



*A message from  
**Martha Blood**  
Chief Operating Officer  
ACUI Procure*

I hope all is well as the academic year is underway!

I am always on the lookout for new ways to help ACUI institutions save time, save money or find new sources of revenue and wanted to make sure you had the chance to be one of the first institutions to review this exciting potential source of significant revenue.

I have had two meetings with a startup company called The University Network – a private, for-profit company – and they have an intriguing service that could generate significant revenue for you without risk or investment. The concept is not new, but their method of delivery is. ACUI is finalizing a partnership agreement with The University Network and as well, NIRSA has a partnership agreement in place.

In short, The University Network installs a Plasma Screen electronic advertising board at high-traffic areas on campus and shares revenue from advertising income once the revenue begins flowing. The screens show movie trailers and other commercial ads, complete with sight-sound-motion and may also be used by the union for announcements and house ads. The University Network will share revenue with participating ACUI member institutions from advertising income.

Aaron Hill, Bill Boyce or David Sanders will be contacting you in the near future to set up a meeting later this month and I believe the revenue potential would be well worth your time to hear what they have to say if you have an hour to spare. You might also invite the staff involved with marketing to join the meeting as another benefit is airtime to promote your in-house programs and services.

Please let me know if I can be of any assistance to you in the meantime.

Regards,

**Martha**

Martha J. Blood  
Chief Operating Officer, ACUI Procure  
Director of Corporate Partnerships, ACUI  
One City Centre, Suite 200  
120 West Seventh Street  
Bloomington, IN 47404-3925  
P: 812-855-9703  
F: 812-855-0162  
mblood@indiana.edu  
www.acuiprocure.org  
www.acui.org