Digital Signage Procedure

Email: eubanks@ucmo.edu | Phone: (660) 543-4052 | https://www.ucmo.edu/union/

Overview

When developing content for submission, limit the amount of text and make the text as big as possible. Images are on the screen for 10 seconds every 4-7 minutes, so someone needs to be able to grab the important information while standing at a screen in that time frame. **All requests are subject to rejection if the content is not properly formatted.** Submissions must comply with the technical specifications outlined in the Digital Signage Ad Creation Guidelines, as well as the Content requirements described below.

Content

To advertise on digital signage, ads must fit into one of the following categories and will be prioritized as follows:

1. Approved events taking place in the Elliott Student Union

2. Approved campus student club/organization events and activities - and hosted by the club/organization

3. Campus departmental services/offerings

Events and services must be **open to all students** as well as appeals to/affects a large percentage of students, faculty and/or staff. **Member only events will be denied**.

Digital Signage Ad Creation Guidelines

- **Only events with date, time, name/title and location of the event will be posted.**
- **Images must be formatted as jpg, jpeg, or png files.**
- **The image size must be created in a resolution of 1024 x 636 pixels. This does not mean putting a vertical file onto a horizontal background image.**
- Submissions containing copyrighted material will not be accepted.
- If you do not have access to a graphic design program, you may use this Elliott Student Union Digital Signage Template to assist you in the creation of your advertisement. The template is for dimensions. Please save your own copy before editing and change out photos, words, text, etc. When finished, please download as an approved file format.

Signage Locations

- There are 12 locations in the Elliott Student Union and placement of the ad may or may not not be permitted on every screen

Submissions

Submit the advertisement for approval to eubanks@ucmo.edu with the requested dates and locations for airing of the ad. Ads can run for a maximum of two weeks. **No department, organization, or company may run more than three advertisements at any given time.** Submission of an advertisement does not guarantee placement on any of the digital signs. Ads will be accepted on a first come, first served basis. The Elliott Student Union reserves the right to request edits to submitted ads. All decisions on editing and ad placement are final.

- Files must be submitted at least one calendar week prior to the requested first date of ad posting.
- Late submissions will be accepted; however, content cannot be guaranteed to post immediately

Questions or Comments

Questions regarding content or posting should be referred to Caleb Eubanks at 660-543-4131 or eubanks@ucmo.edu

This document can also be found on https://www.ucmo.edu/offices/elliott-student-union/information-desk/

Please Note: The promotion of non-university entities or organizations are permitted only when accompanied by a 25Live Elliott Student Union space reservation and will be limited to the event day and the ESU Central digital signage location only.