



### Unions Digital Advertising Policy.

The TCU Unions is proud to offer our campus community to the opportunity to post digital signage to several locations for free throughout our facilities.

Currently in the Brown-Lupton University Union, we offer this service at the Information Desk and on the monitors outside of the Ballroom on the third floor.

In the King Family Commons Building we offer this service outside of the Magnolia's and O'Brien's dining facilities.

We are grateful for your interest in submitting a graphic to be displayed on the Unions digital signage system. When submitting your file please fill out the information boxes completely. Any missing information will stop you from being able to submit your graphic.

In order to produce the best content possible on our digital signs, we recommend that the amount of text included on the graphic be easy to read at a distance. Generally speaking, larger is better.

In order to better serve the University and ensure that our signage looks as professional as possible, we have several pieces of criteria that we ask to be followed before submission of your file:

#### Criteria for image submission:

1. Must be in 16:9 landscape aspect ratio.
2. Must be at least 1920x1080 pixel resolution.
3. Must be a .JPEG or .PNG before it is sent to the Unions.
4. Must have an end date in the file name of the image.
5. Graphics must be submitted at least 5 business days in advance of start date.
6. Graphics using TCU logos must utilize appropriate [TCU brand standards](#).
7. Submitted graphics must be associated with a TCU student organization or department.
8. Images must not contain nudity or profane language.

#### Limitations of digital signage.

1. We will only show submitted graphics for a maximum of 30 calendar days.
2. We do not host videos of any format including .gifs.
3. The University Unions staff reserve the right to remove submitted graphics that do not meet the required criteria.