Basic info

Leave a lasting impression with our six meter panoramic screen, located at the heart of the student union building. With the right ad, it is impossible to overlook and sure to make an impact.

Who can advertise?

- Student union committees and societies
- Student union companies
- Student union corporation
- Council committees
- Paying external companies and organizations

Dimensions and details

Resolution: 3840 x 1080 px
Format: 32:9
Duration per ad: maximum 10 seconds
Ad duration: maximum 7 days
Audio: Not available for ads
File format: .png (static image) or .mp4/ (video).

For the enthusiasts

Microbus COB LED screen with 1.55 mm pitch
NovaStar LED processor
Refresh rate: 3840 hertz
Frame rate: 60fps

How to get your ad approved

If there's only ONE marketing ad you should put effort into, this is the one.

To help you make the most of the Pano-rama screen, we've compiled some help-ful tips and tricks to guide your design process.

Given the prominent placement of this screen, it's impossible to miss for any-one passing through the student union building. Therefore we want the content to look polished and professional. **Please follow the guidelines we've put together to ensure your ad stands out in the best way possible.**

If we have feedback on your design, we'll get back to you via email. And if you need assistance, we'll do our best to help.

How to book

The booking binder is available at the Johanneberg student union building near the mailboxes across from J.A. Pripps (outside the student union management corridor). There are 8 slots available, first come, first serve.

Email your material to:
info@chalmersstudentkar.se

Ads must be submitted at least 7 days in advance for approval.

Display time is 7 days with a minimum 2-week interval between repeated ads or different ads.

All other information can be found in the booking binder.

QUESTIONS?

Reach out to:
info@chalmersstudentkar.se

Hierarchy

Your material will be shown for **10 seconds**, that demands a message that is short, clear and powerful.

How to get there? Use just four pieces of information, with distinct size differences, for easy reading and clear navigation.

1. Headline
What is it?

2. Where & when OR other important info
If its a event, let people know where and when it will happen.

3. Call to action
Read more, apply here, attend event or similiar call to actions.

4. Sender
Who is it from?

See an example on the next page...

Example

Example

1. Headline
99,9% of the time the biggest element in the picture. The shorter the better.

3. Call to action
Tell the reciever what to do next.

Remember! QR-codes doesn't have to be this big to work.

4. Sender
Be clear who's talking.

MORE INFO & APPLY HERE:

Become a **CHARM**host

Help bring Chalmers biggest fair to life.

2. Info / other text
Short and informative. Try thinking this should be the second or third thing the person sees.

Spacious layout
Use the very wide format, not to add more stuff, but to keep the layout spacious, minimalistic and airy.

Picture / graphic element
Catches recievers eye and make them understand the context.

Readable design

Lots of colors, pictures and decorative typography is fun but remember to make your designs readable for everyone.

How to get there?

High contrast
Both for color on color, text on color, text on picture and so on.

Spacing & width
Wide text columns are harder to read. Use proper line spacing for better readability.

Margins
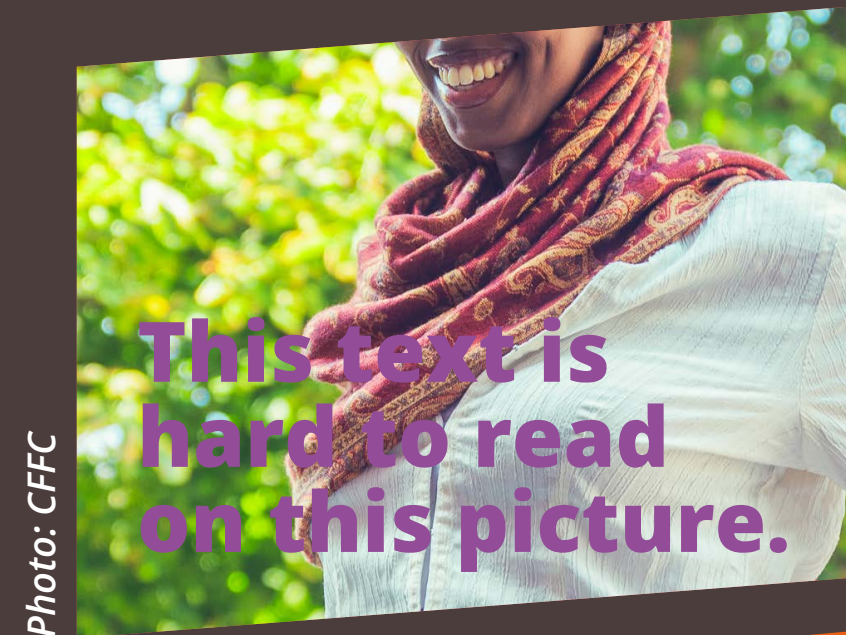Have space between elements to keep design airy and easy to read.

Clear fonts
Use easy-to-read fonts for the important details.

Size
People will walk by on a distance, so don't make texts too small.

Short and sweet
Once again, you have 10 seconds to reach out with your message. Keep it short and sweet.

Photo: CFFC

This text is hard to read on this picture.

This is too tight and makes it hard to read.

This is too airy to keep track on where you are in the text.

CHALMERS STUDENTKÅR

This logo and text would love some more margins here.

Fun font! But is hard to read...

Use something like this instead for the important details.

Bad contrast

Good contrast

Pictures, videos and animations

Pictures, animations, and videos capture attention quickly, convey messages effectively, and evoke emotions – making your design more engaging and memorable. Therefore, we recommend that your design has movement.

What to consider when having photos, animations, or videos in your design:

- *Proper resolution (3840x1080 px)*
- *Elements lasting long enough for the receiver to register and read.*
- *Small animations, like text popping up, catch the eye better than a completely still image.*

In need of pictures?

We have our amazing committee CFFC that takes hundreds of pictures each year. They probably have what you're looking for. Read their policy on using their pictures here: *cffc.se/policy*

Contact by email: bilder@cffc.se

Need help?

If you need help with your designs, we'll do our best to help as much as our time and resources allow. We can help you with smaller animations, creating templates depending on preferred program, ideas and more. Get in touch:

info@chalmersstudentkar.se