Any event must be approved prior to submitting advertising.

**Only signed ESRs from Event Services constitute approval for on-campus events.**

**Advertising Basics:**

**Deadline:** Thursdays at noon

**Duration:** 2 weeks (3 weeks for Kerygma)

**Design Tips:**
- Keep advertisement simple and bold
- Limit text to key details
- Include one call to action (website, email address, phone number, etc.)
- Use contrasting colors – (ad panels are more easily seen with a dark background/light text)

**Subject to editing: There is no guarantee that it will be shown if it is inconsistent with the format or tips.**

**Advertising Options:**

1. **Chapel Slide**

   **Submit:** Cristianna Lambert (clambert@dts.edu)
   **Format:**
   - PowerPoint
   - Resolution: 1920 x 1080 (16:9, HD)

2. **Kerygma**

   **Submit:** www.dts.edu/submittokerygma/
   **Format:** Text (max 500 characters)

3. **Ad Panel Display (APs)**

   **Submit:** In person, or via interoffice mail to Cristianna Lambert, Student Life, WSC 1st floor.
   **Format:**
   a. Ads must be 8.5x11 in size, with portrait (vertical) orientation
   b. Event organizer must submit five (5) copies of the ad
   c. Ads may only be submitted by a faculty or staff member, or an approved student group

---

**Extras**

Submission of advertising does not guarantee exposure for the maximum allowed time. Though every effort will be made to give all events and advertising exposure, Student Life reserves the right to adjust as needed.

Advertisements will not be shown if the item or event may be advertised online: the job board, the internship board, or the church ministry board. We will consider advertising specific items that we deem to be extenuating circumstances (e.g. disaster relief services).