



STUDENT AFFAIRS

Communications and Marketing

DIGITAL SIGNAGE GUIDELINES

Student Affairs Communications and Marketing can help you promote your event, organization, department or resource through digital signage displayed on more than 50 screens located in the Melton Student Center and Student Activities Center.

How to submit content

Campus departments and registered student organizations can request that their events or announcements be displayed by submitting a request at aub.ie/digitalsignage that includes the following information:

- Contact name and email
- Organization/department name
- A file attached in the proper format and resolution [see below]
- Desired start and end dates

**For events, please submit information no less than two weeks before the event.*

Duration

- Digital signage requests should be made through the submission form and should be submitted at least five business days prior to the requested start date.
- Content is posted no more than 14 days prior to the event date and is removed automatically at midnight the day the event concludes.
- Postings not directly associated with an event may be posted for up to four weeks.
- Requests made without five business days' notice are not guaranteed to be displayed.
- Student Affairs Communications and 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.
- Every effort is made to fulfill requests, but we cannot guarantee that all digital signage submitted will be posted. We reserve the right to limit or exclude submissions.



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File size and format requirements

All digital signage submissions should meet the specifications below:

- Landscape orientation
- 1920x1080 (16:9)
- No larger than 3MB
- JPEG or PNG format

Tips for success

- Digital screens cycle advertisements every 20 seconds, so it is best to keep your message concise.
- Make sure the text is legible for viewers passing through. Many viewers are across the room from the screens, so make sure they can see your message.
- Ensure your department or organization's logo is clear and visible. Avoid placing it too close to the edge or over an image that makes it difficult to see the logo.
- QR codes are a great tool to direct viewers to your website or registration forms and information. If you include a QR code, make sure it's large enough to be scanned from a distance.

Approval process

A request that meets all requirements does not guarantee approval. Approval also depends on available space, which is determined on a first-come, first-served basis. Student Affairs Communications and Marketing content takes priority over all requests. We reserve the right to refuse any submission and will determine the availability of space as determined by the priority list. Student Affairs Communications and 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.

Questions?

Email Student Affairs Communications and Marketing at sacomms@auburn.edu.