



# INDIANA MEMORIAL UNION

INDIANA UNIVERSITY  
Bloomington

## INDIANA MEMORIAL UNION DIGITAL SIGNAGE INFORMATION

The Indiana Memorial Union Digital signage is primarily intended for the promotion and advertising of events and programs that are occurring in spaces that are administered by or sponsored by the Indiana Memorial Union and Union Board. In addition, it is intended for use by Indiana University recognized student groups, University departments and partners of Indiana University to advertise and promote events offering services to students.

All advertisements and promotions must focus around the Indiana University community. If the advertisement is not under the administration of the Indiana Memorial Union and/or Union Board, the main focus of the event must be Indiana University students.

Failure to adhere to these policies could affect the display of your advertisement. We may not be able to accommodate your request if not provided adequate notice.

The digital signage system is administered by the Indiana Memorial Union Marketing Department.

For more information or if you have a question please contact the IMU Marketing Department at (812) 855-3945 or by email at [imuads@indiana.edu](mailto:imuads@indiana.edu). Our office is located on the lobby level of the IMU, room L015. Office hours are 8 a.m. to 5 p.m., Monday-Friday.

Indiana Memorial Union Digital Sign Display Locations Tree Suites, Mezzanine Level Charleston Market, Mezzanine Level IMUG, Near Starbucks, 1st Floor Commons, Near Burger King, Mezzanine Level

Acceptable types of advertisements for the digital signage system include the following:

- Campus activities sponsored or jointly sponsored by the Indiana Memorial Union, Union Board or an approved IU student organization open to any IU Bloomington student, faculty or staff.
- No commercial or non-University advertising is permitted.



# INDIANA MEMORIAL UNION

INDIANA UNIVERSITY  
Bloomington

## IMU DIGITAL SIGNAGE TERMS & CONDITIONS

### 1. CONTENT RESTRICTIONS

- The Indiana Memorial Union and Indiana University restrict the promotion or advertising of certain products, services and companies. The IMU reserves the right to refuse to accept any material deemed unsuitable. Advertisements may be refused based on content, language, photos, and images. If you are unsure about your advertisement please contact the IMU Marketing Department. Advertisements may not be used to promote alcohol, tobacco products, any slanderous or discriminatory views and/or propaganda. No commercial or non-University affiliated advertising is permitted. Advertisements must be used to promote a service, opportunity or event.
- Advertising is for an Indiana University approved event, product or service. Priority is given to events and services related to the Indiana Memorial Union and Union Board. Slides may be reserved up to two months in advance of the first run-date of the slide.
- All content must adhere to Indiana University's current brand standards. Advertisements may not be in conflict with the mission of Indiana University, the Indiana Memorial Union or Union Board.
- It is a violation of Title 17, United State Code, to modify, enhance, or reproduce images without the express consent of the copyright holder. It is the responsibility of the individual, department, recognized student group or organization to obtain prior written consent from an authorized party for all copyrighted photos, images, and logos used on any digital advertisements.
- The Indiana Memorial Union Marketing Department reserves the right to edit content, background, colors and font on all Advertisements if deemed necessary.



# INDIANA MEMORIAL UNION

INDIANA UNIVERSITY  
Bloomington

## IMU DIGITAL SIGNAGE TERMS & CONDITIONS

### 2. SUBMISSION PROCESS

- All advertisements submissions must be made at least five business days in advance. Failure to give proper time to post may result in the advertisement not being displayed. Advertising space may be reserved up to two months in advance of the first run date of the advertisement.
- Advertisers may submit advertisements ready to post (see design requirement section below) or request for an ad to be designed by the IMU Marketing Department at the rate of \$40 per ad design.
- The recognized student organization or IU department sponsoring the product, service, or event must be clearly identified on the advertisement.
- Complete an IMU Digital Signage Announcement Request. Send by email to [imuads@indiana.edu](mailto:imuads@indiana.edu) along with advertisement or request for design, or bring to IMU Marketing Department, L015, Indiana Memorial Union, Bloomington, IN 47405, Monday-Friday, 8 a.m.-5 p.m.

### 3. DESIGN REQUIREMENTS

- Pre-designed advertisements ready to post must be in an unflattened photoshop file (.psd) format unless another format is preapproved by the IMU Marketing Department.
- Ads requiring major revisions will be charged a design fee of \$40 an hour per advertisement.
- Designs must be created as a 1270 x 891 pixel image at 150 dpi in RGB color mode.
- A minimum font size of 24 pt. must be used for text.
- Use contrasting colors such as dark text on a light background.
- If an image is used in the background, adjust so the text shows up clearly.
- Use only high-resolution photography.
- Do not stretch, skew, or distort the aspect of ratio of images.
- Correct spelling and grammar Remember, less is more on a digital slide.
- Be sure to include relevant:
  - Title, description, date, location
  - Admission charge if any
  - Contact phone , e-mail or website
- Avoid using clip art.
- Remember, less is more on a digital slide.



# INDIANA MEMORIAL UNION

INDIANA UNIVERSITY  
Bloomington

## DIGITAL SIGNAGE RATE SHEET

	Weekly	Monthly	Semester
IU Approved Student Groups/Organizations*	\$15	\$40	\$100
IU Departments**	\$30	\$60	\$200
IU Co-sponsored Events with External Groups or Organizations***	N/A	\$100	\$300
IMU Departments/ Union Board	No Charge	No Charge	No Charge

\*Must be on the IU approved list for student or organizations.

\*\*Must be an official department of Indiana University.

\*\*\* Must have an official IU department or IU approved student group or organization as a co-sponsor.

IMU Marketing reserves the right to determine category of advertisers if there is a question of affiliation.

All cancellations must be in writing at least 1 business day before scheduled start date of advertisements. Advertisers must warrant that the information in their advertisements is accurate. The Indiana Memorial Union does not accept any responsibility for inaccurate or misleading information. Corrections or changes must be confirmed in writing to the IMU Marketing Department.

In the event that for any reason the Indiana Memorial Union shall cancel all or part of the digital signage advertising program or be unable to perform their obligation under this agreement the liability of the Indiana Memorial Union shall be limited to the refund of any payments made by the advertiser under this agreement.

### Accepted Methods of Payment

- Charge to a valid IU departmental account number
- Charge to an IU departmental purchasing card
- Valid SOA account
- Credit Cards

For more information contact: IMU Marketing | L015 | Bloomington, IN 47405



# INDIANA MEMORIAL UNION

INDIANA UNIVERSITY  
Bloomington

## IMU DIGITAL SIGNAGE ADVERTISEMENT REQUEST

This form is only a request. Please allow at least three business days for processing. Confirmation will be sent via email. Completed forms and artwork may be emailed to [imuads@indiana.edu](mailto:imuads@indiana.edu) or sent by Campus Mail to IMU Marketing, IMU, L015, Bloomington. Advertising space is limited and is on a first come first serve basis. We will do our best to accommodate all requests.

### (Please check your IU affiliation)

Student Group/Organization \_\_\_\_\_ IU Department \_\_\_\_\_ IU Co-sponsored Event \_\_\_\_\_  
IMU/Union Board \_\_\_\_\_

Name of Organization/Department \_\_\_\_\_

Campus Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Organization/Department Contact \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Departmental/Organizational Account Number to be charged \_\_\_\_\_

Title of Event \_\_\_\_\_

Dates for advertisement to run: Start Date \_\_\_\_\_ End Date \_\_\_\_\_

I have read and agree to abide by the policies governing the use of the Indiana Memorial Union Digital Signage Screens. I certify that I am with a current official IU approved student group or organization or an IU Department. I certify that the information I have submitted is correct. I understand that submitting this form is only a request and space may not be available. Every effort will be made to display the advertising submitted. I understand that if I do not adhere to this agreement or any part hereof, that my privilege of using this manner of display in the Indiana Memorial Union can be forfeited.

\_\_\_\_\_  
Signature Title Date

For office use only: Approved: Yes No Run Dates From \_\_\_\_\_ to \_\_\_\_\_

Date Received \_\_\_\_\_ Staff \_\_\_\_\_