**Digital Signage in Moody College is a prime opportunity to promote events and resources. They are primarily viewed by passersby; like billboards, copy should be 10 words or less with a clear call to action.**

There are two types of Digital Signage: the horizontal monitors across all our buildings as well as the free-standing vertical kiosks.

* Monitors are used for promoting Moody College events or programs, and sharing resources and opportunities appropriate for the Moody College community.
* The vertical kiosks are used for promoting Moody College events within Moody College buildings or events either hosted by or featuring Moody College members in other venues.

Digital Monitors

On the horizontal monitors, we promote events, announcements, and general messaging relevant to the Moody College community.

* Each graphic will be posted for two calendar weeks
  + If your announcement should be promoted for longer, you may send additional graphics and we will set them up in two-week flights with a required a one-week break between flights
* Each unit may only have three graphics rotating at a time
* Graphics must be submitted at least one week before requested post date
* Submit graphics by emailing [caroline.cox@austin.utexas.edu](mailto:caroline.cox@austin.utexas.edu)
* Graphics must fit file requirements
  + Size: 1920 x 1080
  + Billboard Style: **approximately 10 words per slide**
  + Limit use of QR codes as they can be difficult to scan
  + Moody College or UT branding
  + File no larger than 2MB

Kiosks

On the kiosks, we promote Moody College events exclusively. The kiosks are placed around the Moody College buildings and are stationary.

* Graphics are posted for one calendar week
* Each event may only have one graphic rotating at once
* Graphics must be submitted at least one week before post date
* Submit graphics by emailing [caroline.cox@austin.utexas.edu](mailto:caroline.cox@austin.utexas.edu)
* Graphics MUST fit file requirements (list below)
* Image formats: JPG
  + Image must be flattened
* Max 24 bit Color
* Size: 2160 x 3840 px
* Moody College or UT branding
* File no larger than 2MB

Creating Graphics

* Artwork can be made using [templates](https://utexas.box.com/s/1jovdtbxfmihvj2ku553wahgm9mbc2kc) created by MarCom
* If you would like to request a graphic to be made by MarCom, please submit a request at least 2 weeks before the post date
  + Submit requests to [caroline.cox@austin.utexas.edu](mailto:caroline.cox@austin.utexas.edu)