

CUB | DIGITAL SIGNAGE POLICIES

POLICIES

- Ads must be received one week prior to desired start date. Ads not received by the deadline will not be put up. Submit artwork to <http://www.cub.wsu.edu/digitalsignage>. Ads will be put into rotation for up to one week for registered student organizations (RSOs) and for desired length of time for community members and outside vendors.
- Union Marketing Services reserves the right to edit or reject submissions for clarity, content, copyright infringement, and aesthetics. Union Marketing Services reserves the right to reject inappropriate ads. For example, ads depicting or promoting alcohol consumption, pornographic material, drug use, or weapons will not be approved.
- Union Marketing Services reserves the right to reject ads containing content that is in direct competition with CUB vendors or services.
- Union Marketing Services reserves the right to reject ads that are not the correct dimensions (1047 x 690 pixels, 72 dpi and saved as a jpeg) for the digital signage system. Please see unionmarketing.wsu.edu for downloadable templates using Photoshop and PowerPoint. If you require assistance, please contact unionmarketing@wsu.edu.
- Union Marketing Services does not archive ads; groups will be responsible for resubmitting ads for reposting.
- RSOs and CUB Community members may submit one ad per week. With special circumstances two ads may be submitted for one week in conjunction with a special event. However the number of submissions by any one RSO or CUB Community Member may not exceed 20 ads per semester.
- Outside Vendors and WSU Departments can submit ads on a first come first served basis. These screens will be limited to a maximum of 30 ads at any time.

STANDARDS

- Digital signage must be sized to 1047 x 690 pixels, 72 dots per inch (dpi), and the file must be saved as a jpeg under 150k.
- University departments should refer to identity.wsu.edu and follow required university identity and style guide standards.
- Registered Student Organizations (RSOs) have permission to use WSU spirit marks, but not the university logo. More information is available at identity.wsu.edu. To obtain digital copies of the spirit art, contact <mailto:identity@lists.wsu.edu>.
- When designing promotional materials for the CUB digital signage system, please keep clarity and aesthetics in mind by using easy-to-read fonts and clear photos. Make sure to include all pertinent information such as date, time, and location of an event.