

Column Banners in the MU Student Center

There are 16 locations for large vinyl banners operated by the Missouri Student Unions for event posting. Banners will be approved that are a call to action or advertise a service or event. Generic organizational advertisements are not allowed.

1. Step One: Design your advertisement. Please note that student organizations are highly encouraged to work with Student Affairs Marketing & Communications. Access request form here: <https://studentaffairs.missouri.edu/marketing-communication/>
 - a. File Types: PDF, EPS, AI, PSD, TIFF
 - b. Artwork should be created in Adobe Photoshop or Illustrator, CS4 or sooner. When using any other programs, artwork MUST be saved as a PDF or EPS.
 - c. Images should be embedded or linked. Include all linked files.
 - d. Fonts should be converted to Curves/Outlines
 - e. Minimum resolution of 100 dpi at 100% (actual print size). Recommended resolution of 150-300 dpi
 - f. CMYK. PMS colors should be specified in-file as CMYK swatches, no Spot Colors. Specify PMS #s for color matching purposes only.
 - g. File sizes: Under 500 MB
 - h. Please provide files with useful, descriptive names. When providing artwork for jobs with multiple different printed pieces, please place each piece in a separate file and name each file clearly.
 - i. Printing Services will charge ADDITIONAL HANDLING FEES for the following:
 - i. Incorrect dimensions
 - ii. Color matching requested but colors not specified in file
 - iii. Changes/Adjustments requested
 - iv. Changed artwork file submitted after proof
 - v. Missing fonts
 - vi. Low resolution
 - vii. Individual files over 500 MB
 - j. Banner Size: 36" x 120"h
 - k. Bleed: 1" all around
 - l. Final Trim size: 36" w x 122"h*

* An additional 1" at the top and bottom of the banner is for banner bars that are located at the top and bottom of the banner. Material will be folded ½" at the top and bottom for double the thickness of the banner to be inserted into banner bars.

2. Step Two: All banners must be printed through MU Printing Services. There will be a charge of \$195 for each banner. MoCode/PSaccount numbers are required at the time of order.
 - a. Go to the Printing Services website: ps.missouri.edu
 - b. Click on the third tab at the top called Submit a Digiprint job.
 - c. Click on GO after the first paragraph beginning with the 'I want to submit a job....'
 - d. Click on the large format link
 - e. You will need to register here with your e-mail address and a password
 - f. You are now ready to fill in the order information for your banner.
 - i. Give your banner a title
 - ii. Date Due: Please allow at least 7 business days. Indicate under special instructions the specific date you need and the time if needed before 3:30 p.m. **If it is less than 7 business days you will be charged a \$90 rush fee.**
 - iii. Your banner size should be length of 122" and width of 36"
 - iv. Material: 13 oz white vinyl, no grommets
 - v. Mounting: none
 - vi. Copy Center: Maguire
 - vii. Proof: A digital proof will be sent to your email with a copy also sent to Student Affairs Marketing for confirmation of appropriate content.
 - g. Billing and Delivery: Choose charge type of MoCode/PS account and fill in your numbers.
 - h. Delivery: Please put MU Student Center Information Desk, main floor MU Student Center as delivery address.
 - i. Upload Files: Be sure to check the 'All files approved for printing' checkbox by the red arrow.
 - j. Special instructions: Include any additional information concerning your files.
 - k. If you have any difficulties with the online order, please call Printing Services.

Requirement for Approval: Sponsor name must be posted on the banner (**student organizations & university departments only**). Banners must be appropriate for display in a public environment at the discretion of the Unions staff.

The banner will be hung and removed by a member of the Unions staff. A total of one banner may be reserved by a recognized student organization or university department. Special permission may be granted for the use of additional banners or extended periods of time by Unions Administration.

Banners will be available for pick up after the reservations is complete at the MU Student Center Information Desk.