

# MARKETING PRICING

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<https://studentgov.uci.edu/events-creative/>



## DIGITAL

Description	Cost	Size	Contact
Marquees (Outside Student Center)	(2) Free	1920 x 1080 px (144 dpi)	Mark Anthony Ramirez
Social Media Ads	Free	Varies	Nikki / Mark Anthony or CMTO (cmto@asuci.uci.edu)
Web Banner (ASUCI website)	Free	2000 x 700 px	Nikki/Mark Anthony; (Daniel Stone uploads)
Web Page/Site (Large Events Only)	Free	—	Daniel Stone
TV's (Inside Student Center)	\$40/week	1920 x 1080 px (144 dpi)	Nikki Wiggins
ZotSpot Graphic (Formerly Campus Groups)	Free	760 x 380 px	Nikki Wiggins or Mark Anthony Ramirez
Student Center Kiosk	\$90/week	1080 x 1920 px (144 dpi)	Nikki Wiggins or Mark Anthony Ramirez
New U Online Ads	\$300-600/month	Varies (newuniversity.org/advertise)	Nikki Wiggins or Mark Anthony Ramirez

**UC Irvine**

Student Government  
Student Media

PRINT 



# PRINT\*

Description	Cost	Size	Contact
T-Shirts, Totes, & Hats (Eligible Commissions Only)	Varies	S-2XL	Nikki Wiggins
A-frame Posters & In-house Prints	\$20/a-frame (Pricing for other prints varies)	24 x 36 in	Nikki Wiggins or Mark Anthony
Posters & Flyers (Outsourced)	Varies (nextdayflyers.com)	Varies	Nikki Wiggins or Mark Anthony
Color Copies (Large Events Only)	.50/page	8.5 x 11 in	Nikki Wiggins or Mark Anthony
Cardboard Cutout (Campus UPS Store)	\$150-400	Max Size is 8 (h) x 4(w) ft.	Nikki Wiggins
Anteater Express Ads (Internal; Installed on Weekends Only)	\$200/2-week run	36 x 11 in	Nikki Wiggins or Mark Anthony Ramirez
Stickers (Other Small Items Available)	Varies (StickerGiant.com or StompStickers.com)	2-3 in (Recommended)	Nikki Wiggins or Mark Anthony Ramirez
Zot n' Go Coffee Sleeve Stickers	Varies (StickerGiant.com or StompStickers.com)	2 (h) x 4 (w) in max	Nikki Wiggins or Mark Anthony Ramirez
Banners (Large Events) Standalone (Sizing varies) Stage (Concerts) Canopy Bridge	\$85+ ea \$300 ea \$30 ea Varies (\$600±)	5.5 x 3 ft. 19 ft. 10 x 1 ft	Nikki Wiggins or Mark Anthony Ramirez

\* All printing and ordering is dependent on availability/inventory and students' ability to meet deadlines and obtain approved Purchase Request.

## Custom Merchandise

Looking for something else? If you're looking to do a custom giveaway, you may do so with an approved vendor. Vendors, pricing, and deadlines can be found below.

## Purchase Request Form

All purchases are required to have been approved before purchase. Otherwise, they will not be reimbursed or distributed.

See more about purchasing below.

## Marketing Policies

All advertising and marketing items must be approved by the SGSM marketing team.

Full list of marketing policies and procedures can be viewed [here](#).