

Plasma Screen Advertisement Policy

Overview

All guides and helpsheets should include a brief introduction to the resource/tool/topic covered, followed by the In this guide section (contents list)

In this guide

What can be advertised?	2
How to submit an advert request	2
Design Tips	3
More info	3
Further help and support.....	3

What can be advertised?

Your advert must be for an event or service which is of general interest to either FMBS/FHSCE students or staff and that is taking place on campus. We will also consider public service announcements or adverts that raise awareness of a specific issue.

The following list gives examples of the type of events that we can advertise:

- Student society events
- Student information from the University
- Guest Lectures
- Workshops
- Courses
- Open days

Please note that each request will **be considered on an individual basis** and as space is limited it may not always be possible to display all requests.

How to submit an advert request

1. Advert submission

To ensure your advert is ready to go up on the date you want, **please submit it at least 10 working days in advance.**

(For example if you would like it to start being shown on Friday 18th make sure we have your slide by Friday 4th.)

2. Your request must include

- Your finished advert submitted as a PowerPoint slide or a PNG image file in the specified size.
- The dates you would like your advert to be displayed from and to
- Send your request to: kpang@sgul.ac.uk

n.b. we may require that you make changes to your advert in order to ensure that it is clearly legible on the screens.

Advert size specification

- **For PowerPoint:** In the ribbon tab, go to: Design> Slide Size and choose (16:9) widescreen
- **For using Photoshop, Paint.net etc:** Size is W 33.867 cm x H 19.05cm

Design Tips

- **Try and keep information as brief as possible**
 - The advert are displayed as part of a rotation so may only be on view for up to 20 seconds at a time
 - The advert needs to be legible from a distance. We suggest the use of a font size used for the advert should be at least size 28 in Arial. For the main title or slogan, we suggest a size of at least 44 in Arial. (Please be aware that other font sizes may vary depending on what font style you choose).
- **Make sure key information stands out**
 - What are you advertising?
 - When is it?
 - Where is it?
 - Who to contact?

More info

- A useful website with tips on how to create great designs: <http://www.visualmess.com/>
- The Library also holds books on designing promotional material. We recommend:

[The non-designer's collection](#) by Robin Williams. Shelfmark: **QA WIL78**

Further help and support

Any further questions – please contact kpang@sgul.ac.uk