

STUDENT MEMORIAL CENTER DIGITAL SIGNAGE GUIDELINES

THE SPOT

The SMC digital signage, also known as “The Spot,” is primarily intended to display promotions that inform SMC visitors and students residing in the residence halls of events and activities scheduled within the SMC or spaces managed by the SMC/Campus Recreation (includes the Promenade, Ville Courts, the Quad) or promote campus-wide events sponsored by those departments that reside within the SMC. Only student organizations and campus departments can promote on the Spot.

STUDENT ORGANIZATIONS may utilize the Spot to advertise approved events so long the advertisement meets the following criteria:

- The event is being held within the SMC or space(s) managed by the SMC and/or Campus Recreation
- The event has been *approved* by Campus Life in Get Involved
- The event is of interest to the greater campus community
- The event is open to the general student body or a broad segment of the campus community
- The following information must be included on the actual graphic that will appear on the Spot:
 - Name of Organization
 - Name, Date, Time, Location of event
 - Contact Information (organization email or QR code to Get Involved)
- Submissions submitted by student organizations will be approved by the Department of Campus Life.
- Submissions must be 1920 X 1080 pixels (JPG, GIF, or PNG)
- Meetings are not eligible to be promoted on the Spot

CAMPUS DEPARTMENTS may utilize digital signage in the SMC so long the promotion meets the following criteria:

- The activity is being held in the Student Memorial Center or spaces managed by the SMC/Campus Recreation
 - Departments housed within the SMC are permitted to advertise events that occur in other areas of campus
- The activity is of interest to the greater campus community
- The activity is open to the general student body or a broad segment of the campus community
- Submissions submitted by campus departments will be approved by SMC Operations
- The following information should be included on the actual graphic that will appear on the Spot:
 - Name of sponsoring department/organization
 - Name, Date, Time, Location of Event
 - Contact Info (Department Email or QR Code)
- Submissions must be 1920 X 1080 pixels (JPG, GIF, or PNG)

ADDITIONAL GUIDELINES:

Use of the Spot is free of charge

Only one submission per event is permitted to actively run on the Spot at any given time.

Promotions may run up to 14 days on the Spot before the activity is scheduled to occur.

Advertisements must be submitted at least one (1) weeks in advance of first day to be advertised.

Due to high-demand, the SMC has the discretion to revise and limit the conditions above in order to efficiently employ and maximize the Spot.

All promotions must be reflective of MU's EPPIIC Values.

Email smc@millersville.edu for more information