

EVENT COMMUNICATIONS MEDIA

To ensure timely delivery, the request should be made at least 4 weeks before the event. A common campaign can typically include 4 items: a poster, a NewAd Digital Display (SUB), a social media visual and a Library Learning Commons Digital Displays.

EVENTS CALENDAR

You can reach a wide audience through the University's calendar of events:

- 1 - Go to ubishops.ca
- 2 - Under "Tools" login to myBU.
- 3 - Select Octopus - IT Ticket, and login.
- 4 - Click on "New Request".
- 5 - Under "Type", select "I have a request for..."
- 6 - Select "Websites/Web Applications" and "Add/Edit Events of Calendar Item"

POSTER

- A poster campaign should ideally last 21 days to reach optimal efficiency.
- Approval of the poster by the client is required.
- After the client has approved the poster, the communications office sends it to the Printshop. Consider half a day to an entire day for the printing process (depending on the Printshop workload.)
- The client is in charge of collecting the posters at the printshop and display them. To display on campus, the client must get approval from the SRC (SRC rubber stamp.)
- To cover the campus area, we suggest printing 20 to 30 copies. To spread the information off-campus, the client must specify the number of copies required.

NEWAD DIGITAL DISPLAY (SUB)

- This visual is a size adaptation made from the poster, so there is no additional production/approval time.
- The communications office will send the visual to the NewAd system and will be uploaded within one hour.
- If specific dates for display are required, please specify them.

SOCIAL MEDIA

- This visual is a simplified adaptation made from the poster.
- Approval is required before publication.
- Events submitted for social media features on the main Bishop's University sites should be applicable to the broad BU community. Requests are reviewed on a daily basis (excluding weekends and holidays) and may be tailored to fit the University's preferred tone of voice or the social media channel's character limitations.
- The Communications Office also reserve the right to reschedule or restrict posts, particularly around key times to ensure that posts most relevant to the audience are given priority while staying within best practices of all social media channels (Facebook, Twitter, LinkedIn and Instagram).

LIBRARY LEARNING COMMONS DIGITAL DISPLAYS

- This visual is an adaptation made from the social media visual, so there is no additional production/approval time.
- The visual can be uploaded by the communications office within one hour.

4 WAYS TO PROMOTE EVENTS ON BISHOP'S UNIVERSITY CAMPUS.

POSTER

The main communications item is the printed poster (tabloid size).

NEWAD DIGITAL DISPLAY (SUB)

This display is an adaptation of the poster. To fit the NewAd digital screen, the poster's height will be extended. NewAd asks for a 1080 pixels X 1920 pixels (9:16 aspect ratio) JPG or PNG image with a 72dpi depth.

NOTE: Because it is an adaptation made from the poster (792 pixels wide), it is important to export it at 150 dpi to ensure a good image quality and reach the NewAd specs.

NOTE: For a good readability on digital screen, the fonts must not be smaller than 22pts.

11 inches (Printed Poster) and NewAd Digital Display



17 inches (Printed Poster)

NewAd aspect ratio 16:9

LIBRARY LEARNING COMMONS DIGITAL DISPLAY

An horizontal version is required for the Library Learning Commons (1280 px X 800 px)

This format will also be adapted for the **SOCIAL MEDIA** (1200 px X 680 px). The social media size can be extended to 1280 px X 725 px to facilitate the design, as long as the proportions are respected.

NOTE : For a good readability on digital screen, the fonts must not be smaller than 30pts.

1280 px (Learning Commons Digital Displays)

1200px (Social Media)



680 px (Social Media)

800 px (Learning Commons Digital Displays)