



SMUSA TV Guidelines

The SMUSA TV will be operated daily from 10am to 8pm.

The SMUSA TV is open to all Clubs and Societies and OCSPs to send in their request for the display of marketing collaterals on it to promote their event.

All Clubs and Societies and OCSPs are to fill up the SMUSA TV Request Form, and submit it together with the marketing materials via email to the SMUSA Communications Secretary at communications@sa.smu.edu.sg.

SMUSA TV Request Form

Name of Club/Society:

Name of Event:

Date of event: ____ (DD/MM/YY) to ____ (DD/MM/YY)

Short description of event:

Preferred Days (state maximum 2)

But it depends on availability

Person-in-charge:

Position in the CCA:

Contact N.o.:

Signature:

Marketing Collateral Guideline

Only static visuals are allowed; moving graphics like videos and GIFs are not allowed.

It is to note that the system runs on a PowerPoint slideshow. Submission of marketing materials should be compatible with Microsoft PowerPoint, and shall not exceed the size of xxxx MB.

The marketing collateral should also be in the dimension of xxxxxx. It should also include the Club/OCSP's logo and text should minimally be of font size xxpt.

Display of Collateral Guideline

The marketing collateral will be on display for 5 minutes every hour for 10 hours a day (a total of 50 minutes screen time a day).

The collateral will be on display for a maximum of 2 days per week, and a minimum of 1 day per week.

The collateral will be on display for a maximum of 4 weeks in total, and a minimum of 2 weeks in total.

Standing Order

1. All Clubs and Societies are to send in their collaterals at a maximum of 30 days and a minimum of 21 days in advance, prior to the first day of display.
2. The event should be at a maximum of 2 months in advance, prior to the first day of display of collateral.
3. Depending on the traffic and demand of the usage of the TV, the time is at the discretion of the Communications Secretary. Time refers to the number of days materials are displayed and duration per cycle of the slideshow.
4. The Communications Secretary reserves the capacity to disapprove marketing collaterals which are deemed overly explicit or offensive.
5. The display of collaterals are solely for the purpose of event promotions by Clubs and Societies and OCSPs. Therefore, marketing collaterals sent by all Clubs and Societies and OCSPs shall not contain any form of sponsorships. In the event that a Club/Society/OCSP sends marketing collaterals with sponsors, the Communications Secretary reserves the rights to ban it from future request.

If there are any queries or disputes over the Guideline and Standing Order, you may contact the SMUSA Communications Secretary at communications@sa.smu.edu.sg, or the SMUSA Communications Deputies at a.communications@sa.smu.edu.sg.