

Digital Signage Guidelines

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.**

Student Affairs Marketing reserves the right to deny student and departmental content that does not align with the Student Affairs vision.

Student Affairs digital signage includes two channels

- **The Student Affairs channel:** Indoor displays in designated Student Affairs facilities on campus (see locations). We also share content from this channel on the electronic sign outside of Residence Hall South and, when applicable, the mosaic wall in the Student Services Addition.
- **The Student Life channel:** Is distributed to residents on campus through CometTV (channel 236). All student requests should be submitted through **utdallas.orcatv.com**. The Student Life channel is featured as a segment on the Student Affairs channel and thus distributed to all other Student Affairs digital signs.

Policies

- Student Affairs Marketing reserves the right to review all submissions and make alterations as needed.
- Ads for academic content will not be accepted, including enrollment information, testing, and information related to class functions.
- Non-Student Affairs Content not pertaining to upcoming events or programs may be denied if it does not appear to uphold Student Affairs' interests.
- All event/activity/programming advertisements must be open to all currently enrolled students.
- 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.
- Use appropriate language and be mindful of personal attire in videos.

Who can submit ads?

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

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?

Student Affairs channel

Image

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

Video

File type: MP4 or MOV
Size: 1080p, 29.97 fps
Maximum time: 60 seconds

Student Life channel

Image

Color profile: RGB
Dpi: 72

Landscape

File type: PPT, Flash, SWF, MPG, JPG, PDF, BMP or PNG
Size: 1600 x 900 px
All file sizes should be less than 20 MB.

Video

File type: MP4, MOV, URL or WMV
Size: 1080p, 29.97 fps
Maximum time: 60 seconds

- 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.

Mosaic wall

The mosaic video wall is a feature display located on the second floor of the Student Services Addition. Student Affairs Marketing reserves all rights to create content for this display. Event information may be sent to jessie.budd@utdallas.edu for consideration.

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.

Locations

Student Affairs-managed digital signage monitors are located in the Activity Center(2), Residence Halls(5), Recreational Center West(1), Student Services Building(6), Student Services Addition(5), the Student Union(5) and outside of Residence Hall South(1).

The Campus Life Channel may be viewed through the Student Affairs digital signage program and CometTV (channel 236), available to all students living in the Residence Halls. For more information please visit: utdallas.edu/oit/comettv.