



## Digital Signage Procedure

Email: [sjrogers@ucmo.edu](mailto:sjrogers@ucmo.edu) | Phone: (660) 543-4131 | <https://www.ucmo.edu/union/>

### Overview

Digital signage as a medium for displaying information has the potential to reach a broad audience. However, there are design limitations on the information that can be displayed. For this reason, you are asked to keep your information as brief as possible. When developing content for submission, limit the amount of text and make the text for digital slides as big as possible. All requests are subject to approval/rejection if the content is not properly formatted.

Submissions must comply with the technical specifications outlined in the Digital Signage Ad Creation Guidelines and the content requirements described below in order to be displayed.

### Content

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

1. Advertisements for approved events taking place in the Elliott Student Union.
2. Advertisements for approved campus student club/organization events and activities
3. Advertisements for campus departmental services/offerings

Advertised events must be hosted by a UCM-registered/recognized club or organization. Digital signage is intended to advertise events that are open to all students and cannot be used for member-only events. Campus-wide events or Departmental Services Ads must promote an event or service that appeals to/affects a large percentage of students, faculty, and/or staff.

Promotion of non-university entities or organizations is 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.

### Signage Locations

Digital signage ad space is available for request in the Elliott Student Union. There are three options for digital signage:

- ESU Multi-Level: UBC main entry, Information Desk, 236 doorway, 237 hall, and two first floor locations
- UBC Lanes: Union Bowling Center Lanes

### Digital Signage Ad Creation Guidelines

- Only events with the date, time, name/title, and event location will be posted.
- Images must be formatted as jpg, jpeg, or png files.
- **The image size must be created at 1024 x 636 pixels.**
- A minimum of 96 dpi is recommended.
- Acceptable "UCM Red" Color equivalents for Pantone 186: CMYK: 12/100/92/3 Web RGB: 207/32/46 HEX #cf202e
- Please ensure the ad is formatted correctly.
- 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 creating your advertisement.

### Submissions

Submit the advertisement for approval to [sjrogers@ucmo.edu](mailto:sjrogers@ucmo.edu) in an approved file format, along with the requested dates and locations for airing the ad. Ads can run for a maximum of two weeks on a space-available basis. **No department, organization, or company may run more than three advertisements at any given time.** Eligibility to advertise and submission of an advertisement does not guarantee placement on any of the digital signs. Please Note: Ads will be accepted on a first-come, first-served basis. The Elliott Student Union reserves the right to edit submitted ads. All decisions on editing and ad placement are final.

- Files must be submitted at least one calendar week before the requested first date of ad posting.
- Late submissions will be accepted; however, we cannot guarantee the content will be posted immediately.