

National Chung Cheng University LED Display Wall Charging Guidelines

Approved on December 17, 2018, at the 459th Administrative Meeting

1. To effectively manage and utilize the LED display wall at National Chung Cheng University (hereinafter referred to as "the University"), enhancing the utilization of public assets and increasing the revenue of the University's administrative fund, these guidelines (hereinafter referred to as "the Guidelines") are established.
2. The LED display wall referred to in the Guidelines is the outdoor LED display wall at the main entrance of the University.
3. The LED display wall operates daily from 8:00 AM to 8:00 PM. Broadcasts will be suspended during natural disasters leading to school closure. Specifications for broadcast images are detailed in Appendix 1.
4. Individuals, groups, businesses, and government agencies may apply to broadcast content.
5. **Application Procedure:**
 - (1) Applicants must submit the "External Advertisement Broadcast Application Form" (Appendix 2) and multimedia files (images, videos) to the General Affairs Office at least 14 days before the desired broadcast date. Upon approval, the applicant must complete the payment within three days from the notification date to proceed with the advertisement broadcast.
 - (2) Government agencies applying for public service advertisements must submit an official letter and are exempt from completing the "External Advertisement Broadcast Application Form." Approved public service advertisements are free of charge and typically limited to two weeks but may be extended or temporarily taken down depending on the University's discretion.
6. Each advertisement slot is limited to a maximum of 60 seconds. Advertisements exceeding this duration require special approval from the University.
7. **Fee Structure:**
 - (1) **Advertisement Fees:** Advertisements are charged in 10-second units, calculated on a weekly basis. The fee is NT\$2,000 per unit per week (with incomplete weeks rounded up). Discounts for extended broadcast periods are as follows:
 - A. 10% off for over one month.
 - B. 20% off for over three months.
 - C. 30% off for over six months.
 - D. Negotiated pricing for continuous broadcasts exceeding one year.

- (2) **Broadcast Frequency:** Advertisements will rotate with other contracted advertisements, playing at least five times per hour.
- (3) **Exemptions:** University administrative activities are exempt from broadcast fees. Activities organized by University units or co-hosted with external units without any fees or funding support are exempt from fees, limited to two weeks per year. Fee-based activities or those receiving funding support are charged 80% of the standard fee. External businesses must pay the full fee.
- (4) **Content Modification:** Applicants may modify broadcast content up to twice per period. Additional modifications are charged NT\$50 per change, payable via designated financial institutions or specified accounts as per the University's billing statement.

8. **Refund Policy:**

- (1) **Cancellation:** Applicants must notify the University at least three days before stopping the broadcast and complete the "Advertisement Broadcast Cancellation Form" (Appendix 3).
- (2) **Refunds Before Broadcast:** 90% of the paid fee is refunded without interest.
- (3) **Refunds After Broadcast:** Fees are refunded based on the remaining broadcast time, calculated according to the fee standards, without interest.
- (4) **Third-Party Complaints:** If a third-party complaint about broadcast content arises, the University may suspend the broadcast and negotiate with the applicant. If unresolved, the University may terminate the broadcast and refund the remaining amount after deducting original fees and a NT\$500 administrative fee.
- (5) **Force Majeure:** In cases of natural disasters, government policies, or equipment failure, broadcasts may be postponed or refunded proportionally. Routine maintenance is not included.

9. **Other Considerations:**

- (1) **Specifications:** Broadcast files must meet the LED display wall specifications; otherwise, they will not be accepted.
- (2) **Authorization and Disputes:** Applicants are responsible for any rights disputes related to the content. The University reserves the right to suspend or terminate broadcasts in such cases. Applicants are liable for any University losses due to rights disputes.
- (3) **Approval for Certain Advertisements:** Advertisements for regulated products (e.g., publications, cosmetics, health foods, drugs) must have

proper authorization, and the approval number must be displayed in the advertisement.

(4) **Content Restrictions:** Advertisements involving disparagement, negative associations, tobacco, alcohol, or content violating laws, including but not limited to crime, violence, drugs, obscenity, or offensive content towards specific individuals/groups, will not be accepted.

(5) **Priority for Paid Advertisements:** In case of full capacity, non-paid advertisements may be temporarily removed based on the following priority:

A. Regular promotions.

B. Non-urgent cultural or activity promotions.

C. Non-urgent administrative promotions or activities.

10. All advertisement fees collected for the LED display wall are allocated to the General Affairs Office's venue management revenue.

11. The Guidelines are implemented upon approval by the administrative meeting and authorization by the president. Amendments follow the same procedure.

Note: Some translations may be incorrect; please refer to the original Chinese regulations as the primary source.