



Advertising  
Policies and Rates








**for your viewing pleasure**



**UCTV (UConn Student Television) is a student-run and student-funded organization that provides student members with the training and facilities to produce and broadcast original television programming.**

**UCTV airs on Channel 14 on the University of Connecticut's Huskyvision cable system 24 hours a day, 7 days a week and your commercial will be guaranteed a minimum of three plays per day! Because UCTV is an all student-operated station, UCTV Advertising prides it's self on creating custom advertisements for and from a student's point of view.**

-  UCTV Advertising is a great way for local businesses, student organizations, and corporations to reach the UConn Storrs student community, and college demographic.
-  The UCTV Advertising Department consists of clever, advertising, marketing, and business savvy UConn students.
-  The UCTV Advertising Department has a large concentration of students that are within the University of Connecticut's prominent schools of Business and Communications.
-  UCTV's Advertising Department is made up of diverse students from various cultural backgrounds in order to provide the client with a well-rounded understanding of what the UConn student population will appreciate and respond favorably to.
-  All Advertisements created by UCTV Advertising are constructed from an UConn student's point of view.

**A UCTV Advertising Sales Representative will work with the client throughout the entire process in order to create custom advertisements from scratch that are geared specifically towards UConn students. Student Groups/Organizations may also utilize our "recommended standard Student Group/Organization Commercial format," that consists of a personalized commercial that will provide a 60 second description of the Student Group/Organization.**

**For a more detailed commercial, a fee can be negotiated between a UCTV Sales Representative and the client; however, keep in mind these commercials will be higher in cost compared to our "recommended standard Student Group/ Organization Commercial format."\***

*\*All Ads' must be previously reviewed and approved by purchaser and UCTV Advertising Director before commercial can be scheduled to air.*



## University of Connecticut Student Groups/Organizations

*Advertising with UCTV is a great recruiting tool and means for promoting Student Group/Organization events and special occasions.*

- ✓ UCTV recommends creating a generic commercial that will be viable for an extensive period of time.
- ✓ UCTV Advertising offers custom-made advertisements to all University of Connecticut Student Groups/Organizations.

*Unfortunately, UCTV Advertising does not accept pre made slides of any kind. Groups looking to advertise events on short notice should consult The Department of Student Activities for other advertising alternatives, many of which are Free!*

## Costs/ Pricing

- ➔ A \$10 nominal fee will be charged for a scrolling text feature, which can be used to promote time sensitive information regarding activities and events.\*
- ➔ Production Fee: \$225, including (1) free week of advertising
- ➔ Weekly Rate: \$50, for each 7-day period (Sunday-Saturday)
- ➔ Monthly Special: \$175, for 1 full month of airing time (Price remains constant regardless of month length)
- ➔ UCTV accepts Transfer Vouchers, Checks, and Cash

***25% Discount is offered on all pricing for non-fee funded groups***

*\*Student organization representatives must contact UCTV Advertising at least 2 weeks prior to the event to ensure the feature is added accordingly, new commercials and features are added on Sundays.*



## Corporate and Local Businesses

*If your business is interested in reaching the college demographic, advertising with UCTV only makes sense!*

- ✓ UCTV Advertising would prefer if corporations allow the advertising department to create and produce commercials for the client using our professional equipment and state of the art production studio.
- ✓ We are open to the client's suggestions and strive to tailor the commercial to the client's specific desires.
- ✓ Businesses can also send in pre-produced commercials to be aired on our station.

## Costs/ Pricing

### Custom Created Commercial Production Charge:

- 60-second commercial: \$600 (Includes 1 free week of advertising)
- 30-Second commercial: \$300 (Includes 1 free week of advertising)
- Weekly Commercial Airing Fee: \$125 (Sunday-Saturday)
- **Monthly Special:** \$400 (Price remains constant regardless of month length)

### Pre-Produced Corporate Commercial Rates:

- Initial Fee: \$500 (Includes 1 free week of advertising)
- Weekly Commercial Airing Fee: \$175 (Sunday-Saturday) for all 60-second, and 30-second commercials



## Billing

- Accounts are payable within 30 days of finalized production agreement and must be paid for prior to commercials airing.
- UCTV Advertising reserves the right to withdraw or restrict privileges at any time.
- Students, political candidates, going-out-of-business, bars and transient advertisers must prepay for all advertising.

## Refund Policy

- UCTV Advertising does not offer cash refunds; however, If for whatever reason a commercial is not aired as agreed upon by UCTV Advertising Sales Representative and Client, UCTV Advertising will grant a "make good" for every failed airing of that particular commercial at no cost to the client.
- The customer is responsible for viewing, and approving the commercial(s) before airing on UCTV
- Advertisers must supply all copy and any additional materials desired for advertisements.



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## Contact Us:

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