

**Georgetown University Law Center**  
**McDonough Hall – Digital Signage Policies**

**Purpose**

The Office of the Dean of Students worked in conjunction with Information Systems Technology to install two digital signs for the Law Center. Located in the second floor atrium of McDonough Hall, the purpose of these signs is to display University events for students. The Office of Student Life (OSL) administers submissions and posting of digital signage.

**Policies**

**Intended Use:** Digital sign messages are only to promote events and programs for Georgetown Law students. Digital signage is *not* intended for classified announcements (e.g. room for rent), reminders, external organizations and vendor ads, promoting the sale or trade of items, or announcements that do not support the mission of Georgetown Law.

**Compliance:** Submissions for digital signage ads must comply with all federal, state, and other applicable laws; University policies; and all applicable contracts and licenses. Those making submissions are responsible for compliance with all applicable laws and policies.

**Content Specifications:**

**Alcohol**– Ads referring to alcohol service at student sponsored events must adhere to the [Georgetown Law Alcohol Policy Addendum for Student Sponsored Events](#).

**Format** – Submissions are only accepted in a .doc format.

**Limits** – in general we suggest no more than 4 lines of text. Each slide is displayed for 10 seconds.

**Required Information** –Email address and/or URL; correct date, location & time.

**Size** – Submissions must be 8.5 (w) x 11 (h) & 395x592 pixels.

**Use of University Name and Logo** – Submissions must adhere to The University’s Graphic Identity and Editorial Style Guide located on the [Communication’s](#) website.

**Process:** Submissions must be uploaded via the [Digital Signage Request Form](#).

**Submission Timing:**

**Submissions** – Advertisements can be displayed for up to 5 business days before the event. Digital Signage Request Forms submitted by 4:30pm each business day will appear as early as the next business day, but no earlier than 5 business days prior to the event. Submissions not received by the 4:30pm business day before deadline will not be given the full five business days display time before the event.

**Recurring Submissions** - OSL does not archive submissions. Organizations/departments are responsible for resubmitting ads of recurring events for reposting.

**Returned Submissions** - Submissions that do not meet the policy specifications may be returned to the submitter for alteration. Returned submissions that are altered and resubmitted must still meet the submission deadline described above to be displayed the full 5 business day time frame.