

Student Life & Leadership

Plasma Screen Advertising Policies

Purpose:

- The purpose of the plasma screens at SLCC is to promote Student Life at Salt Lake Community College. The goal of the screens is to keep SLCC Students and Staff informed of events taking place at all SLCC campuses.
- Any content on the screens must meet all of the following guidelines: no degrading or offensive language, content, or images (content must fall within a PG-13 rating). Any advertisements, programs, promotions, information, or PowerPoint's must meet SLCC standards. Content will be reviewed and approved by SL&L Public Relations Board.
- Any SLCC department, group, or organization may advertise on the Plasma Screens for free. A fee is required for any SLCC department, group, or organization that submits an advertisement with an outside sponsor (see current pricing for details).
- Student Life & Leadership may be contracted to create, design, or assist in generating content for the Plasma Screens (contact Student Life & Leadership for details).
- If any organization within SLCC contracts Student Life & Leadership to create content the advertisement money will be collected through the use of SLCC Index codes for an IDT. Any outside source wanting to advertise on the plasma screens must pay by cash or check, no charge cards will be accepted. *All fees collected by Student Life & Leadership are intended for maintenance and expansion of the Plasma Screen system.*
- **85% of each hour** is dedicated to SLCC related content. A maximum of 15% of each hour is available to outside advertising sources. Student Life & Leadership reserves the right to preempt content.
- Student Life & Leadership reserves the right to change this policy at any time.

DESCRIPTION OF TIERS:

- **On-Campus Group:** is any faculty, department, group, organization, or club that operates from any of the SLCC campus.
- **On-Campus Group w/ an outside sponsor:** is any faculty, department, group, organization, or club that operates from any of the SLCC campus that displays any outside retailers, groups, or organizations logo on their advertisement.
- **Off-Campus Non-Profit Group:** is any group not operating at any of the SLCC campuses that do not receive monetary gain for their services.
- **Off-Campus Group:** is any group not operating at any of the SLCC campuses that receive monetary gain for their services offered.

Plasma Screen Pricing:

(Summer/Fall 2007)

Advertising Rates and Tiers:	Up to 60 sec/spot
On-campus group*	\$0- 3 week max
On-campus group with an outside sponsor	\$15/day- 3 week max
Off-campus non-profit group*	\$25/day- 3 week max
Off-campus group	\$40/day- 3 week max

* must meet criteria

Rates valid through Dec 31 2007