

Television Advertising



The Missouri Student Unions offers recognized student organizations and university departments the opportunity to advertise event and organization information on the 13 plasma television screens located throughout our facilities. This advertising opportunity is free of charge.

Advertisements should be submitted one week prior to the date they are scheduled to begin. They may be scheduled to run for any period of time up to the end of the current semester. A total of 3 semester-long advertisements and a total of 8 limited-time advertisements may be reserved by a recognized student organization or university department.

Advertisements are selected randomly by each screen and are displayed for only a few seconds. Thus, it is important to keep your message simple, with few words.

Requirements for Approval

- The sponsoring organization or department name must be present

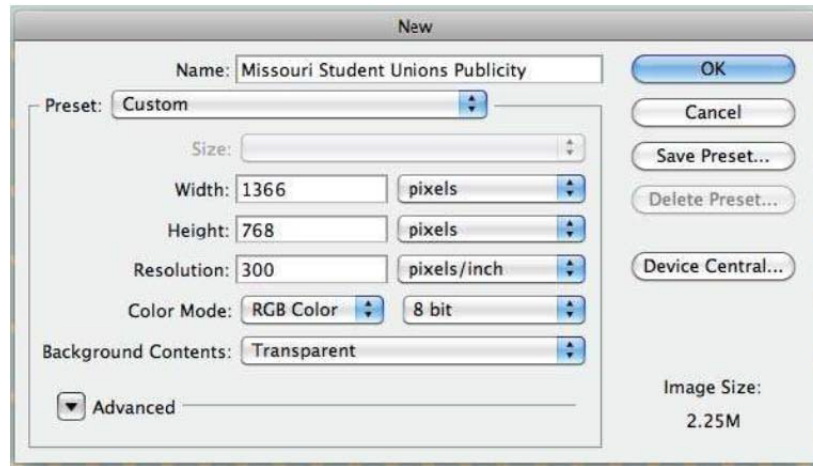
- Graphics must be appropriate for display in a public environment.

- The file must be 1366 pixels wide by 768 pixels tall in dimension in jpg/jpeg format

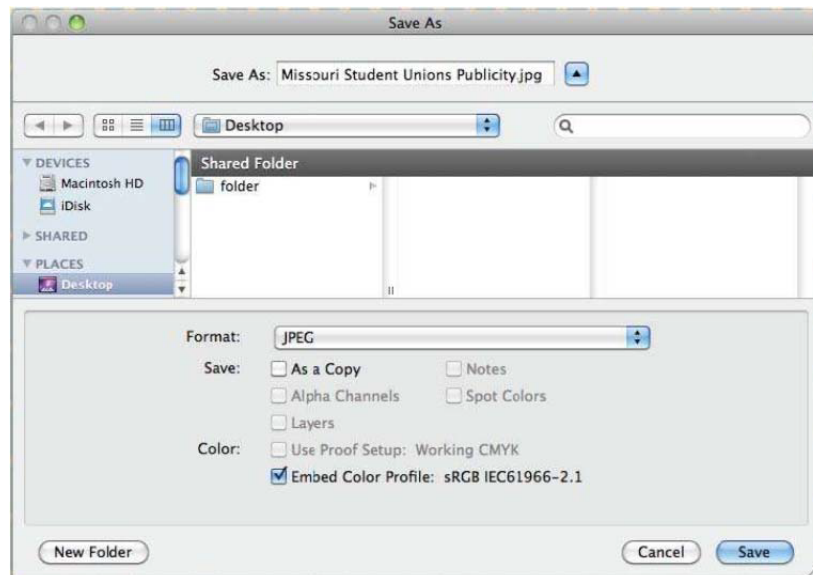
The Missouri Student Unions reserves the right to deny any advertisement that may be deemed inappropriate based upon the needs and/or best interests of the University of Missouri or that promotes products or services that are in direct competition with current interests within the Union buildings.

How to Create an Advertisement

1. Create a Photoshop document that is 1366 pixels by 768 pixels. The file should have an RGB color profile.



2. Design your plasma screen ad. Use large fonts and be brief. Plasma ads are only on the screen for 15 seconds and are usually viewed from a distance.
3. Flatten your image. Right click on your layer and select "Flatten" from the bottom of the menu.
4. Save as a .jpeg. Go to the menu bar and click on File, then Save As. Select the .jpeg option for the document format.



5. Submit your plasma screen ad on our website by navigating to the "Advertising Options" page under the "Reserve a Space" menu. Click on "Reserve Now" and complete the following form. Be sure to select "Television" and click "Upload" after selecting a file.

Note: You may also create an InDesign or Illustrator document with the same dimensions (1366x768) and export it as a .jpeg file.