

# 2010-2011 UVM<sup>TV</sup>

## Our MISSION

We provide *student-oriented* programming—everything from news to music to movies—on **FIVE DYNAMIC CHANNELS.**

## Our PLACE

Our brand-new, *state-of-the art studio* lies at the heart of the Davis Center, which has **1.7 MILLION VISITORS ANNUALLY.**

## Our AUDIENCE

Our most frequent viewers are *college students* living on and off campus. With discretionary income to spend, UVM boasts **13,391 STUDENTS.**

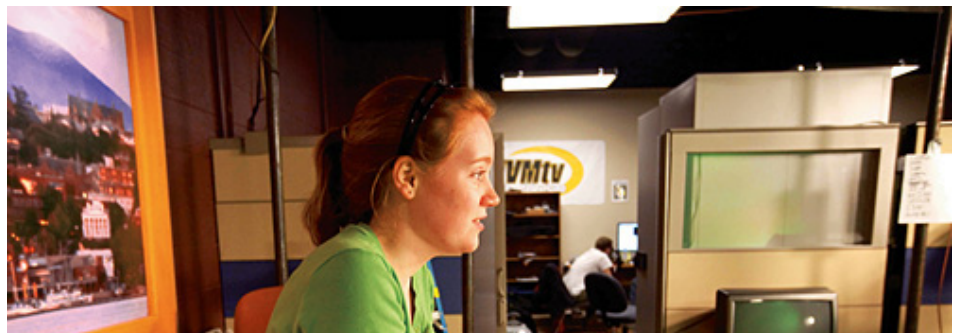


# ADVERTISING

UVMtv Advertising:  
(802) 656-0316

[uvmtvads@uvm.edu](mailto:uvmtvads@uvm.edu)

Davis Center  
590 Main Street, First Floor  
Burlington, VT 05405



## LIVE: NIGHTLY!

Our prime-time shows air at 7 p.m. nightly, Sunday thru Thursday, broadcast **live from the heart of the student center**. Our brand new, state-of-the-art studio can be found by the front door of the Davis Center, the **most popular spot** on campus.

### Monday, Wednesday, and Friday News **UVM Daily**

Our anchors tell us what's going on at UVM. We show news stories and have guest appearances by student and campus leaders. It's your daily news fix.

### Monday Tech **TechNoLogic**

Our tech-gods and goddesses bring us the latest in gadgets, from iPads to video games. Viewers can instant-message and Skype in to be part of the show.

### Tuesday Dish **Dirty Pop**

Our hipster hosts weight in on the worthy trends and gossip at UVM and throughout Burlington, including the best places to be seen. Learn about the latest movies in town and on UVMtv: Movies! For advertisers, here's a great opportunity for cross promotion on UVMtv Main and UVMtv: Movies!

### Wednesday Jam

### Exile On Church Street

Max interviews the best DJs in town and straight out of UVM's own WRUV-FM. There's no better place to learn about the latest music. For advertisers, great potential for cross-promoting on WRUV-FM 90.1 in Burlington.

### Thursday Sports

### Excuse the Intrusion

Shot in the format of the popular ESPN show "Mike & Mike in the Morning," this show discusses, analyzes and highlights all UVM sports. Get the UVM student perspective on UVM sports!

## PRICING

	Week	Month	Semester	*Annual
Program Sponsorship	\$50.00	\$135.00	\$400.00	\$760.00

## SWANK MOVIE CHANNEL

	Week	Month	Semester	Annual
Swank Sponsorship	N/A	\$160.00	\$480.00	N/A

### SPONSORSHIP

**Sponsorships offer multiple methods that the client can use to better reach the college community..**

- Sponsorship includes 2 underwritings aired before and after chosen weekly show.
- Sponsorship includes 2 30-second commercials aired during chosen weekly show.
- Duration of sponsorship campaign depends on length of purchased sponsorship package.

### PRODUCTION CHARGES

\$325 per standard 30-second commercial - \*Annual package production fee is discounted at \$275 per standard 30-second commercial.

Standard commercials include up to two graphics screens. Additional graphics or inclusion of more than 15 cuts per 30 seconds will incur additional charges of \$30 per hour.

### SWANK MOVIE CHANNEL

- Sponsorship includes exclusive ad space on SWANK Movie Channel from 10a.m. to 2a.m. one day a week.
- SWANK Movie Channel ads air before and after every movie of a sponsored night. Over 15 times each day!
- Duration of sponsorship campaign depends on length of purchased sponsorship package.

### PRODUCTION CHARGES

\$250 per standard 30-second commercial.

Standard Commercials include up to two graphics screens. Additional graphics or inclusion of more than 15 cuts per 30 seconds will incur additional charges of \$30 per hour.

**\*PRICES ARE SUBJECT TO CHANGE AT UVMtv's DISCRETION. ANY ALTERATIONS TO RATE CARD DO NOT APPLY TO PREVIOUSLY PURCHASED DEALS FROM A PREVIOUS VERSION OF THE RATE CARD. PAYMENT MUST BE PAID IN FULL BEFORE COMMERCIAL CAN BE AIRED. NO REFUND WILL BE ISSUED FOR DELAYED PREMIERE OF AD CAMPAIGN DUE TO TARDY PAYMENTS. ALL ADS ARE SCREENED BY UVMtv FOR APPROVAL FOR AIR. UVMtv RESERVES THE RIGHT TO DEEM A COMMERCIAL INAPPROPRIATE AND NOT SUITABLE FOR AIRING ON UVMtv's NETWORK.**



UVMtv

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