



EagleVision: Digital Signage Policy

Overview

EagleVision is a multiple display signage network capable of displaying a wide range of media types and formats. The system is designed to advertise and promote to the campus community and is intended for student organizations, external clients and university functions.

Displays

EagleVision currently consists of three screens as outlined below and selected campus-wide computers with public access:

Thad Cochran Center Atrium: 30' rear-projected screen capable of showing up to four play lists simultaneously

R.C. Cook Union Lobby: 52" LCD display which will show three play lists of selected material

Seymour's Grill: 52" LCD display showing three play lists, one of which has a primary emphasis on Student Activities, Eagle Dining, and Barnes and Noble.

Content

1. Clients may submit one slide per event for the static loop.
 - a. Static slides should be submitted in PowerPoint format for Windows or in one of the following graphic formats:
*.BMP, *.EPS, *.GIF, *.JPG, *.PNG, *.PSD, *.TIF, *.PDF
2. Content will be shown on a first-come, first-served basis.
3. All submissions must adhere to the standards and guidelines of the University of Southern Mississippi and will be reviewed by the Union and Programs department.**

*Exposure Disclaimer - Content loop times will vary on number of current advertisements playing. Paid ads are guaranteed a minimum of 100 exposures a day.

**The Union and Programs department reserves the right to change, delay, or halt regular programming at any time for maintenance, updates, or special events as necessary.

Submission

Content must be submitted, via the online submission form, to the Assistant Director for Sales and Promotions at least two weeks prior to desired run date. The EagleVision Submission Form is located at <http://www.usm.edu/union/policies>.

Mailing Address: The University of Southern Mississippi
Attn: Sales & Promotions Office – EagleVision
118 College Drive #5067
Hattiesburg, MS 39406-0001

Physical Location: Thad Cochran Center
Second Floor, Room 211

Web site: <http://www.usm.edu/union/policies>

Telephone: (601) 266- 5486

EagleVision Rates*

Student Groups	Departments	External
\$20/day	\$25/day	\$30/day
\$75/week	\$100/week	\$150/week
\$200/month	\$300/month	\$400/month
\$600/semester	\$1,000/semester	\$1,400/semester

**Clients renting the Grand Ballroom and/or three or more meeting rooms may submit content to be aired on the day of the event FREE of charge. Normal submission and content guidelines apply (see above). Clients wishing to air content before or after the event must purchase extra air time.*