

HRE ADVERTISEMENT GUIDE

Housing & Residential Education (HRE) offers a variety of ways to advertise to our students: posters, table tents, A frames, lawn signs, UBN monitors, floor stickers, banners, and through our social media platforms (@UofUHousing).

Our space for advertising is limited, and will be filled on a first-come, first-served basis. If you have questions or need further clarification, please do not hesitate to contact us at 801-587-0716.



Housing & Residential Education
THE UNIVERSITY OF UTAH

TV SCREENS

HRE has four UBN monitors:

- HRE Central Office
- Peterson Heritage Center (PHC)
- Kahlert Village
- Marriot Honors Community (MHC)

Please note that no editing will be done to the slide you submit. The slide will be displayed for 10 seconds on each content loop, so keep that in mind as you design your slide. UBN screens' ads can run for a maximum of **TWO WEEKS**.

Specifications:

- Size: 1920 x 1080 (pixels)
- Resolution: Please design at no less than 150 DPI. Recommended is 300 DPI.
*Please keep the file size as small as possible (lower than 5 MB).

Files allowed:

- JPG
- PNG
- JPEG
- GIF

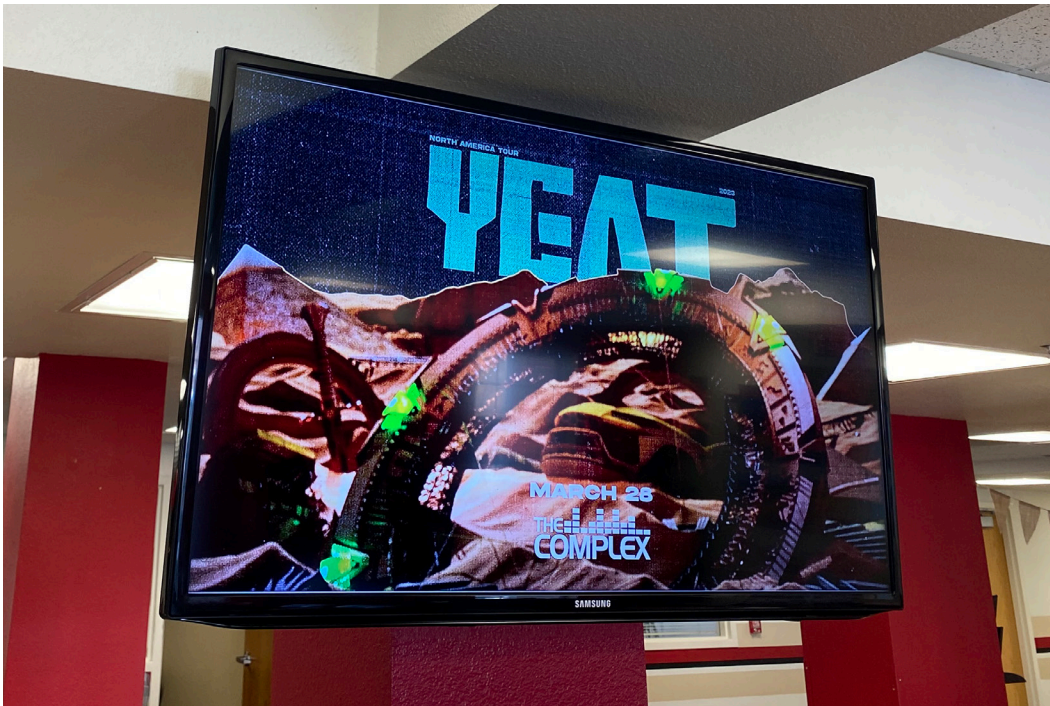


TABLE TENTS

Table tents are placed in the dining rooms of the Peterson Heritage Center (PHC) and Kahlert Village, the MHC Honors Market and lobby, and Miller Café in Lasonde Studios.

Table tents are changed each Monday and can run for a maximum of **TWO WEEKS**.

Specifications:

- Quantity: 150
- Full Color
- Size: 4" x 6"
- Vertical Orientation
- 100 lb cardstock or gloss
- A 1/2" margin (without imaging/text) must be at the bottom of the card
*Text and images within this 1/2" will not be visible
- Double-sided printing (same imaging/messaging)

Any table tents that HRE receives that do not meet the specifications above will not be placed and will be returned to the requester. University Print and Mail frequently print table tents for our department; when sending a request, let them know to print table tents to meet HRE specifications.

We do not rerun table tents. These tend to get dirty from food, and our staff works to remove and recycle dirty table tents as they notice them. Table tents are also taken by students who want to remember the advertisement.



BANNERS

Banner spaces are available in two indoor locations:

- Main entrance (left hand side) of the Peterson Heritage Center (PHC)
- First floor in Kahlert Village

And one outdoor location:

- PHC Shuttle Stop

Specifications:

- Size: 3' x 6'
- Grommets for hanging (at least one in each corner for hanging - top and bottom)
*One per every foot length is recommended on top with additional on both bottom corners
- One-sided
- Full color

Banners can run for a maximum of **TWO WEEKS**. They must be arranged to be picked up in our central office in Benchmark 822 within one week of the final date. If not picked up by the requester within one week, HRE will dispose of and recycle them.



POSTERS

Approved posters (fliers) can be hung in the Peterson Heritage Center and/or throughout our residence halls and apartment areas.

Specifications:

- Recommended Sizes: 11" (H) x 8.5" (W) or 17" (H) x 11" (W)
- Poster quantity: 300
 - *If less than this quantity is received, HRE will do our best to distribute posters equally
- Name (and logo) of the University department or recognized student group must be part of the design. Student groups will be verified as recognized by checking the roster on getinvolved.utah.edu
- Contact information must be present (email, phone number, or website)
- Posters must be printed in full color

ALL posters to be hung in the PHC and residential areas must be approved and stamped by housing. Groups are not allowed to take stamped posters and hang them themselves. Expiration time stamps are added to the poster. These stamps do not indicate or imply that the university, HRE, or its staff support the views expressed in the content of postings.

Posters will be taken down after the advertised event date or at the discretion of housing team staff, pending demand to hang other poster materials.



A FRAMES

A frames can be placed in high-trafficked areas in Heritage Commons and on lower campus near the MHC and Kahlert Village. **We can place a maximum of four A frames per University department or registered student group.** A frames run for a maximum of **TWO WEEKS**.

If the department or group does not have its own A frame stand, we can accommodate requests using one of our stands.

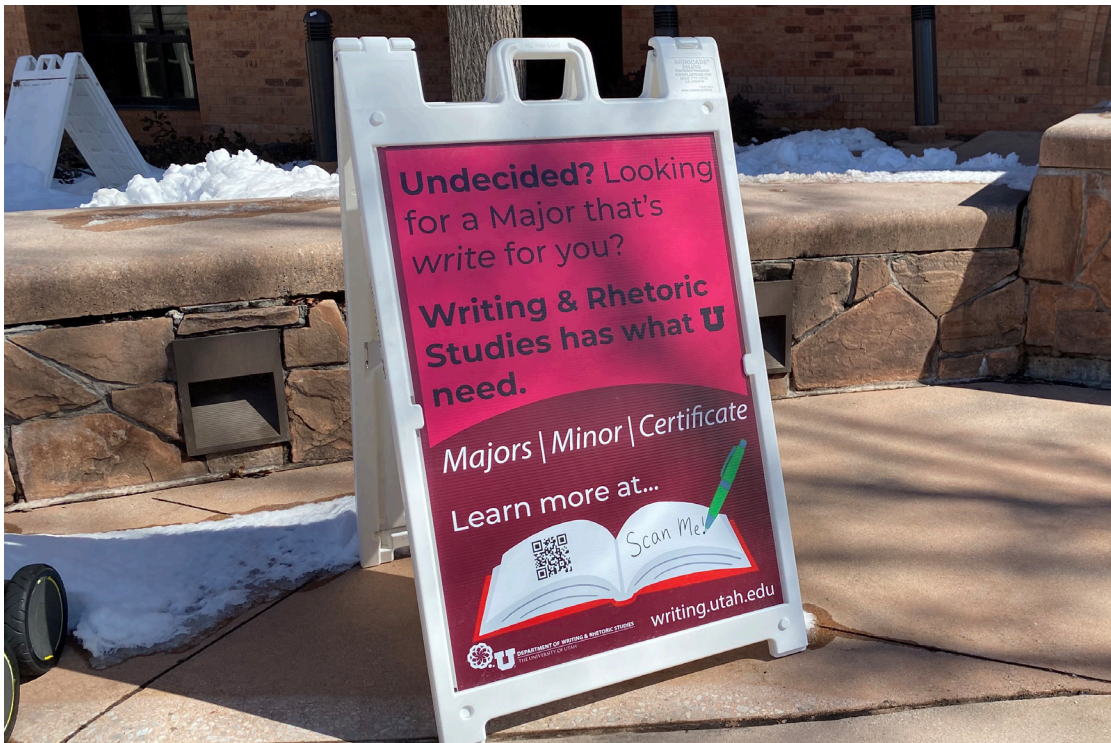
Specifications:

- Size: 24" (H) x 36" (W)
- Full color
- Corrugated plastic

Once HRE approves the artwork, the requester can place the A frames in areas in front and behind the PHC, in front of Sage Point 811, west of the Solar Plaza near Shoreline Ridge apartments, in front of the MHC, and/or near entrances to Kahlert Village.

The requester should remove A frames at the end of the time frame and deliver inserts to HRE Central Office.

NOTE: A frames are placed outdoors and may be subject to inclement weather.



LAWN SIGNS

Lawn signs can be placed in high-traffic areas in Heritage Commons. We can place a maximum of four lawn signs per University department or registered student group.

Once HRE approves the artwork, lawn signs are placed by our team, and they can run for a maximum of TWO WEEKS.

Specifications:

- Size: 22" x 16.5"
- Full Color
- Material: Corrugated Plastic

NOTE: Because lawn signs are placed outdoors, they may be subject to inclement weather. Signs can be arranged to be picked up in our central office in Benchmark 822 within one week of the final date. If not picked up by the requester within one week, HRE will dispose of and recycle them.



FLOOR STICKERS/DECALS

Decals may be placed in the lobby of Peterson Heritage Center (PHC) and/or Kahlert Village, and they may run for a maximum of TWO WEEKS.

PHC requesters may choose to place up to two floor stickers in the PHC; one near the front entryway and/or one near the main stairs by the RHA office.

Kahlert Village requesters may choose to place up to five floor stickers on the first floor in Kahlert Village:

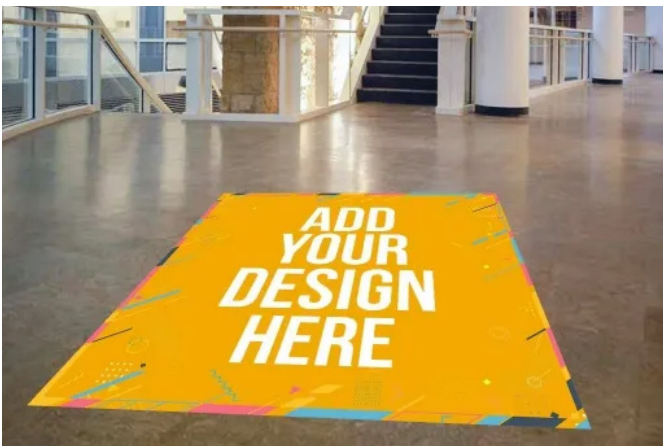
- Near the elevator banks
- Near the front entryway (facing the Huntsman Center)
- Near the MHC entrance
- Near the Student Life Center entrance
- Near the west courtyard entrance near the dining hall

Specifications:

- Size: 2' (W) x 3' (H)
- Trim and bleed marks: .25"

Any floor stickers that HRE receives that do not meet the specifications above will not be placed and will be returned to the requester. University Print and Mail frequently print floor stickers for our department; when sending a request, let them know to print floor stickers to meet HRE specifications.

We do not rerun floor stickers. These tend to get dirty, and our staff works to remove dirty/damaged floor stickers as they notice them.



SOCIAL MEDIA

HRE can help promote your departmental event activity on our social media channels. The easiest way to share your content is to tag us in your posts.

Specific social media post requests should be received at least 72 hours before you hope for us to share your content. We will work to post your content promptly, however, we cannot guarantee specific dates. (This does not apply to our Instagram story, as we are happy to share your content on this platform at any time.)

Specifications:

- Format: PNG for images, MP4 for videos
- Dimensions: 1920 x 1920 pixels, 1920 (H) x 1080 (W) recommended for IG story
- Resolution: Please design at no less than 150 DPI, recommended is 300 DPI
- File Size: Please try to keep the file as small as possible (lower than 5 MB)

