EAGLEVISION DIGITAL SIGNAGE POLICY

Policy Statement

EagleVision digital signs allow University of Southern Mississippi student groups and departments, as well as clients of the Thad Cochran Center, R.C. Cook University Union and the Hub (collectively, the Union Complex) a means of promoting activities, specials and events.

Reason for Policy/Purpose

This policy is required for the effective communication of university policy regarding the use of EagleVision Digital signs.

Who Needs to Know This Policy

All members of The University of Southern Mississippi community.

Website Address for this Policy

www.usm.edu/institutional-policies/policy-stua-una-004

Definitions

Policy/Procedures

DISPLAYS

The Eagle Vision digital signage system currently consists of six screens as outlined below:
Thad Cochran Center Atrium: 30-foot rear-projected screen.
Thad Cochran Center Ground Floor (Escalator): 55-inch LCD display
Thad Cochran Center Ground Floor (Post Office): 55-inch LCD display
Thad Cochran Center Ground Floor (Image Center Waiting Area): 42-inch LCD display
R.C. Cook Union Lobby: 52-inch LCD display.
Seymour’s Grill: 52-inch LCD display
Student Activities Hub: 55 inch LED LCD Display

The Eagle Vision layout is composed of three square playlist panels, a banner along the top and a ticker along the bottom. One of these three panels is the large, main playlist panel, which is designated for submitted ads/slides and is displayed on all six screens. The Post Office, Image Center, and Seymour’s screens have a personalized playlist panel (which can be customized to each department’s specifications) in the upper right of their screens; the other three screens display an event schedule in this panel. Finally, the bottom right playlist panel displays weather information on all six screens.

CONTENT

1. Clients may submit a maximum of three 10-second slides per event at any one time, which will display in the main panel across all six screens. Slides should be designed in a 4:3 aspect ratio with a resolution of at least 1024x768.

2. Slides must be submitted in one of the following graphic formats*: *.BMP, *.EPS, *.GIF, *.JPG, *.PNG, *.PSD, *.TIF

3. Content will be shown on a first-come, first-served basis. Maximum loop time allotted on the screen is 5 minutes, which limits the total number of slides at any one time to 30.** Anyone requesting space after maximum time has been met will automatically be placed on a wait list until a current ad in the loop expires. Clients will be notified at the time of reservation if the loop is full.

4. 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.

5. 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.

* File type – Slides can be created in PowerPoint, Photoshop, and other programs, but MUST be saved as an image to be displayed properly.

**Exposure Disclaimer – Content loop times will vary on number of current advertisements playing. Paid ads are guaranteed a minimum of 200 impressions a day (based on the 5-minute content loop cap).

SUBMISSION

Content must be submitted at least one week prior to requested display date by completing the Eagle Vision online submission form, located at https://forms.usm.edu/union/view.php?id=3. If you encounter problems, please contact the Event Operations Manager at:

Office Location:
RATES

The Event Services office will generate an invoice for each submission. Payment of fee must be made as soon as invoice is received. Fee will be charged to department if internal. Please contact Event Services at 601-266-4367 for more information on remitting payment.

<table>
<thead>
<tr>
<th>Student Groups</th>
<th>Department</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10/day</td>
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<td>$25/day</td>
</tr>
<tr>
<td>$40/week</td>
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</tr>
<tr>
<td>$100/month</td>
<td>$200/month</td>
<td>$300/month</td>
</tr>
</tbody>
</table>

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 at the normal rates

$300/semester

$600/semester

$1000/semester

Review

The Director of University Union and Hub is responsible for the review of this policy every four years (or whenever circumstances require immediate review).

Forms/Instructions

N/A

Appendices

N/A

Related Information

N/A

History

08/24/11: Revised.
11/01/11: Formatted for Institutional Policies website.
02/27/13: Formatted for template. Minor editing throughout.

Amendments: Month, Day, Year – summary of changes
Authorization

EAGLEVISION DIGITAL SIGNAGE POLICY
STUA-UNA-004

As the Responsible Officer, I have reviewed this policy and believe it represents the current policy.

[Signature]

Responsible Officer

4-5-13

Date