

Student Life Cinema Video Advertisement Policy

- Each video ad must be 45 seconds or less to be considered.
- The ad will play prior to either a 2 day slate of a Blockbuster or a 3 day slate*
- If ad is played during a 2 day slate the prices are reduced (rates are listed below).
- Only one organization's video ad can play per slot, with a maximum of two slots in a row.
- Payments are accepted via check, cash, or FSU Interdepartmental Requisition.
- Ads need to be a high quality video .mov file with 960 X 720 resolution in widescreen format. There must be 3 seconds of black screen at the beginning of each video. This is not factored in to the overall 45 seconds of video.
- The video must be submitted at least 3 weeks prior to the screening date.
- Payment must be submitted 3 weeks prior to the screening date.
- We reserve the right to refuse video promotions if the quality and content are inappropriate. This is at the discretion of the Director of the Student Life Cinema.
- Refunds will be rewarded to the submitter of payment if the video promotion is not played due to formatting issues, quality issues, inappropriate content, or technological issues.

I. Campus Rate

\$50 for your video ad to be shown per screening. The customer will work with the Program Manager to assign which screenings. Each video advertisement will be within the first 3 ads shown to the audience.

- Registered Student Organizations and Division of Student Affairs Departments will receive \$10 off of the Campus Rate prices. An executive member of the Organization must request in order to be eligible to receive discount.

II. Off-Campus Rate

\$100 for your video ad to be shown per screening. The customer will work with the Program Manager to assign which screenings. Each video advertisement will be within the first 3 ads shown to the audience. There are limitations on the type of businesses that can be advertised on campus. For more information, the Program Manager can relay questions to FSU's Office of Business Services.