

DIGITAL SIGNAGE GUIDELINES

Revised: Nov. 2016 by Seth Bisbee, Executive Commissioner of Technology

ANNOUNCEment Listserv Guidelines:

Section I: Purpose

- A. The purpose of the Digital Signage Television Displays is to inform students of upcoming events and information related to student organizations recognized by the Congress of Student Organizations.

Section II: Guidelines

- A. The Student Government Technology Commission shall moderate the Digital Signage Displays.
- B. Advertisements shall be approved and published Monday through Friday excluding official NDSU breaks and holidays.
- C. All ads are subject to University policies, Code of Conduct, etc. For these policies go to: <https://www.ndsu.edu/policy/>.

Section III: Requirements for sending an advertisement.

All advertisements shall fit the following criteria:

- a. A graphic or image
 - i. JPEG is preferred in 1920x1080 pixels
 - ii. Also accepted:
 1. A one page word document
 2. A one slide powerpoint
- b. The image/graphic shall contain:
 - i. Name of the hosting organization
 - ii. Contact information for the organization and/or the event host
 - iii. If it is an event:
 1. The date of the event.
 2. The time of the event.
 3. The location of the event.
- c. The graphic may not contain:
 - i. Events or information that are offensive to individuals or groups
 - ii. Events or information regarding lobbying or campaigning for ND ballot measures or constitutional changes (See ND Century Code).
- d. Graphics must be received 2 days in advance to be posted on the date desired.
 - i. They must be sent as an attachment in an email to ndsu.signage@gmail.com.
 - ii. To find contact information for the Executive Commissioner of Technology go to <https://www.ndsu.edu/sg/tech/>
- e. The graphic will appear on the Digital Signage TV's located in the Memorial Union near the Student Government Office, the Minard Annex, the Library main lobby, and the CME building entrance.