Advertising in HRE: UBN Screens, Table Tents, & Posters

Housing & Residential Education (HRE) has a variety of ways to advertise to our students: UBN monitors, table tents and posters.

All requests should be sent to Des Sandoval at dsandoval@housing.utah.edu within the minimum time frame detailed below. In your request, please include the location where you would like your advertisement to run, length of time you would like it to run, and the purpose of your advertisement. Please note that space for advertising is limited and all will be filled on a first-come, first-served basis.

If you have questions or need further clarification, please do not hesitate to contact Des via email or phone at 801-587-0716.

Please see the information below for details regarding each specific form of advertising.

UBN monitors

HRE has three UBN monitors—one in the HRE Central Office, one in the Peterson Heritage Center (PHC), and one in the Marriott Honors Community (MHC).

UBN requests must be received at least 72 business hours prior to the first day you would like it to run and must be received in the appropriate format. There will not be any editing done to the slide itself.

The UBN will display for 10 seconds, so you’ll want to keep that in mind as you design and add text to your slide.

HRE can only fulfill requests for on campus or University affiliated departments. If you are off campus or are not affiliated with the University of Utah, please contact University Student Media Council.

Below are the file types and design elements that work for UBNs.

<table>
<thead>
<tr>
<th>Types of Files</th>
<th>Images</th>
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<tbody>
<tr>
<td>Flash Media</td>
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</tr>
<tr>
<td>Flash Video FLV (H.263)</td>
<td>JPG</td>
</tr>
<tr>
<td>MPEG-4 (H.263)</td>
<td>PNG</td>
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<tr>
<td>MOV</td>
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<tr>
<td>M4A</td>
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<tr>
<td>3GP</td>
<td></td>
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<tr>
<td>AAC (HE, LC)</td>
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<tr>
<td>SWF</td>
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<tr>
<td>*recommended using FLV with H.264 encoding</td>
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</tr>
</tbody>
</table>

Required design specifications:

- Size: 1366 x 768 pixels
- Resolution: Please design at no less than 150 DPI, recommended is 300 DPI.
• Size: Please try and keep file size as small as possible (lower than 5 MB). Adobe Media Encoder works well to help you with this.

Table tents

Table tents are placed in the PHC Dining Room, the MHC Honors Market and lobby, and Miller Café in Lassonde Studios. Table tent requests must be received two weeks prior to the week you would like them to be placed. Table tents are changed each Monday. Table tents can run for a maximum of two weeks.

In order to prevent printing table tents that cannot be used, please wait for approval from HRE before sending table tents to print. Any table tents that HRE receives that do not meet the specifications below will not be placed and will be returned to the requestor.

Required specifications:
- Size: 4” x 6”
- Vertical Orientation
- Minimum 100# cardstock
  - Gloss is preferred
- A ½” margin (that is the same color as the background without imaging/text) needs to be used at the bottom of the card. Text and images within this ½” will not be visible.
- Front to back printing (same imaging/messaging)
- Quantity: 140 cards

Preferred specifications.
- Color

University Print & Mail is familiar with HRE table tents and frequently prints them; we work with Theresa Orison, a customer service representative. When sending a request, let Theresa know to print table tents to meet HRE specifications.

If you would like to get the table tents back, you will need to arrange for them to be picked up from our central office in Benchmark 822. Please note that table tents tend to get dirty from food, and our staff works to remove and recycle dirty table tents as they notice them. Table tents are sometimes taken by students who want to remember the advertisement.

Banners

Banner space available for request is located in the PHC (located on the left hand side of the building as you enter the PHC from the main entrance). The banner space is against a wall, so banners only need to be one-sided. Outdoor banners may also be requested to hang at the PHC shuttle stop. Banner requests must be made within two weeks of the requested start date and upon approval, banners must be delivered to Des one week prior to the requested and approved start date. Banners must be arranged to be picked up our central office in Benchmark 822 within one week of the final date.

Required specifications:
- Size: 3’ x 6’
- Grommets across the top for hanging

Preferred specifications
• One-sided
• Color

Posters

Approved posters may be hung in the Peterson Heritage Center and/or throughout our residence halls and apartment areas. Posters that are to be hung in the PHC and residential areas must be approved and stamped by housing. To get your posters stamped, see campus mail or bring them to the HRE central office, located in Benchmark 822. Once they are stamped, HRE will distribute and hang the posters in approved areas. Groups are not allowed to take stamped posters and hang them themselves. Posters will be taken down after the advertised event date or at the discretion of housing team staff pending demand to hang other poster materials. There are “free boards” in the Peterson Heritage Center that posters can be hung on without approval. Call our office for specific locations of these boards.

Required specifications (include in poster design):

• Name of University department or recognized student group
  ○ Student groups will be verified as recognized by checking the roster on getinvovled.utah.edu
• Contact information (email, phone number, or website)

Poster quantity: 119

Floor Stickers/Decals

Floor decals may be placed in the Peterson Heritage Center (PHC) based on availability. The PHC has specific quantities and locations for how many floor decals may be placed at once and in the locations they are placed in. The front entryway of the PHC may have a maximum of four decals placed at any given time. In addition to the entryway, a maximum of four floor decals may also be placed by the main stairs in the PHC lobby. Floor decals may run for a maximum of two weeks. To place the decals, departments must coordinate with Des to determine the two weeks they are able to be placed for. The department requesting the floor decals are responsible for placing and removing the decals themselves.