



Association of College Unions International

ACUI joint marketing agreement strengthened as Submedia, LLC brings media experience to TUN

ACUI Procure's goal is always to find new ways to help ACUI members save time, save money, and find new revenue sources. This is why ACUI embraced a strategic relationship with TUN, The University Network, in 2003.

TUN screens help students and staff stay informed of departmental events. Many student government programs utilize the TUN communications program to promote their own events. ACUI has continuously encouraged ACUI member institutions to take part in the TUN on campus communications program and many members—especially students—frequently call to thank me for the recommendation to join TUN.

One of the many reasons ACUI partnered with TUN was because they asked us how to best design a communications program that would meet the needs of administrators and students. TUN listened when you gave them feedback and used this input to develop their business model. After three years of doing business with TUN, one thing I've come to count on as have many of you, is that TUN does what they say they will do.

TUN has grown from infancy to adolescence in a short period of time. Today TUN has 250 screens on 170 campuses reaching more than 4 million students per week. Subsequent to being purchased by InFocus Corporation (INFS) in July 2005, TUN has rapidly developed to become a truly nationwide network in 47 of the 50 states with agreements pending in the other three states. We hope to foster international relationships in the coming years to share this great program with our friends abroad.

ACUI is committed to an even stronger partnership with the new owners of TUN, Submedia, LLC (www.submediaworld.com), who recently purchased TUN from InFocus Dec. 1. Submedia is an experienced New York-based media company that intends to take TUN to a whole new level by bringing the long-anticipated media relationships. In speaking with Peter Corrigan, CEO of Submedia, he said his philosophy in his other advertising companies is "to break through the clutter." Having similar sensibilities with ACUI, we believe this media experience will bring tremendous value to ACUI member institutions as we progress. We look forward to a bright and exciting future.