

University Union/Commons Digital Signage Standards & Use Process  
Updated July 24, 2016

*Digital signage may be utilized by student organizations to advertise or promote events as detailed below.*

**Digital Signage Timeline Requirements**

**Events**

**2 MONTHS PRIOR**

Major university events may be advertised two months prior to the event date.

Examples of major university events include: Tigerfest, Homecoming, Commencement Information, major TU concerts.

**2 WEEKS PRIOR**

All other event postings will be advertised up to two weeks in advance of the event date.

**Note:** No more than two postings from a department or organization will be accepted to run concurrently (excluding CAB events)

**Advertisements**

**1 WEEK PRIOR**

Advertisements may be posted one week prior to event date.

- No more than one posting per outlet.
- Advertisements from non-affiliated organizations will not be accepted (including Batemans).
- The university maintains the ability to communicate university-related activities that may be of interest to the campus community; i.e., Globetrotters, the Special Olympics Polar Bear Plunge etc.

**Information**

**1 WEEK PRIOR**

Information will be posted one week in advance and may be included such as flu shot issuance, Go Green; Good Luck on Finals; Union Holiday Hours; etc.

**Note:** Some informational postings may be included as filler without a request (IE: Go Green).

**Group Welcomes**

**TWO DAYS notice required**

- At times certain monitors within the Union may be altered for a period of time to welcome a group at the start of their event; example: third floor UU monitor off-line for 30 minutes to welcome the Baltimore County Chamber of Commerce for their Hall of Fame event.
- All group welcomes must be approved by the Director of Event & Conference Services.

## Digital Use Process

- All images must be approved and designed by Arts Services or Design and Publications.
- **Seven business days** is required prior to posting (Art Services requires 5 business days to design the art and Events and Conference Services requires **2 business days to schedule the posting**).
- Art Services is the main resource for developing images displayed in the University Union. Design & Publications is an alternative design center; however they require 10 business days to produce images.
- Information (text) requested for images must coincide with the event information in the reservation system. It is the user's responsibility to ensure their art work coincides with the event information in the reservation system. Prior to contracting with Art Services, it is required that the user:
  - Have a confirmed reservation from Event and Conference Services
  - Bring the written confirmation from Event and Conference Services with them to Art Services or Design & Publications to schedule the work required
  - Uses the *Event Start* and *End* times found within the confirmation

**Note:** Information in images conflicting with information in the reservation system will not be posted.