



SPORT YUKON DIGITAL DISPLAY

GUIDELINES FOR MEMBER USE

Our digital display network is a relatively new feature, established in the summer of 2022 and now offered as a member benefit.

The digital display screens are currently in two locations:

- Sport Yukon main lobby
- Coast Mountain window at 3rd & Main

In 2023, our network will grow to include a third screen at the Canada Games Centre.

OBJECTIVES

The digital display network is used to assist Sport Yukon and its members to have proprietary, high-traffic presence in Whitehorse for event promotion and advertising.

This is not a tool for business advertising and Sport Yukon will not be accepting ads from businesses.

COST

The digital display network is free for use by Sport Yukon members. This is an inherent benefit of membership and at no time will there be a cost associated with using the network.

WHAT CAN GO ON THE DISPLAY

Examples of what types of content can go in the display network:

- Registrations
- Upcoming events (tournaments, championships, tryouts, etc.)

- Funding opportunities your organizations provide
- Volunteer opportunities

Examples of content Sport Yukon will show:

- Sport Yukon funding initiatives
- Safe Sport
- Canadian Sport Helpline
- Klondike Road Relay

Please note: As we are not selling advertising space, “Thank You” slides for sponsors are not permitted. However, you may include a title sponsor and/or their logo on an information or event slide.

HOW TO GET A SLIDE ON THE DISPLAY

There are two options for Sport Yukon member organizations looking to publish a slide on the digital display network:

Option 1 – Build Your Own

Member organizations can create their own slides, made to the following specifications:

- Portrait orientation
- 1080p wide x 1573p height
- PNG, JPG, or PDF format

When creating your own slides, please consider the following:

- Slide run times are between 8–15 seconds, so don’t make them too wordy
- Only include key information (Who, What, Where, When, How)
- Include a QR code that links to your website/FB page, etc. where people can learn more
- Include a photo or image to make your slide more visually appealing

Once you’ve completed your slide, you can email it directly to Sport Yukon’s Marketing Coordinator at communications@sportyukon.com.

The Marketing Coordinator will review your slide and Sport Yukon’s Executive Director will give final approval for publishing. Sport Yukon reserves the right to edit your submitted slide or to ask for changes before publishing it live.

Option 2 – Sport Yukon Builds It For You

Member organizations can send the following relevant information for their event to Sport Yukon's Marketing Coordinator at communications@sportyukon.com:

- All pertinent event info (dates, times, cost, location, event name, organizer, etc.)
- At least one photo
- Your organization's logo
- Any links to websites, registration forms, or other important info

Regarding photos and images submitted, Sport Yukon is not responsible for photos submitted. Please ensure that you have the proper permissions and consent to use a photo on the display.

Additionally, please ensure that::

- Photos are high-quality – do not use cellphone action shots, for example
- Send photos in either PNG or JPG format
- Avoid selfies
- Give photo credit when necessary – we can add it to the bottom corner of the ad

When asking Sport Yukon to build an ad, please contact us **at least one week** before you'd like the slide to start running on the digital display. This allows us ample time to build your ad, get your approval, and then publish it live.

Sport Yukon's Executive Director will give final approval for publishing.