

UNIVERSITY UNION

EXTERNAL ADVERTISING GUIDELINES

About the University Union

The University Union is a high-traffic building on campus that houses the majority of our on-campus dining venues. It is also home to various services such as campus information, University IDs, event ticketing, events and activities, student organizations, Multicultural Resource Center, Pride Center, the Phoenix Bookstore and UW Credit Union.

Our building sees on average about 4,000 entries into our building per day, with hundreds more if there is a special event being held. The University Union is open to all UW-Green Bay students, staff, faculty, and community members.

Screen Locations

Horizontal (1920x1080 px)

- Lower Level Dining Lounge
- Quad/MAC Hall Entrance
- Phoenix Store Entrance
- Leona Cloud Commons (4 Screens)
- Phoenix Rooms (2 Screens)
- Outside Einstein Bros. Bagels
- Garden Café (Cofrin Library, 2 Screens)

Vertical (1080x1920 px) - Reserved for internal postings only

- Student Services Entrance
- MAC Circle Entrance

Content Display Cycle

- All advertisements run approximately 15 times per hour per screen (horizontal only) during business hours
- One day is 24 hours, one week is seven (7) continuous days and one month is a full calendar month (typically 30 or 31 days).

External Rates

Day: \$10

Week: \$60

Month: \$200

Advertising Guidelines

- Any advertisements that may go against the educational mission of the University (i.e. racist, degrading, and/or potentially offensive) are not allowed
- Advertisements must be for activities, events, or products open to the campus community and focused towards students
- Advertising of alcohol or controlled substances is not allowed
- All advertisements should contain the date, time, and location of the event, and any other descriptive information
- Advertisements must be submitted in a 16:9 ratio (1920x1080 px / Widescreen) JPG or PNG format
- The University reserves the right to remove any advertisement that may have a negative impact on our campus population or violates one of our guidelines
- Advertising for the University Union should be submitted to Matt Suwalski, suwalskm@uwgb.edu for approval



Updated 2/5/25