What is URSU TV?

URSU TV is designed to provide information about upcoming events and ongoing services to students while also providing a feed of relevant information, including news and weather. It is also designed as an advertising medium for the university at large and for commercial businesses. URSU TV is an excellent cost efficient & flexible way to keep students up to date with your business’s ongoing promotions, service, or product.

WE HAVE 22 FULLSCREEN TVS LOCATED IN HIGH-TRAFFIC AREAS THAT ALLOW FOR INCREASED VISIBILITY IMPACTS ON MORE THAN 15,000 PEOPLE ON CAMPUS.

How are ads displayed?

On any given day, a maximum 18 advertising slots are available for each URSU TV location. Each ad is displayed for ten seconds at a time, a minimum of 20 times per hour, on each screen. A single ad, on 9 screens located on the main floor of the Riddell Centre will be shown on average of 3,360 times per week during the busiest hours. Of course, when the network is running fewer ads, each ad will be seen more frequently.
Over 90% of the student population at the university is in the 18-34 year old range, representing a key advertising demographic. There are more than 15,000 full-time and part-time students, Faculty members, and staff working, living & studying at the U of R.

Using Statistics Canada’s formula to calculate the full-time equivalent, it is estimated that there are approximately 11,998 students on campus. Based on actual transactional data, we know that there are at least 3,300 transactions happening daily in the Riddell Centre food court alone.

Given this, traffic count of the main Riddell Centre hallway is estimated to be 5000 views per day, or 100,000 views per month. Of these 15,000 individuals, approximately 80% are between the ages of 15-29.

**Total Student Population: 15,276**

- **Full Time:** 11,998 \(\{79\%\}\)
- **Part Time:** 3,278 \(\{21\%\}\)

**Gender**

- **Female:** 9,149 \(\{59\%\}\)
- **All others:** 6,127 \(\{41\%\}\)

**Faculty & Staff Population**

- Individuals employed by the U of R: 3,196

**TOTAL STUDENT & STAFF POPULATION: 18,472**

source: https://www.uregina.ca/orp/statistics/student-headcount.html
Digital Advertising

Advertising that uses a digital medium such as URSU TV is known as Digital Out-of-Home (OOH) advertising - a rapidly growing, well-received dynamic medium of communicating an idea, especially to a younger audience. The medium engages consumers and motivates action. As such, it is an ideal way to quickly reach a large proportion of the University population.

According to the Canadian Out of Home Marketing and Measurement Bureau (COMMB) almost three out of four (75%) consumers take action after seeing an indoor digital ad. Most common actions are visiting a website, seeking more product info, and watching a TV program.
# OOH Motivates Consumer Action

When Canadian (ages 18-64) were asked: What action(s) have you taken after seeing any OOH advertising in the past six months?

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Took any action</td>
<td>57%</td>
</tr>
<tr>
<td>Visited a website</td>
<td>24%</td>
</tr>
<tr>
<td>Became interested in product/service</td>
<td>22%</td>
</tr>
<tr>
<td>Searched for more information</td>
<td>22%</td>
</tr>
<tr>
<td>Visited a store</td>
<td>19%</td>
</tr>
<tr>
<td>Bought the item/service</td>
<td>11%</td>
</tr>
<tr>
<td>Shared via social media</td>
<td>9%</td>
</tr>
<tr>
<td>Interacted with ad using mobile</td>
<td>7%</td>
</tr>
<tr>
<td>Texted about the product/service</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: https://www.commb.ca/strengths-of-ooh/
Locations & Reach

Advertising for each location is managed separately, so advertisers can run different ads in different locations. We offer discounts to student clubs/societies, University departments, and non-profit organizations who purchase adverts for a month or longer.
URSU TV’s rotation is updated throughout the week. All submissions must be received at least four business days before the campaign is set to begin.

For longer campaigns, in order to keep your message fresh, we suggest updating your artwork periodically. Simply send us new artwork bi-weekly and we will be happy to change the content at no charge.

The advertiser is responsible for supplying final, screen-ready artwork based on the specifications outlined in this media kit.

**AD INFORMATION**

URSU TV’s rotation is updated throughout the week. All submissions must be received at least four business days before the campaign is set to begin.

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**DIMENSIONS/SPECIFICATIONS**

*Frame Size:* 1900px (w) x 1030px (h)
*Safe Area:* 1848px (w) x 1002px (h)
*Quality:* 720 dpi - 24 mbps max

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**Video**

*File Format:* MP4 (including all creative elements)
*File Size:* 1GB for 10 seconds
*Orientation:* Landscape (preferred)

**Static Image**

*File Format:* High Resolution PNG, JPG or PDF
On-Air Fees

$29.95/TV per WEEK + TAX

CHOOSE YOUR TARGETED LOCATION ANYWHERE ON THE CAMPUS
3,360 WEEKLY IMPRESSIONS PER SCREEN

10 SECOND AD |
Per guaranteed minimum 3 minute loop

Longer term campaign discounts available
Student clubs/societies, University departments, and non-profit organizations may be eligible for discounts

$29.95/TV per WEEK + TAX

22 TVs THROUGHOUT THE U OF R CAMPUS
7 MAJOR BUILDINGS COVERING ALMOST 90% OF THE CAMPUS

Design Services

We can create image-based static and simple animated TV ads for all sorts of clients. Please contact us for the creation of your customized TV ads. We have these two flat fee options to best suite your requirements:

REBUILD/MODIFY
1 CONSULTATION | 1 CONCEPT | 2 REVISIONS
With all the necessary information and images provided by the client, this package offers a quick solution to get your ad ready for URSU TV.
$45.00 + On-air Fee

NEW DESIGN
1 CONSULTATION | 2 CONCEPTS | 2 REVISIONS
This package offers a creative design solution to make your ad highly visible & eye catching on URSU TV.
$125.00 + On-air Fee

For more information contact tv@ursu.ca or visit ursu.ca/services

All graphic design projects require a 50% non-refundable deposit to begin.