

## **Memorial Union LCD Display Guidelines**

The Memorial Union LCD monitors are currently located on the first and second level of the Memorial Union and are designed to inform union visitors about campus programs and activities. Each month the Memorial Union will provide one free display in the LCD slideshow to ASU programs housed within the union and members of the Student Affairs Auxiliary group (upon approval from the Director of the Memorial Union). In addition, the following groups may purchase displays within the rotation:

- ASU Departments
- ASU Student Organization
- ASU Business Partners
- ASU Sponsored Entities
- Off-Campus Commercial
- National Agencies

### **Reservation Rules**

- Reservations must be completed and returned to ASU Student Media no later than five (5) working days before displays are scheduled to run.
- Final artwork must be turned into ASU Student Media no later than three (3) working days before displays are scheduled to run.
- It is the responsibility of the client to ensure accuracy of content and that all graphic standards are met.
- Unless marked, displays will be run on all MU LCDs.
- Dated/time sensitive displays will be removed after expiration of information, regardless of reservation period.

### **File Formatting & Submission**

- All submitted artwork must be 96 dpi, 970 pixels wide and 728 pixels tall. Failure to meet artwork standards may result in failure to display.
- Acceptable file types for submitted artwork are: text, jpeg, wmv
- Files submitted in wmv format are not to exceed 20 seconds without approval of ASU Student Media.
- Design services for Flash/animated slides are available at an additional fee, please contact ASU Student Media Creative Services for further information.
- Files should be submitted either by disc or e-mailing [display.advertising@asu.edu](mailto:display.advertising@asu.edu)

Please contact your ad rep or ASU Student Media with any questions or concerns, 602-496-2166.