Butrovich Digital Display Guidelines

Please follow the guidelines below to share content on the Butrovich digital displays

Creating your content: Technical Guidelines

1. Formats accepted: jpeg, png, tiff, PowerPoint slide (standard format, if multiple slides as one announcement are desired, they must be saved as an .mp4 file).
2. Size: Please format submissions in a 4:3 ratio. 1024 x 768 or 12 inches x 9 inches are good 4:3 guidelines. Also, a PowerPoint document in the "standard format" is always in a 4:3 ratio so it can be a good tool for creating your fliers.
3. Include expiration date of event/advertisement in the file name so Content Approvers can easily remove out of date content
4. Use MINIMAL WORDS. Focus on who, what, where - key details.
5. Include the sponsoring organization/department/group name on content
6. Proofread your work!
7. Only campus or statewide sponsored events or advertisements will be posted

Sharing your content with Content Approvers:

1. Please only send the FINAL version of your content to the Content Approvers; our role is to share community messages, not to create the messages. Wood Center Graphics is a resource for hire on the UAF campus, if departments cannot create their own material (uaf-graph@alaska.edu).
2. Email final version to UA-ButroDigitalSignage@alaska.edu
3. Please attach your flier to the email and include desired display dates in email message. If file is too large to email, upload to google drive and share the file link in the email.
4. If format does not display correctly, We may send the document back to you for edits.
5. Allow 2 business days for posting - plan ahead if flyer is time sensitive.

For more information, or if you have questions: **UA-ButroDigitalSignage@alaska.edu**