

Georgetown University Law Center

Digital Signage Policies

Purpose

The Office of the Dean of Students worked in conjunction with Information Systems Technology has four digital screens for the Law Center. Two are located in the second-floor atrium of McDonough Hall, one in the McDonough Hall Cafeteria, and one next to the Law Bookstore in Sport and Fitness. 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 through our Advertising Policy.

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](#).

Limits – Each slide is displayed for 10 seconds.

Required Information:

- Title of Event
- Names of Guest Speakers, if applicable
- Confirmed Date of Event
- Confirmed Time of Event
- Confirmed Location of Event or Virtual Zoom Link/ RSVP Sign Up
- Name of Sponsoring Organization(s)
- Telephone Number or Email Address for More Information
- Accessibility Statement

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 Visual Identity](#) located on the Georgetown website.

Process: Submissions must be submitted for approval through the [Advertising Request Form](#)

Submission Timing:

Submissions – Advertisements can be displayed for up to 7 business days before the event. When submitting for approval through the Advertising Form, the submitter will need to opt for the flyer to be in both the OSL Broadcast and Digital Signage screens.

Recurring Submissions - OSL will display the event until the date on the flyer or date specified on the Advertising Request Form.

Returned Submissions - Submissions that do not meet the policy specifications may be returned to the submitter for revision. Returned submissions that are altered and resubmitted must still meet the weekly submission deadline of Friday before 5:30 pm to be included in the following week's OSL Broadcast and digital screens.