


**TED ROGERS
SCHOOL OF
MANAGEMENT**

**DIGITAL SIGNAGE
POLICY &
PROCESSES**



NOVEMBER 2016



Ryerson
University



TED
ROGERS
SCHOOL
OF MANAGEMENT

DIGITAL SIGNAGE POLICY & PROCEDURES – NOVEMBER 2016

Since the Ted Rogers School of Management (TRSM) building was completed in 2006, a number of signage opportunities have been installed throughout the building. Students, faculty, staff, visitors to the TRSM building and the general public all have exposure to these signs and therefore TRSM messages at different places and times. The policy and procedures below details how and when these signs can be used by a variety of TRSM internal and external stakeholders.

Overall Digital Signage Objective

Use TRSM building's digital signage to promote and raise the awareness of student and faculty and staff activities, achievements, workshops, lectures, key dates and events at the Ted Rogers School of Management and Ryerson University.

Message Goal

Digital sign messages can help Ryerson, TRSM or a TRSS organization achieve three goals.

Awareness

1. Build awareness of what TRSM stands for, who we are and what we offer across our faculty
2. Administration messages from TRSM and/or Ryerson University about academic affairs (key dates, announcements from dean or provost office, student services, career centre info, etc.)

Engagement

3. Get TRSM students, faculty, staff involved in your event, competition, activity i.e. attract attendees and/or participants

Promotion

4. Announcements and 'Welcome' messages from TRSM and/or Ryerson University stakeholders
5. 'Congratulations' and 'Thank You' messages to TRSM students and faculty/staff

At minimum, an acceptable message must:



- Be in accordance with Ryerson policies/guidelines re: signage content <http://ryerson.ca/digitalsignage/guidelines/> i.e. not offensive, discriminatory or illegal, and not advertising events that involve illicit behavior
- Advertise a legitimate event being held by a Ryerson-sanctioned group or department that is relevant to the public or a large portion of the TRSM student body
- Announce a significant achievement by the School, its' students, its' faculty or staff members, its' Research Centres and Institutes, TRSM departments
- Not harm the Ted Rogers School of Management or Ryerson's public image in any way

Requirements

- No solicitation from third parties i.e. organizations outside of Ryerson/TRSM
- Message/ad must have a clear TRSM student, faculty, staff benefit
- Message must include clear Ted Rogers School of Management branding if being presented by a TRSM group (e.g. student group, research institute, centre and/or department). All other groups from within the university must have proper Ryerson University branding.¹

¹ For Ryerson University branding guidelines please visit ryerson.ca/branding – for TRSM branding guidelines email marketingtrsm@ryerson.ca



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 ryerson.ca/tedrogersschool

DIGITAL SIGNAGE OPTIONS

I. TRSM BUILDING EXTERIOR - TICKER TAPE SIGN

The “ticker tape” is an electronic sign located above the main pedestrian entrance to the Ted Rogers School of Management at 55 Dundas Street West. Its’ location makes it ideal for students/faculty/visitors to read while walking towards the building. Its outdoor location also provides a connection with the community at large.

Uses

The default ticker tape message is the “Ted Rogers School of Management” name along with the Ryerson University logo (static permanent image on far left side of board). This message must always remain in the message “loop” and should appear at least once every three minutes.

Message Guidelines



- The sign should be used for advertising events and/or dates that are relevant to the TRSM/RU student body and/or general public, prospective students and for celebrating student accomplishments (e.g. a victory in national academic competition)
- The sign should not be used to congratulate individual student, faculty or staff members for personal achievements (e.g. obtaining a promotion or an academic designation) except in exceptional circumstances
- The sign can be used to thank donors and/or recognize new donor/corporate partners who have made a significant contribution to TRSM
- Messages should not run for more than 60 seconds (exceptions may be granted on a case-by-case basis)
- Messages should be 60 characters or less to maximize recognition and comprehension

Examples of valid requests include:

- Advertisement for a school job fair or an MBA information event
- Welcoming a special guest (e.g. a new dean, visiting speaker)
- Congratulations for a team accomplishment
- Announce a new corporate partner²e.g. new BCH partner or corporate donation
- Significant public announcements (e.g. the Ted Rogers donation)
- Ad for a group event to which Business students are invited
- Ad for a TRSM or TRSS event to which members of industry or the public are invited
- Welcome students and faculty to new school year/term
- Wishing students luck with their exams

² The agreement with the Ted Rogers School of Management will outline the level of donation needed to be showcased on the ticker tape. The agreement will also state the length of time that the message will be posted.



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Procedure for requesting a ticker tape message

Ticker tape messages can be requested via an email marketingtrsm@ryerson.ca to the TRSM Marketing & Communications team by administrative staff, students, faculty members and Ryerson/TRSS sanctioned student groups.

The TRSM Marketing & Communications Department must approve messages before they are posted.

- Efforts will be made to accommodate all requests; however, submissions with less than **THREE** business days' notice cannot be guaranteed to start on-time
- Thank you and Congratulations messages will be posted up for up to a month
- Events will be posted a maximum of two weeks prior to the date of the event
- The maximum number of messages that can be displayed is dependent on the length of messages posted – and therefore will be considered on a case-by-case basis

The steps for posting a message are as follows:

1. Send a draft of the requested message with posting time period to the Marketing & Communications team for review and approval by the Director of Marketing & Communications and the Dean's Office.
 - a. Email to marketingtrsm@ryerson.ca
 - b. SUBJECT LINE: Ticker Tape Request
 - c. Email Body:
 - i. Message: No longer than 60 characters
 - ii. Date Begin: Month/Day/Year
 - iii. Date End: Month/Day/Year
2. Suggested changes or revision requests will be sent back to the requestor for agreement prior to posting the message.
3. When approved, the final message will be sent to the TRSM IT department by TRSM MarComm along with the dates and times it should run. The TRSM IT department will program the sign accordingly.

2. DIGITAL TV SCREENS/MONITORS ON ALL TRSM FLOORS

Digital signs/monitors are a great way to advertise TRSM, TRSS and Ryerson events, services, deadlines, reminders and general promotion messages. There are seven digital screens located within TRSM: at the entrance and on the first, second and third floor, in the main east/west hallways. The signs are programmed by Ryerson's CCS department. Your digital message can appear just within the TRSM building or across the Ryerson campus. To see where all the digital screens are at Ryerson, visit: <http://ryerson.ca/digitalsignage/tvlocations/>

Please Note: There are also additional screens that are owned and operated by individual schools and departments. They should follow the Ted Rogers School of Management branding guidelines. Requests must be made to individual TRSM schools and departments for messages on their screens. E.g. SAF, HTM, Retail, etc.

Also Note: The digital screen in the street level lobby of TRSM can run separate videos and messages from the other screens in the TRSM building; it can be connected to a separate laptop/docking station in the reception desk in the lobby. The same process should be followed to use that screen for separate and/or special messaging directed to TRSM audiences and visitors.

Examples of valid digital TV screen messages include:

- TRSM events & activities' announcements – from TRSM approved student groups, faculties, TRSM Centres/Institutes, faculty and staff
- Student messages and info from across RU campus (i.e. not only TRSM specific)
- Info about key dates - e.g. course registration, exam dates, course fee/refund dates
- Announcement of faculty achievements e.g. TRMBA ranked in top 10 in Canada

Note: No sales or 3rd party advertising messages are allowed



You can submit directly through the CCS ticketing system - <http://ryerson.ca/digitalsignage/contact/>
This page has visual examples for how to keep the text simple - http://ryerson.ca/digitalsignage/have_ad/

INFORMATION BELOW IS ALL FROM ryerson.ca/digitalsignage WEBSITE

General Guidelines & Specs:

- We try and keep all ads short - ideally less than 12 seconds
- **graphic design minimum requirements** - in order for an ad to be accepted it must be professional, readable and well designed



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- Text must be simple, large and **readable from 10 feet away**
- Since most screens have no audio, you have to convey your message silently - keep that in mind when creating your ad
- Ads run at 1920x1080 sq pixels
- **File format for video:** MP4 (mpeg file - Frame Rate: 29.97, Profile: Baseline, Bit Rate Target: 6mbps, Bitrate Max: 8mbps, Audio: AAC, sq pixel aspect ratio)
- **File format for graphic image:** jpeg (1920x1080 pixels, 72dpi)
- Large file sizes cannot be accommodated, so please keep ads to less than 100MB

File naming convention:

- **Large promos - 1920x1080**

adname_expdate.mp4 (i.e. *gradfair_feb13.mp4* OR *gradfair_feb13.jpg*)

If there is a date range for a promo - then naming convention would show range as well (i.e. *adname_jan27_feb14.mp4*).

Note: No dashes in the file names.

Submitting a digital screen ad:

Please submit your completed ad to our ticket system at [I have an ad already created.](#)

Guidelines for Content

All content is screened prior to running on the digital signage screens. Please ensure your content fits within the guidelines below before submission. If you need assistance or clarification before creating your ad, please feel free to contact us.



Content of ads should relate specifically to one of the following:

- Ryerson specific services available to students on campus
- Ryerson specific events or contests available to students on campus, including faculty-specific and/or group areas; ie: international students, aboriginal, faculty of arts
- Important course/class deadlines or reminders
- Key information for students related to the campus; ie: OneCard pickup , OSAP info, GO Transit, Locker deadlines, etc.
- Promotion for the recruiting of prospective students
- Fundraising for causes that the university is officially involved in; ie the United Way Campaign

Content of ads should be neutral:

- In the event of ads related to competitions or voting, information must be presented in an unbiased fashion with key information conveyed so as not to slant in any way



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What we can't run on the screens:

- Advertising for companies or groups **OUTSIDE** of the university
- Offensive, violent, or visually extreme content
- Content that discriminates in any way

IF YOU NEED AN AD CREATED BY CCS

Guidelines:

- We try and keep promos to less than 12 seconds with short, key phrases whenever possible
- In most cases, you will provide a basic message you want to promote and we'll pull out the key copy for the ad from that
- If there is any branding associated with the ad or imagery that might be useful, that should be provided at as high as resolution as possible
- If there is a print or web ad already created, please send, ideally with the key imagery separated out from the full text PDF
- We'll incorporate as much as we can of the brand and original ad into the design to keep the message consistent
- Ads run in full screen mode (see fullscreen ad below)
- Lead time should be at least one week prior to the ad running on the screens
- Please indicate ideal running time for ad and we will accommodate as much as possible

Getting started on your ad:

If you would like us to create an ad for you, please submit a ticket at: [I Need An Ad Created >>](#)

(Note, the cost for this is \$55/hr.) A quote will be provided to you before any work is done. Simple ads can be completed in as little as 2-3 hours.

The steps for posting a digital ad are as follows:

1. Send a draft of the digital ad/sign (following the guidelines above) with posting time period to the Marketing & Communications team for approval by the Director of Marketing & Communications.
 - a. Email to marketingtrsm@ryerson.ca
 - b. SUBJECT LINE: Digital TV Screen Request
 - c. Email Body
 - i. Date Begin: Month/Day/Year
 - ii. Date End: Month/Day
2. Suggested changes or revision requests will be sent back to the requestor for agreement prior to posting.
 - Once agreed upon, approved message files should be sent to trishkerr@ryerson.ca and copying ali.gangji@ryerson.ca for uploading onto screens/monitors - across campus and/or just at TRSM

3. ELECTRONIC MESSAGE CENTRE (EMS) – EVENT/CALENDAR KIOSKS AT TRSM

Event Signage & Wayfinding Kiosk are located throughout the TRSM building: in the TRSM lobby, on the mezzanine and on each of the 3 floors at TRSM – near the escalators/elevators. These signs are currently primarily electronic event calendars and show what events are happening at TRSM and how to find rooms in the building.

Events that are happening at TRSM or are being sponsored by TRSM groups, faculty or staff should be already be on the centralized event management system (EMS). These events can be booked directly through the Facilities & Special Events office. They can be reached in TRS 1-009 or by calling [416.979.5000 x2407](tel:416.979.5000x2407). Alternatively, please speak to your respective Department Administrator or student group leader whom have access to EMS. If none of the previous options are available to you, you can manually submit your event online at <http://ryerson.ca/tedrogersschool/news/events/>

When the event is approved, your event will show up on the TRSM events website page (<http://www.ryerson.ca/tedrogersschool/news/events>) and on the Event Signage & Wayfinding Kiosks. Please contact ralston.kwan@ryerson.ca with any questions about the EMS kiosks.

4. LARGE VIDEO SCREEN IN TRSM LOBBY

The large screen in the TRSM lobby is used to build awareness and understanding of all the activities and educational programs at TRSM, as well as telling the viewer who we are and what TRSM stands for. We also feature TRSM student/faculty/stakeholder activities – to educate viewers about the range of activities happening at TRSM and conducted by TRSM students, staff and faculty. Concurrently we want to celebrate the accomplishments of our TRSM students, faculty and staff. Finally, this screen also serves as a way-finder and impactful sign, so that visitors know they are in the TRSM building as soon as they enter 55 Dundas Street West.

This video is updated on a regular basis (some exceptions do exist for key date specific messages). If you want to submit your activity, accomplishment or achievement to appear on the large screen, please send details of your activity, accomplishment or achievement with a high resolution photo and/or video clips to marketingtrsm@ryerson.ca.

TRSM MarComm team will review requests and in consultation with the dean's office will confirm if the materials/ideas submitted fit into the video's objectives. If approved, we will negotiate/determine how soon the materials can be uploaded to the lobby screen.