



CRITERIA/SPECIFICATIONS FOR CALL TO ACTION PLACEMENT ON HOMEPAGE

Due to the high number of requests for placement of web “buttons” on the U of T Mississauga homepage, the Office of Advancement has developed this list of rules and criteria for prospective buttons:

There can be no more than two Call to Action buttons on the homepage at any one time. One most computer screens, this would place the third button below the bottom of the viewable page.

The buttons’ primary function is to draw attention to **major** events of interest to external audiences (e.g. March Break events, Campus Fall Fair), which in turn increase awareness of U of T Mississauga.

The buttons can also serve to direct internal audiences (primarily students) to **major** new initiatives (e.g. the CampUS Safety Program), in order to improve their experience as part of the U of T Mississauga community.

The buttons must relate to events organized by UTM and specific to a UTM audience.

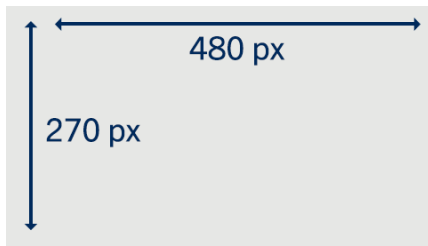
Because of the high demand for “button space”, preference is given on a **first-come, first served basis**. Please book space as far in advance as possible with Nicolle Wahl, Communications and Marketing, at nicolle.wahl@utoronto.ca.

DURATION OF POSTING

In order to keep the website’s content as fresh as possible, buttons should remain on the webpage for one to two weeks at most. However, certain exceptions will be made for events or initiatives that require major promotion by U of T Mississauga and are tied to specific schedules.

SIZE AND FORMAT OF BUTTONS

Maximum Image size – 480 by 270 pixels; JPEG format. You will need to provide TITLE (short, punchy), BLURB (one short descriptive sentence) and a LINK TITLE (linked to a working URL).



THE “SNOW INFORMATION” BUTTON

This button falls outside the criteria noted above. It is generally placed on the site from mid-December until the arrival of early spring, in order to provide timely and easy-to-find information about closures due to inclement weather. PLEASE NOTE: this reduces the available CTA space.

For more information, or to submit a request to have a web button posted, please contact:

Nicolle Wahl,
Director, Content
Communications and Marketing
905-569-4656
nicolle.wahl@utoronto.ca



Office of Communications