UNM Health Sciences Digital Boards

SIZES AND GUIDELINES

LOCATIONS & AUDIENCE

The digital boards run on the monitors in:
- Domenici Hall
- Health Sciences Library and Informatics Center (HSLIC)
- College of Nursing and Pharmacy building
- Fitz & Novitsky Hall
- Business and Communications Center at 1650 University Blvd. (BCC)
- Center of Excellence for Orthopaedic Surgery & Rehabilitation in Rio Rancho (CoE)
- Additional locations around campus

Faculty, staff, and students on North Campus and at COE are the typical audience.

SIZES

There are two different sizes of graphics that need to be made for every ad as boards use one of the two sizes based on orientation.

1080 x 300

764 x 636

1/5 scale

All boards should be exported at 150 ppi

STATIC AD REQUIREMENTS

These messages are usually short and to the point. A digital board advertisement usually contains the name and date of the event and key details. The number of characters for static ads should be between **15–210 characters** to increase effectiveness. Typical digital boards have about 115-210 characters.

File Format: .png - Save for Web from Photoshop
Font Size: 20pt font minimum for ADA compliance.

MOTION GRAPHIC AD REQUIREMENTS

Animated ads are subject to additional constraints to meet ADA compliance. The ads should be between 15-30 seconds or 105-210 characters respectively. No longer than 60 seconds or 420 characters.

These ads cannot include flashing text (any text that flashes 3 or more times per second) that may induce seizures and must follow brand guidelines.

File Format: h.264, 24fps, 4mps

VIDEO

Video is also acceptable, and requires closed captions. Audio is not permitted.

File Format: h.264, 24fps, 4mps

Submit all digital board requests, run dates and questions to
hsmarcomm.happyfox.com/new/

UNM Hospital Digital Boards

SIZES AND GUIDELINES

LOCATIONS & AUDIENCE

The digital boards run in the Main Hospital and Bill and Barbara Richardson Pavillion (BBRP).

Providers, staff, patients and visitors are the typical audience.

SIZES

There are five zones on the digital boards, with two being available for regular messages (Zone 1 and 4).

| ZONE 1 ANNOUNCEMENTS 1280 x 720 | ZONE 2 MINDFUL MOMENTS 636 x 538 |
| | |

| ZONE 3 WEATHER 638 x 356 | ZONE 4 RECOGNITION 638 x 356 | ZONE 5 WAYFINDING 636 x 538 |

All boards should be exported at 150 ppi

APPROVAL AND DEADLINES

All content and art requires approval from UNM Hospital Internal Communications. Art and approval for boards should be requested at least 10 working days before expected start run date.

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