



## Advertising Guidelines for Non-Housing Campus Groups

To post content on digital signage (TVs) and/or printed table tents in the undergraduate Residence Halls, Dining locations, and community spaces, the following guidelines must be followed:

### Requests & Scheduling

- During the academic year, while classes are in session, Registered Student Organizations (RSOs) and University Departments, are allowed to post information about programs or events on Housing's TVs and table tents if space is available.
- University Housing will reserve two spaces per week in the rotation on our TVs for a non-Housing message from campus partners. Ad spaces on table tents for campus partners are dependent on the number of Housing ads for a given week.
- These ad spaces can be reserved by an RSO or Department on a first-come-first-serve basis. Housing begins accepting ad requests for the upcoming academic year during the prior summer.
- The slides or table tent ads will run from Sunday through Saturday of that week in the rotation with Housing messages.
- Ad spaces have a cost of \$100 for each media per week. This can be paid through a departmental funding string or credit card (no campus purchasing cards, please).
- RSOs and Departments are normally allowed to reserve a maximum of two weeks per semester per media on this schedule during the academic year, if spaces are available. Groups may have the opportunity to reserve additional ads for a semester if open spaces remain after that semester begins.
- Requests to reserve a week on the TV/table tent schedules must be sent through our [Advertising Request Form](#) to be considered.
- University Housing reserves the right to adjust ad content schedules and prioritize message requests based on their impact on our residents and customers.

### Content

- Postings need to advertise a campus program, event, or service. A slide espousing a viewpoint only will not be approved for posting unless otherwise permitted by University Housing policy.
- Advertisements that compete with Housing services/priorities, including ads for student jobs outside of Housing, may be denied.
- Advertisements which openly endorse a particular commercial interest or product are prohibited unless arranged through Wisconsin Campus Marketing as an official sponsorship.



- Agencies or individuals unrelated to the university are not permitted to post in the residence halls unless arranged through Wisconsin Campus Marketing as an official sponsorship.
- Candidates for public office can request to post campaign messages in the residence halls only through an RSO related to their campaign. That related RSO can then request permission to post campaign information in the halls about a specific candidate.

### Artwork

- TV slides should be provided as finalized artwork as a JPG or PNG image file at 72 dpi resolution. Slide layout must be 16:9 dimensions (widescreen), with a minimum size of 1920 x 1080 pixels.
- Table tent ads should be provided as finalized artwork in high resolution for print (300 dpi) as a PDF or image file. Ad dimensions must be 5" wide by 2.81" tall.
- The name of the RSO or Department must be on all ads.
- Your RSO or Department will need to deliver files to Marketing at least 12 working days before the posting date. Any postings received less than 12 working days before the reserved date might not be posted.