



Digital Signage Procedures

Email: sjrogers@ucmo.edu — Phone: (660) 543-4131 — Web: [Elliott Student Union Website](#)

Eligibility and Content Requirements

Before submitting your ad, please ensure your content meets these university standards:

Who Can Advertise?

Ads are prioritized in the following order:

Priority 1: Approved events taking place within the Elliott Student Union.

Priority 2: Approved events for UCM-registered student clubs or organizations.

Priority 3: Campus departmental services or offerings.

General Requirements

Events must be open to all students; member-only events cannot be advertised. Ads must promote services or events that appeal to a large percentage of the campus community.

Design and Technical Guidelines

Digital signage is a great way to share your message, but because our screens are horizontal, your design must be in 1024 pixels wide by 636 pixels high in landscape format.

Required Ad Information

To be eligible for posting, your ad must include:

- Event Name or Title
- Date and Time
- Event Location

Technical Specifications

Dimensions: Images must be 1024 pixels wide by 636 pixels high (landscape).

File Formats: Use JPG, JPEG, or PNG files.

Resolution: A minimum of 96 dpi is recommended.

Copyright: Content containing copyrighted material will not be accepted.



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Colors: Use contrasting colors of a ratio of at least 4.5 to 1 for normal text.

Best Practices for Readability

- Keep text brief and limit info so it is readable at a glance.
- Maximize font size and take the text as large as possible.
- For design assistance, you may use the Elliott Student Union Digital Signage Template for help.

Submission Process

Once your ad is ready, follow these steps to request a posting:

How to Submit

- Email: Send your ad to sjrogers@ucmo.edu.
- Details needed: Include your requested dates.
- Lead Time: Submit files at least one calendar week before your start date; late submissions are accepted, but not guaranteed for immediate posting.

Rules and Policies

- Duration: Ads can run for up to 2 weeks.
- Volume: No group may run more than three ads at one time.
- Placement: Ads are first-come, first-served; submission does not guarantee placement.
- Authority: The Union reserves the right to reject or request edits to meet these requirements.

Signage Locations

Your ad will be displayed at the following Elliott Student Union locations:

- The Union Bowling Center's main entry.
- The Union Information Desk.
- Union room 236 doorway and room 237 hallway.
- Smiser Alumni hallway and exit.
- Success Advising Center hallway.
- The Union Mule Post.
- The Union Food Court.