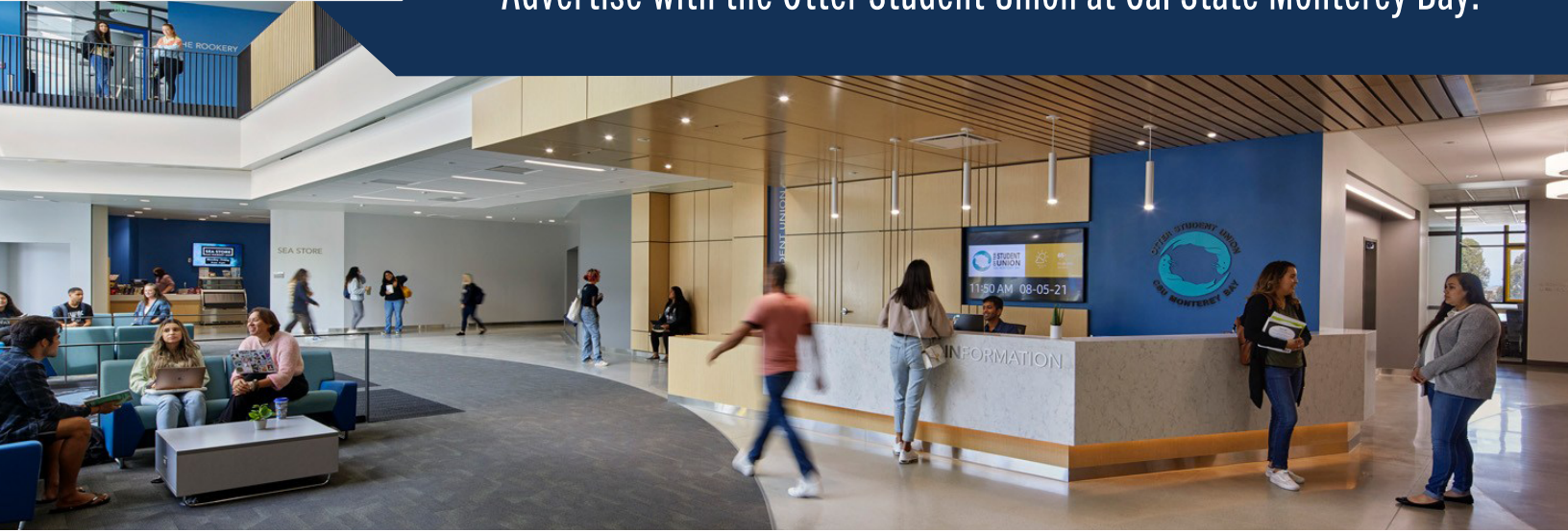




# OSU DIGITAL SIGNAGE GUIDELINES & PROCEDURES

Advertise with the Otter Student Union at Cal State Monterey Bay!



To help create a sustainable form of advertising within the Otter Student Union, we offer Cal State Monterey Bay academic units, departments, registered student organizations, and off-campus commercial businesses the opportunity to advertise events, programs, or services in the Otter Student Union (OSU) through our digital display screens located throughout the building.

The building features numerous screens throughout the three floors that hundreds of people visiting on a daily basis can easily see. This is the perfect opportunity to promote upcoming events, programs, or notices to those coming into our spaces! Digital signage helps capture visitors' attention with a fast and easy way to communicate while reaching a larger audience. At the same time, digital signage also helps save paper, time, and money.

The Otter Student Union has 8 digital display monitors (2 on the 1st floor, 3 on the 2nd floor, and 3 on the 3rd floor) used for displaying digital content throughout the facility. Submitted slides will be seen on the designated screens throughout the building, at the discretion of the OSU. Information regarding soliciting, posting, and distributing information and materials in the Otter Student Union is outlined in the [OSU Posting Policy](#).

Advertising space may be reserved by the following categories and associated rates:

<b>RATES</b>	<b>CSUMB REGISTERED STUDENT ORGS</b>	<b>CSUMB DEPARTMENTS AND/OR PROGRAMS</b>	<b>OFF-CAMPUS CLIENT</b>
<b>WEEKLY</b>	\$0*	\$25	N/A
<b>MONTHLY</b>	\$75	\$100	\$200
<b>3 MONTH BLOCK</b>	\$50/month	\$75/month	\$175/month
<b>6 MONTH BLOCK</b>	\$25/month	\$50/month	\$150/month

**\*1 week/month free, additional weeks \$25/week**

**NOTE:** The OSU utilizes the digital displays to promote OSU services, programs, and activities, and reserves space for specific content to be used for certain CSUMB campus-wide initiatives, free of charge. For any questions please contact [admin@otterstudentunion.org](mailto:admin@otterstudentunion.org)

## DIGITAL SIGNAGE GUIDELINES

- To submit a request, please complete the [OSU Digital Signage Request](#) online form. A full description of the purpose of advertising is required.
- Initiatives or events open to the entire student body, sponsored by a recognized student organization or University area located within the OSU building, which promote student co-curricular engagement are eligible to utilize this service.
- All submissions must be made one week prior to the digital signage start date and no sooner than two weeks prior to the start date.
- Only slides saved as a JPEG or PNG will be accepted. Slides must be 1920x1080 landscape, in RGB color mode, and should not exceed 15mb.
- Digital signage is a service provided on a space-available basis due to limited capacity. Space is not guaranteed. Signage will be scheduled, added, and removed from Digital Display rotation by the OSU Marketing and Communications staff.
- Digital signage is limited to one slide per event at any given time.
- Student Organization digital signage requests must be submitted by the Student Organization Advisor or other associated CSUMB staff/faculty member.
- Department digital signage requests must be submitted by a CSUMB professional staff/faculty member.
- Requests must indicate an end date when submitting the digital signage request. Requests will end 7 days/30 days from the start of the reserved period at 5 p.m. Advertisements will be taken down within 24 hours of that time.
- Each slide will be visible for up to ten seconds; as such, it is highly recommended that text be limited and QR codes be used.
- The digital signage must include sponsoring organization or area, contact information, event title, location, date, time, and price (if applicable).
- Each requesting department/organization may have a maximum of 3 slides at a time.
- The OSU reserves the right to refuse any advertisements which violate the [Cal State Monterey Bay's Student Code of Conduct](#) or any University Policy.
- Requests should consider universal accessibility in the design and format for all submissions.
- The OSU reserves the right to adjust the dates for adding or removing digital signage based on operational needs and available capacity.