Office of Student Affairs
Digital Signage Policy

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Overview

Chrysler Center is equipped with a digital capable of hosting a variety of digital content. The primary purpose of this sign is to host advertisements and announcements about University and College programs and events. The sign is located in the first floor hallway. The Office of Student Affairs manages and approves content for this sign. University and College departments and units and both voluntary and sponsored student organizations are eligible to submit advertisements and announcements for posting to this digital sign.

Content Types

At this time, the digital sign is capable of hosting two types of digital content: flyers and posters. Flyers are portrait-oriented (8.5" by 11") one page documents; up to three flyers appear on the display at one time. Posters are landscape-oriented one page documents (either 20" by 9" or 1920 pixels by 875 pixels); only one poster appears on the display at a time as the only content on the display.

Eligibility

University and College Departments and Units

University and College department and units may submit flyers and posters for hosting on the digital sign in accord with the following guidelines:

- Flyers or posters must be submitted to the Office of Student Affairs at least 2 business days in advance of desired posting date.
- Flyers or posters may appear up to 30 days or until the completion of event, whichever comes first.

Recognized Voluntary and Sponsored Student Organizations

Recognized Voluntary and Sponsored Student Organizations (i.e., those listed in Maize Pages) may submit flyers for hosting on the digital signs in accord with the following guidelines:

- Flyers must be submitted to the Office of Student Affairs at least 5 business days in advance of desired posting date.
- Flyers may appear up to 14 days or until the completion of an event, whichever comes first.

Recognized Voluntary and Sponsored Student Organizations may submit posters for hosting provided they are submitted by or with the support of a College department or unit or with College.

Submission and Design Guidelines

To ensure the accessibility of digital sign content to the University community and optimized appearance, all flyers and posters should be submitted and designed according to the following guidelines:

- Flyers and posters must be submitted as an email attachment to coe-studentaffairs@umich.edu.
- PDF documents are preferred; Microsoft Word, Publisher, or PowerPoint documents are also acceptable.
- Flyer and poster content should be concise, containing targeted and relevant information: event date(s), time(s), location(s), contact information, website, etc. If descriptions are included, they should be brief, as documents will appear only 15 to 20 seconds at a time.
- Only Serif fonts (http://en.wikipedia.org/wiki/Serif) no smaller than 18 point should be used to ensure documents are readable at a distance. Larger point size is recommended.
- Documents may contain images. Image resolution should be approximately 300 dpi to ensure a clear and sharp appearance when resized for the digital signs.

Once submitted, the Office of Student Affairs will review documents for compliance with these guidelines. Approval of submissions will be acknowledged by return email.

Hosting Authority

The digital sign is owned and operated by the Office of Student Affairs. All requests for hosting of flyers and posters are subject to the availability of space and approval by the Office of Student Affairs. The Office of Student Affairs reserves the right to modify its digital signage policy at any time.