

Guidelines for Advertising on the SILS Digital Monitors

SILS Communications Coordinator Katherine Perales (kpearl@unc.edu) manages the digital monitors located in the Manning Hall lobby, outside of Manning 209, and outside of 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@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, and to avoid overloading the lobby touch screen options, a **maximum of 15 slides** will be featured at one time. **Priority** for the lobby and 216 monitors will be given first to events sponsored or co-sponsored officially by SILS, then to other upcoming events, and then to slides with general information. Priority for the 209 monitor is given to slides promoting the BSIS program, and then to the other categories.

If you're thinking about creating a slide and wondering if there will be room when you'd like it displayed, send Katherine an email at kpearl@unc.edu to find out.

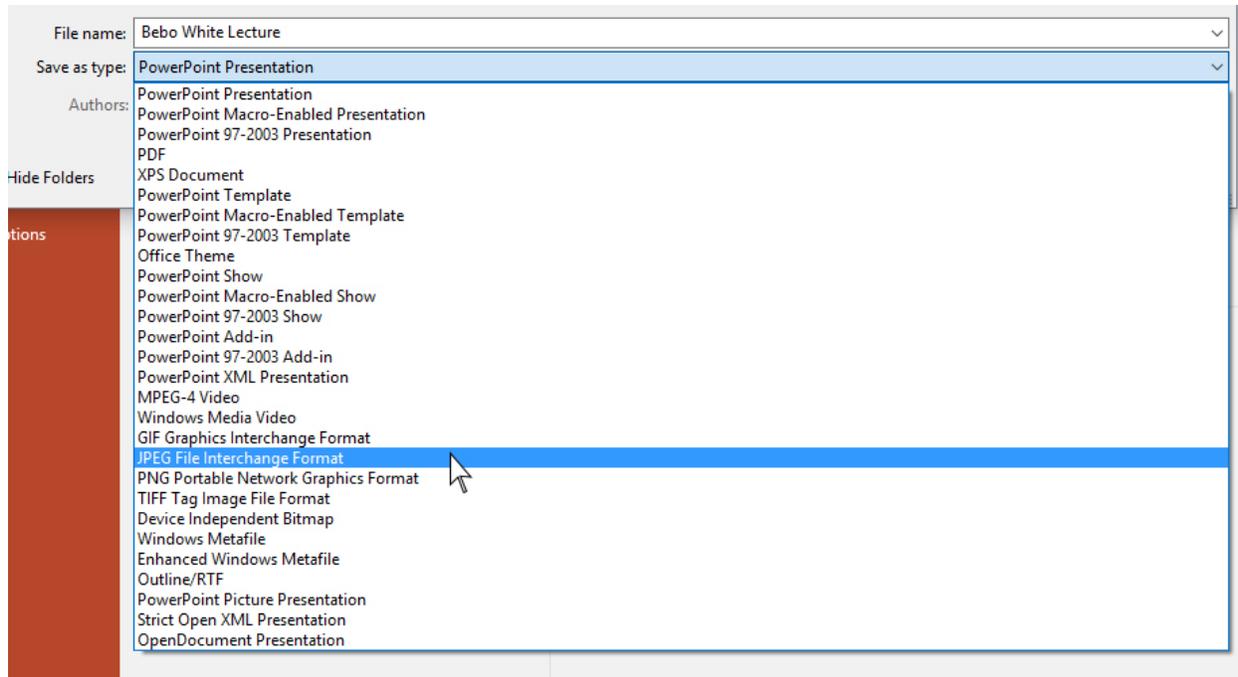
Slide specs: Slides should be a minimum of **1280 x 720 pixels** (most currently displayed are 1877 x 1056) and must be **jpg** or **png** files.

Tips on creating slides for the digital monitors

If you don't have digital design experience, **PowerPoint is probably the easiest and most efficient way** to create slides for the monitors.

If you are using a current version of PowerPoint, click on the Design tab, then on the far right of the menu, click the drop down for Slide Size, choose (Widescreen 16:9). The slide should change shape from square to rectangle.

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. (See illustration)



Send the jpg to Katherine with the request to post.

[Adobe Spark](#) is another good design option for students and others with an Adobe Creative Cloud access. Choosing the YouTube Thumbnail option should produce a slide that fits the correct dimensions for the monitors.

Tips on design and content

Keep your message concise so your font can be large and readable, but be sure to include all the important details like time, date, and location.

If possible, include a website address, Facebook page, or QR code people can use to find out more.