUS website placement, for 1 month</td>
<td>$1,000</td>
</tr>
<tr>
<td>Aggie Package</td>
<td>1 full month (Sep, Oct, Nov, Feb, Mar, OR Apr)</td>
<td>Various</td>
<td>All advertising options in the a la carte menu above, EXCEPT for Posters and Electronic Newsletter Ad, for 1 month</td>
<td>$700</td>
</tr>
<tr>
<td>Rec Partner Package</td>
<td>1 full academic year (Aug-May)</td>
<td>Various</td>
<td>A la carte items included: Video Wall, Flyers at Service Center, Stanchion Poster, PLUS website placement from Aug - May</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

To arrange your reservation email campusrec_marketing@mail.colostate.edu.
How to Reserve Your Ad or Sponsorship

Advertising and Sponsorship Reservations
• Advertising opportunities are limited to the fall and spring semesters (no advertising is available during the summer)
• Advertising and sponsorship opportunities must be reserved in advance and are first-come, first-serve
• Spaces are limited each week and advanced reservations are strongly encouraged
• Advertising reservations open on August 6, 2018 for the fall semester and December 10, 2018 for the spring semester
• To reserve an advertising space, or secure your table at Night @ the Rec, email campusrec_marketing@mail.colostate.edu or call (970) 491-1510

Advertising Policies

Poster and Material Delivery:
• Posters: Drop printed posters (sizes listed on a la carte grid) off at the Service Center front desk in the Student Recreation Center, with attention to Marketing
• Digital ads: Email a press-ready PDF or high resolution JPEG of the ad to campusrec_marketing@mail.colostate.edu
• Materials are due no later than 2:00 pm the Thursday prior to the scheduled run

Invoicing Information
• Campus Recreation Marketing will send a PDF confirmation that details the date, type of ad, reservation length, and total cost, which serves as an invoice

Payment Information:
• Payment is due no later than 2:00 pm the Thursday prior to the scheduled run
• Payment types accepted include cash ($20 bills & under), Ramcash, credit card (Mastercard/Visa/Discover), check (with driver’s license), or Internal Order at the Service Center located in the Rec Center lobby
• Make checks payable to “CSU - Campus Recreation” & Internal Orders to “Campus Recreation”
• CSU Internal Orders: Department Business Manager or Account Tech initiates the document in Kuali and attaches any agreement forms they find necessary in the Notes and Attachments. Process the IO in Kuali with “Campus Recreation” as the Internal Supplier. Enter the Account Number/Object code where the funds will be pulled from to pay for the advertising. Once the IO is completed, the Department will submit the document for approval. Once approved, Campus Rec then completes the IO and finalizes the document

Cancellations & Refunds:
• If materials/payment are not received by the deadlines indicated above, your space will be vacated
• If you choose to cancel your advertising reservation, you must inform Campus Recreation two weeks prior to the date your ad was going to run or you will be suspended from advertising within the Student Recreation Center for the remainder of the semester
• All refunds are in the form of credit towards an upcoming reservation

CSU Entity Discount
• CSU entities (Registered student organizations and departments) receive a 50% discount for all a la carte options

Ad Approvals
• All ads must be approved prior to reservation. We reserve the right to deny ads based on their alignment with our department vision, mission, and values, as well as our commitment to inclusive practices
2018 Night @ the Rec Event Opportunities

Night @ the Rec is an orientation event during the Ram Welcome week in August that has a total exposure of over 8,000 students, families, and community members. The 2018 Night @ the Rec event is estimated to have over 4,000 first-year student attendees. Organizations and businesses can use this opportunity to get face-to-face interaction with the incoming CSU student body to promote your business or product. Vendor promotional tables will be located on the plaza immediately outside of the Student Recreation Center entrance to reach students both within the building and on the outdoor fields. Please note, no food or beverages can be distributed from promotional tables unless it is a prepackaged product sample which does not violate CSU’s existing vendor contractual obligations.

How to Reserve Your Night @ the Rec Sponsorship

Reservations
• Sponsorship opportunities must be reserved in advance and are first-come, first-serve
• To reserve a space, email loretta.capra@colostate.edu or call (970) 491-4847

Table Approvals
• All table displays and content, including merchandise or giveaway items, must be approved prior to the event. We reserve the right to deny any entity or business based on their alignment with our department vision, mission, and values, as well as our commitment to inclusive practices, which may include establishments that sell alcohol, tobacco, or marijuana or apartment complexes that conflict with Off-Campus Life and Apartment Life policies on campus.

Payment Information:
• Payment for Night @ the Rec vendors are due by Friday, August 3 at 5:00 pm
• Payment types accepted include cash, credit card (MasterCard/Visa/American Express/Discover), or check
• Make checks payable to “CSU Foundation” and mail to Loretta Capra, Colorado State University Campus Recreation, 8027 Campus Delivery, Fort Collins, CO 80523-8027.
• Credit card payments may be made at: https://advancing.colostate.edu/CAMPUSREC

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<tr>
<td>Night @ the Rec Promotional Table</td>
<td>August 18, 2018 from 8:15 - 11:00 pm</td>
<td>6 ft. table at the event, outside the Student Rec entrance on the plaza</td>
<td>$250</td>
</tr>
<tr>
<td>Night @ the Rec T-Shirt Sponsor</td>
<td>August 18, 2018 from 8:15 - 11:00 pm</td>
<td>Company logo on all event materials and 700 event t-shirts</td>
<td>$400</td>
</tr>
<tr>
<td>Night @ the Rec Event Sponsor</td>
<td>August 18, 2018 from 8:15 - 11:00 pm</td>
<td>6 ft. table at the event, outside the Student Rec entrance on the plaza * Company logo on all event materials and 700 event t-shirt</td>
<td>$500</td>
</tr>
<tr>
<td>Night @ the Rec Major Donor</td>
<td>August 18, 2018 8:15 – 11:00 pm</td>
<td>Thank you in advance for your donation to Night @ the Rec. Your business and generosity will be recognized in the following ways: · Listed as Major Donor on all event materials · Company logo in prominent location on 700 event t-shirts · 6 ft. table at the event, outside the Student Rec entrance on the plaza · Ongoing recognition throughout the event</td>
<td>$1,000</td>
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To arrange your reservation, call (970) 491-4847 or email loretta.capra@colostate.edu
For more information about advertising or program/event sponsorships, policies, or reservations, please contact Campus Recreation's Marketing office at (970) 491-1510 or email brittany.heiring@colostate.edu.

www.csurec.colostate.edu
CSURec@Colostate.edu