

# EMU STUDENT CENTER

## Marketing Communication Procedures



**The EMU Student Center recognizes the need for University departments, campus organizations and student organizations to disseminate and share campus information. The following procedures are provided to assist groups who wish to advertise and market programs in the EMU Student Center.**

Please review these procedures carefully and share with fellow employees in your department. All advertising material is subject to approval by the Student Center Administration. Should you have any questions or concerns, please contact Gabrielle Miller at [gmille28@emich.edu](mailto:gmille28@emich.edu) or in [Room 370](#), Student Center Administration. Thank you for your support and cooperation.

**Revised: 07/18**

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### DIGITAL SCREENS

1. Events advertised on the digital screens must take place at the Student Center or on Campus
2. The Digital Slide (s) must promote an event sponsored by Eastern Michigan University or The University department
3. Digital Slides must:
  - be 1920 x 1080 pixels and 72dpi
  - be clear and concise
  - have minimal wording
  - be visually attractive and easily readable
  - be absent of obscene or derogatory wording and images
  - have contact information listed

A **limited number** of spots are open. Ads are put up on a first come, first served basis.

Please submit an online request to reserve a space for your digital slide.

**[The form can be found here.](#)**

Make sure you submit your request **at least a week in advance** before the date of the event.

Please allow at least two days for us to upload the digital slide to the TV Monitors.

If you have any questions contact [Gabrielle Miller gmille28@emich.edu](mailto:Gabielle.Miller@emich.edu).