



GUIDELINES

BILLBOARD ADVERTISEMENT UTM KUALA LUMPUR

1.0 INTRODUCTION

- 1.1 This guideline is to be used as an application guide for digital billboard advertisement located at UTM Kuala Lumpur campus.
- 1.2 University branding and program visibility are crucial to promote the university as an educational institution among the community
- 1.3 Therefore, all staff are required to comply to the guideline and it is the responsibility of the Head of Department (PTJ) to ensure that all staff under their supervision follow the University Branding Guidelines to sustain the university's brand and reputation.

2.0 OBJECTIVE

- 2.1 This guideline is to:
 - 2.1.1 Act as a reference document for digital billboard advertisement at UTM Kuala Lumpur
 - 2.1.2 Ensure videos produced and viewed are in accordance with the university's guidelines on branding and in stipulated standard format.

3.0 DEFINITION

Digital Billboard Advertisement is an electronic advertisement platform.

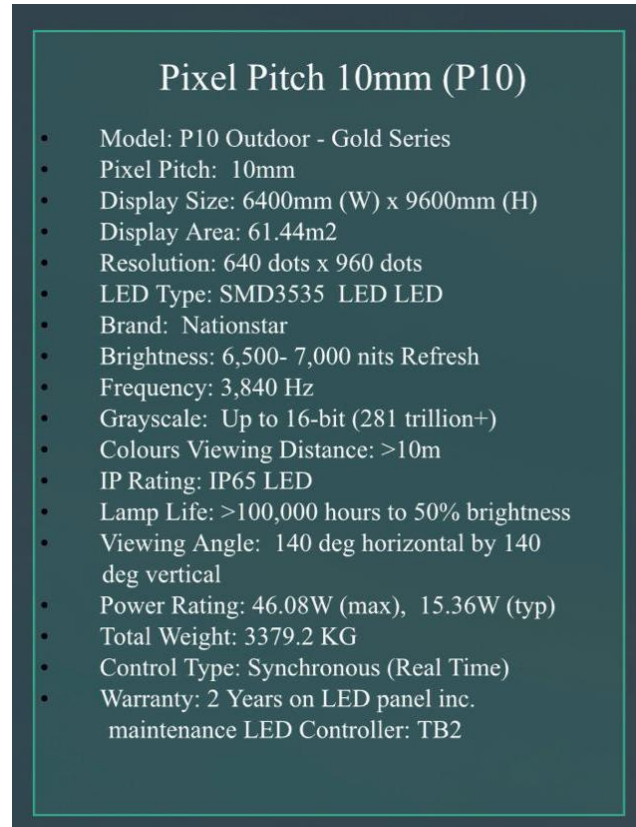
4.0 AIMS

- 4.1 Production of a high-quality video in accordance with the university's video and branding guidelines.
- 4.2 To ensure all staff understand the importance of branding in promoting and sustaining the university's reputation.

5.0 TECHNICAL SPECIFICATION

- 5.1 Specification refers to specific and detailed information.
- 5.2 This specification is important in safeguarding all videos or materials produced are appropriate and decent to be displayed.
- 5.3 General specification of the digital billboard advertisement are:

Material Format	: Video
Duration	: 15 Seconds
Resolution	: 720 x 1080 6400mm (W) x 9600mm (H)
Video Format	: AVI, MP4, FLASH, MPEG, MOV
UTM Brand Toolkit	: https://brand.utm.my/toolkit/
UTM Video Format	: https://brand.utm.my/project/video-guideline/



Billboard specification

6.0 TERM AND CONDITIONS

- 6.1 Faculty/PTJ must provide the video according to the regulated specification.
- 6.2 The verification and amendment period for the advertisement video is within 14 working days. Applicant must download the application form at <https://corporateaffairs.utm.my/kl/>
- 6.3 Faculty/PTJ may apply the advertisement according to the slots below:
- (i) 1 permanent / fix slot for UTMKL's services and facilities promotion
Example : Academic Program Promotion, Zakat etc
 - (ii) 2 slots for the high impact program/ceremony as Annex I
- 6.4 If the applicant fails to comply with the terms set, the Office of Strategy & Corporate Affairs (OSCA) has the full authority to reject the application.
- 6.5 These rules are subject to change from time to time.

<u>High Impact Program involved:</u>	<u>Important Program involved:</u>
i. Royalty	i. LPU & JPU members
ii. Minister	ii. Internal University Programs
iii. International Relation (Ambassador)	iii. Public University Collaboration
iv. Research	
v. Industry Collaboration	
vi. Community Engagement/Benefit	

Table 1 : Definition of High Impact and Important Programs/Ceremony

7.0 GUIDELINES

- 7.1 Download the Billboard Advertisement Application Form via <https://corporateaffairs.utm.my/kl/>
- 7.2 Faculty/PTJ is required to send the video and the form via email to muhammad@utm.my carbon copy (cc) to norazliana@utm.my.
- 7.3 Application will be approved after review and amendment within 14 working days.
- 7.4 Applicant is required to send the approved video with the application form to UTM Holding via email irwan.utmh@utm.my for the purpose of display.

8.0 DECLARATION

The University through the Office of Strategy & Corporate Affairs (OSCA) reserves the authority to:-

- 8.1 Review, evaluate and verify, or reject the application if it does not comply with the university's branding guidelines.
- 8.2 Monitor the implementation of high-quality video based on the university's guidelines.

REFERENCE

1. Definition and list of high impact and important program/ceremony
2. UTM Brand Toolkit : <https://brand.utm.my/toolkit/>
3. UTM Video Format : <https://brand.utm.my/project/video-guideline/>

ANNEX I

LIST OF HIGH IMPACT PROGRAM/CEREMONY AT UTM KUALA LUMPUR

NO.	PROGRAM/CEREMONY	VIP	TYPE OF PROGRAM
1	AHIBS GLOBAL DIALOGUE 'A PARADIGM SHIFT IN FOREIGN POLICY: HUMANITARIAN APPROACH	DUTA TURKI KE MALAYSIA	FORUM
2	ASIA-PACIFIC ASSOCIATION FOR INTERNATIONAL EXHIBITION (APAIE) 2019	PERMAISURI JOHOR	EXHIBITION
3	MAJLIS PERASMIAN FOOD BANK SISWA UTMKL	YB DATUK SERI SAIFUDDIN NASUTION	MAJLIS RASMI
4	MAJLIS PERASMIAN RAJA ZARITH SOFIAH CENTRE FOR ADVANCED STUDIES ON ISLAM, SCIENCE AND CIVILISATION (RZS-CASIS) AND THE INAUGURATION OF SYED MUHAMMAD NAQUIB AL-ATTAS DISTINGUISHED CHAIR OF ISLAMIC THOUGHT TO PROF. DR. WAN MOHD NOR WAN DAUD	PERMAISURI JOHOR	MAJLIS RASMI
5	MAJLIS MENANDATANGANI PERJANJIAN KERJASAMA PENYELIDIKAN (CRA) ANTARA UTM DENGAN UNIVERISITI SAGA, JEPUN	DUTA JEPUN	MOU/MOA/PERJANJIAN
6	MAJLIS SANTAPAN DIRAJA	PERMAISURI JOHOR	MAJLIS RASMI
7	FORUM DAN SHOWCASE PUBLIC PRIVATE RESEARCH NETWORK (FASPPRN)	KSU KPT	FORUM
8	2ND SOUTHEAST ASIAN CONFERENCE ON TECHNOLOGY & INNOVATION POLICY MANAGEMENT (2ND SEAC-STIPM)	YB TIMBALAN MENTERI MESTEC	CONFERENCE
9	MoA UTM PPZ-MAIWP DAN PERASMIAN KAUNTER ZAKAT	PENGERUSI PPZ MAWIP	MAJLIS RASMI
10	MAJLIS PELANCARAN BIDAAN NO KENDERAAN KHAS 'UTM'	YB MENTERI PENGANGKUTAN	MAJLIS RASMI
11	MAJLIS PELANCARAN BUKU 40 HADIS PELESTARIAN ALAM SEKITAR	SULTAN PERAK	MAJLIS RASMI
12	LAWATAN YB MENTERI PENGAJIAN TINGGI KE UTMKL	YB MENTERI KPT	LAWATAN RASMI
13	MAJLIS PENYERAHAN HELIKOPTER KEPADA TUDM	PRO-VC UTMKL	MAJLIS RASMI
14	FORUM HALA TUJU PENDIDIKAN TINGGI MALAYSIA: UNIVERSITI DI PERSIMPANGAN?	KP JPT	FORUM
15	CAR FREE CAMPUS		SDG
16	FLAG-OFF DPPC DISASTER RELIEF & RISK ASSESSMENT MISSION 2021	PRO-VC UTMKL	MISI BANTUAN/USR
17	SEMINAR DASAR SAINS, TEKNOLOGI DAN INOVASI NEGARA	PROF. DATO' ASMA	SEMINAR
18	PROGRAM GOTONG-ROYONG SAHABAT SUNGAI BUNUS		SDG/KOMUNITI
19	AMBASSADOR GLOBALECTURE: BANGLADESH & MALAYSIA 50 YEARS OF DOPLOMATIC RELATIONS AND THE WAY FORWARD	DUTA BANGLADESH	CERAMAH
20	MAJLIS MoA DI ANTARA DPPC MJIIT DAN MPAJ	MB SELANGOR	MOU/MOA
21	PROGRAM LIBATSAMA YB MENTERI KPT MISI BANTUAN PASCA BENCANA YAN	YB MENTERI KPT	MISI BANTUAN/USR
22	LAWATAN RASMI DUTA JEPUN KE MALAYSIA	DUTA JEPUN	LAWATAN RASMI
23	MISI BANTUAN BENCANA PASCA BANJIR UTM TECHMISSION2.0@LEMBAH KLANG	PRO-VC UTMKL	MISI BANTUAN/USR