

Campus Advertising



York U Shuttles

The York U shuttles are a great place to promote your message – complementary to the York community, they offer transportation services between York U and the Village (small buses), and Keele and Glendon campuses (big buses). On average, shuttles transport approximately 500 students per day on 26 shuttles to and from Glendon. That's an average of 10,000 students per month from September to April across our campuses, providing you with a unique opportunity to reach a wide student audience.

The cost to post something inside the shuttle is free (excluding the cost of printing).

Bus ad space specifications:

Small buses:

9 ¾" x 11' 10" or 9 ¾" x 14' 8"

Small GMC low floor accessible bus:

10.5" H X 15'6" L or 10.5" H X 12'4" L

Large buses (school buses).

6" H X 27" L 6 Sections Right side / 5 sections

Left side

6" H X 37" L 1 Section Left side

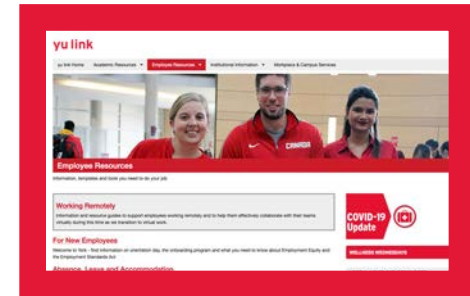
Contact [Janine Frost](#) for more information.



YFile

[YFile](#) is York University's campus "newsletter," reporting on institutional news, major events, research and people. (*YFile's* reporters provide event coverage for major pan-University events.) Published by York University's Communications & Public Affairs Division, *YFile* is distributed by email each Tuesday and Thursday (during the COVID-19 pandemic), with special issues on the first and third Friday of each month. More than 5,000 faculty and staff of the University receive *YFile* each week. To learn more, visit the [More about YFile](#) page or contact [Jenny Pitt-Clark](#), *YFile* editor.

Ad size: 580 x 340 pixels



yu link

Yu link is York University's intranet – a Passport York-protected site that is the central location for all things York. Employees visit yu link daily to find forms, documents, news and information geared toward the internal York community. Using yu link to share information, whether in the form of an announcement or news piece, is a quick way to reach thousands of faculty and staff. Please contact [Vanessa Thompson](#) and [Karen Trouboulay](#) for more information.

Design System

LCD Screens

Promotional space for upcoming initiatives is available on York U's network of LCD screens. To book space, contact [University Brand & Marketing](#).

Refer to the requirements, suggestions and image examples to help you create high-quality ads and find success on the LCD platform. The ads run for 10 seconds each.

1. The York U logo is consistently located in the top left corner so your creative must not include the logo.
2. Incorporate an image whenever possible.
3. Limit content to three or fewer ideas.
4. Keep it simple – this is not the medium to explain all of the fine print. Add a URL to the site where people can go for all of the details. Whenever possible, use the shorter [yorku.ca/...](#) naming convention.
5. Avoid small text. People are viewing this from a distance and are typically walking by. Best practice is to keep text to a maximum of 30% coverage as per examples to the right.

SPECS:

Creative size:

1190w x 670h pixels

OR

1920w x 1080h pixels (aspect ratio of 16:9)

Creative formats:

- JPEG or PNG at 72dpi (minimum)
- MP4 (video files to be produced in 16:9 aspect ratio with a minimum resolution of 835 x 470 pixels)

LCD Screen Template

The template features the York University logo in the top left, the date and time (Thu, Jun 25, 3:07 PM) in the top center, and a weather forecast (Nite, Morn, Aft) in the top right. A large light blue area is labeled 'Promotional Space 1920w x1080h pixels'. To the right is a 'York U News' section with a headline 'Duis autem vel henderit tei consequat, vel illum', a paragraph of placeholder text, and a small image of a woman with a child. Below the news is the URL 'yorku.ca/yfile'. At the bottom, a footer states: 'This is part of York University's Emergency Mass Notification System. In case of emergency, notifications and updates will be posted on this screen.'

LCD Screen In Situ

This is a real-world example of the LCD screen template. It features the York University logo, the date and time (Thu, Jun 25, 3:07 PM), and a weather forecast. The promotional space contains a photo of a woman in a red top with the text: 'The feeling of trying to fit into two places can be challenging.' Below the photo is the URL 'yorku.ca/peopleofyu'. The news section has the headline 'Duis autem vel henderit tei consequat, vel illum', a paragraph of placeholder text, and a small image of a woman with a child. Below the news is the URL 'yorku.ca/yfile'. At the bottom, a footer states: 'This is part of York University's Emergency Mass Notification System. In case of emergency, notifications and updates will be posted on this screen.'

Image Examples



How to Work with Us

Telling the full story of York University internally and externally is only possible if we execute our brand with precision and consistency across all our touch points. That's where you come in.

Please ensure you are following our brand guidelines and using the assets and tools available at yorku.ca/brand.

Remember, all external communications must be developed in partnership with the University Brand & Marketing team.

For questions and concerns pertaining to digital or social media, please contact cpadigit@yorku.ca, for all other inquiries, contact cpabrandmar@yorku.ca.

