



YOUR AD HERE

A NEW WAY TO REACH THOUSANDS OF UWSP STUDENTS DAILY.

ADVERTISE ON POINTER TV!

At UW-Stevens Point, we're always looking for new ways to maintain excellence in our student focus while enhancing relationships with our local business partners and community. As such, we're excited to offer this exclusive, new opportunity for your business to connect with students by advertising on Pointer TV!

WHAT EXACTLY IS POINTER TV?

Pointer TV is the digital signage system displayed throughout UWSP's Dreyfus University Center and Health Enhancement Center. The six strategically placed displays offer students both static image and video content, and are viewed by nearly 5,000 students each weekday!

DUC

Our student union facility – the hub of campus life

- 5 screens strategically placed throughout the DUC
- 1,900 students – average academic year daily weekday traffic

DUC ACADEMIC YEAR HOURS:

Monday – Friday: 7 a.m. – Midnight
Saturday & Sunday: 8 a.m. – 11 p.m.

DUC SUMMER HOURS:

Monday – Friday: 7:30 a.m. – 4:30 p.m.
Saturday & Sunday: Closed

POINTER TV. ECONOMICAL – AND EFFECTIVE.

Pointer TV is an impactful and budget-friendly option your business needs to adX into your marketing mix.

- Guaranteed 12 spots per hour all open facility hours
- 200+ spots per weekday during academic year

HEC

The gateway to/from our residence halls to the rest of campus

- 1 screen in the HEC main corridor (displays only static images)
- 2,800 students – average academic year daily weekday traffic

HEC ACADEMIC YEAR HOURS:

Monday – Friday: 6 a.m. – 11 p.m.
Saturday: 8 a.m. – 8 p.m.
Sunday: 8 a.m. – Midnight

HEC SUMMER HOURS:

Monday – Thursday: 7 a.m. – 9 p.m.
Friday: 7 a.m. – 7 p.m.
Saturday: 10 a.m. – 2 p.m.
Sunday: 4 p.m. – 10 p.m.

Your ads reach thousands of UWSP students daily displayed on 6 strategically placed digital displays within the Dreyfus University Center (DUC) and Health Enhancement Center (HEC)

Your ads cost pennies on the dollar with Pointer TV!

1,020 plays per week (weekdays) + 216 plays per weekend = 1,236
1,236 x 4 = 4,944 spots per month

2 cents per play
(with yearly commitment)

4 cents per play
(with monthly commitment)

RATES – CHOOSE THE PACKAGE THAT’S RIGHT FOR YOU

To offer the most inclusive opportunity for potential partners, a three-tiered rate structure has been established:

**\$200/
month**

**\$600/
semester**

**\$1,200/
year**
**includes bonus
summer placement**

Pointer TV displays are powered down or dedicated to a specific purpose at times during the summer and during special events within the academic year

If you choose to have the University Centers Marketing Team create/design your ad, an additional \$100 fee will apply to each ad created. This includes one draft with two rounds of review/edits. Additional proofs/edits will be charged at a flat rate of \$50 per hour, with a minimum of one hour. These fees apply to the creation of a static image ad. Videos rates will be determined on an individual basis.

Rates are subject to change.

AD POLICIES AND SPECS – STATIC IMAGE AND VIDEO

- All content must be appropriate and align with UWSP standards. You have the option to design and submit your own ad (subject to approval) or to work with the University Centers Marketing Team to have your ad created (for an additional fee—as noted above).
- Digital ads/videos will be no longer than 15 seconds (with no audio). Ads will be allowed to be updated once per month and can be static graphic/photo/image or video. Ad specs must be designed to 1920 x 1080 pixels and delivered in high-res jpeg or mp4 video formats.

- The approval process is owned and managed by the University Centers Marketing Team.
- External business partners will not be able to make any formal or official connection to UW-Stevens Point or the University Centers—in logo, text or otherwise (unless an existing, official partnership exists—e.g., “We accept PointCash!”).
- Restrictions on advertising messages will be reviewed on an individual basis, and we reserve the right to deny any advertiser.

Don’t miss out on this exclusive, new opportunity—sign up today!

FIRST COME, FIRST SERVED AND LIMITED TO THE FIRST 15 BUSINESSES THAT SIGN UP!

Contact Zac Otzelberger at zotzelbe@uwsp.edu or 715-346-2792 to start advertising on UW-Stevens Point’s Pointer TV!



University Centers
University of Wisconsin-Stevens Point

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