



THE UNIVERSITY OF UTAH

## Housing & Residential Education

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

Housing & Residential Education (HRE) has a variety of ways to advertise to our students: posters, table tents, A Frames, Lawn Signs, UBN monitors, floor stickers, banners, and through our social media (@UofUHousing).

Requests can be made via our advertising request form: [https://utahsa.az1.qualtrics.com/jfe/form/SV\\_b3jPbdNeRJ2IJAp](https://utahsa.az1.qualtrics.com/jfe/form/SV_b3jPbdNeRJ2IJAp)

Alternatively, requests can also be sent to Grace McGregor at [gmcgregor@housing.utah.edu](mailto:gmcgregor@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 Grace 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 four UBN monitors—one in the HRE Central Office, one in the Peterson Heritage Center (PHC), one in Kahlert Village, and one in the Marriot 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.

Types of Files	
Flash Media	Images
Flash Video FLV (H.263)	JPG
MPEG-4 (H.263)	PNG
MOV	JPEG
M4A	GIF
3GP	*If you have the Adobe creative suite or creative cloud, you should have access to Adobe Media Encoder which can encode any file types necessary.
AAC (HE, LC)	
SWF	
*recommended using FLV with H.264 encoding	

Required design specifications:

- Size: 1366 x 768 (pixels) OR 1920 x 1080 (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 & Kahlert Village Dining Rooms, 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.** Please deliver table tents to the HRE Central Office at least 72 hours in advance.

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 quantity & 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)
- Preferred specifications:
  - Color
- Quantity: 300 cards
- Deliver to HRE Central Office 72 hours in advance for placement

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 also 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) and one the first floor in Kahlert Village. 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 Grace 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. If not picked up by requestor within one week, HRE will dispose and recycle banner.

**Required specifications:**

- Size: 3' x 6'
- Grommets for hanging (at least one in each corner for hanging (top and bottom), but one per every foot of length is recommend on top with additional on both bottom corners)
- 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, 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. To ensure your posters are hung on time for your specific event or program, please deliver your printed posters to our office **at least one week in advance**.

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 quantity & 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 [getinvolved.utah.edu](http://getinvolved.utah.edu)
- Contact information (email, phone number, or website)
- Poster quantity: 160
  - If less than the quantity above are received, HRE staff will do our best to distribute throughout areas equally.

**A Frames**

A Frames can be placed in high-trafficked areas in Heritage Commons and on lower campus near the MHC and Kahert Village. We can place a **maximum of five A Frames** per University department or registered student group, based on availability. We recommend departments and student groups interested in advertising with A Frames in HRE to use their own A Frame stands and place them themselves once approved by HRE. If your department or group does not have your own A Frame stand, we are also able to accommodate request by using **one** of our stands. We offer the following options:

- Requestor provides their own A Frame stand and inserts (recommended)
- Requestor drops off insert(s) to HRE Office and uses HRE A Frame stand(s).

**Requestor using their own A Frame stands:**

- Requesting group can place these items themselves in areas in front and behind the PHC, in front of Sage Point 811, or west of the Solar Plaza near Shoreline Ridge apartments after being approved by HRE.
- Requesting group can place *up to five* A Frames around Heritage Commons, in front of the MHC, and near entrances to Kahlert Village in areas mentioned above.
- Requestor should remove their A Frames at the end of the timeframe scheduled.

**Requestor delivers insert to HRE Central Office to use HRE A Frame stands:**

- Requesting group should deliver up to two inserts (front and back of one A Frame stand) to HRE at least once week in advance.
- Insert(s) should have double sided velcro attached to all four back corners.
- Requestor's will be *limited to one* A Frame that will be placed by HRE in front of the PHC.
- Requestor may pick up A Frame inserts from HRE central office at the end of scheduled timeframe, or HRE will recycle the insert(s).
  - A Frames are placed outdoors and may be subject to inclement weather. If the sponsoring group elects to not have their insert(s) returned, HRE will dispose and recycle them.

**Lawn Signs**

Lawn signs can be placed in high-traffic areas in Heritage Commons. We can place a maximum of five lawn signs per University department or registered student group, based on availability.

- Departments and student groups interested in advertising with lawn signs should have their artwork approved by HRE prior to printing to ensure we are able to place these in HRE areas.
- Groups should include up to five business days for HRE to review artwork and respond into their request to advertise to ensure lawn signs can be printed and placed in time.
- Lawn signs will be placed by HRE staff members. To ensure we are able to place your lawn signs in time, please deliver them to the HRE central office at least **one week** in advance.

Because lawn signs are placed outdoors, they may be subject to inclement weather. Please let us know if you wish to pick up your lawn signs after the scheduled timeframe below. If lawn signs are not retrieved within one week of the end date, HRE staff will dispose and recycle them.

**Floor Stickers/Decals**

Floor decals may be placed in the Peterson Heritage Center (PHC) and Kahlert Village based on availability. The PHC and Kahlert Village lobbies have specific quantities and locations for how many floor decals may be placed at once and in the locations they are placed in. ***Floor decals may run for a maximum of two weeks.***

**PHC**

Requestors may choose to place up to two floor stickers in the PHC; one near the front entryway or/and one near the main stairs near the RHA office. HRE limits the total amount of floor stickers placed at any given time, so availability is first-come, first-served.

**Kahlert Village**

Requestors may choose to place up to five floor stickers on the first floor in Kahlert Village:

- one near the elevator banks
- one near the front entry way (facing Hunstsman Center)
- one near the MHC entrance
- one near the Student Life Center entrance
- and/or one near the west courtyard entrance near the Dining Hall

HRE limits the total amount of floor stickers placed at any given time, so availability is first-come, first-served.

To place the decals, departments must coordinate with Grace 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, though an HRE staff member will be present when placing to assist in determining the proper location.

## Social Media

HRE can help promote your departmental event activity on our social media channels. The easiest way for us to share your content is to tag us in your posts. HRE has the following social media (@uofuhousing):

- Facebook
- Twitter
- Instagram
- Instagram Story (24 hours)

Social media requests should be received at least 72 hours prior to when you are hoping for us to share your content, however we do recommend as much advance notice as possible. We will work to post your content in a timely manner, however we cannot guarantee specific dates. HRE will work to ensure your post is shared in coordination with our social media plan based on availability. (This does not apply to our Instagram Story, as we are happy to share your content on this platform anytime).

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

Video	Image
MPEG-4 (H.264)** Animated GIF  **MP4 is recommended.	JPG PNG** JPEG GIF *If you have the Adobe Creative Suite, you should have access to Adobe Media Encoder that will allow you to encode any file type(s) necessary.  **PNG is recommended for best quality.

### Required design specifications:

- Dimensions: 1080 x 1080 pixels or 1920 x 1080 pixels (1920 height x 1080 width recommended for IG Story).
- Resolution: Please design at no less than 150 DPI, recommended is 300 DPI.
- File 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.