

Visit McKinney Digital Signage Policy

Visit McKinney welcomes requests from organizations, businesses, and event organizers to display promotional graphics on our digital signage, including:

- Digital Kiosks located at the McKinney Visitor Center and McKinney National Airport
- Visitor Center lobby TV display

Our digital signage is intended to promote tourism, enhance the visitor experience, and encourage visitation to McKinney. To ensure consistency with Visit McKinney's marketing mission, all submissions must meet the following guidelines.

Visit McKinney reserves the right to determine which digital signage location(s) are appropriate for each approved submission. Approval for one display does not guarantee placement on all Visit McKinney digital signage.

Eligibility

All graphics submitted for display must support Visit McKinney's tourism mission and follow the eligibility requirements listed below.

- Promote events, attractions, experiences, or activities that encourage visitation to McKinney
- Be of interest to visitors and residents seeking tourism-related experiences
- Be of the correct format and size as listed below

Submissions that do not support tourism or visitor engagement may not be approved. Submission of a graphic does not guarantee placement or a specific duration of display.

Content Restrictions

Visit McKinney does not accept graphics that:

- Promote religious organizations, services, or activities
- Promote political candidates, campaigns, ballot initiatives, or advocacy
- Contain offensive, discriminatory, or inappropriate content
- Violate copyright, trademark, or other intellectual property laws

Graphic Specifications

To ensure proper display, graphics must be submitted in the following sizes:

- **Visitor Center TV:** 1920 × 1080 pixels (landscape)
- **Digital Kiosks:** 1080 × 1920 pixels (portrait)

Graphics should be high resolution and designed specifically for the appropriate display orientation. Graphics that appear pixelated, distorted, or otherwise do not meet quality standards may be returned for revision before being considered for display.

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How to Submit

Email your graphics to marketing@visitmckinney.com and please include:

- Organization name
- Event or promotion name
- Requested display dates (if applicable)
- Contact name and email address

Review Process

All submissions are reviewed by the Visit McKinney Marketing Team. Placement on Visit McKinney digital signage is not guaranteed. Approval is based on:

- Compliance with these guidelines
- Tourism relevance
- Content quality
- Available display space and scheduling

Because the McKinney National Airport kiosk serves a unique visitor audience, content displayed at that location may be more selectively curated. Priority may be given to citywide initiatives, signature events, major tourism attractions, and evergreen destination messaging that best serves airport visitors. As a result, not all approved graphics will be displayed on every digital signage location.

The Visit McKinney Marketing Team reserves the right to approve, deny, edit, schedule, or remove any submitted graphic at its sole discretion. Decisions regarding content placement, display duration, and signage location are final.

You will be notified after your submission has been reviewed and informed whether it has been approved for display.

Questions

For questions regarding digital signage submissions, please contact the Visit McKinney Marketing Team at marketing@visitmckinney.com.

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