



Concordia
UNIVERSITY • SAINT PAUL

A private, four-year liberal arts institution, Concordia University, St. Paul is owned and operated by The Lutheran Church-Missouri Synod. Concordia offers a values-based, outcomes-oriented education for students of all ages, with more than 40 liberal arts majors for traditional students. Concordia also offers accelerated degree completion programs and master's programs for busy adults that require class attendance just one night a week in either face-to-face or online learning options.

Concordia's technology-rich campus includes an extensive virtual library and laptop computers for all full-time students. Home to the Golden Bears, Concordia is the only private university in Minnesota competing in the NCAA Division II. Concordia offers a dynamic community of faith with an array of Christian clubs, organizations and events.

Concordia Television Productions is the official campus cable channel of Concordia University with programming created by students, for students.

**Advertise at
Concordia University**

Detail News
On CTP Channel 6

CSP Weather
Currently: Partly Cloudy
Temp: 10°
Humidity: 87%
Wind: West at 3 mph

Advertising space available!
Contact CTP at 651-603-6274 for more information.

Updates Coming!
We appreciate your patience while we implement upgrades to our video messaging system! For questions or comments, please contact schuster@csp.edu

*Students tune in for news,
weather, sports scores and more.
Let them see your business
listed as a station sponsor!*

Audience Demographics:

CTP is available to all Concordia University students living in residence halls, as well as off-campus students, faculty, and staff via televisions located on campus. Most viewers are undergraduate students, both traditional and non-traditional.



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Concordia Television Productions
ATTN: Zach Schuster
275 Syndicate Street North
St. Paul, MN 55104

<http://www.csp.edu/ctp/advertising/>
Phone: 651.603.6274
E-mail: schuster@csp.edu

Concordia Television Productions

***Concordia
Television
Productions***



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Television Advertising

Rate Card

EFFECTIVE JANUARY 2007

Rates for Television Advertising

Concordia Television Productions (CTP), Concordia University's campus cable channel, runs original programming produced by students and also provides important news and information to students via a video messaging that runs between programming. Advertising space is offered to Twin Cities businesses on our video messaging system and our original programming.

Our video messaging system brings information to students in a 'Headline News' fashion (visual to the right). While our student-produced newscasts run in the top left corner, a variety of other information is displayed simultaneously in other regions of the television screen. While commercial air time may be purchased to run during breaks in our newscast, slide-style advertising space is available in the bottom left corner as well that can include your logo, contact information, special promotions and discounts, etc...

	Description	Cost
Monthly Slide	1 slide in lower left corner of video messaging system for four weeks	\$35
Semester Slide	1 slide in lower left corner of video messaging system for one academic semester	\$125
Annual Slide	1 slide in lower left corner of video messaging system for one academic year	\$200
Monthly Commercial	30-second commercial during commercial breaks in newscasts ONLY for four weeks	\$50
Semester Commercial	30-second commercial during commercial breaks in newscasts and other original programming for one academic semester	\$175
Annual Commercial	30-second commercial during commercial breaks in newscasts and other original programming for one academic year	\$300
Gold Sponsor	30-second commercial during commercial breaks in newscasts and other original programming AND 1 slide in lower left corner of video messaging system for one academic year	\$450

Additional Information:

- Terms: Payment due upon receipt of invoice.
- Academic Semesters are mid-August to mid-December and mid-January to mid-May.
- Academic Year is mid-August through mid-May.
- Payment is by check, to be made out to Concordia University, St. Paul with 'CTP Advertising' in the memo line.
- Once payment is received for slide/spot insertion, rate is guaranteed for the duration of the contract.
- Slide text and images may be updated at any time at no additional cost.
- No refunds are offered under any circumstances on any advertising with Concordia Television Productions.
- Graphics/logos may be submitted in PNG, TIF, JPEG, and BMP.
- Each slide will show once per rotation. Total length of rotation is dependent on the total slide count at the time.
- Slide will remain visible for 20 seconds.
- Slide area is 250x300 pixels.
- Commercials will run during breaks in newscasts. Average cycle time is ten minutes.
- Commercials will also appear in commercial breaks for original programming as breaks and airtime are available.
- Commercials may be submitted in physical format or electronically. Contact CTP for details.
- Client must provide commercials. CTP can recommend clients to a local production company if a commercial is desired.

Concordia Television's Layout

Detail News runs repeatedly throughout the day. Sponsor commercials run during news breaks.

Sports, weather, and campus TV programming schedules keep students informed.



Logos, ads and promotions rotate in this area, an ideal place to promote your business!

Campus bulletins, announcements, and general information provide students with information on campus events and resources.

Considering a Larger Sponsorship?

Interested in becoming a sponsor of Concordia Television Productions on a larger scale? Contact us for information!

Contact Information:

Please send all inquiries regarding ads to:

Concordia Television Productions
ATTN: Zach Schuster
275 Syndicate Street North
St. Paul, MN 55104

Web: <http://www.csp.edu/ctp/advertising/>

Phone: 651.603.6274

Email: schuster@csp.edu

E-mail is preferred.