Digital Signage Policy

Purpose

Digital displays managed by Conference and Event Services serve as a visual communication medium to inform students, faculty, staff, and visitors about events occurring on the Loyola Marymount University campus. Standard information displayed includes details related to programs, meetings and activities held on the LMU campus. For inclusion, the events must be previously scheduled and confirmed though the University’s Event Scheduling office.

Secondarily, digital signage offers the opportunity for recognized student organizations to inform the LMU community about campus events that are of student interest or are student-oriented in nature. For inclusion, the events must be previously scheduled and confirmed though the University’s Event Scheduling office.

Digital Signage Content

In order to have a digital image and/or slides displayed on the Conference and Event Services displays, you must submit broadcast-ready content, using the Online Digital Signage Content Submission Request Form.

Prior to submitting an online request, please read the Digital Signage Content Submission Guidelines online document.

Minimum Digital Signage Content Requirements

Digital signage as a medium has the potential to reach a wide audience. However, there are design limitations on the information that can be displayed. For this reason you are asked to please keep your information as brief as possible. When developing content for submission, limit the amount of text and make the size of your text as big/large as possible (font size 28 points minimum).

All requests are subject to rejection, if the content is not properly formatted.

The creation of content for digital displays requires consideration of technical, legal and aesthetic factors. The technical considerations relate to the system's capabilities and limitations. Legal considerations relate to compliance with appropriate copyright laws. Aesthetic considerations relate to making any digital slides visually interesting and effective.

Content that does not meet the minimum specified guidelines will not be posted. Please review the Digital Signage Content Submission Guidelines online document, prior to submitting content.
The Director of Conference and Event Services and/or their designee, reserves the right to refuse, or remove digital signage content. Appeals should be directed to the Associate Director of Conference and Event Services.

Please mail appeals to: schedulingga@lmu.edu

The Associate of Director of Conference and Event Services will send a response within 15 days after receipt of an appeal.

**Digital Signage Display Locations**

Conference and Event Services manage Digital Signage in the following locations inside of the University Hall building: **Roski Dining Commons; Elevator Lobby #2; The East Atrium (entrance to the Lions Corner Cafe)**

The digital displays in University Hall broadcast the standard information described above, content from external clients may be displayed on a limited basis with approval from the Director of Conference and Event Services.

Digital Signage posting requests may consist of no more than three (3) images/slides or messages displayed concurrently.

If the total number of requests exceeds three (3) images/slides or messages per department or organization, the remaining submissions will be prioritized according to relation to the University’s mission, time-sensitivity of message, campus-wide scope of involvement, and always subject to approval by Conferences and Event Services management.

**Length of Broadcast**

All content images are posted no more than (14 days) prior to the event date, and will be removed automatically at midnight the day the event concludes.

Content will be prioritized pursuant to the University’s mission, time-sensitivity of the message, campus-wide scope of involvement, and interest or relevance to the student audience.

Requests for extensions or exceptions are subject to approval by the Associate Director of Conference and Event Services.

**Additional Technical Specifications**
Submitting organizations and departments are responsible for design, production and timely submission of slides or videos. All content must be submitted broadcast-ready in accordance with the following technical specifications:

- Digital graphic content must be in JPG, JPEG or PNG file format.
- For best display resolution on digital display monitors, the images/slides should match the display’s pixel dimensions. The dimensions are based on the TV/display’s size and physical location.

University Hall Coffee Shop (1081 x 772) width + height (landscape orientation)
University Hall Elevator Lobby #2 (768 x 956) width + height (vertical orientation).
Roski Dining Hall (1014 X 613) width + height (landscape orientation)
- Slides are typically displayed for 20 seconds.
- Recommended slide resolution is 96dpi.

Content Submissions

To display digital images/slides on displayed on Conference and Event Services displays, submit the broadcast-ready content electronically using the online Digital Signage Content Submission Form

Digital signage requests should be submitted at least twenty-one (21) business days (3 weeks) prior to the proposed broadcast date. Conference and Event Services provides no guarantee that digital materials submitted will be posted.

Please note that all copyright and trademark laws will be observed and upheld. If permission is required to display an item, it will be the submitter's responsibility to provide documentation with their Digital Signage Request Form. Once a request has been reviewed, an e-mail containing the outcome will be sent to the applicant.

Fees/Charges

Use of digital signage is available at no cost to LMU departments and recognized student organizations.

Questions or Comments

Questions or comments should be referred to the Conference and Event Services email: schedulingag@lmu.edu
Digital Signage Content guidelines information is available at the following link location:
Digital Signage Content Submission Guidelines