

# HUB Digital Display Board AD Submission Guidelines

This guide will give you general guidelines to create your add and instruction on how to submit it for display.

- First: Formatting your graphic ads –
  - What size do you make the ad?
  - What programs should I use to make it?
  - Useful formatting suggestions.
- Second: Formatting of your video ads
  - What size should the video be?
  - What format should it be submitted in?
  - Useful suggestions for your video.
- Third: Submission Guidelines **(MUST READ)**

## Section One: Graphics

Create your adds using the following size guidelines. Not doing so will result in distorted and hard to read slides.

**10" x 7.1"** if created using a publishing program such as Publisher.

Or

**800px x 567px** if created using an image editing program such as Photoshop.

All slides should ideally be saved as jpeg's, but the display system will also accept the following formats;

**.bmp, .gif, .jpeg, .jpg, .png**

Make your add with no more than 6-8 lines of text. The more text you use the harder it is to read. Also consider the graphics you use. Text over images can also be tough to read.

Lastly pick a font style and size that is easy to read. Some good fonts would be;

This one,

Or this one,

**Or better yet this one.**

Some bad fonts would be:

*Not good.*

*Definitely not good.*

## Are you trying to give the viewer a headache?

Programs like Microsoft Publisher are ideal as they are simple to use and they allow you to save you're slide in the formats outlined above.

For the more computer savvy, you can use programs like Adobe Photoshop or a good free alternative GIMP. These programs can require quite a bit more work but allow far greater customization of your ads.

Just keep it simple. Complex can be eye-catching but harder to read. Find the balance and it will do wonders.

## Section Two: Video

Size your video according to the following guidelines:

**480px x 360px** or a **4:3 aspect ratio**.

**\*\*Note that this is not widescreen. If you make your video widescreen format there will be black line above and below your ad much like it was on old TVs\*\***

Focus on images and audio in the ads. Due to the size of the video text can be hard to read.

There is no limit on video time but make it too long and it will not get approved. Be reasonable and you'll do ok.

## Section Three: Rules

### Submission Guidelines:

- Each organization is responsible for creating/editing of their own material for the display boards. If an ad is denied for any reason the HUB will not be responsible for editing the ad for you.
- To submit an ad for approval send the ad to [rszabadics@plymouth.edu](mailto:rszabadics@plymouth.edu) with "DDB" in the subject line. Make sure to give the dates you want the ad posted. Remember there is a maximum of 2 weeks for any slide.
- Ads must be submitted at least 3 business days(does not include weekends or holidays) prior to the scheduled time of display. Any late submissions are subject to the discretion of the Print Shop Coordinator.
- Ads are submitted to the Print Shop Coordinator for final approval. If questions arise they will contact you directly at the contact e-mail you provided.

- Each organization or department may have up to three (3) graphic ads and/or one (1) video ad on the display board at any given time. Each event/program must be kept to one slide. \*Exceptions can be made with the approval of the Print Shop Coordinator.
- Ads will be displayed for 14 days or until the day of the event, whichever is longer. Note: display times will vary based on the volume of advertisements during any given period.
- Each graphic advertisement will be displayed for 10 seconds per pop-up. Note: This amount of time the ads are displayed is at the discretion of the Print Shop Coordinator. It may change depending on the volume of ads submitted only.
- Video ads will be played on average of once per hour for the duration of the ads timeline. This may change if there is a higher volume of ads being played.
- Each ad must be given both a start and end date when submitted.
- If you submit multiple slides and need them to be displayed in a specific order you must make sure to let the Print Shop Coordinator know when they are submitted. It is NOT possible to schedule graphic and video ads to play at the same time.
- Additional time may be required if an ad needs editing and requires resubmission.