

## **Digital Signage**

Kennedy Union maintains a number of digital signage displays for advertising events and initiatives to the campus community. Advertisements are for University of Dayton recognized student organizations or departments only. External (non-UD) advertisements will not be accepted. Because each unit displays targeted content, submission protocol and availability vary by display. Advertisements may be run for up to two weeks.

### **Guidelines for Content:**

1. Advertisements are for University of Dayton recognized student organizations or departments only. The recognized student organization or University department submitting an advertisement must be clearly identified within the advertisement.
2. All advertisements must be congruent with the University of Dayton's mission as a Catholic, Marianist university (<https://udayton.edu/about/mission-and-identity/index.php>).
3. Event-related advertisements will not run beyond the event date.
4. The accuracy of information submitted is the responsibility of the individual, department, or organization submitting the advertisement. Departments managing digital signage reserve the right to reject any advertisements deemed inaccurate or inappropriate.
5. Advertisements from student organizations must be for registered events and may be requested through the event registration process.
6. Advertisements may not be for a specific class or course offering.
7. Messages that will not be approved include but are not limited to classified ads, personal advertisements, and political messages.
8. It is a violation of Title 17, United States Code of the copyright law, to modify, enhance, or reproduce images without the express consent of the copyright holder. Therefore, it is the responsibility of the individual, department, or recognized student organization to obtain prior written consent from an authorized party for all copyrighted photos, images, and logos used on the digital signage displays. This written consent must be submitted with any advertisements displaying copyrighted material.

### **KU Lobby Entry Vertical Display – Additional Guidelines**

#### *Content:*

- Content must be pertinent to the UD community with students or employees as the primary audience
- Content must include a contact person or office, including an email address, phone number, or website where more information can be found.
- Content must be displayed in a manner consistent with UD brand guidelines.
- Departments will be limited to one advertisement on this display at a time.

#### *Submission Guidelines:*

- The display must be reserved by calling 9-3333.
- This display is for still images only; there is no audio or video associated with this digital sign.
- Upon review of your submission, the image will be displayed for a maximum of 14 days.
- If changes/edits need to be made to an image that is currently in rotation, please contact the Center for Student Involvement by emailing Chris Fishpaw ([cfishpaw1@udayton.edu](mailto:cfishpaw1@udayton.edu)).
- Once the event has passed, the image file will be removed from the daily rotation and deleted from the server.

#### *File Guidelines:*

- Format: JPG or JPEG
- Size: 696x1237px
- Resolution: 300dpi

## Kennedy Union Displays

### EVENTS IN KENNEDY UNION

Thursday, July 06, 2017

- 08:00AM** TIAA CONSULTANT - HUMAN RESOURCES  
KU 313
- 12:00PM** PHONE INTERVIEWS - CENTER FOR STUDENT INVOLVEMENT  
KU 207
- 02:30PM** LEADERSHIP TEAM MEETING - STUDENT DEVELOPMENT  
KU 331

...Weather Conditions 01:44 PM

### UP THE ORGS

FRIDAY, AUGUST 25<sup>TH</sup>  
3:30-5:30PM  
KU CENTRAL MALL

By the Orgs is a 90 signature event that allows the campus and surrounding community to come together and kick off the academic year! Come and meet representatives from over 250 student organizations and dozens of campus programs and local businesses.

Questions? [studentorgs@dayton.edu](mailto:studentorgs@dayton.edu)



### "Today in the Union"

Today in the Union screens are located on each floor of Kennedy Union near the elevators. These vertical displays have an advertising block located on the bottom 1/3 of the screen. This content is mirrored from the Channel 77.1 displays.

- Ad Format: Horizontal 16:9
- Maximum Ads per Week: Unlimited
- Submission Requirements: All ads on this display are created by CSI using pre-designed templates.
- Submission Form: (<http://bit.ly/kusigns>)

**DID YOU KNOW YOU HAVE A MEMBERSHIP AT THE DAYTON ART INSTITUTE?**

ALL MEMBERS OF DAYTON UNIVERSITY HAVE FREE ACCESS TO THE INSTITUTE'S PERMANENT AND SPECIAL EXHIBITIONS, JUST A SHORT 15-MINUTE DRIVE OFF CAMPUS FROM A SPACE AT THE RECYCLED CAMPUS. ON THE OTHER SIDE OF THE CAMPUS, AT THE CORNER OF 5th and Main St., VISIT US TO GET YOUR FREE MEMBERSHIP CARD TODAY!

**INTO THE ETHER: CONTEMPORARY LIGHT ARTISTS**  
April 22 - June 26, 2016  
Grounded in the 1960s Light and Space movement, Into the Ether showcases experiments with immersive environments and atmospheric qualities.

**THE ANTARCTIC SUBLINE**  
July 16 - Oct. 16, 2016  
This exhibition features a colony of 400 mechanized penguins by contemporary artist Daniel Rozin. These automated birds interact with visitors in ways that will both surprise and delight.

**ELEMENTS OF NATURE: WATER**  
July 16 - Oct. 16, 2016  
Behold the monumental photograph by Berlin-based artist Frank Thiel of the Perito Moreno glacier, located in the Los Glaciares National Park in Patagonia, Argentina.

**RAVAGED SUBLINE: LANDSCAPE PHOTOGRAPHY IN THE 21ST CENTURY**  
Oct. 8, 2016 - Jan. 8, 2017  
View the work of contemporary photographers showing landscapes ravaged by human traces and industrial expansion.

For more information about advertising on

### "KU Lobby Entry Vertical Display"

Kennedy Union has removed all poster easels from the KU Lobby and Ground Floor. Use of this display is limited to pre-designed content submitted by University departments.

- Ad Format: Vertical 9:16
- Maximum Ads per Week: 5
- Submission Requirements: All ads on this display must be designed by the submitting department in line with UD marketing standards.
- Call CSI at 9-3333 to reserve.

**UP THE ORGS**

FRIDAY, AUGUST 25<sup>TH</sup>  
3:30-5:30PM  
KU CENTRAL MALL

By the Orgs is a 90 signature event that allows the campus and surrounding community to come together and kick off the academic year! Come and meet representatives from over 250 student organizations and dozens of campus programs and local businesses.

Questions? [studentorgs@dayton.edu](mailto:studentorgs@dayton.edu)

Join us every Saturday night in Sears Recital Hall for 4:00am-Night New Release Movies starting Saturday, August 26th!

Center for Student Involvement  
Kennedy Union 301  
937-226-3333  
[studentorgs@dayton.edu](mailto:studentorgs@dayton.edu)  
@StudentOrgs

### "Channel 77.1"

Through the support of the Student Government Association, digital signage content found at the KU Information Center is also displayed on the campus cable network on channel 77.1. Content for this display should have a student-focused message.

- All requirements are the same as the "Today in the Union."

**STUDENT GOVERNMENT ASSOCIATION**

SGA is seeking four representatives from each class. This is YOUR chance to make a difference on campus!

Join us at one of our mandatory elections info sessions to learn more and run for office!

Wednesday, August 30 | 6:00pm | KU 331  
Thursday, August 31 | 7:00pm | KU 331  
Tuesday, September 5 | 7:00pm | KU 331  
Wednesday, September 6 | 5:30pm | KU 331

Questions? [sga@dayton.edu](mailto:sga@dayton.edu)

Join us every Sunday night at 6:00pm in the KU Ballroom for our weekly public senate meeting!

### "KU Ground Floor (SGA)"

Content on the SGA displays located on the ground and first floors of Kennedy Union are submitted and approved by SGA.

- Ad Format: Horizontal 16:9
- Submission Requirements: Content Limited to SGA; contact SGA at [SGA@udayton.edu](mailto:SGA@udayton.edu) for more information.

**EVENT TITLE HERE**  
Subtitle

**HOST**  
Event Description Ut fuga. Do-lum facta quia nismam, cundantis nismam et etumquamus modipsum volum quo valor aut liatas num a qui qui sanit laborum ullique est, occusdae sam, ut queque est, occusdae sam, ut queque est, occusdae sam, ut que

Questions? x9-3333

12:56pm

running scroll of information that can be customized to include contact information / highlighted eve

### KU Lobby Lounge

Digital signage content found in the KU Lobby Lounge is displayed on our largest digital display. This display may feature CSI-related content or important news and sporting events from time to time.

- Content for this display should have a student-focused message and is selected by CSI staff from the content submitted for display on other CSI-managed digital displays.
- Advertisements cannot be guaranteed on this display.