The Arizona Student Unions is excited to launch our Digital Ad Platforms to showcase your upcoming event or opportunity to the University community. Advertisements from UArizona departments, recognized student groups, and approved third-party vendors are welcome. Please visit our website union.arizona.edu/digitalads for more information, and contact us via email at SU-DigitalAds@email.arizona.edu to submit your request. Space is limited, and all advertisements are subject to approval.
**GRAPHIC REQUIREMENTS**

**SUMC PLASMAS**
- 1600px X 900px
- 300 dpi

**DIGITAL SHOWCASES & TOTEMS**
- **HALF SIZE**
  - 1080px X 960px
  - 300 dpi
  - >1 gb
- **FULL SIZE**
  - 1080px X 1920px
  - 300 dpi
  - >1 gb

**CATPRINT KIOSK**
- 1280px X 960px
- 300 dpi
### SUMC Digital Totems A LA CARTE Pricing *

**2 Digital Totems (Double-Sided, Full Size)**
- 1 SUMC North Canyon
- 1 SUMC South Canyon

<table>
<thead>
<tr>
<th></th>
<th>Total Cost - External Vendors</th>
<th>Cost With Video Content (.mp4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,000</td>
<td>Total Cost - External Vendors</td>
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<tr>
<td>$2,400</td>
<td>Total Cost - UArizona Departments</td>
<td>Cost With Video Content (.mp4)</td>
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<tr>
<td>$1,400</td>
<td>Total Cost - UArizona Student Groups (recognized clubs/orgs)</td>
<td>Cost With Video Content (.mp4)</td>
</tr>
<tr>
<td>$1,680</td>
<td>Total Cost - UArizona Department</td>
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<tr>
<td>$800</td>
<td>Total Cost - UArizona Student Groups (recognized clubs/orgs)</td>
<td>Cost With Video Content (.mp4)</td>
</tr>
</tbody>
</table>

### SUMC Digital Showcases A LA CARTE Pricing *

**2 Digital Showcases (Left Or Right Screen, Full Size)**
- 1 Diamond Atrium (SUMC Level 3)
- 1 Sabor Mexican Fare (SUMC Level 2 - Main Level/Ground Floor)

<table>
<thead>
<tr>
<th></th>
<th>Total Cost - External Vendors</th>
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<tbody>
<tr>
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<tr>
<td>$720</td>
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<tr>
<td>$420</td>
<td>Total Cost - UArizona Student Groups (Recognized Clubs/Orgs)</td>
<td>Cost With Video Content (.mp4)</td>
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<tr>
<td>$504</td>
<td>Total Cost - UArizona Student Groups (Recognized Clubs/Orgs)</td>
<td>Cost With Video Content (.mp4)</td>
</tr>
<tr>
<td>$240</td>
<td>Total Cost - UArizona Student Groups (Recognized Clubs/Orgs)</td>
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<td>$288</td>
<td>Total Cost - UArizona Student Groups (Recognized Clubs/Orgs)</td>
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</tr>
</tbody>
</table>

*Pricing guarantees that ads will run for 1 week, Friday-Thursday*
## SUMC PLASMA A LA CARTE PRICING *

7 SUMC Plasmas (*Full Size*)
- 2 Fast Copy/Fast Design
- 1 Info Desk
- 2 Gallagher Theater
- 1 Sonora Room
- 1 Nrich Urban Market

<table>
<thead>
<tr>
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<th>Total Cost - External Vendors</th>
<th>Total Cost - UArizona Departments</th>
<th>Total Cost - UArizona Student Groups (Recognized Clubs/Orgs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,050</td>
<td>$735</td>
<td>$420</td>
</tr>
<tr>
<td></td>
<td>$1,260</td>
<td>$882</td>
<td>$504</td>
</tr>
</tbody>
</table>

*Pricing guarantees that ads will run for 1 week, Friday-Thursday*

## CATPRINT KIOSKS A LA CARTE PRICING *

~45 CatPrint Kiosk Screens (*Full Size*)
*Please see [https://catcash.arizona.edu/catprints.php](https://catcash.arizona.edu/catprints.php) for current list of on campus kiosk locations.*

<table>
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<tr>
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<th>Total Cost - UArizona Departments</th>
<th>Total Cost - UArizona Student Groups (Recognized Clubs/Orgs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,250</td>
<td>$1,575</td>
<td>$900</td>
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<tr>
<td></td>
<td>$2,700</td>
<td>$1,890</td>
<td>$1,080</td>
</tr>
</tbody>
</table>

*Pricing guarantees that ads will run for 1 week, Friday-Thursday*
RED PACKAGE *

2 Digital Totems (Double Sided, Full Size)
   1 SUMC North Canyon
   1 SUMC South Canyon

2 Digital Showcases (Left Or Right Screen, Full Size)
   1 Diamond Atrium (SUMC Level 3)
   1 Sabor Mexican Fare (SUMC Level 2 - Main Level/Ground Floor)

7 SUMC Plasmas (Full Size)
   2 Fast Copy/Fast Design
   1 Info Desk
   2 Gallagher Theater
   1 Sonora Room
   1 Nrich Urban Market

“45 CatPrint Kiosk Screens (Full Size)
Please see https://catcash.arizona.edu/catprints.php for current list of
on campus kiosk locations.

$5,900 Total Cost - External Vendors
$7,080 Cost With Video Content (.mp4)

$4,130 Total Cost - UArizona Departments
$4,956 Cost With Video Content (.mp4)

$2,360 Total Cost - UArizona Student Groups (Recognized Clubs/Orgs)
$2,832 Cost With Video Content (.mp4)

*Pricing guarantees that ads will run for 1 week, Friday-Thursday*
BLUE PACKAGE *

1 Digital Totem (Single Sided, Full Size)
   Choice of one totem location from below:
   1 SUMC North Canyon
   1 SUMC South Canyon

2 Digital Showcases (Left or Right Screen, Half Size)
   1 Diamond Atrium (SUMC Level 3)
   1 Sabor Mexican Fare (SUMC Level 2 - Main Level/Ground Floor)

7 SUMC Plasmas (Full Size)
   2 Fast Copy/Fast Design
   1 Info Desk
   2 Gallagher Theater
   1 Sonora Room
   1 Nrich Urban Market

~45 CatPrint Kiosk Screens (Full Size)
Please see https://catcash.arizona.edu/catprints.php for current list of on campus kiosk locations.

$4,100 Total Cost - External vendors
$4,920 Cost With Video Content (.mp4)

$2,870 Total Cost - UArizona Departments
$3,444 Cost With Video Content (.mp4)

$1,640 Total Cost - UArizona Student Groups (Recognized Clubs/Orgs)
$1,968 Cost With Video Content (.mp4)

*Pricing guarantees that ads will run for 1 week, Friday-Thursday*
DIGITAL AD-ON PACKAGE (FOR SUMC EVENTS ONLY) *

2 Digital Totems *(Single Sided, Full Size)*
   1 SUMC North Canyon
   1 SUMC South Canyon

1 Digital Showcase *(Left or Right Screen, Full Size)*
   Choice of one showcase location from below:
   1 Diamond Atrium *(SUMC Level 3)*
   1 Sabor Mexican Fare *(SUMC Level 2 - Main Level/Ground Floor)*

$1,300 Total Cost - External Vendors
$1,560 Cost With Video Content (.mp4)
$910 Total Cost - UArizona Departments
$1,092 Cost With Video Content (.mp4)

UARIZONA STUDENT GROUPS DIGITAL PACKAGE **
(RECOGNIZED CLUBS/ORGs)

2 Digital Totems *(Single Sided, Full Size)*
   1 SUMC North Canyon
   1 SUMC South Canyon

1 Digital Showcase *(Left or Right Screen, Full Size)*
   Choice of one showcase location from the below:
   1 Diamond Atrium *(SUMC Level 3)*
   1 Sabor Mexican Fare *(SUMC Level 2 - Main Level/Ground Floor)*

$1,300 Package Value
$520 Total Cost - UArizona Student Groups *(Recognized Clubs/Orgs)*
$624 Cost With Video Content (.mp4)

*Package priced for ad to run 1-3 days prior to event and on event date*
**Ads run for 1 week, Friday-Thursday OR 1-3 days prior to event and on event date**
# BOOKSTORES DIGITAL AD-ON PACKAGE *

## Video Wall *(Full Size)*
Back Wall of BookStores

## 4 Mini-Screens *(Full Size)*
Main Level, Pillar 1
Main Level, Pillar 2
Lower Level 1
Lower Level 2

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*Package priced for ad to run 1-3 days prior to event and on event date*