

CougarVision

Guidelines

Content

Please provide a headline and 10 words or less to describe the event. Think billboard-style text. Fewer words is best. Basic info can include time, day/date, place, and description (10 words or less). We can help with copy development, if needed. Please also include contact info - a web address, a phone number and/or email.

Example:

Headline

Description - a few sentences

Date/Time/Place (if applicable)

Web address or contact phone number

Provide Run dates

Graphics

If we are already producing flyers or publicity material, we will use the same art for consistency. Otherwise, we will create art to go on the slide. You only need to provide the text. Art development will happen on our end, although feel free to send JPGs that we can review if you feel strongly about what the art should look like.

You may also use a pre-approved CougarVision template. These are located at <http://www.collin.edu/pr/>.

If you have created the slide, please use one primary visual. Save it as a JPG and format it to size 1920 x 1080. Send the slide to Public Relations for final approval.

Timing

CougarVision slides run for up to two weeks prior to an event date. The two-week pre-event coverage allows equal visibility for all slides in the rotation. Slides should be submitted or requested four weeks prior to the event date to allow time for production, approvals and scheduling.

Placement

At this time, the slides will appear district-wide at all locations where CougarVision digital signage is available.

Promotion of Classes

While we are unable to advertise the hundreds of classes that the college offers, we do allot five slots per semester for promotion of classes on a first-come, first-serve basis. Please note a maximum of two slides per department will run concurrently to allow diverse class promotion. Class promo slides also run for a **maximum of two weeks.**

Approvals & Posting

Send CougarVision slides to Public Relations for final approval and to schedule posting. Email CougarVision slide to Keli Fink at kfink@collin.edu who will facilitate approvals and posting.

