SPECS FOR CREATING ART FOR DIGITAL SIGN ADS

You will provide three separate pieces of content/art files, one for each “region” as outlined below.

Create each piece of content at 12" wide x 9" high, at 72 dpi, in RGB color. This is the correct proportion for both the large/main region and the smaller/side regions. (The actual physical screen sizes of the monitors are 55", 46" and 43".)

Provide content as JPGs, PowerPoint slides or video (WMV or MOV)

- If using PowerPoint, be sure to select Design>Page Setup>On-screen show (4:3), 10" wide x 7.5" high, Landscape which converts to a 12" wide x 9" high size. DO NOT use the wide screen layout.
- A PowerPoint can include transitions between 2-3 slides and use some animations, which can then be saved into a 20-second WMV.
- Only one of your three regions can have motion; the other two regions will be static.
- The side regions are good for a VERY short message, logo or photo. See examples below.
- If you would like to have only text in one of the smaller side regions, that is allowable. You can either format the text in the font, color and size of your choice, on a background color that matches your main region, and provide it as a JPG, or you can simply tell us what you’d like it to say and we’ll type it into the side region you designate.

Keep fonts large and high contrast for easy reading. Think about this like a billboard promotion. Using a poster designed to be printed, with a lot of text and logos, will not read well. Select just your graphic elements and most important text to put in the three regions (who/what, when, where and a ‘call-to-action’)

EXAMPLES:

REGION 1
The largest/main region always appears on the left.

All your regions can be ‘static’ images, or ONE region can have motion with the other two regions being static. Only one of the three regions can play motion at a time.

Your main region can be a 20-second video or PowerPoint with transitions and animations. If you can, use a 4:3 ratio layout and NOT a widescreen 16:9. If you do use a widescreen layout, it will work but it will size down to fit the width of the region, giving your content wide top and bottom black borders.

The date and time are large and bold, since it is an important piece of info.

The bottom crawl region is not included in your ad space.

REGION 2 on top
REGION 3 on bottom
The two smaller regions that play with your large region are stacked on the right.
The success of your digital sign promotion depends on having a simple and compelling message with an eye-catching design that “speaks” or appeals to your audience.

**TIPS TO MAKE YOUR DIGITAL SIGN PROMOTION MORE EFFECTIVE**

- Keep it simple and direct. Make the most important information POP out.

- Use large, high-contrast text. Be sure the background image doesn’t compete with your text. It must be EASY and FAST to read.

- Use a “Call to Action.” This is the most missed marketing tactic, yet one of the MOST IMPORTANT! Tell the viewers what you want them to do, such as “Come to” “Discover” “Learn” “Ask about” “Join us” “Sign up by (date)” “Test your skills” “Try it!” “Get involved” “Be Welcomed”

- State the benefit to the viewer. Tell them why they should attend or even care about the event.

- Photos of students help draw attention. Try using some photos from last year’s event.

- For videos: Deliver your key message within the first 10 seconds while the viewer is still interested. Or use one of the smaller regions to display your event, date/time, and location throughout the video so the viewer doesn’t miss those important details. (If you only place your main message at the very end of the video, you are assuming the viewer is hooked long enough to watch all the way through to the end. This is actually very hard to accomplish; viewers will ‘drop off’ at any time before the end of your video.)

- Speak to your audience in a tone that is respectful, will welcome and engage them, and provides the information they WANT and NEED. Try telling a ‘story.’ Content, including humor, needs to be appropriate for the University and UMC audiences, non-offensive and inclusive in tone.

**We can help you with advice on best practices and design formats. Email or call!**

Catherine Horning, UMC Marketing and Communications Manager
303-492-8153, UMC 305 • catherine.horning@colorado.edu