UNIVERSITY OF OKLAHOMA SPRING CAREER FAIR
February 12, 2020 | Oklahoma Memorial Union | Norman, OK

Advertising Opportunities
In place of a printed guidebook, the Spring Career Fair will have an interactive mobile app for students to use before and during the career fair! The app will feature employer profiles, an interactive table map, several resources for students to prepare for the event, and much more. We’re anticipating more than 1,000 student downloads.

Multiple advertising options are available! Placing an advertisement in the app gives your company more exposure to students and supports the production of this valuable student resource. The app will feature a social media-oriented activity stream, or timeline, that users see as soon as they open the app. All banner advertisements and logos will be sporadically moved to the top of the feed on a rotating basis, while polls will consistently remain on the feed.

Pricing
Create a poll to display on activity stream.......................................................$875 (5 available)
Banner advertisement (links to URL or document of your choice)..................$550
Push notification to all users before event.......................................................$500 (5 available)
Logo displayed on activity stream....................................................................$300

Specs
- Poll: includes question of choice and up to five answer choices for user voting (live poll results shown and detailed analytics available)
- Banner: includes 140 character caption, graphic (min 580x256 px), and targeted URL with call-to-action button
- Push notification: max 145 characters (push notifications sent during the event are reserved for career fair sponsors)
- Logos: min 476 x 476 px, transparent, 300dpi
- Promoted session: includes 140 character caption and graphic (min 580x256 px) *must be planning to host an employer spotlight or info session

Questions?
Contact Justin Morris, Associate Director/Employer Relations Coordinator, for additional information jmorris@ou.edu | (405) 325-1974 | www.hiresooner.com