Guidelines for Advertising on the SILS Digital Monitors

SILS Communications Coordinator Katherine Perales (kpearl@email.unc.edu) manages the digital monitors located in the Manning Hall lobby, outside of Manning 209, and across from Manning 216.

Faculty, staff, and SILS student organizations are invited to submit slides advertising upcoming events or providing general information that may be of interest to the SILS community.

Events sponsored by external organizations may also be featured if they are deemed relevant. Please contact Katherine at kpearl@email.unc.edu to determine if your event qualifies. No commercial advertisements will be considered.

In order for the slides to have a fair chance of being seen, a maximum of 10 slides will be featured per monitor at any time. Priority for the lobby and 216 monitors will be given to events and announcements from SILS and SILS student organizations. Priority for the 209 monitor will be given to slides promoting the BSIS program, and then to the other categories.

SLIDE SPECS
Slides should ideally be 1920x1080 pixels (16:9 ratio), and a minimum of 1280 x 720 pixels, and must be jpg files.

DESIGN

Adobe Spark is a great option for UNC students and others with an Adobe Creative Cloud access. If you haven't used it before, go to the website spark.adobe.com, click log in with school account, enter your UNC email address and it should take you to the Single Sign-On page where you can log in using your onyen credentials.

Click the + button to create a new project, choose custom size graphic, then enter 1920 for width and 1080 for height.

Spark has a great selection of graphics, photos, fonts, and templates. Just be sure if you select a template, it doesn't resize your graphic.

When you're finished, click download, choose JPG format, and then send the downloaded file and instructions for posting to Katherine at kpearl@email.unc.edu.

You can find helpful tutorials on YouTube and LinkedIn Learning to help you get the most out of the program.

Adobe Photoshop and Illustrator can also be used, though these usually require more experience to navigate. If you don't have Adobe CC access for some reason **Canva** (www.canva.com) has a free plan that offers similar features.

Microsoft PowerPoint is another, less flexible option. After creating a new presentation, click on the Design tab, then Slide Size, and choose (Widescreen 16:9). Design your slide. After saving as a PPT (so you can make edits later), go to File>Save As> and when the option to name the file appears, change the Save as type drop down from Power Point Presentation to JPEG File Interchange Format.