

# Digital Signage Ad Rate

## University Union Plaza Digital Wall (1 monitor with 6 screens)

UU Plaza Digital Wall (1920px x 1620px)				Pricing
Campaign Length	Duration (in seconds)	Plays/Hour	Plays/Campaign	1-10 Ads/Quarter
2 Weeks	10	18	4,536	<b>\$225</b>
2 Weeks	20	9	2,268	<b>\$275</b>
2 Weeks	30	4	1,008	<b>\$350</b>

## Commercial Venues (22 monitors)

Commercial Venues (1280px x 768px and 1280px x 608)				Pricing
Campaign Length	Duration (in seconds)	Plays/Hour	Plays/Campaign	1-10 Ads/Quarter
2 Weeks	10	18	4,536	<b>\$300</b>
2 Weeks	20	9	2,268	<b>\$400</b>
2 Weeks	30	4	1,008	<b>\$525</b>

Location	Monitors	Plays/Day	Plays/2 Weeks
University Union, Plaza Wall	1	360	5,040
University Store, Interior	6	1,188	16,632
805 Kitchen	7	2,142	29,988
Mustang Station	1	207	2,898
Campus Market	2	630	8,820
Poly Deli	2	450	6,300
Canyon Cafe	2	252	1,008
Avenue	2	558	7,812
	<b>18</b>	<b>5,787</b>	<b>78,498</b>

### Artwork Specifications

File Size: Less than 5MB

File Type: High-res JPEG

File Color Mode: RGB



For more information, please visit [marcom.calpolycorporation.org](http://marcom.calpolycorporation.org)