

V. UNIVERSITY POLICIES

ADVERTISING POLICY

The University has adopted standards for placement of advertisements on campus. Advertisements posted on campus are for events sponsored by University departments and student organizations ONLY. Advertisements on campus can be no larger than 11"x17".

The following steps must be taken to approve and post advertising on campus:

1. Provide a copy of the advertisement to one of the following offices for review and approval:
 - a. Office of Student Engagement and Leadership (Harrington 139)
 - b. Office of Student Affairs (Seton 132)
2. Approved advertising will be stamped by an office representative, and then the sponsoring office or organization can make copies for posting on general-use bulletin boards. DO NOT make copies until approval stamp has been obtained.

Approved advertisements must include the following:

- a. Event name
- b. Time/date (start and end)
- c. Location
- d. Description
- e. Who to contact

For best visual impact, create posters with fewer words, larger fonts and avoid using light colored font on light colored backgrounds.

Advertising can be posted in the following ways on campus:

1. **Email:** Advertising can be sent to appropriate audiences via MSJ email. Please limit posts to no more than three times per event.
2. **Mount Roar!:** A JPEG or PDF file of the approved advertisement for posting to the Mount Roar! student app can be provided to the Student Technology Engagement Manager, Sierra Henline, at sierra.henline@msj.edu.
3. **Flyers:** Flyers can be posted on all general-use bulletin boards on campus. Do not post flyers on departmental bulletin boards unless you receive permission from the department to which it belongs.
 - a. A complete list of general-use bulletin boards is held in the Offices of Student Engagement and Leadership and Office of Student Affairs.
 - b. Twelve copies of the approved advertisement can be provided to the Office of Residence Life for Resident Assistants to post in Seton Residence Hall.
4. **Sidewalk chalking:** Sidewalk chalk is permitted on sidewalks in the University Quad and on campus.
5. **Table tents and napkin holders:** Posting using table tents and inserts for napkin holders in the Harrington Food Court and Fifth Third Dining Hall tables are permitted. Contact AVI Food systems (513-244-4633) for approval.

Easels/Stand-alone advertisement boards: Easels and/or standalone boards are not intended for Advertising, and can ONLY be placed on the day of the event outside the event space room or event building main entrance. No more than two easels are permitted at building entrances. Signage size is limited to 24"x36".

All items not approved or posted in areas that are not permitted will be removed.

This information is part of Mount St. Joseph University's Student Handbook.

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