EVENT ADVERTISING

The University Centers digital signage system displays event advertising created by recognized University of Wisconsin-Eau Claire student organizations, academic departments and administrative offices. Graphics are to promote specific events scheduled through the Event Services office. The digital signage system is not for general image enhancement campaigns or regular meeting announcements.

The media wall, a nine-screen LCD unit near the Service Center, is one of five displays that is designated to run advertising for student organization events. It is reserved for only this purpose, for University Centers programs, and for building-wide events by special arrangement with Event Services.

Displays designated for use by Blugold Dining are not available. Displays designated for cable TV programming, and those in the Media Lounge, are not available. Meeting Minder room schedule displays are available only for building-wide events by special arrangement with Event Services.

DIGITAL SIGNAGE FOR BUILDING-WIDE EVENTS

The digital signage system is available to internal and external clients that reserve or contract Davies Center for building-wide events planned through Event Services. Use of the digital signage system requires that the request be processed by Event Services 30 or more days before the event is taking place. Graphics are to be provided by the client 30 or more business days before the event.

Building-wide events may utilize the Meeting Minder room schedule displays as well as the large LCD displays and the nine-screen media wall. Displays designated for use by Blugold Dining are available on a case-by-case basis as the event warrants.
GUIDELINES

Graphics are to promote specific events scheduled through the Event Services office. The digital signage system is not for general image enhancement campaigns or regular meeting announcements.

Graphics must be created specifically for the digital signage system. Do not send PDFs of the event poster, flyer or tabletent.

Only one graphic may be posted at a time for an event. Graphics are scheduled on a first-come first-served basis. No more than 15 graphics can be scheduled to run at any given time, so that each graphic may cycle through the system at least every two minutes.

A graphic may be posted for no more than five consecutive days.

DISPLAY LOCATIONS

1. Media Wall near Green Bean, DC 105
2. At Stair 5 near The Cabin, DC 270
3. At elevators near Blugold Living Room, DC 201
4. At Stair 5 near Alumni Room, DC 350
5. Near elevators at Green Roof, DC 301

SPECIFICATIONS

STILL IMAGE
Submit a JPEG in 16:9 aspect ratio. Image resolution should be no less than 72 ppi and no greater than 150 ppi. The name of the sponsoring organization must appear in the graphic. Images are on screen for only eight seconds, so simple designs are best.

MEDIA FILE
Submit a short video file (there is no sound) in 16:9 aspect ratio. Videos may not exceed 20 seconds in length. Accepted formats are .avi, .f4v, .flv, .m1v, .m2v, .m4v, .mov, .mp4, .mpeg, .mpg, .swf and .wmv. The name of the sponsoring organization must appear in the graphic.

SUBMISSIONS

Submit graphics for the digital signage system at least five business days before the desired start date. When e-mailing your file, state the first date the graphic is to appear, and the last date it is to appear.

Recognized UW-Eau Claire student organizations submit graphics to this e-mail address:
StuOrgsAds@uwec.edu

The LCD display at the reception area in the Student Organizations and Leadership Center (Davies Center 220) also runs student organization event advertising, in rotation with ads for University Centers programs. Student organization event advertising also runs on an LCD display in the Student Affairs office, Schofield Hall 240.
GUIDELINES

Graphics are to promote specific events scheduled through the Event Services office. The digital signage system is not for general image enhancement campaigns or regular meeting announcements.

Graphics must be created specifically for the digital signage system. Do not send PDFs of the event poster, flyer or tabletent.

Only one graphic may be posted at a time for an event. Graphics are scheduled on a first-come first-served basis. No more than 15 graphics can be scheduled to run at any given time, so that each graphic may cycle through the system at least every two minutes.

A graphic may be posted for no more than five consecutive days.

DISPLAY LOCATIONS

1. Northwest vestibule near The Cabin, DC 170
2. North central vestibule near The Dulany Inn, DC 122
3. Northeast vestibule near branch bank and Service Center, DC 110
4. Southeast vestibule near Green Bean, DC 105
5. At elevator near The Cabin, DC 270
6. At elevators near Blugold Living Room, DC 201
7. At Stair 5 near Alumni Room, DC 350
8. At center of corridor near coat check, DC 330
9. At elevators near Mohican Room, DC 310

SPECIFICATIONS

STILL IMAGE
Submit a JPEG in 4:3 aspect ratio. Image resolution should be no less than 72 ppi and no greater than 150 ppi. The name of the sponsoring office or department must appear in the graphic. Images are on screen for only eight seconds, so simple designs are best.

MEDIA FILE
Submit a short video file (there is no sound) in 4:3 aspect ratio. Videos may not exceed 20 seconds in length. Accepted formats are .avi, .f4v, .flv, .m1v, .m2v, .m4v, .mov, .mp4, .mpeg, .mpg, .swf and .wmv. The name of the sponsoring office or department must appear in the graphic.

SUBMISSIONS

Submit graphics for the digital signage system at least five business days before the desired start date. When e-mailing your file, state the first date the graphic is to appear, and the last date it is to appear.

UW-Eau Claire administrative offices and academic departments submit graphics to this e-mail address: CentersAds@uwec.edu
CREATING A 16:9 IMAGE IN INDESIGN

• Create a new web document measuring 1920 pixels wide and 1080 pixels high, or a new print document measuring 26.6667 inches wide and 15 inches high.

• Design the graphic for your event. The smallest type should be no smaller than 14 point.

• Export the graphic to JPEG format (File > Export > JPEG).

• Set quality to High; format method to Baseline; resolution to 72 pixels per inch; and color space to RGB.

Graphics with a 16:9 aspect ratio are used to advertise scheduled events sponsored by recognized UW-Eau Claire student organizations and student government.

A 16:9 aspect ratio is also required for large LCD displays and the media wall if these are used for building-wide events.

PRINTING SERVICES
Located in Schofield Hall 18, University Printing Services has student graphic designers on staff who can create custom graphics for student organizations, academic departments and administrative offices, and external clients.

www.uwec.edu/printing
CREATING A 16:9 IMAGE IN PHOTOSHOP

• Create a file 1920 pixels wide and 1080 pixels high, with a resolution of 72 pixels per inch, in RGB color mode.
• Design the graphic for your event.
• Save the file (File > Save As) as a JPEG.

CREATING A 16:9 IMAGE IN ILLUSTRATOR

• Create a file measuring 1920 pixels wide and 1080 pixels high, RGB color mode, with raster effects set to Screen (72 ppi).
• Design the graphic for your event.
• Export the graphic to JPEG format (File > Export > JPEG).
• Set quality to 10, the highest setting, and confirm that the image is in RGB color mode.

CREATING A 16:9 IMAGE IN POWERPOINT

This method creates a smaller image that will not appear as clearly, but the proportions are correct.
• Create a presentation slide in Widescreen 16:9 slide size.
• Design the graphic for your event.
• Save the file (File > Save As) as a JPEG.
Creating a 4:3 Image in InDesign

- Create a new web document measuring 1440 pixels wide and 1080 pixels high, or a new print document measuring 20 inches wide and 15 inches high.
- Design the graphic for your event. The smallest type should be no smaller than 14 point.
- Export the graphic to JPEG format (File > Export > JPEG).
- Set quality to High; format method to Baseline; resolution to 72 pixels per inch; and color space to RGB.

Designing Still Images — 4:3

Graphics with a 4:3 aspect ratio are used to advertise scheduled events sponsored by UW-Eau Claire academic departments and administrative offices.

Meeting Minder room schedule displays used for building-wide events also require graphics with a 4:3 aspect ratio.

Printing Services

Located in Schofield Hall 18, University Printing Services has student graphic designers on staff who can create custom graphics for student organizations, academic departments and administrative offices, and external clients.

www.uwec.edu/printing
CREATING A 4:3 IMAGE IN PHOTOSHOP

• Create a file measuring 1440 pixels wide and 1080 pixels high, RGB color mode, with raster effects set to Screen (72 ppi).
• Design the graphic for your event.
• Export the graphic to JPEG format (File > Export > JPEG).
• Set quality to 10, the highest setting, and confirm that the image is in RGB color mode.

CREATING A 4:3 IMAGE IN ILLUSTRATOR

• Create a file measuring 1440 pixels wide and 1080 pixels high, RGB color mode, with raster effects set to Screen (72 ppi).
• Design the graphic for your event.
• Export the graphic to JPEG format (File > Export > JPEG).
• Set quality to 10, the highest setting, and confirm that the image is in RGB color mode.

CREATING A 4:3 IMAGE IN POWERPOINT

This method creates a smaller image that will not appear as clearly, but the proportions are correct.
• Create a presentation slide in standard 4:3 slide size.
• Design the graphic for your event.
• Save the file (File > Save As) as a JPEG.
GUIDELINES

The digital signage system is available to internal and external clients that reserve or contract Davies Center for building-wide events through Event Services. Use of the digital signage system requires that the request be processed by Event Services 30 or more days before the event is taking place. Graphics are to be provided by the client 30 or more business days before the event.

SPECIFICATIONS

STILL IMAGE
Submit JPEGs in 16:9 aspect ratio for large LCD displays and the media wall. Submit JPEGs in 4:3 aspect ratio for Meeting Minder room schedule displays. Image resolution should be no less than 72 ppi and no greater than 150 ppi.

MEDIA FILE
Submit a short video file (there is no sound) in 16:9 aspect ratio. Videos may not exceed 20 seconds in length. Accepted formats are .avi, .f4v, .flv, .m1v, .m2v, .m4v, .mov, .mp4, .mpeg, .mpg, .swf and .wmv.

SUBMISSIONS
Submit graphics for the digital signage system per contract to Event Services at least 30 business days before the date of the building-wide event.

Event Services
Davies Center 240
University of Wisconsin-Eau Claire
Eau Claire WI 54702-4004
PHONE 715-836-5631
FAX 715-836-2301
URL www.uwec.edu/eventservices

Clients submit graphics to this e-mail address:
ConferenceAds@uwec.edu
Ad 2A Organization (Cabin)
Ad 2B Administration (elevator)
Ad 2C Organization (elevators left)
Ad 2D Administration (elevators right)
Centers 2A Activities (Student Organizations and Leadership)
Cable 2A Oasis
Cable 2B Lounge 229
Cable 2C Blugold Living Room
Cable 2D Blugold Living Room
Cable 2E Blugold Living Room
Cable 2F Blugold Living Room

16:9 DISPLAYS

LEVEL 2 • DAVIES CENTER
16:9 DISPLAYS  LEVEL 3 • DAVIES CENTER

- Ad 3A Organization (Alumni, north wall)
- Ad 3B Administration (stairs, south wall)
- Ad 3C Administration (center, coat check)
- Ad 3D Organization (Potawatomi, elevators)
- Ad 3E Administration (elevators)
- Centers 3A Activities (Woodland Theater)
- Cable 3A Alumni
MEETING MINDERS  LEVEL 1 • DAVIES CENTER

- The Cabin 1
- Dulany Inn (entrance)
- Dulany-Heritage (emergency exit)
- Green Bean
MEETING MINDERS  LEVEL 2  •  DAVIES CENTER

- Administration Complex Large Conference Room
- The Cabin 2
- Cedar Room
- Colleen Bader Conference Room
- Council Oak Room North
- Council Oak Room South
- Little Niagara Room
- Pine Room
Alumni Room North
Alumni Room South
Centennial Room A
Centennial Room B
Chancellors Room
Dakota Room
Dakota Room A
Ho-Chunk Room
Menominee Room
Mohican Room
Ojibwe Room A
Ojibwe Room B North
Ojibwe Room B South
Ojibwe Room North
Ojibwe Room South
Ojibwe Room C
Oneida Room
Potawatomi Room
Woodland Theater North (main entrance)
Woodland Theater South (ramp entrance)