

# 2010-2011 ADVERTISING GUIDE

Every day, we reach over **20,000** SU and SUNY-ESF students.



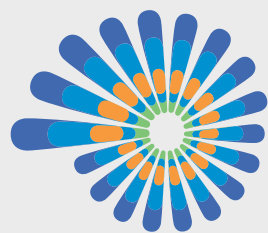
**0** The amount of money our staff makes. That's right, every single member of the station volunteers his or her time. Why? Because we **love** what we do.



**9** The number of CitrusTV's regular shows, from the nightly campus news to sketch comedy to exclusive coverage of the Orange sports teams.



**2** CitrusTV shows that were Blue Ribbon finalists in the running for a 2010 College Emmy Award. They were among the top six shows in the country.



## CitrusTV

We are *your* station.

SYRACUSE UNIVERSITY'S STUDENT-RUN TELEVISION STATION.

# LETTER FROM THE G.M.

## Dear Potential Advertiser,

Do you have a message to say? You can get your name onto the computer and TV screens of SUNY-ESF and Syracuse University's 22,000 students and faculty with CitrusTV, the university's student-run TV station.

With CitrusTV, you can have your message broadcast directly into every residence hall and academic building on campus. Some 15,306 undergrads and 6,531 graduate students see our programs day in and day out. CitrusTV produces nine or more shows every week that air live and in re-runs on the university's Orange Television Network. On channel 2 and online

at [orangetv.syr.edu](http://orangetv.syr.edu), CitrusTV content makes up 10 hours of a daily programming schedule.

Our Emmy Award nominated sports programs also air to all of Central New York on Time Warner Sports 13.

Online, CitrusTV content is available on demand 24/7, not only to students on the hill but also to

alumni, parents, community members and other friends of the Orange. Thousands of unique visitors access CitrusTV.net every week, and over 107,000 people viewed our videos on YouTube in the past year. This makes advertising online with CitrusTV the perfect place to reach a huge audience.

When you advertise with CitrusTV, your organization isn't the only one that benefits. CitrusTV is an entirely student-run television station, serving over 250 students at Syracuse University. Our station provides



our members with experiential learning opportunities to work in a professional environment with state-of-the-art equipment. By advertising with CitrusTV, you're supporting aspiring television journalists, actors, producers, directors, and technicians as they work to serve the campus community with entertaining and informative programming. As a registered student organization of SU, all donations to CitrusTV are tax deductible.

Use this guide to understand how CitrusTV can help spread your message to thousands of college students. Feel free to e-mail me at [rsbalton@citrustv.net](mailto:rsbalton@citrustv.net) or call us at (315) 443-2041 with any questions.

All the best,

Ryan Balton  
CitrusTV General Manager

## CONTACT US

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# OUR PROGRAMS



## NEWS

**CitrusTV News** - Live campus newscast. Aired weeknights at 6 p.m. on the Orange Television Network and posted on our Web site, [citrustv.net](http://citrustv.net) and our iTunes podcasts. Possible sponsorship segments: "Campus News," "Beyond CNY," "Weather," "Entertainment News," "Consumer News," "Health News," and "Sports on News."

**CitrusTV Noticias** - One of the only student-run Spanish television news broadcasts in the country. Tapes once every other Sunday. Aired throughout the week on the Orange Television Network and posted on our Web site, [citrustv.net](http://citrustv.net) and our iTunes podcasts.

**Juice & Java** - Fills you up with everything Syracuse University. Juice & Java is a morning-style talk show highlights events and groups on campus and in the Syracuse community. Tapes every other Sunday. Aired mornings on the Orange Television Network and posted on our Web site, [citrustv.net](http://citrustv.net) and our iTunes podcasts.

## SPORTS

**On the Bench** - The longest running collegiate sports show, modeled after Sportscenter. Recaps the week's happenings in sports on the hill. OTB is a former winner of the international Open Student Television Network "Best College Sports Show" award. The show airs on Time Warner Sports 13, the Orange Television Network and is posted on our Web site, [citrustv.net](http://citrustv.net). Sponsorship segments include: "Highlights," "Plays of the Week," "Players of the Week," and "Best of the Rest."

**Cuse Countdown** - CitrusTV's pre-game show featuring interviews, on the scene reports, and complete analysis of everything you need to know before football, men's basketball and men's lacrosse games. The show airs on Time Warner Sports 13, the Orange Television Network and is posted on our Web site, [citrustv.net](http://citrustv.net). Sponsorship segments include: "Kickoff/Tipoff/Faceoff," "Analyst Break," and "X-Factors."

**Orange Press Pass** - The only live post-game show in Syracuse, Press Pass takes you inside the locker room after every football, basketball, and lacrosse game with interviews and analysis of the Orange. Aired live after every game on the Orange Television Network and posted on [citrustv.net](http://citrustv.net). Sponsorship segments include: "Highlights," "Top Performers," "OPP Playback," and "Final Thoughts."

## ENTERTAINMENT

**Syracuse After Hours** - The leading name in CitrusTV's in-studio talk show/sketch comedy department. With a charmingly hilarious host, absurdly irreverent sketches, amusingly fake news, interestingly offbeat guests, and other sweet adverb-adjective combinations, you won't be able to look away!

**Float Your Boat** - CitrusTV's wildly original out-of-studio sketch comedy program. Float Your Boat offers an absurd yet tasteful brand of comedy, consciously reflective of our campus culture here at Syracuse University.

# SPONSORSHIP RATES

## NEWS PROGRAMS

10 second billboard ads; hosts read your business name and your logo will be displayed on the screen

- Full Program Sponsorship - \$500/semester; \$50/week
- Segment Sponsorship - \$250/semester; \$25/week
- Commercial Break - \$300/semester; \$30/week

## SPORTS PROGRAMS

10 second billboard ads; hosts read your business name and your logo will be displayed on the screen

- Full Program Sponsorship - \$1,000/semester; \$75/week
- Segment Sponsorship - \$500/semester; \$50/week
- Commercial Break - \$600/semester; \$60/week

## ENTERTAINMENT PROGRAMS

10 second billboard ads; hosts read your business name and your logo will be displayed on the screen

- Full Program Sponsorship - \$500/semester; \$50/week
- Segment Sponsorship - \$250/semester; \$25/week

## ONLINE SPONSORSHIPS

Our Web site serves over a hundred unique visitors a day

- Website Banner - \$250/semester; \$25/week
- Full-page Ad - \$350/semester; \$35/week
- Online Commercial - for ALL Sports shows - \$350/semester; \$35/week

## HOW TO ADVERTISE

- Select the program you want to advertise on
- We'll play commercials during our full programs
  - Send us your logo and we'll create the TV spot
  - Bring us a commercial you already have made

Partial semester rates may be negotiated. Since CitrusTV is an officially recognized student organization at Syracuse University, a 501(c)(3) non-profit all sponsorships are tax deductible.

