



# CAMPUS DIGITAL SIGN NETWORKS

## Want to promote your event or campaign on campus digital signs?

There are several different networks of digital signs on campus, each managed by different areas and with different requirements. We've pulled together the basic details to help you with your promotions.

Consult [csus.edu/brand](https://csus.edu/brand) for proper use of logos, fonts, and colors.



## Sac Connect Digital Signs

### Managed by: University Communications

Signs: 7 displays across campus  
 Message type: General campus activities, info, news  
 Size: 1416 x 797 pixels (horizontal)  
 File types: jpeg, png

Allow 5 - 7 business days for requests to be processed and posted.

Submit final artwork:  
[sacstate.me/sacconnect](https://sacstate.me/sacconnect)

Templates available:  
[sacstate.me/sctemplates](https://sacstate.me/sctemplates)

Questions? Email: [digisign@csus.edu](mailto:digisign@csus.edu)

## University Union/The WELL

### Managed by: University Union

Signs: 2 Union displays, 1 WELL display  
 Message type: Public campus events  
 Size: 1080 x 1920 pixels (vertical)  
 File type: jpeg

Send early. Signs will run the two weeks prior to an event.

Email final artwork: [promo@csus.edu](mailto:promo@csus.edu), with subject line "For SOD Monitors Posting" and include contact name, email, and phone in the body of the email.

Guidelines:  
<https://theuniversityunion.com/about-the-union/promo>

Questions? Email: [zlaporte@csus.edu](mailto:zlaporte@csus.edu)

## North Village Residence Halls

### Managed by: University Housing

Signs: 12 displays in seven halls  
 Message type: Events, programs, initiatives for students  
 Size: 1920 x 1080 pixels (vertical)  
 File types: jpeg, png, pdf

Signs will run up to three weeks prior to event.

Email final artwork/questions:  
[adam.dowrie@csus.edu](mailto:adam.dowrie@csus.edu)

## Lassen Hall

### Managed by: Student Affairs

Signs: 6 displays in Lassen Hall  
 Message type: Student services, events, general campus info  
 Size: 1920 x 1080 pixels (horizontal)  
 File type: jpeg, png

Submit at least 5 business days in advance of posting date.

Email final artwork/questions:  
[sa-communications@csus.edu](mailto:sa-communications@csus.edu)

## Computer Lab AIRC 2004

### Managed by: IRT

Signs: Computer log in screens  
 Message type: Student services, events, general campus info  
 Size: 400 x 600 pixels (vertical)  
 File type: jpeg

<https://lss.irt.csus.edu/labs.php>

Contact [courtney.zuke@csus.edu](mailto:courtney.zuke@csus.edu) if interested in posting a message.



# HIGHWAY 50 BILLBOARD

## CLEAR CHANNEL OUTDOOR

The digital billboard on Sacramento State's campus is owned and operated by Clear Channel Outdoor.

Sacramento State promotions are included in the regular advertising rotation on this billboard for approximately six seconds every minute. They support University-wide messaging priorities, including:

- Imperatives and strategic goals
- Current marketing campaigns
- Emergency communications



## HOW TO GET A PROMOTION POSTED ON THE BILLBOARD

1. Email [digisigns@csus.edu](mailto:digisigns@csus.edu) to inquire about placing a promotion on the billboard.
2. Once approval is received, create digital artwork according to the University's brand and advertising guidelines at [csus.edu/brand](https://csus.edu/brand).
3. Submit final artwork via [sacstate.me/sacconnect](https://sacstate.me/sacconnect).

**Allow 5 - 7 business days for approval, processing, and posting.**



**Sacramento State's billboard messages are managed by University Communications and are subject to the business terms established with Clear Channel Outdoor.**

## Guidelines for Sac State Billboards

1. Promotions must not undercut potential sales for Clear Channel Outdoor.
2. Billboards must be Sacramento State messages. Promotions cannot be passed on to outside organizations as gifts or part of sponsorship agreements.
3. Billboards must not promote or sell anything for organizations other than Sacramento State. Logos from other companies may not be included, unless specifically part of a campaign like *Made at Sac State*.
4. Sacramento State logo and/or equivalent approved brand representation must be on all billboard promotions.
5. No messages competitive to Sacramento State (i.e. other universities or colleges) or those that may adversely affect the brand are permitted.
6. Billboards may not promote alcohol, tobacco or adult themes, or events related to these themes.
7. Events with wide public appeal (i.e. Ski Swap, sporting events) and in alignment with messaging priorities may be considered for placement.
8. Events specific to campus audiences are not generally suitable for the billboard, but may be considered for the SacConnect digital signs.

## Design Requirements and Tips

- Size and file type: 1400 x 400 pixels (horizontal), jpeg format required.
- Designs must include a Sacramento State identifying banner or logo. See [csus.edu/brand/advertising-guidelines.html](https://csus.edu/brand/advertising-guidelines.html) for examples and details.
- Simple and clear is best. Remember the billboard is seen as people are driving by.
- More design tips: [sacstate.me/outdoordesigntips](https://sacstate.me/outdoordesigntips)
- Templates: [sacstate.me/billboardtemplates](https://sacstate.me/billboardtemplates)