

LCD DISPLAY GUIDELINES MEMORIAL UNION

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 Organizations
- ASU Business Partners
- ASU Sponsored Entities
- General Public

Reservation Rules

- Reservations must be completed and returned to the Memorial Union Marketing Department no later than five (5) working days before displays are scheduled to run.
- Final artwork must be turned into the Memorial Union Marketing Department 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 five (5) 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, PowerPoint. **NOTE:** *PowerPoint slideshows should be built at screen resolution 1024x768 in order to be viewed properly.*
- Files submitted in wmv format are not to exceed 20 seconds without approval of Memorial Union Marketing Department.
- Files submitted in text format will require layout. Clients will be charged an additional \$50 design fee.
- Files should be submitted either by disc or e-mailing vernon.hebert@asu.edu.

Please contact the Memorial Union Marketing Department with any questions or concerns, (480) 965-4419.

LCD ADVERTISING REQUEST MEMORIAL UNION

The Memorial Union has five LCD monitors displaying content on the first and second levels. LCD advertising may be reserved by the campus community to showcase and promote ASU departments, registered student organizations and their programs and services. Advertising space may be reserved by: (please mark one)

- | | |
|---|--------------------|
| <input type="checkbox"/> ASU Departments/Organization | \$25/week |
| <input type="checkbox"/> ASU Affiliates* | \$50/week |
| <input type="checkbox"/> General Public | \$150/week |
| <input type="checkbox"/> MU Housed ASU Program | Free Monthly Slide |

1. Complete and return the LCD Advertising Request form to the Marketing Department, MU 182 located on the main level, Mail Code: 0901, or fax form to (480) 965-6712.
2. Include a copy of final artwork on disc, or e-mail artwork to vernon.hebert@asu.edu. All art must be at minimum 96 dpi, 970 pixels wide and 728 pixels tall.
3. Displays will be scheduled and added and removed from LCD rotation by MU staff.
4. Reservations allow for display to be added once to existing rotation (rotations will not exceed 30 slides).
5. **Reservation ends on 7 days from the start of the reserved period at 5 p.m. Displays will be taken down within 24-hours of that time.**
6. The Memorial Union reserves the right to refuse any displays, which violate the Student Code of Conduct or any University Policy.

If you have any questions, please contact our Marketing Department at (480) 965-4419.

* ASU Affiliates defined as entities sponsored by an ASU department/organization or with an existing relation to ASU.

Name of Business: _____ Today's Date: _____
 Contact Person: (Please Print) _____ Signature: _____
 Phone: _____ Fax: _____ Email: _____

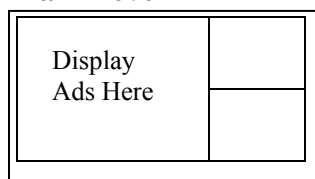
Reservation Period Requested: _____ **Year:** _____

*Please mark any locations you would like your ad **excluded** from the rotation:*

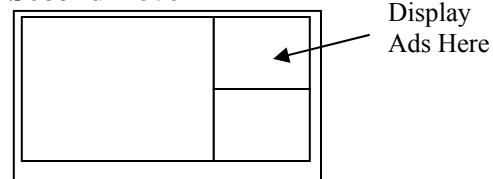
MAIN LEVEL: Northwest Entrance Information Desk Southwest Entrance
 SECOND LEVEL: Northwest Corner Southwest Corner

Display Layout:

Main Level



Second Level



Describe the purpose of the advertising: _____

----- **FOR OFFICE USE ONLY** -----

Accepted By: _____ Date: _____