

## University Student Center Digital Signage Policy

### Policy

This policy creates standards and guidelines for digital postings within the University Student Center digital signage and kiosks. This policy applies to all recognized student organizations, University departments, local and commercial business advertisements on any digital signage or kiosks administered by the University Student Center. This policy will be administered by the University Student Center Executive Director, the University Student Center Assistant Director of Operations, and/or Marketing and Assessment Manager. This policy does not pertain to the space within the University Student Center premises that is/are leased by other entities or departments. Associated Students Inc. and/or University Student Center are exempt from this policy.

This policy was voted on and approved by the SC Board of Directors on October 29, 2020.

The following signatures by the SC Board Chair and the SC Vice Chair verify the approval of the SC Board of Directors:

Melannie Castellanos

Melannie Castellanos (Nov 2, 2020 11:30 PST)

Melannie Castellanos – SC Board Chair

Nov 2, 2020

Date

Mariah Burciaga

Mariah Burciaga (Nov 2, 2020 11:55 PST)

Mariah Burciaga – SC Vice Chair

Nov 2, 2020

Date

## **I. Definitions**

**A. Digital Signage** – an electronic posting for digital monitors.

## **II. Procedures**

**A.** All individuals, groups, and entities, whether or not they are affiliated with the University Student Center, are allowed to publicize on University Student Center premises provided that they comply with this policy, other relevant University and CSU system wide policies and procedures, and local, state and federal laws and regulations. Posting slots are available on a first come, first served basis.

- i. Postings containing defamation, obscenity, terrorist threats, false advertising, the promotion of actual/imminent violence or harm, and/or other speech not protected by the United States Constitution and/or the California Constitution are not permitted and will be removed by designated University Student Center personnel at any time.

**B.** Approved Locations for Postings:

- i. Indoor digital signage screens and kiosks located in the University Student Center.
  - a. All postings will be displayed on all screens and kiosks located in the University Student Center during Student Center operating hours.

**C.** Submitting Digital Signage Requests

- i. Digital designs must be clean, neat, and visually attractive as up to the discretion of University Student Center Executive Director and/or Marketing and Assessment Manager
- ii. All digital postings must be submitted for approval to the Marketing and Assessment Manager at least 5 business days before desired posting date.

Requests must include:

- a. All event information (e. g. day, time, location, target audience, etc.)
- b. Desired advertisement dates for posting.
- iii. Digital signage requests from individual students will be reviewed and approved on a case-by-case basis by the ASI Marketing and Assessment Manager and ASI & SC Executive Director.

**D.** Number of Postings:

- i. Only one digital signage (up to 32 inches wide x 18 inches high or 32 inches high x 18 inches wide and compressed into a PDF file) advertising any event, goods, or service may be posted on the same digital screen or kiosk.
- ii. Recognized student organizations are allowed a maximum of 2 digital signage posting a week, (one free and one at cost)
- iii. University department are allowed 1 free digital signage posting a week. Digital signage postings from University departments must be of events that are occurring on the University Student Center premises and facilities. Maximum of 1 digital signage a week per department

- a. All artwork for posting must be submitted in the correct size and format or the request will be denied.
- b. Events that are sponsored by two or more student organizations or University departments are only allowed 1 digital signage posting for the event.

**E. Duration:**

- i. All postings must include the date when posted and the time period for posting is limited to three weeks.
- ii. Digital postings will be displayed for no less than 14 days.
- iii. The University Student Center Executive Director and/or Marketing and Assessment Manager may grant exceptions to the time period limitation.
- iv. All digital signage will be placed on a loop through the day of the Student Center operating hours.

**F. Removal of Postings:**

- i. Digital postings will be removed from digital signage screens 24 hours after event date has passed.
- ii. The University Student Center reserves the right to remove and dispose of all postings on the University Student Center premises not complying with this policy.

**G. Local and Commercial Business Advertising**

- i. Postings may not promote commercial businesses or transactions without written authorization from the University Student Center Executive Director.
- ii. Pricing for local and commercial business advertising will be determined by the duration of digital signage. The minimum duration of digital signage would be 14 days.

**H. Other Restrictions:**

- i. Postings written in languages other than English must indicate the name of the sponsoring organization in English.
- ii. Postings must contain contact or reference information in the case a student requires special accommodations.
- iii. For the advertising or promotion of alcohol, see Executive Order 966 (or any corresponding subsequent Executive Orders or University policies).

All postings and signage that is deemed inappropriate will not be displayed and will be sent back to the requestor with the reason for denial.

Inappropriate content consists of:

  - a. Messages that promotes or condone behavior that violates University or CSU policies, or local, state, or federal law
  - b. References to the sale or consumption of alcohol or other drugs
  - c. Advertisements of commercial products or services
  - d. Messages that include copyrighted or trademarked works of others
  - e. Political messages for candidates or local, state, or federal measures and bills
- iv. Events that are limited to invitation only will not be displayed unless such events target general such as specific years or classes (e.g. sophomore class, senior, etc.)

**I. Compliance**

- i. The posting entity is responsible for ensuring that the content of all digital signage posted is non-discriminatory in nature, and that it complies with all University and CSU system wide policies and guidelines, and all local, state, and federal laws and regulations.

**III. Price/Rate List**

Standard Display on all digital monitors	2 Weeks	\$75
Standard Display on all digital monitors	1 Month	\$150
Standard Display on all digital monitors	6 Months	\$750
Standard Display on all digital monitors	Annual (12 Months)	\$1,300

**IV. Warrior Discounter Businesses**

- A. Businesses that are part of the Warrior Discounter Program will receive a 20% discount to promote their business on the digital screens in the University Student Center.

Standard Display on all digital monitors	2 Weeks	\$60
Standard Display on all digital monitors	1 Month	\$120
Standard Display on all digital monitors	6 Months	\$600
Standard Display on all digital monitors	Annual (12 Months)	\$1,050

**V. Recognized Student Organizations**

- A. Recognized Student Organizations will receive a 50% discount to promote their event/organization on the digital screens in the University Student Center.

Standard Display on all digital monitors	2 Weeks	\$37.50
Standard Display on all digital monitors	1 Month	\$75
Standard Display on all digital monitors	6 Months	\$375
Standard Display on all digital monitors	Annual (12 Months)	\$650