

UNION TELEVISION ADVERTISING POLICY

Three TV monitors located: main floor Southeast entrance, lower level Cody Commons, and lower level feature wall lounge area (outside of CSI) may be used for advertising any FHSU entities' events, announcements, and resources.

Ads must be submitted to the Center for Student Involvement (CSI) for approval and posting.

- Student organizations and university departments may submit advertisements, **not to exceed one (1)** advertisement per event, announcement, or service.
- All advertisements must clearly state the following information:
 - Name of event, announcement, or service
 - Date, time, and location
 - Sponsoring organization or department name
 - Contact information, if applicable
- All advertisements can be submitted via email to csi@fhsu.edu.
- All advertisements must be submitted as either a **Microsoft PowerPoint slide** or **JPEG** file, using Tru-Type fonts. **Be sure to format your JPEG horizontally** to accommodate a PowerPoint slide.
- Advertisements for an event maybe posted no more than three weeks in advance. On-going advertisements for announcements and resources may be submitted for a longer period of time, for up to six weeks. Additional advertisement time for events, announcements, and resources may be requested by resubmitting the ad to csi@fhsu.edu.
- Event advertisements will be taken off-line the day following the event.
- The CSI reserves the right to refuse any advertisements that do not adhere to the policies stated here.
- The CSI reserves the right to utilize necessary screens for university-wide events or announcements.
- Advertisement content must be in accordance with University values and policy. Refer to University Relations [identity standards](#) for logo, color, tagline, etc.
- Advertisements containing any FHSU identifiers (Fort Hays State University, FHSU, or the Tiger) must obtain permission for advertising through University Relations before submitting the Ad to CSI. Contact Mary Ridgeway at (785) 628-4401 or mridgway@fhsu.edu. Approval by University Relations does not guarantee approval for posting by the CSI.”
- No candidate advertising, i.e. Homecoming candidates, SGA candidates, is allowed.
- The CSI reserves the right to change a format or design in order to improve the appearance of the ad.

Center for Student Involvement

Union Television Advertising Guidelines

FHSU entities (student organizations and university departments) may submit advertisements to display on the television monitors located: main floor Southeast entrance, lower level Cody Commons, and lower level feature wall lounge area in the Memorial Union.

Please refer to the [UNION TELEVISION ADVERTISING POLICY](#)

- Create your ad and save it as a PowerPoint slide, JPG or PDF file* using Tru-Type fonts.
 - Use the “save as” option in the file menu to save it in **JPEG or PDF** format.
 - Name your ad! Please do not use the default name of “slide 1.”
 - If you are submitting more than one ad (slide), PowerPoint will prompt you to save every slide as a jpeg...click Yes. Once complete, a file folder will be generated with your jpegs. Remember to name your ads!

- Send it as an attachment to csi@fhsu.edu
 - Attach all slides in your email.

**Beginners may find it easiest to create an ad as a PowerPoint slide. Follow the procedure below to create the image for T.V. Advertising*

Recommendations for Effective TV Advertising in the Memorial Union

Remember, the average person will look at your Ad for a few seconds, so you want follow the guidelines below to make sure your ad is **SEEN & REMEMBERED!**

- **TV AD SHOULD BE DESIGNED IN HORIZONTAL FORMAT**
 - The TV screens are horizontal, so it makes sense. Your ad will be **BIGGER & BETTER** in a horizontal format!

- **LESS IS MORE**
 - Only put **essential information** on the slide:
 - Name, Date, Time of your event or announcement
 - Contact information
 - One or two points about the event or announcement

- **IMPACT STATEMENTS**
 - Want certain words or phrases to stand out in your ad? Try the following (but it is suggested to not use all at once, this will cause ad blindness):
 - Increase the font size
 - Type in All Caps
 - Bold the statement
 - Change the color

- **AD BACKGROUND COLOR VS. FONT COLOR**
 - Make sure your words can be seen! We suggest using a darker background with lighter text.

- **DON'T USE WEIRD, FUNKY, OR CRAZY-STYLIZED FONTS**
 - This is a **SURE-FIRE** way to get your ad **ignored**. If people can't read it easily, they'll pass it by!

- **ATTRACT THE EYE WITH A PICTURE**
 - Find a graphic that closely ties into your event and throw it in the background of your Ad

- **FOLLOW UNIVERSITY POLICY WHEN USING ANY REFERENCE TO THE UNIVERSITY**
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