



Outdoor ads all over campus...

Location. Location. Location.

An outdoor advertising program located in prime spots throughout campus on the sidewalks & streets and at building entrances where thousands of students, faculty, university employees, and visitors navigate and congregate every day. Advertising panels are positioned on modular newsracks, a form of street furniture that serves as an information center for distribution of the category-rich variety of newspapers and magazines that readers demand easy access to for all forms of news, views and entertainment.

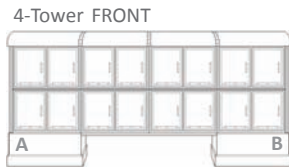
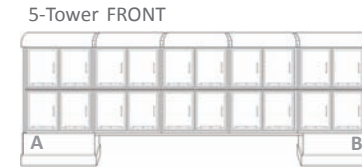
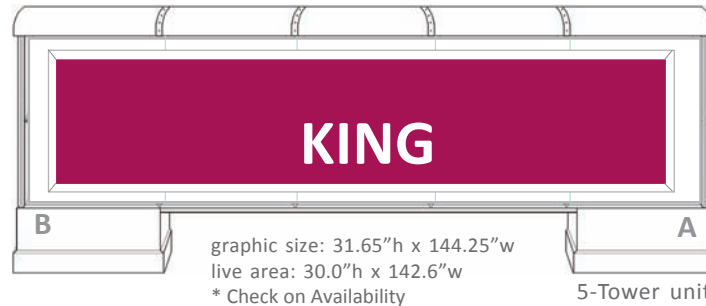
STUDENT MEDIA
ADVERTISING

555 N. Central Ave, Ste 406, Phoenix, AZ 602-496-2166

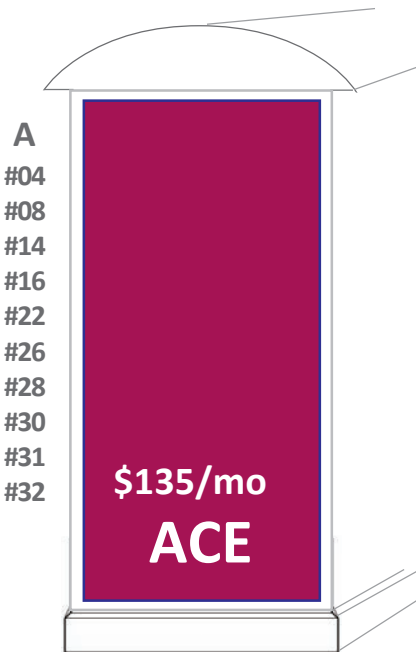
ASU/Tempe campus - newsrack types/sizes/configurations

Outdoor display advertising panels are positioned on the ends (ACE's) and back sides of the different sizes of newsracks illustrated to the right. Some units offer combinations of panels on both the ends and the backs of a single unit, while others are exclusive to just the ends or the backs only. There are a total of 56 advertising panels.

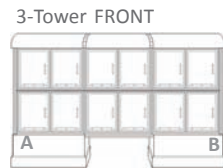
A total of (18) ACE's and (12) QUEEN's have been targeted for marketing by ASU Student Media.



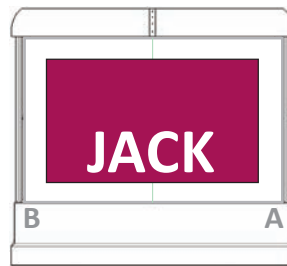
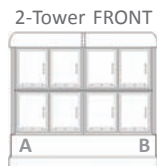
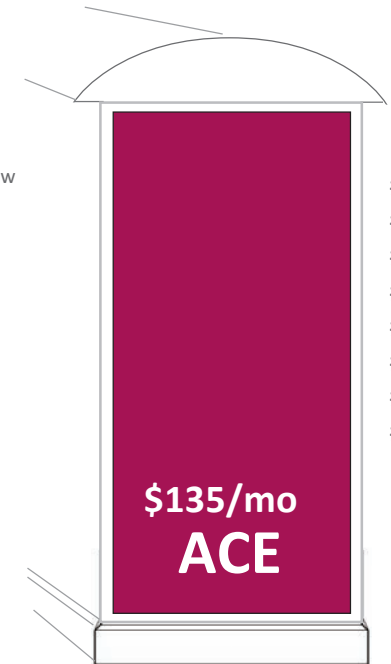
graphic size: 31.65" h x 84.25" w
live area: 30.0" h x 82.6" w



graphic size: 43.62" h x 20.62" w
live area: 43.0" h x 20.0" w

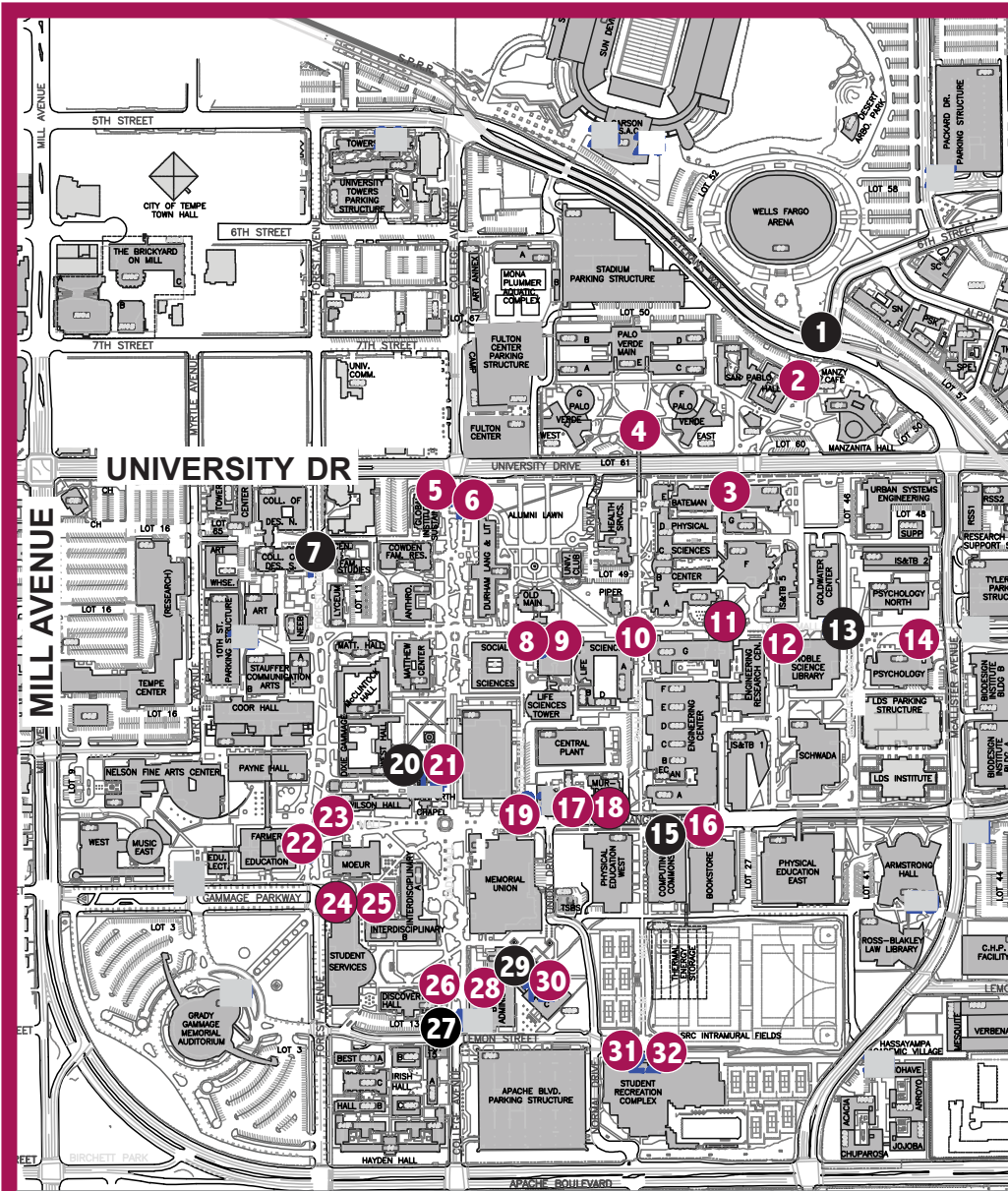


graphic size: 31.65" h x 84.25" w
live area: 30.0" h x 82.6" w



graphic size: 31.65" h x 53.65" w
live area: 30.0" h x 52.0" w
* Check on Availability

ASU/Tempe campus - Available locations through ASU Student Media



map	location coordinates	ad type: ad panel ID number
#01	Veteran's Way & 6th Street	(king: #01)
#02	Jamba Juice	(2 aces: #02a; #02b)
#03	Bateman Physical Science	(queen: #03)
#04	Rainbow Bridge N/Palo Verde	(2 aces: #04a; #04b)
#05	Cady/College (N+W)	(queen & 2 aces: #05; #05a; #05b)
#06	Cady/College (N+E)	(2 aces: #06a; #06b)
#07	Architecture	(queen: #07)
#08	Life Sciences - C Wing at Tyler	(2 aces: #08a; #08b)
#09	Life Sciences - C Wing at Tyler	(2 aces: #09a; #09b)
#10	Palm Walk/Tyler	(2 aces: #10a; #10b)
#11	Oasis Cantina	(queen: #11)
#12	Noble Science Library	(queen: #12)
#13	Goldwater - McAllister/Tyler Mall	(queen: #13)
#14	Tyler entrance	(queen & 2 aces: #14; #14a; #14b)
#15	ASU Bookstore	(jack: #15)
#16	ASU Bookstore	(queen & 2 aces: #16; #16a; #16b)
#17	Murdock Hall/Orange St-W	(queen: #17)
#18	Murdock Hall/Orange St-E	(queen: #18)
#19	ASU Memorial Union	(queen & 2 aces: #19; #19a; #19b)
#20	Hayden Library-W	(queen: #20)
#21	Hayden Library-E	(queen: #21)
#22	Farmer-Forest-W	(queen & 2 aces: #22; #22a; #22b)
#23	Farmer-Forest-N	(queen & 2 aces: #23; #23a; #23b)
#24	Student Services Bldg (facing S)	(queen: #24)
#25	Student Services Bldg (facing N)	(queen: #25)
#26	Cady/College (south/N)	(2 aces: #26a; #26b)
#27	Cady/College (south/S)	(2 aces: #27a; #27b)
#28	Business Admin	(2 aces: #28a; #28b)
#29	Business Admin (open plaza)	(jack: #29)
#30	Business Admin (Starbucks)	(2 aces: #30a; #30b)
#31	SRC (Student Rec Center)	(2 aces: #31a; #31b)
#32	SRC (Student Rec Center)	(2 aces: #32a; #32b)

The numbers above reflect a system of ad panel identification where there are 32 primary newsrack locations that have between (1) and (3) ad panels on each...if (1) panel (JACK/QUEEN/KING) then the ad ID is the same as the newsrack number; if newsrack has (2) ACE ad panels on the end caps then the ID is the unit number followed by (a) for the panel on the left and (b) for the panel on the right. If there are a mix of (3) ad panels then the same applies...the larger ad panel on the back (JACK/QUEEN/KING) is the primary newsrack number and the ACE ads on each end are the same number followed by (a) for the left and (b) for the right. Numbers underlined and denoted in color are proposed ad panels for the purposes of this quote/posting proposal.

ASU/Tempe campus - Location Photos



#02b Jamba Juice



#06b Cady/College (N+E)



#12 Noble Science Library



#03 Bateman Physical Science



#08a Life Sciences - C Wing at Tyler



#14 Tyler Entrance



#04a Rainbow Bridge N/ Palo Verde



#09b Life Sciences - C Wing at Tyler



#14a Tyler Entrance



#05 Cady/College (N +W)



#10b Palm Walk/Tyler



#16a ASU Bookstore



#05b Cady/College (N +W)



#11 Oasis Cantina



#17 Murdock Hall/ Orange St - W

ASU/Tempe campus - Location Photos



#18 Murdock Hall
Orange St - E



#24 Student Services Bldg
(facing S)



#28b Business Admin



#19 ASU Memorial Union



#25 Student Services Bldg
(facing N)



#30a Business Admin
(Starbucks)



#21 Hayden Library - E



#26a Cady/College
(south/N)



#30b Business Admin
(Starbucks)



#22a Farmer-Forest-W



#26b Cady/College
(south/N)



#31a SRC (Student
Rec Center)



#23 Farmer-Forest-N



#28a Business Admin



#32a SRC (Student
Rec Center)

ASU/Tempe campus - advertising policy

City Solutions' advertising policy is based upon the specific standards of each community it serves. We are sensitive to reasonable concerns and community standards regarding advertisements displayed on our modular newsracks. On the ASU campus ad program, alcohol, adult entertainment, and competitive college & university advertisements will be prohibited.

In addition, City Solutions will accept no advertising which is misleading; sexually exploits minors; is legally obscene or overly suggestive; advocates or supports criminal activity; attacks or demeans the character, integrity, or standing of any organization or individual; or that is, in the opinion of City Solutions' management, morally reprehensible. Notwithstanding City Solutions' stated policies, City Solutions will make no attempt to censor or restrict political speech.

City Solutions supports the display of public service messages for worthy community causes by charging a reduced rate for such messages on a space available basis. City Solutions' policy is to never display an advertisement on any of its modular newsracks, which offends the reasonable sensibilities of the citizens it seeks to serve.

To accomplish this goal, City Solutions' is sensitive to particular community and university standards in its solicitation and acceptance of advertising for display.

Moreover, City Solutions convenes an advisory panel, comprised of concerned parties and designated university officials, who are informed and sensitive to the values of their community and the on-

campus environment.

This panel serves in an advisory capacity, assuring that no advertisement, which will offend a segment of the community, is allowed to proceed to display. While it is not always possible to please every individual, it is possible to assure that the community and university, as a whole is not offended. In the event that City Solutions and its university based advertising panel accepts an advertisement which generates a legitimate complaint to the university, City Solutions will, within three business days, begin a review of the offending advertisement. This review, conducted by City Solutions staff, and the university based advertising panel will consider the merits of the complaint.

Should this process result in a decision that the complaint is valid, City Solutions will remove all copies of said advertising within 5 business days. Additionally, if Representatives of Arizona State University determines that the advertising content is seriously objectionable on grounds, which are reasonable and lawful, and then upon ASU's written request, City Solutions will remove the advertisement in question.

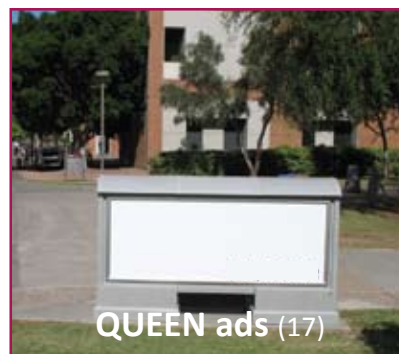
Conversely, if this process results in allowing the advertisement to remain, then every effort will be made to properly explain the decision to the offended party, and maintain good public relations with all concerned parties.



ACE ads (36)



JACK ads (2)



QUEEN ads (17)



KING ads (1)

ASU/Tempe campus - specs for preparing artwork

VENDOR SUPPLIED: Production of artwork for clients by City Solutions or affiliates, from client-supplied digital files, are separate charges from listed advertising rates.

Design/layout of artwork for clients by City Solutions or affiliates, will be quoted on request (minimum \$50 charge).

Printed media will be full-color output printed on transit-approved changeable adhesive vinyl with a compatible UV-coated laminate and billed at: \$50 per ACE-size panel; \$85 ea for JACK-size; \$120 ea per QUEEN-size; and \$205 for a KING-size panel.

All ad panels exposed to the elements (without a lens covering) in a security locked frame.

Supplied printing is billed from and payable to: Digital Creations LLC | 12574 Promise Creek Lane Suite 100 | Fishers, Indiana 46038
Tel: (317) 598-1125 Email: julia@dcposters.com

ADVERTISER SUPPLIED: If ad clients or media representatives are providing their own materials they must be printed according to stated size specifications using the given "graphic size" as the final output as set forth herein. All provided materials must be printed using transit-approved changeable adhesive vinyl with a compatible UV-coated laminate. Printed output for ACES and KINGS will be applied locally to rigid metal, reusable ad panels, and should be of a material that is ultimately removable without heat - leaving little or no adhesive residue. Supplied materials for JACKS and QUEENS should be printed using an outdoor durable adhesive vinyl with a compatible UV-coated laminate, to be applied locally to a white 4 mil coroplast or comparable disposable substrate.

Please confirm acceptability of alternative materials before production (examples: 3M-IJ36-20, IJ46-20, IJ3552C; OraJet 3109; Metromark Concept 209; or equivalents.)

COMPATIBLE SOFTWARE: QuarkXPress 6.1; Photoshop 6, 7, CS, CS2, CS4; Adobe Illustrator 9, 10, CS, CS2, CS4; InDesign CS, CS4; Adobe Acrobat 6.0, 9.0 Pro; Macromedia Freehand 10.

ACCEPTABLE FORMATS: ...Macintosh compatible:
> PDF file format - Hi-res versions work the best.
> EPS file format - requires that all fonts (both printer and screen) be included;
> Tiff - include all fonts (both printer and screen);
> JPEG - save at highest quality and lowest compression;
> Native file format - requires that all graphic files and fonts (both printer and screen) be included

DIGITAL FILE DELIVERY:
Send files via e-mail to: display.advertising@asu.edu.

SCALE/DOCUMENT SETUP:
Digital document files should be created at 50% of full graphic size (trim edge):

ACE: 21.75" high x 10.25" wide
JACK: 15.75" high x 26.75" wide
QUEEN: 15.75" high x 42.00" wide
KING: 15.75" high x 72.00" wide

All tiffs created for and placed into the 50% document should be 300dpi. Bleed images and background screens or tints to graphic edge.

NOTE: The live viewable area for critical copy, text, and graphics should be at least 2" inside of the listed graphic edge dimensions. Background bleeds go to the graphic edge.

SHIPPING/DELIVERY:

Please call for specific ship to address 3 days in advance of scheduled release of supplied materials.

Normal posting schedules and rotations are on Sunday/Monday of each week, unless otherwise agreed by contract.

City Solutions assumes no responsibility for client supplied artwork that does not arrive at designated Tempe address at least 5 days in advance of contracted posting schedule. Non-conforming artwork that causes delays in posting will not affect obligations of the parties as set forth in the advertising agreement.

Live area:
43"x 20"



Graphic size: 43.62h x 20.62w

For additional questions or clarifications contact ASU Student Media at **602-496-2166**

Live area:
30"x 52"

\$85ea **JACK**

Graphic size: 31.65h x 53.65w

Live area: 30"x 82.6"

\$120ea **QUEEN**

Graphic size: 31.65h x 84.25w

Live area: 30"x 142.6"

\$205ea

KING

Graphic size: 31.65h x 144.25w