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**TO:** BGSU STUDENT ORGANIZATIONS, DEPARTMENTS, STAFF AND FACULTY  
**FROM:** DIGITAL SIGNAGE MANAGER FOR RESIDENCE LIFE  
**SUBJECT:** RESIDENCE HALL DIGITAL SIGNAGE POLICY (LCD TV ADVERTISING)  
**DATE:** 3/11/2015

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**General Policy Statement:**

Residence Life will allow BGSU departments and registered student organizations to advertise on certain main lobby LCD TV screens in select on-campus housing facilities. Residence Life reserves the right to refuse advertising which it considers not in accordance with the goals, objectives and policies of the department or the University community. For example; screens advertising alcohol consumption, beverage companies, food vendors, or non-student political promotions will not be allowed.

**I. PERMISSION TO DISPLAY**

- A. Only University Departments and registered student organizations are permitted to display on the LCDs.
- B. Approval must be obtained from Residence Life.
- C. Groups may email predesigned Word documents, Power Point slides, jpegs, and other image and document types to be displayed. Electronic Proofs must be emailed for approval 2 weeks in advance to Nancy Iler in Residence Life at [niler@bgsu.edu](mailto:niler@bgsu.edu).

**II. SIGN REQUIREMENTS**

- A. Signs must include: Sponsoring office or organization, event date, time and location, and contact information
- B. Signs may include vanity link and social media account information
- C. All document and image types are accepted but images/jpgs are preferred. Please size to 1920x1080 if possible.

**III. ADDITIONAL POSTING INFORMATION**

- A. Postings should be event specific and will run for a maximum of 14 days prior to the event.
- B. Postings should be submitted for approval 2 weeks prior to event.
- C. Residence Life reserves the right to decrease/increase the display time of each slide, depending on the event advertised and the number of slots available. Priority will be given to the residence hall and Residence Life central office announcements.
- D. Flyers are permitted in most residence halls on the designated display boards only. Printed flyers must be reviewed and approved with a stamp from the Residence Life Central Office located at 470 Math Science. Additional information can be found at [www.bgsu.edu/housing](http://www.bgsu.edu/housing) under "Forms and Resources".
- E. Verbal and audio advertising are not permitted in any residence hall.