



Media Kit

SUTV is a network of more than 125 digital screens located primarily on the main campus of the **University of Alberta**. Screens can be found in all university libraries and residences, in the majority of faculties, and in several other buildings and locations.

SUTV was designed to provide updates about events and services to more than 40,000 students on campus, while also providing information such as news and weather.

It is also built as an advertising medium for the university and for commercial businesses. SUTV is a uniquely effective and targeted way to keep students up to date with your organization's ongoing promotions, services or products.

Campus by the numbers

The University of Alberta is Canada's ninth largest campus in terms of undergraduate enrollment.



40,000+ students on campus from 156 countries



22,000 female (55%)
18,000 male (45%)



14,400+ staff



32,000 undergraduates
8,000 graduates



25,000 undergrads ages 18-22

Why SUTV?

Digital Out Of Home (OOH) advertising like SUTV has been proven to be highly effective

90%

Students on campus in the 18 - 34 year old age range

78%

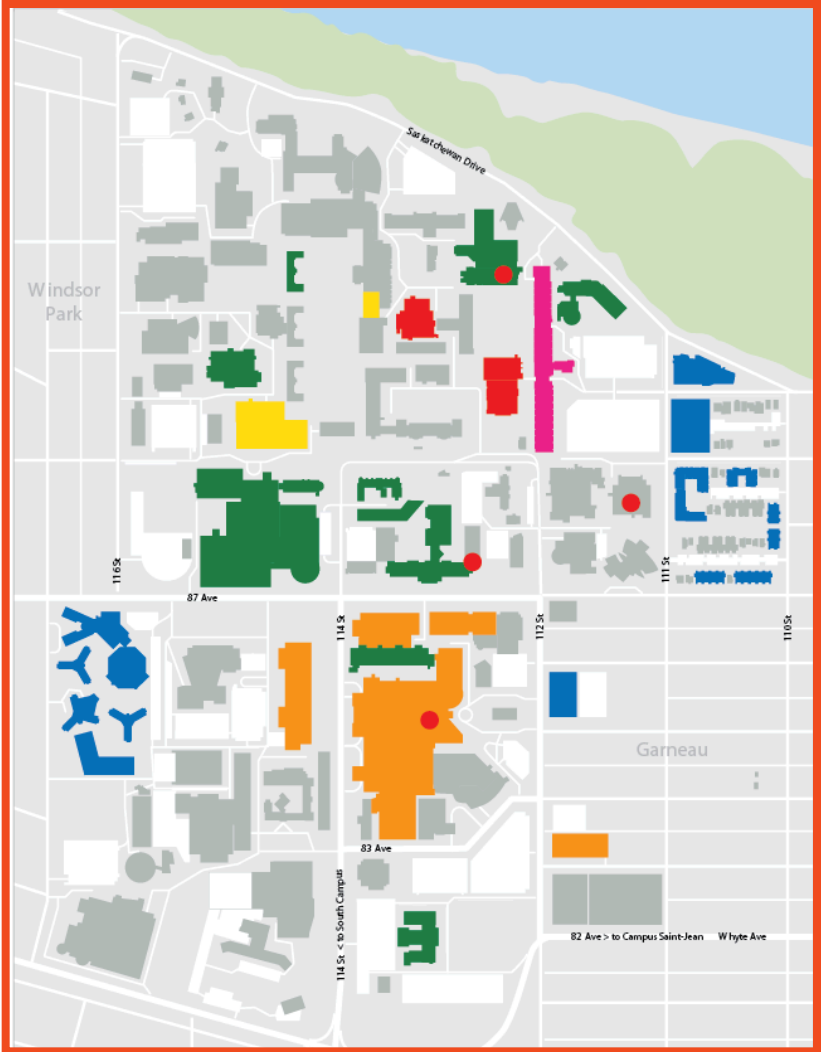
Consumers who find Digital OOH advertising "attention-grabbing"

66%

Chance that younger adults (18 - 24) will take action after seeing Digital OOH advertising

Campus-wide digital signage

- Students' Union Building
- Residences
- Health Sciences
- Faculties & Colleges
- HUB Mall
- Libraries



Screen Locations by category

Located by the North Saskatchewan River, the campus covers about 50 city blocks

sutv.ca

- Visit sutv.ca for details of artwork specifications, content recommendations, and other information.
- SUTV screens are also installed at other U of A campuses, including Campus Saint Jean and Augustana.
- SUTV is also available at the **Northern Alberta Institute of Technology** in Edmonton, with 30 screens on the main NAIT campus.

