

Information Channel Terms, Conditions, and Specifications

Terms:

UNITS and The Ohio State University reserve the right to reject any advertisement that promotes illegal activity, attacks an individual's race, nationality, ethnic group, religion, sexual orientation, or gender, or which is detrimental or damaging to the University and its educational research, and public service missions. We further reserve the right to reject any advertisement for any reason. In cases of doubt, the advertisement will be submitted to the director of UNITS or their designee who will make the final determination regarding acceptability. Their decision is final. The advertiser agrees to the following:

Service Descriptions:

Advertising Space:

Every advertisement requires the purchase of at least one Advertising Space. Advertising Space is sold in 15 second blocks. It is possible to purchase multiple spaces to increase the length of your advertisement. One Space provides a suitable area for clearly displaying a maximum of 250 characters of text written in a standard 36pt font (i.e.: Arial, Helvetica, Times New Roman).

[SPECIAL TOPIC:]

Special Topic Space is set aside for advertisements with similar topics (i.e. rentals, job posting, food). This space is marketed by the UNITS department throughout each day. Only a set number of advertisements will be permitted to play during this time. This space plays during viewing time. Special Topic Space is only available to advertisements that fit the topic. Special Topic Space is sold at a slight premium in 15 second blocks. UNITS reserves the right to determine whether an advertisement fits the special topic requested.

Advertising Type:

[BASIC:]

Basic advertisements are created by the UNITS Department. A basic advertisement includes each of the following:

Consultation: UNITS will work with you to develop your advertisement.

Image Insertion: UNITS will insert any existing artwork provided (i.e. logos, pictures).*

Conversion: UNITS will attempt to duplicate any existing non-video advertisement.*

Proof: UNITS will provide you with a proof of your advertisement a minimum of 10 business days prior to its start.

*All images and fonts must be provided. Images must be in an electronic or camera ready format. Refer to Submission section for clarification.

[ADDITIONAL OPTIONS:]

Please consult the *Infochannel Price Guide* for a full list of additional options.

[VIDEO:]

UNITS provides the ability for advertisers to use existing video footage for their advertisement. Video advertisements also include audio. Videos must be submitted on a standard VHS tape or in 800X600 pixel Microsoft® .avi format. Length of video advertisements is determined by the length of advertising space purchased.

[CUSTOMER PRODUCED:]

Customers may produce their own advertisements. By doing this, customers waive all design costs. Advertisements will only be accepted to the following specifications:

Size: 800X600 pixel with a 50 pixel minimum border for text. (viewable area equal to 750X550)

Color: 24-bit Tricolor

Font: Minimum 36pt font. Some smaller fonts may not display correctly. UNITS will inform if fonts are too small.

Maximum Characters: 250 characters at standard 36pt font absolute maximum.

File Type: UNITS is able to work with most standard file types. Recommended creation programs include Macromedia Flash®, Adobe Premier®, Kinetix 3D Studio Max®, and any other program which provides 800X600 pixel Microsoft® .avi output.

All images and fonts must be provided. Images must be in an electronic format. Refer to Submission section for clarification.

Runtime:

Advertisements can span four different time intervals:

Week = 7 days (lowest possible increment)

Month = 30 days

Quarter = Follows The Ohio State University Calendar (Available in Su,Au,Wi,Sp)#

Year = 365 days

Multiples of any interval can be purchased (i.e. 1 Quarter + 2 Month + 3 Weeks). #Quarters must be purchased consistent with The Ohio State University Calendar. Quarters may not start after the first day of a quarter; however, monthly and weekly options are still available.

Changes/Updates:

UNITS will keep all ads on file for one year from the date of purchase. If in the event an ad replays within that period UNITS will allow a simple text change (i.e. date, url, telephone number) and will waive all design costs for replaying an existing advertisement. UNITS reserves the right to decide whether a change or update mandates new charges. Advertisements may be updated on a regular basis. Please consult the *Infochannel Price Guide* for a full list of prices and options.

Submission:

UNITS requires that all files necessary to create the advertisement be provided through one of the following means:

Macintosh® or Windows® Compatible

Iomega® 100/250 megabit zip disk

3.5" floppy disk

CD-ROM or CD-RW.

File Type: UNITS is able to work with most standard file types. Contact UNITS Ad Sales for questions concerning file type.

UNITS will not accept any logos, graphics, audio or pictures registered or copyrighted by other entities without their written consent.

Timeline:

All information necessary to create an advertisement must be submitted 10 business days prior to the desired play date.

Proof:

Upon request, a color proof of the advertisement will be furnished. Proofs (if requested) will be provided a minimum of 5 business days prior to the first play date. Changes to the proof must be submitted no later than 5 business days prior to the first play date. Advertisement previews can be scheduled by contacting the Ad Sales number on the front of this agreement.