

# **University Center Digital Advertising Board Guidelines**

## **University of Tennessee at Chattanooga**

Departments and registered student organizations wishing to advertise on the University Center Digital Advertising Boards can do so by submitting the electronic file to either the UC Facilities Manager or the Associate Director. The guidelines for having event advertisements posted are:

1. Departments may have one (1) slide advertising an event at a time with a maximum of three (3) events being advertised at the same time.
2. Advertisements for special events will run for a maximum of two (2) weeks leading up to the event date. Informational advertisements are permitted to run for a longer duration.
3. Personal requests, including birthdays, cannot be accommodated.
4. The student organization or department is responsible for the creation of the image.
5. Electronic files should be in one of the following file formats: PowerPoint, .jpg, .png, or .mp4 (video). No other formats can be displayed by the screens.
6. The Digital Advertisement Boards can show images in a variety of sizes, including 4:3 and 16:9 ratios.
7. The maximum file size is 300mb. Any file size over that limit cannot be displayed.
8. Last minute requests cannot always be satisfied.
9. The University Center reserves the right to decline any image that does not meet the standards listed and understood.