

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

- ✓ Screens are viewed in landscape orientation.
- ✓ Layout your flyer on a canvas of 1585 x 970 pixels with 96 dpi for image formats.
- ✓ Do not use fonts smaller than size 14.
- ✓ Do not scan-in printed flyers but send an original digital copy of your advertisement.
- ✓ Acceptable file formats are JPEG, PNG, PowerPoint, PDF, Excel, and Word.

2 Ways to Get Your Flyer Posted

HARD-COPY METHOD

1. Print a hard-copy of the flyer and have it stamped approved from the Office of Student Involvement (3rd floor, Student Union).
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.

-OR-

ELECTRONIC METHOD

1. E-mail a digital copy of your flyer to 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 until the event and removed immediately after the date has passed.
- ✓ If your flyer has no specific end date, it will be displayed for 2 weeks.
- ✓ All flyers must be submitted in the required format or they may not be displayed.
- ✓ All submissions must be sent at least 10 business days prior to the date of your event.