LED Advertising

The Missouri Student Unions offers recognized student organizations and university departments the opportunity to advertise event and organization information on the 13 plasma LED 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.
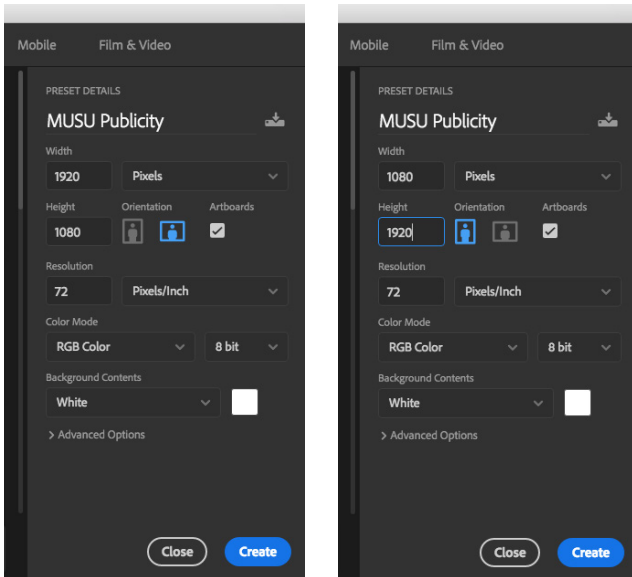
Requirments for approval

- The sponsoring organization or department name must be present

- Graphics must be appropriate for display in a public environment

- The file must be 1920 pixels wide by 1080 pixels tall in dimensions for horizontal displays and alternatively, 1080 pixels wide by 1920 pixels tall for vertical display.

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.

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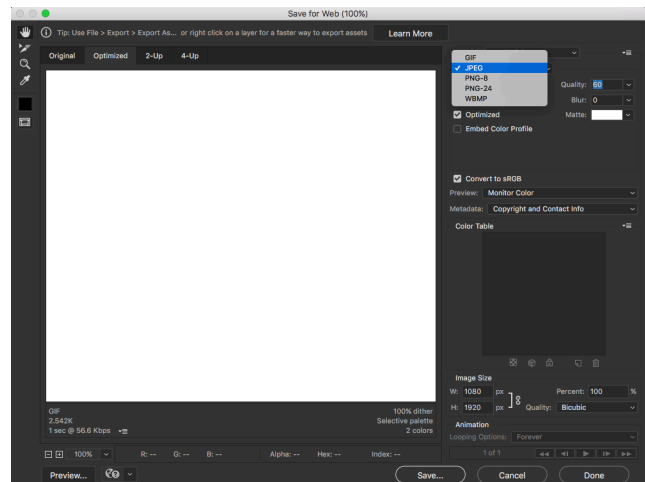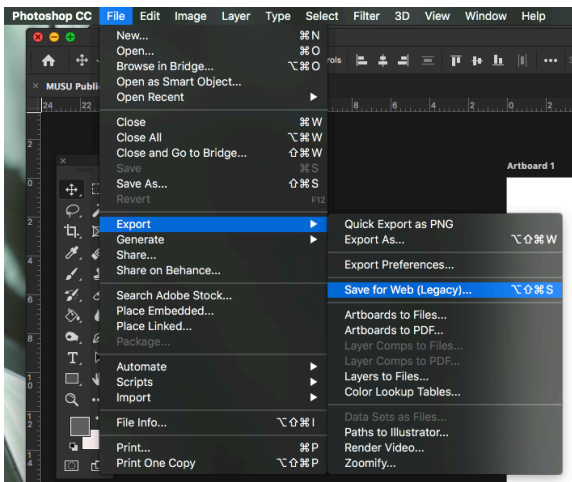## How to create an advertisement

1. Create a Photoshop document that is 1920px by 1080px or 1080px by 1920px.

Protip:

Use large fonts and be brief in your design. LED ads are only displayed for 7 seconds and are usually viewed from a distance.

2. Save as a .jpeg. Go to the menu bar and click on File - Export - Save for Web (Legacy), select JPEG then SAVE.

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Submit your LED artwork

Submit your artwork by emailing musamarketing@missouri.edu, with subject: '**LED Request Attn: Keleyan Otway**'.

Be sure to attach your artwork to the email.

NOTE: You may also create an InDesign or Illustrator document with the same dimensions (1920x1080 or 1080x1920) and export as a .JPEG file.