

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.

* 2 day slates typically occur when the Student Life Cinema is closed one day during a Thursday, Friday or Saturday period. 2 day slates may also occur earlier in the week due to school events, home football games, or holidays."

I. Campus Rate

\$60 for 2 day Blockbuster slot. Ad will be shown 3 to 4 times. The customer will be informed the number of times the ad will be shown.

\$80 for 3 day Blockbuster slot. Ad will be shown 4 to 6 times. The customer will be informed the number of times the ad will be shown.

- 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 be present in order to be eligible to receive discount.

II. Off-Campus Rate

\$150 for 2 day Blockbuster slot. Ad will be shown 3 to 4 times. The customer will be informed the number of times the ad will be shown.

\$200 for 3 day Blockbuster slot. Ad will be shown 4 to 6 times. The customer will be informed the number of times the ad will be shown.