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 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 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.
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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
2. 300 ppi
3. Under 3MB 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

Approval of requests that align with these guidelines is contingent upon available space, which is determined on a first-come, first-served basis with Student Life Marketing communications receiving priority. Desired run dates will be honored based on screen availability. Student Life Marketing reserves the right to refuse submissions that violate university policy.

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.