

## Digital Signage Posting Guidelines

The Student Center's digital signage system offers a highly visible marketing opportunity for engaging audiences with compelling advertising. In addition to information about the Student Center, the center's 15 screens\* display general advertising about Student Affairs programs and services, as well as other university departments and student groups.

Digital signage submissions are accepted from Georgia State University departments and chartered student organizations. All submissions should meet the [University Digital Signage Policy](#) in addition to the following guidelines in order to be added to the Student Center playlist.

### **Guidelines**

#### *File Submission*

- A digital ad must be submitted as a JPEG file that is 1920 pixels wide by 1080 pixels high [16:9 aspect ratio]. File resolution must be 72dpi; pixelated files will not be accepted.
- Files should be saved in the following format:  
*date of event\_name of organization\_event name.jpeg*
- Digital ads containing a [Division of Student Affairs](#) departmental logo must be submitted to [Creative Services](#) for branding approval before they are submitted for posting.

#### *Operating Procedures*

- A maximum of 25 general ads are displayed on screens in a repeated 9 second sequence, with ads being categorized according to the priority list outlined in the [University Digital Signage Policy](#).
- An individual digital ad may be displayed for up to ten (10) consecutive days. Requests for a longer run time will be considered on a case-by-case basis or used as filler ads when needed.

Failure to meet these guidelines will result in the request being denied. Requestor can re-submit when necessary changes are made.

Digital signage in the Student Center food court seating areas are coordinated by [Campus Services](#). To submit advertising for food court screens, see [Make a Reservation](#).

Digital signage located outside of the Multicultural Center, inside Black Student Achievement, inside food courts and inside the University Career Services Center are not managed by the Student Center.

### **Reservations**

Ads can be submitted to the Student Center playlist by filling out the [Digital Signage Posting Request](#) at least three (3) business days in advance.

Questions regarding digital signage can be sent to [scmarketing@gsu.edu](mailto:scmarketing@gsu.edu).

\*WOW Wall (large screens outside of the Courtyard in Student Center East) are not included.