



2023 - 24 MEDIA KIT

Advertising Information & Rate Card



**Auxiliary
Services**

UNIVERSITY OF CENTRAL FLORIDA



SHUTTLE ADS

Are you interested in promoting your business to the UCF community?
UCF Auxiliary Services offers the ability to purchase shuttle ads on a monthly basis.



Route 1

Approx. 21,420
riders monthly

15 - 20 min. ride

Operates 302
hours monthly



Downtown

Approx. 4,424
riders monthly

45 - 60 min. ride

Operates 304
hours monthly



Rosen

Approx. 7,156
riders monthly

45 - 60 min. ride

Operates 290
hours monthly



Health Sciences

Approx. 1,663
riders monthly

45 - 60 min. ride

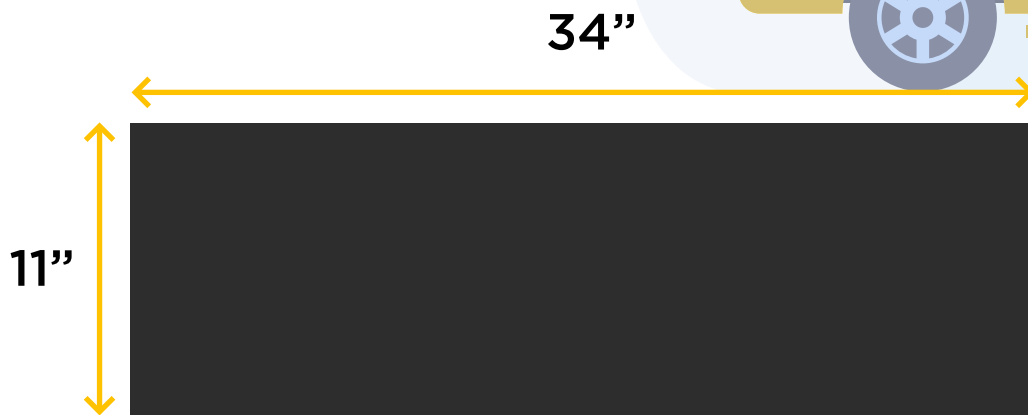
Operates 248
hours monthly

Over 1 Million Annual Riders inclusive of all shuttles.

AD Specifications

All advertisements will measure 11 x 34 inches and will be installed in the advertisement racks inside the university shuttles.

Printing is performed by the UCF Print Shop.



Artwork Requirements

Accepted File Formats: PDF, Ai, EPS

Page Setup: To avoid text and images being cut off, please use a safety margin of 1 in. on each side of the graphic.

Color: CMYK

Resolution: 300 dpi, 34" x 11"

Fonts: If submitting an Ai or EPS document, please convert all fonts to outlines.

Advertising Rates

Prices do not include graphic design or printing fees.

Rates Per Month

External Vendors

\$50/Ad/shuttle

Internal Entities

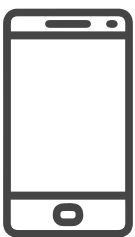
\$40/Ad/shuttle

All advertisements will be vetted and approved by Auxiliary Services prior to production to ensure compliance with existing University contracts and regulations. For a full list of prohibited advertising categories, please review our website at: businessservices.ucf.edu/advertising



UCF APP

Vendors have the opportunity to choose advertising slots in the UCF Discounts & Promotions page on the UCF App. The Discounts & Promotions program encourages students, faculty, staff, and campus visitors to patronize local businesses through exclusive deals and discounts featured on the app.



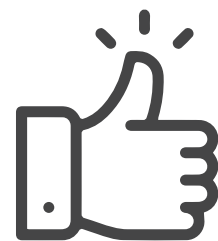
12M

Views in 2022



144K

Unique Users
in 2022

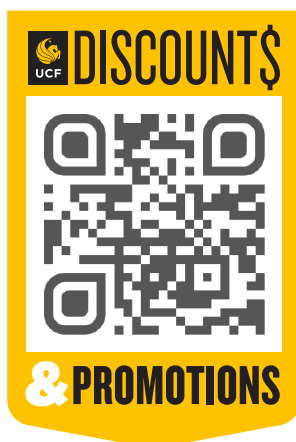


99%

Adoption Rate for
incoming Freshmen

Ads on the UCF app are rotated out weekly and go live on Mondays at 12:00 am. To ensure maximum viewership, they are run only during active weeks during the semesters and not during breaks.

AD Specifications



Advertisers are welcome to design their own ads conforming to the below specifications:

All ads on the UCF App should be a discount or deal for students to use.

Size: 1000 w x 300 h px.

Color Mode: RGB

File Types: JPG or PNG

Resolution: 72 ppi, file should be less than 200kb.

Advertising Rates

1 Ad for 1 week	\$20
-----------------	------

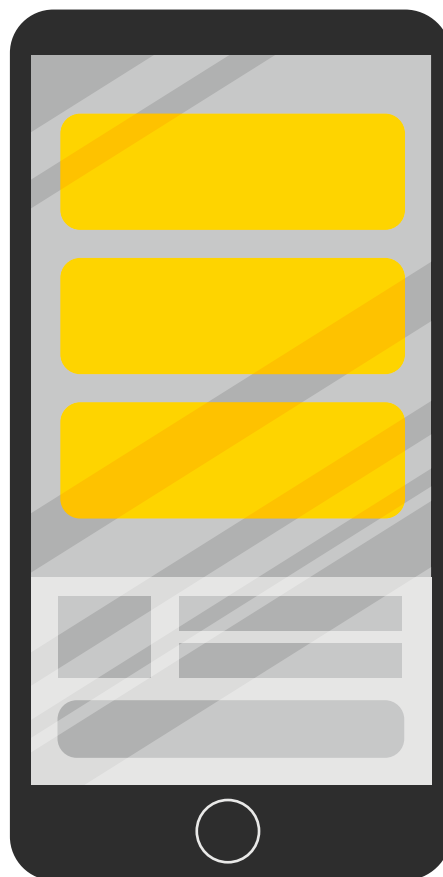
1 Ad for 3 weeks (weeks do not need to be consecutive)	\$50
---	------

Deadlines

Please submit your ad at least 2 weeks prior to the go live date. If you are using our design services, please submit at least 3 weeks prior to the go live date.

Ad Design

We offer design services for those in need of help with their ad design at the flat rate of \$25 which comes with 2 free revisions. Additional revisions are charged at \$15 each.



All advertisements will be vetted and approved by Auxiliary Services prior to production to ensure compliance with existing University contracts and regulations. For a full list of prohibited advertising categories, please review our website at: businessservices.ucf.edu/advertising

ADVERTISING POLICIES

Cancellation

Cancellation by the Advertiser must be made in writing (via email). All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged for the full cost of the ad.

Rates

All advertising rates are non-commissionable. UCF Auxiliary Services may make rate changes, provided the Advertiser is given at least 30 days notice in advance. In such an event, the Advertiser may cancel the advertisement without penalty.

Right of Refusal

UCF Auxiliary Services reserves the right, at its sole discretion, to reject any advertising submitted by the advertiser, or to cancel a scheduled ad at any time for any reason. UCF Auxiliary Services will notify the Advertiser of cancellation by email and will refund any prepaid advertising fees, if any.

Credit & Billing

Advance payment is required for all advertising. The Advertiser agrees to pay the amount of invoices rendered by UCF Auxiliary Services within the time specified on the invoice.

Responsibility

The Advertiser or advertising agency assumes all responsibility and liability for the content of advertisements and for any claim, expense, or loss resulting from the publication or non-publication of such items. Submission of copy or images for inclusion in an advertisement constitutes certification by the Advertiser that any necessary releases and permission to use such materials have been secured by the Advertiser. With regard to the publication of an advertisement, the Advertiser accepts full responsibility including, but not limited to, claims of libel, infringement of right of privacy, plagiarism, or copyright violation.