

Gatton College Digital Signage

Screen Policies

Official departments and organizations of the Gatton College of Business and Economics may advertise on the screens in the Gatton College building. The purpose of the digital signage is to inform students, faculty and staff of relevant, college-wide information in a consistent and professional manner.

The digital signage must:

- Advertise for a UK/Gatton College affiliated group or organization

The digital sign will not:

- Advertise for events occurring off of the University of Kentucky campus

All digital signage announcements will follow the Gatton digital signage template. No submitted graphic designs will be displayed on the digital signage.

Submitting Your Sign Request

Timeline and Schedule

Allow **three business days** for us to post your slide. Plan ahead. The maximum time limit for an ad is two weeks prior to the event.

Submit

Create your event/announcement on the Gatton website.

All requests for digital signs must be submitted through the Gatton website “Content” section. In the “Add Content” section, you can select “Event” or “Announcement.”

When you create an event or announcement, there is a box to check if you would like your event listed on the digital signage. Once you check the box, additional fields will appear. Please be sure to fill out ALL the fields.

****Please make sure that all contracts, legal agreements, space agreements, etc. are confirmed before sending the slide/content for posting.**

If you do not have access to edit the Gatton site, your department administrative professional can enter your event/announcement. You may also request access to enter your own events/announcements onto the site. Email Matt Johnson (matt.johnson@uky.edu) to request access. Training is available – please contact Matt to set up a time.

Format

The Gatton digital signage template set for events and announcements, and is text based. If your event includes a guest speaker, a head shot of the speaker may be included. To expedite the posting of your advertisement, be sure it meets the following criteria:

- Include a clear headline. Advertising is more effective with less content; critical information includes the name, date, time, and location of event, plus a short description and name of the sponsoring department or group. Double-check spelling, dates, times and locations.
- You may include a website, telephone number, or email with contact name or office.
- Images: If you have a head shot of your speaker, please send a high resolution .jpg file to Matt Johnson at matt.johnson@uky.edu.
- Use copyrighted materials only with permission.
- Information is relevant to the Gatton College. Content that violates University of Kentucky policies, is incomplete, violates community standards, or contains false advertising will be rejected

Editing & Prioritizing

The Gatton College marketing and communications department reserves the right to edit images and/or text on submitted advertisements. It also reserves the right to prioritize which slides will run as space is limited on the displays. Signs promoting college-wide events and speakers will receive top priority.

Where will my event appear?

Different locations of Gatton digital signs will run different information. The signs at each exterior door will run an updated list of imminent events and locations. Occasionally, during a college-wide event, some or all of the signs will run an event-specific slide.

Other signs throughout the building will run specific information based on their location (see list below). When you are entering an event for the digital signage, please be sure to indicate the correct placement:

Digital Sign Options/Locations

General information

These screens are located throughout the Atrium and around the interior hallways of the building.

Gatton Building Entrances

The screens at all the entrances to the building are informational only, and display upcoming events in the building with their name, time, and location.

Graham Office of Career Management

Screen located inside the Graham Office – limited to Graham Office events and announcements.

URC

Two screen locations – one inside the URC, and one located directly outside the URC offices. Limited to official URC events and announcements.

Student Organizations

Three screen locations – one inside the URC, one in the Atrium above the printers, and one near the student organizations office.

Digital Sign Content Types

There are two options for your digital sign.

Events

An event is something that happens in a finite time, and is not repeated multiple times within a two-week span. Examples include guest speakers, meetings, and other one-time events.

Announcements

An announcement is for things to announce, and for events that happen multiple times in a short span (2-3 weeks). Examples include workshops, recurring meetings (e.g., every first Tuesday of the month), or other announcements without a beginning and ending time. *Each separate occurrence still must be entered as an individual event on the website to appear on the Gatton calendar.* The overall announcement is entered separately only for the digital signs.

Questions

Email your department administrator or Matt Johnson (matt.johnson@uky.edu) with questions concerning the digital signs.