

## **STUDENT LIFE DIGITAL SIGNAGE GUIDELINES**

### **SUBMITTING CONTENT FOR CAMPUS-WIDE DISPLAY**

The primary purpose of the digital screens are to inform the Ohio State students, faculty, staff and University guests of programs and events of interest to The Ohio State University.

#### **Submission**

Campus departments and registered student organizations can request that their events or announcements be displayed by submitting a request to [slscreens@osu.edu](mailto:slscreens@osu.edu) with the following information:

1. Contact Name and Organization
2. A file attached in the proper format and resolution [see below]
3. Desired start and end dates you wish the flyer to run

*\* For events, please submit information no less than two weeks before the event to allow ample opportunity for the campus community to encounter the information.*

#### **Duration**

1. Digital signage requests should be made through the submission to [slscreens@osu.edu](mailto:slscreens@osu.edu) and should be submitted at least seven (7) business days in advance prior to the proposed start date.
2. Content is posted no more than fourteen (14) days prior to the event date and is removed automatically at midnight the day the event concludes.
3. Informal postings not directly associated with an event may be posted for up to three (3) weeks.
4. Requests made without seven business days' notice are not guaranteed to be displayed. Requests will be on a first-come, first-served basis. Student Life Marketing will have discretion over all content submitted.
5. Student Life Marketing reserves the right to edit any submitted material, determine what is appropriate for posting and choose when a posting will appear in the announcement rotation.
6. Student Life Marketing will make every effort to fulfill requests but provides no guarantee that digital materials submitted will be posted and reserves the right to limit or exclude submissions.

## Size

Designs should be submitted in the following format:

	Orientation
16x9	Landscape

## Format and Resolution

All submissions must be in the following format:

1. jpeg or png
2. 100 dpi
3. Under 1MB in size
4. 1920x1080 pixels or 16”w by 9”h
5. RGB

Digital screens cycle advertisements every 25 seconds. With this in mind, keep text to a minimum when designing your flier due to limitations with the amount of time a flyer will be on the screen. All ads will rotate at a maximum of two weeks.

## Approval Process

A request that meets all requirements does not guarantee approval. Approval also depends on available space. This is determined on a first-come, first-served basis with the understanding that Student Life Marketing content takes priority over all requests.

Student Life Marketing reserves the right to refuse any submission and will determine the availability of space as determined by the priority list. Desired run dates will be honored based on screen availability and the reasonableness of the request. The Student Life Marketing reserves the right to refuse any material deemed unsuitable, which may include, but is not limited to content, language, photos, image, discriminatory views, propaganda, slanderous material, etc.

Student Life Marketing strives to provide event and program information to guests of the Ohio State University. There are, however, unforeseen circumstances that may interfere with digital screens. These include, but are not limited to, power outages, a loss of network connectivity, image distortion, etc. Student Life Marketing, therefore, cannot “guarantee” virtual flyer displays.

This policy is a living document giving Student Life Marketing the right to amend at any time without notice.