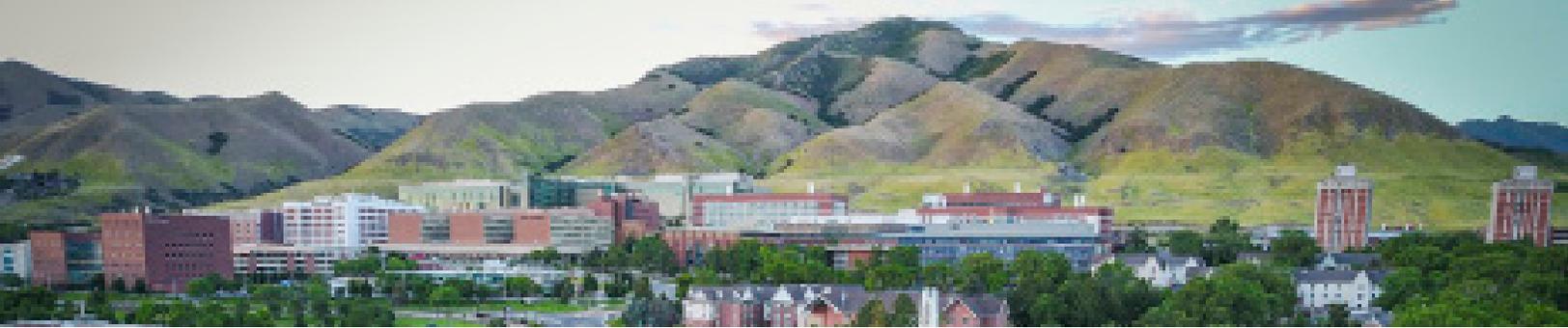




THE
UNIVERSITY
OF UTAH

CAMPUS DIGITAL SIGNAGE



PROGRAM OVERVIEW

The University continues to make tremendous progress in advancing its strategic missions. As we pursue long-term institutional vitality (one of the U's four core goals) we are identifying and evaluating opportunities to gain operational efficiencies while generating incremental resources to serve the U's academic mission. Incremental resources generated by innovative strategic solutions will be directed to Presidential initiatives. Specific to this effort, we are proposing the U transition from an analogue-based advertising and communication platform, to a state-of-the-art digital signage platform. The cross-campus digital signs will provide a single solution that serves the informational, promotional, branding, entertainment and emergency broadcast needs of the University as a whole. By implementing this strategy, the University will be able to accomplish four distinct goals.



PROMOTE STUDENT, FACULTY AND STAFF SUCCESS BY ENHANCING CAMPUS SERVICES

Through partnerships and collective bargaining power, the University can enhance existing campus services, create student, faculty, and staff purchasing programs and provide higher-quality everyday services and supplies to campus.



CREATE OPPORTUNITIES FOR STUDENTS

Businesses are searching for the next generation of leaders on college campuses across the country and Utah graduates need help breaking into the working world.

Partnerships provide opportunities for students through internships, job opportunities, scholarships and additional education and training opportunities.



ENSURE LONG-TERM VIABILITY OF THE UNIVERSITY

To ensure the long-term viability of the University, the business development team will work with partners who are looking for enduring relationships with a willingness to adapt to the needs of the University over time. Partnerships will include elements that generate revenue from sponsorships and rights fees, as well as negotiated rates on goods and services that will lower operating costs for the University.



ENHANCE CAMPUS SAFETY COMMUNICATION

It is essential to get relevant and correct information out to the campus community during emergencies. Adding to the campus communication network enhances the University's ability to keep campus safe and informed during an emergency.

BENEFITS OF DIGITAL SIGNAGE

DYNAMIC & INTERACTIVE CONTENT

With digital signage, production of physical materials is no longer a constraint. A single sign can display multiple messages with the ability to change content whenever desired. Digital also allows for interactive content such as campus maps, video, safety and other types interactive messaging, along with advertising opportunities for internal and external constituents.

ENHANCED SAFETY MESSAGING

Centrally managing the digital sign network allows for an instantaneous takeover of all screens on campus at the push of a button. This ability will allow for timely communication of critical safety alerts across the entire digital sign network.

SYSTEM FLEXIBILITY

In addition to delivering messages instantly, managing the network centrally allows control over messaging, creating specific content for different areas of campus while implementing a wide variety of other functionality that currently does not exist on campus such as dynamic parking and construction updates.

CONTROL OF MESSAGING

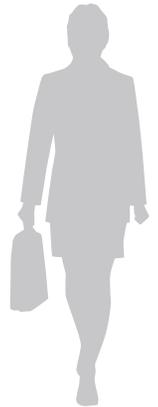
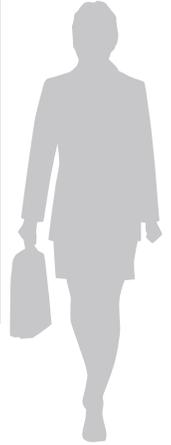
Managing digital signage from a central location allows for informed and proactive content oversight. It also allows the University to review and endorse messages and to further ensure messages being displayed on campus comply with University Outdoor Digital Sign guidelines.

ENHANCED UNIVERSITY BRANDING

Replacing analog signs with digital signs will improve the University brand by showing a commitment to embracing technology while reducing clutter on campus. Additionally, a centrally managed digital sign network allows for effective branding of campus around special events such as commencement.

REVENUE STREAM

Revenue from digital signage will cover the installation, operation, and maintenance of the digital sign infrastructure. Groups on campus currently selling advertising space will be kept financially whole for advertising assets to be removed during this process. Any additional resource generation will be directed to the President.



SYSTEM MANAGEMENT

MESSAGING APPROVAL & MANAGEMENT

All requests for advertising will be internally reviewed to ensure that (1) they are consistent with the purpose of the forum – i.e., that they assist the University’s mission of education, research, and healthcare and (2) they comply with other relevant guidelines.

This internal review process is as follows:

First Level - Director of Auxiliary Services Business Development under the direction of AVP of Auxiliary Services will ensure message alignment with University Outdoor Digital Sign Guidelines.

Second Level - Second level review is sought for proposed messaging not aligned with University Outdoor Digital Sign Guidelines. Review by messaging committee made up of representatives from University Marketing & Communications, Student Affairs, Auxiliary Services and others if needed.

If Needed - Messages will be reviewed by an escalation committee if needed.

MESSAGING COMMITTEES

MESSAGING COMMITTEE (SECOND LEVEL)

Editor, U Magazine- Marketing & Communications
Dean of Students - Student Affairs
Assoc Dir, Business/Advertising- Student Media
Partnership Activation Specialist- Auxiliary Services
Director of Marketing- Office of Equity, Diversity, and Inclusion
***Advised by Office of General Counsel**

ESCALATION COMMITTEE

Chief Comm. and Mktg. Officer **Chief Business Strategy Officer** **AVP Auxiliary Services**
Vice President of Government Relations
***Advised by the Office of General Counsel**

DEPARTMENT ACCESS

Departments must also adhere to all University Outdoor Digital Sign Guidelines (Identified on page 8-9).

CRITERIA FOR ADVERTISERS

All partners must adhere to University Outdoor Digital Sign guidelines (Identified on page 8 and 9).

CONTENT & SCREEN TIME

Advertisers can purchase time slots at eight (8)-second advertising intervals and are encouraged to keep messaging fresh. Ads that are outdated will be removed automatically.

SPECIAL EVENT & ZONED RATES

Several times a year the University welcomes large numbers of families, fans and other visitors to campus. During these peak times, rates will be adjusted to reflect the volume of viewers.

As the digital signage network grows, the University will have the ability to zone campus based on proximity to buildings and other factors. For example, signs near Kingsbury Hall on the day of an event can be changed to wayfinding signs and audience-specific advertising.

FREQUENTLY ASKED QUESTIONS

WHAT WILL IT COST TO INSTALL AND OPERATE THE SIGNS?

The signs vary in cost from \$30,000 to \$150,000 depending on size and functionality. Installation of phase one signage is estimated to cost roughly \$2.1 million. Ongoing costs include software, maintenance and labor to manage content.

HOW WILL CONTENT BE MANAGED AND CONTROLLED? CAN WE SAY NO TO CERTAIN ADS?

Auxiliary Services will manage the day-to-day operations of the digital sign network. A committee comprised of Auxiliary Services, University Marketing and Communications, Student Affairs, the Office of Business Strategy, and other representatives as needed will ensure advertisements comply with the University's Outdoor Digital Sign Guidelines, and that they further the University's mission of education, research, and healthcare. This includes advertisements that support student education and resources for student living and well.

HOW MUCH DOES IT COST TO ADVERTISE?

Advertising rates are based on market standards and will vary based on demand. For example, during commencement or football games, advertising rates are expected to increase. Campus groups will be able to purchase space at rates comparable to current campus standards. A percentage of screen time will be reserved for free public service announcements (PSAs).

CAN ANYONE USE THE SIGNS TO ADVERTISE?

Advertisements must further the University's mission of education, research, and healthcare. This includes advertisements that support student education and resources for student living. Similar to the Athletic Department's partnership guidelines, advertisements will not be sold that interfere with contractual obligations of the University. These groups are outlined in the fine print section of this document.

ARE THERE FREE PSA OPPORTUNITIES?

Yes. Messages that apply broadly to the University community and further University operations, such as deadlines for registration, safety announcements, etc., can be displayed with the approval of the cognizant senior vice president.

WHAT ARE THE HOURS OF OPERATION?

Signs will operate from 6 a.m. - 10 p.m. (This will be adjusted during special events).

ARE THERE CONCERNS ABOUT SAFETY OR LIGHT POLLUTION?

These signs will match the industry standard of digital billboards to reduce light pollution with energy-efficient LED technology. Signs will also have an 'eclipse mode' that will control light output of the displays according to light conditions.

WILL A-FRAMES STILL BE ALLOWED FOR ADVERTISING?

Once a critical mass of digital signs is installed across campus all advertising A-frames will be removed. Event and directional A-frames may remain. (For example, parking directions)

WHAT ARE THE EMERGENCY & SAFETY MESSAGING CAPABILITIES OF THE SYSTEM?

One of the primary purposes of adopting digital signs is for safety and emergency messaging. When activated, the proper campus authorities will be able to publish the appropriate emergency messaging across the entire signage network, or relevant portion of the sign network.

WHAT IS THE INSTALLATION TIMELINE?

Installation of signs will be coordinated with the University planning, construction, and design department and is anticipated to be deployed in four phases.

PROPOSED DIGITAL SIGN LOCATION MASTER PLAN

Below are maps of the master plan for the digital signage installation. Installation has been divided into four phases. Phase one contains the greatest number of signs empathizing vehicular wayfinding while phases two through four provide supplementary signs specific to pedestrian way finding and reaching a critical mass of people.



PHASE 1

- 5 Vehicular Wayfinding Signs
- 7 Digital Interactive Signs (Parking Garages)
- 19 Digital Interactive Pedestrian Information

PHASE 2

- 3 Vehicular Wayfinding Signs
- 8 Digital Interactive Pedestrian Information



PHASE 3

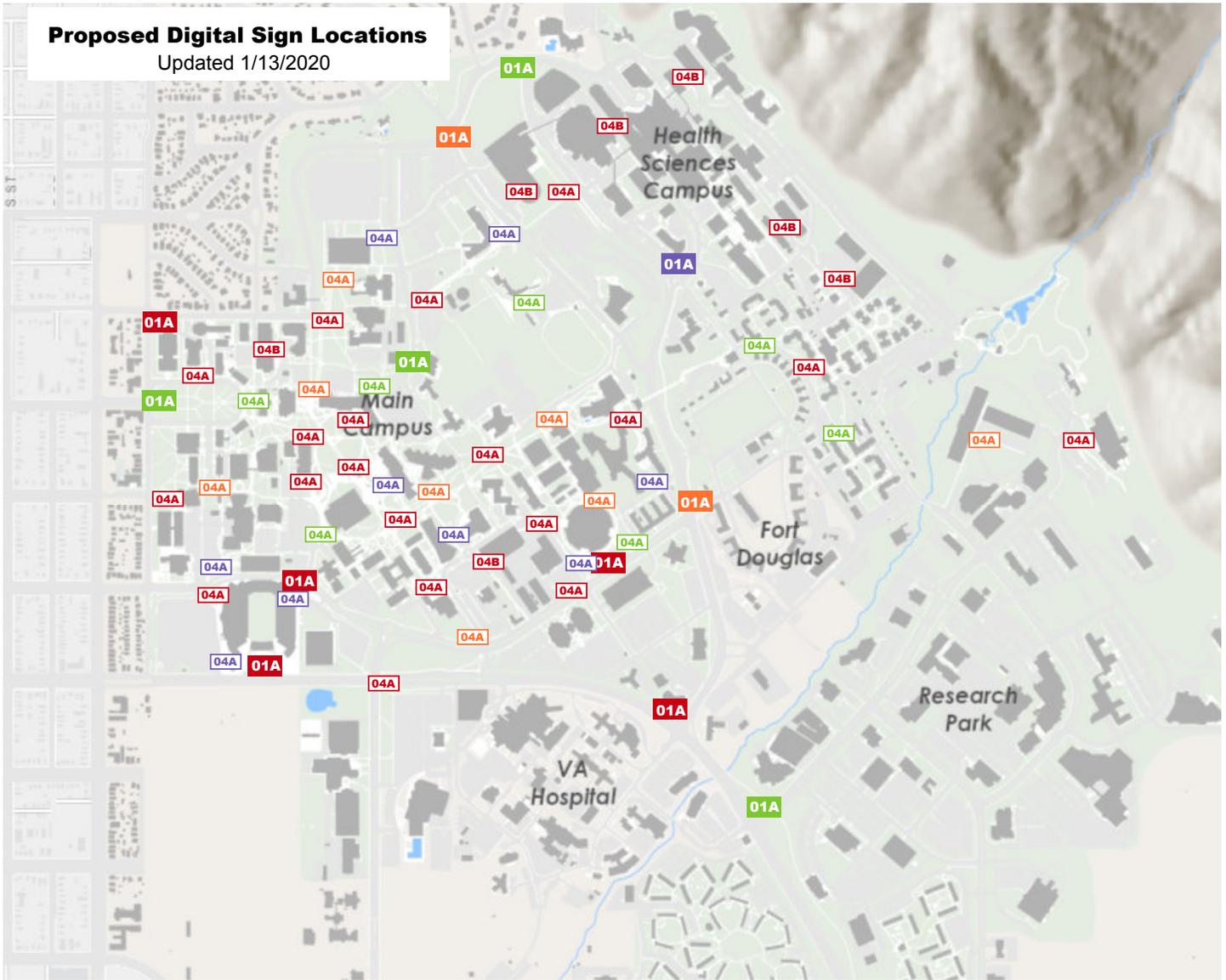
- 2 Vehicular Wayfinding Signs
- 8 Digital Interactive Pedestrian Information

PHASE 4

- 1 Vehicular Wayfinding Sign
- 9 Digital Interactive Pedestrian Information

Proposed Digital Sign Locations

Updated 1/13/2020



01A Vehicular Wayfinding Monument

04B Digital Interactive Pedestrian (Parking Garages)

04A Digital Interactive Pedestrian Information

UNIVERSITY OUTDOOR DIGITAL SIGN GUIDELINES

Advertising to students and the University community comes with tremendous responsibility. The Outdoor Digital Sign guidelines have been designed to promote responsible marketing and advertising on campus. These guidelines are designed to maximize reach across the University while supporting the core institutional missions.

BE AUTHENTIC WITH THE UNIVERSITY COMMUNITY

Authenticity means being truthful and honest about the product being promoted. It also means being transparent with the University community about what can be expected when interacting with the advertisers' products and services.

CREATE A CONSISTENT EXPERIENCE

Advertisements around campus should accurately reflect what is being offered. Products or services being advertised must be available to students, staff or faculty of the University.

DO NOT MAKE MISLEADING OR EXAGGERATED CLAIMS

Don't make false promises about products or services.

BE HONEST ABOUT YOUR RELATIONSHIP WITH THE UNIVERSITY

Advertisers' presence and messages on campus cannot appear as if the message is coming from the University. Making claims such as "The Official _____ of the University," will not be allowed without express written permission.

RESPECT THE RIGHTS OF OTHERS

Advertisements must not infringe upon, nor violate the rights of any third party, including copyright, trademark or privacy rights. Using University trademarks in advertisements is expressly prohibited without written consent following the licensing, trademark and branding policies of the University.

BE THOUGHTFUL ABOUT MESSAGES. COMMUNICATIONS SHOULD BE:

CLEAR AND UNDERSTANDABLE

Communications should be simple, clean and easily understood. Creative content with the following qualities will not be allowed:

- Fuzzy or grainy images
- Incorrectly oriented images
- Overly busy images that are packed with text overlay or have too many font styles and colors
- Improper grammar, incorrect spelling or excessive capitalization and symbols

PROFESSIONAL AND NEATLY EDITED

All communications must adhere to the highest levels of editorial quality. The following will not be permitted:

- Poorly edited images that are distracting or exaggerated
- Poorly cropped images that feel careless or recycled
- Amateur or user-generated content such as selfies and screenshots

AUTHENTIC AND STRAIGHT FORWARD

Communications should set the right expectations and should not pressure people to take action or click on ads. The following will not be permitted:

- Communications with artificial functionality such as play or download buttons, notification icons, search bars or other elements that mimic those with some type of functionality (calls-to-action that resemble buttons are permitted if they accurately describe where the person will be taken when clicking through).

FURTHER THE UNIVERSITY'S MISSION OF EDUCATION, RESEARCH, AND HEALTHCARE

The purpose of advertising on digital signs at the University is to promote the University's mission of education, research, and healthcare. This includes advertisements that support student education and resources for student living and wellness. Advertisements that are not consistent with the University's mission fall outside the scope of this forum and will not be permitted. Please see the Outdoor Digital Sign Guidelines for additional information

BE RESPONSIBLE FOR YOUR CONTENT

Advertisers are responsible for the content promoted through the digital sign network, as well as the safety and trustworthiness of the products and services offered.

THE FINE PRINT:

The University reserves the right to modify the design and size of communications.

The University reserves the right to reject ads that may conflict with existing contractual obligations of the University.

The University reserves the right to change or modify partnership policies at any time without notification to affected partners. Unless requested, tear-sheets or other proof of performance will not be sent to partners.

The University assumes no financial responsibility for typographical and design errors in publications and communications. If mistakes in advertisements or communications are the fault of the University, make-good space will be offered in proportion to the ad or communication containing the error, provided proper notification of such error is received from the partner within 14 days of the date of the first publishing of the advertising or communication.

FINE PRINT CONT.

SCOPE OF THE UNIVERSITY OF UTAH DIGITAL SIGN FORUM

Access to the digital sign network is reserved for university speech, and for commercial advertisements that fall within the scope of this forum. The scope of this forum is defined as messages and advertisements that advance and are consistent with the University's mission of education, research, and healthcare. This includes advertisements that support student education and resources for student living and wellness. Products that may negatively affect the health of students are inconsistent with the mission of the University and scope of this forum.

The following are examples of advertising not consistent with the University's mission and that are not appropriate for this forum.

ADULT PRODUCTS AND SERVICES

Things of prurient nature including sex-related items, products or services, unless related to student wellness.

ALCOHOLIC BEVERAGES

Advertisements for alcoholic beverages are outside the scope of this forum and are therefore not permitted.

FALSE DOCUMENTS

Fake ids, passports or other fraudulent documents.

ILLEGAL ACTIVITY

Any goods or services that facilitate or promote illegal activity.

ILLICIT DRUGS AND DRUG PARAPHERNALIA

Communications cannot promote the sale or use of illegal or recreational drugs. This includes any drug paraphernalia, images or informational material about illegal or recreational substances or products to cheat drug tests.

IMITATION OR COUNTERFEIT GOODS

Knock-off products, brand-name replicas, goods wrongfully advertised as brand-name.

GAMBLING, LOTTERIES AND RAFFLES

Any type of lottery (including raffles), gambling game applications, gambling websites, fantasy sports or other on-line prize-based games that require payment for entry.

TOBACCO

The University of Utah is a tobacco-free campus. Tobacco products such as cigarettes, e-cigarettes, chewing tobacco or paraphernalia (i.e. Pipes, pipe cleaners, or rolling papers) are not permitted.

DECEPTIVE BUSINESS PRACTICES

The promotion of products, services or business models considered deceptive.




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