

# DIGITAL SIGNAGE INFORMATION

If you are interested in using the digital signage screens throughout the Student Union and Student Success Center for displaying advertisements approved by the Office of Student Involvement, please take time to read the following information.

## TIPS FOR DEVELOPING DIGITAL FLYERS

- ✓ The screens are viewed in landscape orientation, so consider developing your flyer horizontally to utilize the maximum amount of space.
- ✓ If possible, layout your flyer on a canvas of 1280 x 720 pixels.
- ✓ Do not use fonts smaller than size 14 or else it will be difficult to read.
- ✓ Avoid scanning-in printed flyers. Find and send an original digital copy of your advertisement.
- ✓ Send your image in a JPEG, TIFF, or PNG file format ONLY (No PDFs, PowerPoint, Word or Publisher).

## ***2 Ways to Get Your Flyer Posted***

### HARD-COPY METHOD

1. Print a hard-copy of the flyer and take it to the Office of Student Involvement (3<sup>rd</sup> Floor, Student Union) to get it approved and stamped.
2. Take the stamped hard-copy to the Student Union Business Office, room 310.
3. E-mail a digital copy of your flyer to [umkcunionsignage@umkc.edu](mailto:umkcunionsignage@umkc.edu).

-OR-

### ELECTRONIC METHOD

1. E-mail a digital copy of your flyer to [umkcgetinvolved@umkc.edu](mailto:umkcgetinvolved@umkc.edu) for approval by the Office of Student Involvement.
2. If your advertisement is approved, it will be forwarded to the Student Union Business Office for posting on the digital signage system. **No hard copy needs to be submitted.**

## DIGITAL SIGNAGE POLICIES

- ❖ If your advertisement is for a specific event on a specific date, the flyer will be displayed for 20 seconds and removed immediately after that date has passed.
- ❖ If your flyer has no specific end date, it will be displayed for 2 weeks at a 20 second interval.
- ❖ All flyers should be submitted in the required format or they may not be displayed.
- ❖ All submissions should be sent at least 7 business days prior to the date of your event.