



Candidate Cash

Each candidate is allotted a designated amount of “Candidate Cash” to be used for advertising in print, social, and broadcast media. Your advisor must approve all advertisements before you submit them to the Media for editing and publication. Please reference the guidelines below. Each Executive candidate is allotted \$ 1,000 in Candidate Cash.

Print/Online Newsletter:

- 1) Ads are available as a quarter-page or half-page image in the e-newsletter or as a brief interview or full editorial piece on the blog.
- 2) You must write your own text (Media will assist with editing) or arrange your own interview with a Media student. As stated above, each ad requires approval from your advisor.
- 3) After securing approval, submit to the Media at <https://www.tfaforms.com/4847244>.

<u>Ad Size/Type</u>	<u>Candidate Cash</u>
Quarter-Page Image/Text*	\$ 100
Half-Page Image/Text*	\$ 200
Brief Interview	\$ 300
Full Editorial Piece	\$ 400

**Please note that newsletter formatting may necessitate slight changes to this format, but the size of your image/text will reflect the amount of your purchase.*

Social Media:

- 1) Shout outs on Twitter, Facebook, and Instagram are all available.
- 2) You must create your own picture, video, or graphic (Media will assist with editing). As stated above, each requires approval from your advisor.
- 3) After securing approval, submit to the Media at <http://www.tfaforms.com/4757717>.

	<u>Snapchat</u>	<u>Instagram</u>	<u>Twitter</u>
Short Video	\$ 100 (10 secs. max)	\$ 300 (30 secs. max)	\$ 300 (30 secs. max)
Shout Out (photo/graphic)	N/A	\$ 150	\$ 150
Shout Out (text only)	N/A	N/A	\$ 100
Posted to Story for 24 hrs.	\$ 400	\$ 400	N/A

Broadcast:

- 1) We will also run video (broadcast) ads through our Facebook page.
- 2) A video campaign spot costs \$10 per second (i.e. a 30 second video spot = \$300).
- 3) Connect with your media officers for help filming your broadcast video as needed.
- 4) As stated above, each ad requires approval from your advisor.
- 5) After securing approval, submit to the Media at <https://www.tfaforms.com/4847244>.