How do I submit a request for digital signage?

ASU Faculty and Staff may submit requests for digital signage by emailing an attachment directly to digital-signage-west@asu.edu.

Student organizations must send requests to the Office of Student Engagement (OSE) for approval. If the signage is approved, OSE will forward the document to William Mancini.

What type of document should I send?

Most any type of document can be displayed on the digital signage system used. However, the use of PDF or PNG files is encouraged.

What type of document dimensions should be used?

Most any type of document dimension may be displayed on the digital signage monitors. The common 8 ½ x 11 flyer document in portrait or landscape orientation will display nicely. For more specific design guidelines, see the design guidelines page.

How long will the signage be displayed?

The digital signage will generally rotate on a cycle anywhere between 20 – 30 seconds. Signage that is specific to an event date will be set to automatically delete after the date of the event passes. Signage that is intended to display continually will be re-evaluated at the end of every semester.

Where will the digital signage be displayed?

Our digital signage locations are available at the following locations. You may request your signage to be displayed or excluded from any location buildings.

- **Sun Devil Fitness Complex**
  - Various Locations throughout

- **University Center Building**
  - USG Area
  - Health Services
  - West Lobby Info Desk
  - East Lobby
  - Café West 1st & 2nd Floors

- **Verde Dining Pavilion**
  - East Entry Doors
  - North East Dish Drop
  - ChangeMaker / Devil’s Den
Design Guidelines

High Contrast and Bold Type for Maximum Impact

The use of **high contrast** is encouraged since higher contrast will display optimally on our TV monitors.

Most importantly, since the flyers display on rotations of approximately 30 seconds and are on monitors 40” to 60” in size, please use **large and/or bold type**.

Create a simplified message with pertinent information for the digital marketing flyers. Too much small text or detailed information will have less of an impact in this format. You can avoid the use to too much text by referring to a website or email where more information may be obtained.

Remember to include the event name, date, time, location and other key information.

**ASU Communication Standards may be found at:**

https://commguide.asu.edu/standards/general-guidelines

Examples of High Impact Digital Marketing Flyers: