Digital Signage Guidelines

Submitting Your Ad

To improve the outreach of UT Dallas-affiliated organizations and departments, you are invited to submit advertisements for Student Affairs-managed digital signage monitors. Digital signage services are free for all currently enrolled students. **Please note: staff-requested ads should be submitted through JIRA.**

1 Define what you're advertising

- Club name

- Event, organization achievement or general promotion

- Event date, time and location

- Webpage, Facebook, Twitter or instagram page.

2 Request your information be inserted into a template, or send your own ad.

If you haven't already created artwork, we're happy to help you design something to promote your event.

3 Send your information to

samarketing@utdallas.edu

Digital Signage Guidelines

General Policies

- Student Affairs Marketing reserves the right to review all submissions.
- All event/activity/programming advertisements must be open to all currently enrolled students.
- Students and student organizations may only have one advertisement running at a time.
- You must submit your ad using your UT Dallas email account.
- Ads for non-University related events/activities/programming or organizations are not accepted.
- Ads not created specifically for our displays may be returned for revisions, or they may be placed in an existing template.
- Ads using the University logo are subject to the University brand standards. See utdallas.edu/brand for more information.
- Word count limit: 50 words or less.

Who can submit an ad?

Registered students/student organizations and UT Dallas offices/departments may submit advertisements.

When should the ad be submitted?

Please submit ads at least one week (five business days) prior to when you would like it to begin playing. If submitted after the allotted five days, ads will be played at the discretion of Student Affairs Marketing. Your ad may be played a maximum of 14 consecutive days prior to the event or shorter as specified.

What types of files can be submitted?

Images
File type: JPG or PNG
Size: 1920 x 1080
Color profile: RGB
Dpi: 72

- Please do not submit images with stretched text or graphics.
- Use fonts that are legible. Ads will only be displayed onscreen for a short period of time. Keep this in mind when creating your design to get the most out of your advertisement.

Digital Signage Guidelines

Style/Grammar

- Days of the week should be spelled out (Monday not Mon. or Mon).
- Months should be abbreviated (i.e. Monday, Dec. 23).
- Time should include periods in a.m. and p.m., use noon (not 12 p.m.) and midnight (not 12 a.m.).
- Do not include the year if it is the current year.
- Do not include 'st', 'nd', 'rd', or 'th' on dates (Dec. 23 not Dec. 23rd).
- Spell out abbreviations and acronyms on first reference.
- Remember to spellcheck and proofread your submissions! Ads with spelling and grammar errors may be returned for revisions.

Display Locations

Student Affairs-managed digital signage monitors are located in the Activity Center**(2)**, Residence Halls**(5)**, Canyon Creek Heights**(2)**, Recreational Center West**(1)**, Student Services Building**(5)**, Student Services Addition**(7)** and the Student Union**(4)**.