

Submitting an advert for the Students' Union plasma screens

The Students' Union is pleased to offer students and staff the opportunity to display messages and short videos on its screens across campus, to help promote your activities. To ensure both you and the viewer have the best possible experience, we ask that you follow the following guidelines:

Creating your advert

- All images or video have to be in a **16:9** aspect ratio or **1280px x 720px** in size.
- All images and video need to be in a landscape orientation.
- All Images need to be in a **JPEG** or **PNG** format.
- All video needs to be in an **MP4** format.
- Videos can only be a maximum of **20 sec** long.
- If you wish to have your advert shown during Rubix nights, please ensure your advert uses a dark/black background.
- Content cannot be offensive, inflammatory, damaging to the Students' Union or University's reputation, incite harmful or inappropriate behaviour or conflict with any other existing Union or University policies.
- We cannot advertise bar crawls.
- Specifically targeting certain screens is available on request.

Tips for designing your advert

- **Focus on your message.** You have 10 seconds if it's a static image or up to 20 seconds if it's a video, so make it count. What information above all else do you want your audience to come away with after seeing your advert? Try and focus on 3 key things.
- **Keep written information to a minimum.** Static adverts are only on screen for 10 seconds so the viewer does not have time to read lines and lines of text.
- **Make your advert bold, clear and simple.** Most screens are situated on walls or elevated places, so are seen from a distance. If you have a lot of detail in your design, it will be hard for the viewer to pick out the key information.
- **Use the highest quality images you can.** The screens are a high resolution, so if you have a poor quality image it will be obvious when it is shown.

Points to note

- All artwork and video content will be viewed for suitability upon submission. If anything is deemed inappropriate or unsuitable for the screens at this present moment in time, the Union reserves the right to not display certain content for a duration decided by them.
- If there *is* a problem with the content, wherever possible we will get in touch with the individual making the submission and offer guidance on how to bring their content up to the necessary standards to be shown on screen.

Making your submission

- Please email your submission to **Julian Frank**, Video Content Producer at - julian.frank@surrey.ac.uk
- Please confirm **when** you would like your advert to appear on the screens **from, and until** when, stating exact dates and times.