



**Selling to the SFA Community**

**4:00 p.m. SFA Touchdown Club - Thursday, July 14**

**For additional advertising information,  
contact the Baker Pattillo Student Center at (936) 468-3403.**

Student Center stats: 1.25 Million Impressions per year; 12,000 students per week

**Purple Rain** - In house, customized - 24 hour radio station for the Student Center and Einstein's Bagel Shop

| <b>LEVEL</b> | <b>Monthly Commercials<br/>Mon — Sat 7a-11p Sun 10a—11p</b> | <b>Monthly Investment/<br/>Total Semester Cost</b> | <b>Per Commercial</b> |
|--------------|---|--|-----------------------|
| 1            | 200+  | \$500 / \$2,000                                    | \$2.50                |
| 2            | 125+  | \$375 / \$1,500                                    | \$3.00                |
| 3            | 50+   | \$200 / \$800                                      | \$4.00                |

**Reserve your advertising space today and save 25%! Offer available until August 1, 2016.**

**T.V. Advertising**

- Digital signage (no audio) for Student Center, displaying daily activity schedule and advertisements
- Runs daily during Student Center hours
- Three available: 48"
- Two located on the first floor atrium; one located on the second floor, adjacent to meeting rooms

| <b>LEVEL</b> | <b>Time Period</b> | <b>Desired Ad Rotations / Cost</b>                               |
|--------------|--------------------|--|
| 1            | Semester           | 5 ads/hour = \$800, 10 ads/hour = \$1,500, 20 ads/hour = \$2,000 |
| 2            | Month              | 5 ads/hour = \$350, 10 ads/hour = \$550, 20 ads/hour = \$750     |
| 3            | Week               | 5 ads/hour = \$100, 10 ads/hour = \$150, 20 ads/hour = \$200     |

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**RHA – Parent's Day Program**

- \$50            ¼ page ad
- \$100          ½ page ad
- \$200          1 full page ad

**Purple Palooza**

- Welcome back party for SFA students with approximately 2,500 students in attendance
- Everybody on a meal plan is invited. Cafeterias will be closed during this event.
- Presenter/Sponsor in conjunction with Student Center \$2,500 - \$5,000