Dear Community Partner,

The Student Center Operations team is excited to offer local businesses and community entities the unique opportunity to advertise as part of our Visix - Digital TV Signage program. We are looking for advertisers who want to educate, and serve our student population and build connections across the community. There are a total of twenty-two large flat screen TVs throughout the Student Center, Memorial Hall and Hilltop Café dining facilities which guarantee exposure to students, faculty, staff, clients, and guests to our university. Our screens are where our students are constantly utilizing Semesters, the Devils Den, our Game Room, lounge spaces, dining rooms and Bookstore, with traffic most days estimated to be about 10,000-14,000 people per day between these three facilities.

Digital signage can give your potential CCSU customers what they're looking for as they study, eat, and play games. A digital display can act as an advertisement while serving as entertainment for people waiting in line for meals. The displays are flexible, giving you the ability to control what is displayed, when it’s displayed, and how it's displayed to your customers. As you prepare to make the decision about CCSU’s digital signage for your company or organization, remember that advertisements can include text, pictures, and even video in the display. The following pages contain more information that will get you started customizing your CCSU Visix - Digital TV Signage advertising campaign.

Sincerely,

W. Otis Mamed, MS
Director, Student Center Operations
VISIX - Digital Signage Guidelines

Student Center Operations Room 116
Central Connecticut State University P: 860.832.1960
1615 Stanley Street, New Britain CT, 06050 F: 860.832.1967

1. Messages can be accepted from the following sources:
   - All University registered and University recognized student organizations
   - All administrative & academic departments within the University
   - All service departments on campus (Bookstore, Banking, Beverage/Snack Vendor) [Fees Apply]
   - Commercial business advertisers providing student oriented services [Fees Apply]
     - See exceptions listed in #2

2. Messages will not be accepted from the following sources:
   - Commercial businesses which:
     - Sell or market alcoholic products
     - Are recognized as a bar, club, or nightclub
     - Provide services of any kind that conflicts with University established contracts for services (Books, Catering, Banking, Beverage/Snack Vendor)
     - Provide off campus housing
   - Personal ads
   - Messages that the campus community deems insensitive or offensive
   - Political messages which endorse candidates

3. Ad space is limited, priority will be given to messages in the following order:
   - Messages from the direction of the Chancellor of CSU, the President of the University, members of the President's Executive Committee (XCOM) and the University Police Department.
   - Messages from registered student organizations
   - Messages from all other University administrative & academic departments
   - Messages from University service departments
   - Commercial Advertisements

4. The Student Center reserves the right to (1) reject a request, (2) alter broadcast times, and (3) edit messages for space limitations, content clarity, and aesthetics, in the interest of the consuming community of the University.

5. Message requests must be through an electronic submission process via a web form, a minimum of two (2) weeks prior to the air-date. Messages must be in the specified format listed on this web page. [Fees apply.]

6. The VISIX Digital Signage service will operate any time a service area or building is open. The messages are updated during regular Student Center business hours. Messages will run within the minimum frequency and time period relative to the event. Announcements that are outdated will be pulled from the rotation at the discretion of the Student Center. Rates and services are subject to change at any time.
Rates & Packages*

Weekly Rate: $50.00 per week

Monthly Rate: $175.00 per month

Fall Package: Opening Weekend – Final Exams (Approx. Late Aug. – Mid-Dec.) $700.00

Spring Package: Move In Date – Final Exams (Approx. Late Jan. – Mid-May) $700.00

Summer Package: Approx. Mid-May-Late August $350

Designer Fee: $30.00 per message/graphic screen created

*Non-profit organizations, with proof of status, will receive a 50% discount from the prices above, with the exception of the Designer Fee, if utilized.

Submitting Graphics

Graphics Dimensions: Artwork submitted for display on the Visix Digital Sign System should meet the following specifications. Dimensions should be a 4:3 ratio. Optimally, 960 pixels wide X 720 pixels high or 10 inches wide by 7.5 inches high. We recommend a minimum resolution of 96 pixels per inch with 300 dpi preferred. Graphics submitted that do not meet these minimum specifications will be refused posting.

Graphics Formats: We accept .PDF, .JPG, .TIFF, .PNG, Photoshop, MS Publisher, PowerPoint, MS Word

Copyright: We expect that all graphics submitted do not infringe on protected images. You must have permission to use images that are copyright protected!

Submission Deadline: Images must be received by us no later than one week prior to the planned display cycle. Images may be submitted for rotation or specific time periods, but no more than one image may displayed during any given cycle per client. Client must be clear about which image is to be posted during each display cycle, if multiple images are submitted.

Submission: Images can be e-mailed to Design645C@gmail.com OR alternatively, mailed on USB drive to the Student Center at the address on this letter head to the attention of W. Otis Mamed.