



Student Life Cinema Slide Show Policy for RSOs

After many inquiries about advertising in our pre-movie slideshow, the Student Life Cinema is now selling a limited number of semester and weekly slides to Recognized Student Organizations. We appreciate the services that your programs offer our students, and we believe that our audience can only benefit from exposure to them.

Student Organization Rate

Per Slide Weekly Rates:

- \$40 per week
- \$32 per week (Holiday rate)
- \$12 per week (Summer B)
- \$20 per week (Summer C)

Semester rates:

- \$540 for Fall or Spring semester
- \$960 for Fall and Spring semester
- \$160 for the Summer semester

Slideshow Details:

- We have an average attendance of 2,000 students per week, and a yearly attendance as high as 87,000.
- We have on average 12 movie screenings a week.
- Each slide is on the screen for 20 seconds, and is shown twice in the half hour before every movie. (Once before midnight movies.)
- Slides are presented in widescreen format on an 18' x 45' movie screen.

- A limited number of slides are available each week on a first come first served basis. Specific dates can be reserved in advance.
- We can accept payments via an FSU Interdepartmental Requisition for your convenience.
- Please submit payment and completed slide to us at least 2 weeks before the proposed run date.
- Please respond by email only. Include your name, contact number, email, and the dates and number of weeks for which you want the slide.

- Slides need to be 14.222 x 7.694 inches at 72 dpi. (In PowerPoint, "File" then "Page Setup".)
- Slides must be a PowerPoint file or jpeg, and be labeled with the name of your organization.

- Fraternities can advertise for a general rush via their respective counsels.

- Slides from political RSOs and parties are prohibited. The Union has always strictly avoided any appearance of supporting one party over another. Even if one group is paying

and another is not (or cannot), it might look like we're endorsing a political group. We do however give free slides to SGA, and it is no problem to advertise for SGA sponsored events and speakers.

- We reserve the right to refuse slides if the quality and content are inappropriate.

Public Service Announcements (PSAs)

We do not have the resources to provide free advertising to all student groups; however, we recognize that some organizations cannot afford advertising. In an effort to accommodate these groups, we would like to offer PSAs based on the following criteria.

- PSAs are reserved for organizations with little or no advertising budget.
- PSAs have to be advertising a non-commercial benefit or service, not general meetings.
- We will advertise for fundraising events, or events that charge for admission, if all proceeds go to charity.
- FSU departments, programs, or student organizations that provide information related to FSU programs, issues and events will be given priority.
- PSAs must refer to on-campus activities only.
- We can play at least 2 PSAs at a time, more if we have the space. If we do not have the space they will run on a rotational basis, for no more than a week.
- PSA slides can be reserved no more than 2 weeks before an event. We should not be contacted any earlier.
- PSAs for RSOs will be taken first come, first served. RSOs cannot have a second PSA slide until all requests from other groups have been addressed.

We hope you will consider us as a venue for your community outreach and advertising needs. Please contact me if you have any questions.

Thank you,
Brian Rainbeau
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