



GENERAL AD SPACE

- General Ad Reservations
 - **Email:** SCMarketing@gsu.edu
 - **Subject:** Digital Signage Reservation
 - **Details Required:**
 - Start Date / End Date of Reservation [Ad Displayed During This Period]
 - Correctly Formatted Artwork
- General Ad Policies & Procedures
 - A maximum of 12 general ads will be on display at a time; availability is determined on a first-come, first-served basis.
 - An individual ad can be displayed for up to seven consecutive days. A seven-day grace period must elapse before the same ad can be rescheduled.
 - General ads must be formatted as follows:
 - **Size:** 1920 x 1080 Pixels [16:9 Aspect Ratio]
 - **File Type:** JPEG
 - **Resolution:** 72dpi [Pixelated files will not be accepted]
 - Currently the ability to reserve general ads is reserved for departments within the Division of Student Affairs.