



XAVIER UNIVERSITY DIGITAL ADVERTISING GUIDE

Digital Advertising has been launched as part of an SGA initiative to support students' ability to promote and market events on campus. Four flat screen TV's have been installed in the Gallagher Student Center along with system management software for Digital Advertising.

Currently, the system is only open to University approved student organizations with the exception of the Office of Auxiliary Services, which was a major partner in this effort. A review of the system will be done after the fall semester to determine if the service can be made available for use to office/departments and/or paid advertisers.

Student organizations wishing to promote events through Digital Advertising must meet the following criteria for advertisements to be considered:

1. Be a university approved club, organization, or working group. The current list can be found at www.xavier.edu/involvement/campus-clubs/all-clubs.cfm#organizations
2. The advertisements are only for EVENTS AND PROGRAMS, not meetings or organizational reminders.
3. Have had the advertisement approved by the group's adviser.
4. Submit the advertisement two (2) business days before it is to be posted. The duration for an advertisement can be no more than seven (7) days.
5. Design an advertisement that fits within the design guidelines listed below:

STEPS FOR DESIGNING YOUR ADVERTISEMENT

TAKE INTO CONSIDERATION THESE IMPORTANT POINTS

- The content cannot represent any of the following:
 - Vulgarity or sexually suggestive language or images
 - Promote the use of alcohol or illegal substances
 - Racial/ethnic/gender or religious insensitivity through language or images
 - Suggest violence
- The advertisement must be submitted as a jpeg image.
 - *These can be made using Microsoft PowerPoint, Microsoft Publisher, and Photoshop. There are also a number of free software programs listed on the submission website.*
- Please submit the highest image resolution possible. We suggest images be approximately 1360 x 768 pixels.
- Remember that the text must be legible from at least 15 feet away and will only appear for 8 seconds at a time. We recommend:
 - Verdana, Arial or Calibri font at a size of 36 points or higher
 - No more than 30 words on per advertisement.

Advertisements can be submitted on the homepage of MyXU in the Campus Announcements Box

All advertisements are subject to a review to ensure the integrity of content and posting requirements.

For questions or concerns about the system contact Kevin Contrera, Student Senator, at contrerak@xavier.edu.