

The following are guidelines to post items on the digital signage video wall and monitors in the Lavin-Bernick Center. These guidelines exist to ensure information, publicity, and timely communication are properly displayed and prioritized.

The LBC video wall is a large 3-by-3 monitor display system located in the main hallway on the first floor of the Lavin-Bernick Center. The LBC also operates an individual monitor on each floor that displays events, news, etc. These monitors are 60-inch flat screen thin-bezel LCD's, capable of displaying images and videos in a wide variety of configurations and sizes.

FORMATTING REQUIREMENTS:

- Content should be widescreen (16x9) format.
- Submitted content should be high quality so as to appear smooth and clear.
- Accepted Formats for IMAGES: JPG, GIF, TIF, WMF, BMP, and PNG
- Accepted Formats for VIDEOS: AVI, M4V, MPEG, MPEG-2, MPG, MP4, MOV, SWF, and WMV
 - Videos cannot exceed 30 seconds in length.
 - No sound is available.

POSTING INFORMATION:

- Images and videos are eligible for display for up to 2 weeks.
- Content must follow all appropriate University policies.
- Content must be entirely Tulane-related or be related to a specific event directed to Tulane students, faculty, or staff.
- All submitted content will rotate through screens; the rotation time is dependent on the number of submitted images and videos on a given day, but is generally 10 seconds in length
- Remember your basic information including the date, time, location, event name, etc.
- Use bright, colorful content and keep text to a minimum.
- Postings for on-campus events and Tulane-sponsored activities take priority over sponsored content.

SUBMISSION INFORMATION:

- Individuals/organizations may run one ad at a time.
- Submissions must be completed one week prior to the posting date.
- Submissions should be emailed to lbcvideowall@tulane.edu
- Submissions should include the department/group/business name, a contact person, and the desired dates of display.
 - A file that is too large for an email may be delivered via a jump drive or other physical media to LBC 218 during normal business hours.

COST FOR TULANE DEPARTMENTS & ORGANIZATIONS:

- Departments and organizations may submit images and videos for display free of charge.

COST FOR NON-TULANE ENTITIES:

- Non-Tulane entities may submit images and videos for display at a rate of \$40 per ad for up to two weeks display.
 - Payment should be made ...
 - by check, made out to Tulane University, or
 - in cash, delivered to the LBC Reservations & Administration Office in LBC 218.
 - No content will be displayed until payment is received.

PLEASE READ POLICIES AND PROCEDURES FULLY BEFORE SUBMITTING YOUR REQUEST.

The LBC Administrative Office reserves the right to accept or refuse any submitted images or videos.

The LBC Administrative Office reserves the right to ask submitters to modify their content before posting.

Submission of a file does not guarantee posting. Confirmation or denial of request will be sent to the email provided.