



# CSU RECREATION ADVERTISING FOR CSU AFFILIATES

## ► OVERVIEW

*WITH OUR AUDIENCE OF 8,500+ STUDENTS AND COMMUNITY MEMBERS, AND 1,300+ DAILY VISITORS, WE HAVE AWESOME EXPOSURE AND POTENTIAL LEADS AT THE CSU REC! BE HEARD ON OUR RADIO STATION, SEEN THROUGHOUT OUR FACILITY, OR ADVERTISE IN OUR MONTHLY ENEWSLETTER DELIVERED DIRECTLY TO MORE THAN 4,300 MONTHLY RECIPIENTS!*

Cleveland State University Campus Recreation Services is pleased to present a unique advertising opportunity to your business or organization. This school year is shaping up to be our biggest and best yet at the CSU Recreation Center (RC), and we believe your business or organization can benefit greatly by advertising on

our exciting new Neptune Fit Radio station, digital signage and print publications.

Your business or organization will be able to gain valuable exposure to the 1,300+ students, faculty and guests who will spend time in the RC each day. Neptune Fit U is our own custom radio station, with DJs, great music and commercials for businesses and organizations like yours. Neptune Fit U has a great mix of upbeat, family-friendly music and can be clearly heard throughout all areas of the Rec Center. So our guests are guaranteed to hear your commercials no matter where they are in the Rec Center!

Strengthen your message and visibility with digital and poster ads placed in the highest traffic areas of our facility. Your business or organization can also take advantage of our marketing efforts by co-sponsoring one of our special events or advertising in our annual guide.

## ► MONTHLY ADVERTISING RATES

### NEPTUNE FIT RADIO

- \$200** 200+ commercials
- \$150** 125+ commercials

### PRINT ADS & SIGNAGE

- \$250/\$400\*** Program Guide Ads
- \$100** 5-Flyer Campaign
- \$100** 22x28 Poster

*Additional print advertising may be available with event sponsorships. Contact Matt Schmiedl for more info.*

### DIGITAL ADS & SIGNAGE

- \$150** Top eNews Banner (650x90px) - 1 available
- \$100** Footer eNews Banner (650x90px) - 1 available
- \$100** Digital Screen (1024x636px; 5 screens)
- \$150** iPad Display Ad (1500x537px; 14 displays)

### OTHER OPPORTUNITIES

- Event/Program Sponsorship - call for pricing.*
- Rec Center Lobby Tabling - **FREE!***
- Custom Advertising Campaigns - call for pricing.*

**Design services available for \$40/hr for print and digital ads and signage.**



# CSU RECREATION ADVERTISING

## ► MONTHLY ADVERTISING DETAILS

### NEPTUNE FIT RADIO

Commercials air during the Rec Center's operating hours. Each commercial is 30 seconds in length and is developed by a broadcast DJ. All commercials will be approved by the advertiser for accuracy, and by the Recreation Center for appropriateness.

### PRINT ADS & SIGNAGE

**Rec Program Guide Ads\*** are full color ads advertisements approximately 8.5"W x 11"H (\$400) or half-page 8.5"W x 5.5"H (\$250).

**22x28 Posters** will be placed in one of several identified locations throughout the open space of the Recreation Center.

Placement will be determined by a first come, first served basis. Posters are full color. High-res PDF is the preferred format for printed ad material.

**5-Flyer Campaign** will be full color, full page advertisements posted on 5 different bulletin board throughout the Rec Center. Flyers may be 8.5"x11" or 11"x17".

### DIGITAL ADS & SIGNAGE

**Digital screens** will be displayed on five (5) digital signs throughout the Recreation Center. Ads will rotate on digital screens during the Rec Center's operating hours.

**iPad Display ads** will be displayed on fourteen (14) iPad displays throughout the Recreation Center, located outside all of our studios and main spaces. Ads will rotate continuously during the Rec Center's operating hours.

**eNews ads** will be included in our monthly member eNewsletter delivered to 4,300+ member recipients. Ad spots are sold on a first come, first served basis. Metric reporting

on these ads is available upon request for no extra charge. Animation for eNews ads is not recommended. JPG, GIF or PNG are the preferred formats for digital ad material.

### OTHER OPPORTUNITIES

**Event/Program Sponsorship** The Recreation Center offers several events and programs structured for various demographics throughout the year. Businesses and organizations can choose to sponsor events and programs at varying levels. Sponsorships are packaged with digital, print and radio advertising to accompany the existing event/program marketing.

**Rec Center Lobby Tabling** opportunities consist of signage, handouts, free samples, or anything you would like to bring to promote to and engage Recreation Center members! A representative must be present at the table at all times during tabling.

**\*All content is subject to approval by the CSU Recreation Services Marketing Coordinator.**

## 10% PREPAID DISCOUNT & CUSTOM CAMPAIGN DISCOUNTS

Special discounts may be available for custom campaigns. Please contact Matt Schmiedl for more details and to build out your custom campaign!

Advertisements purchased for an entire semester and paid in advance will receive a 10% discount. Monthly billing is available, but is required setup in advance. Please make all payments out to CLEVELAND STATE UNIVERSITY.

**CONTACT: MATT SCHMIEDL AT M.SCHMIEDL@CSUOHIO.EDU OR 216-802-3251 FOR MORE INFORMATION.**

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