

# Campus Center

## Marketing and Advertising Options

### 1. Postings and Flyers

There are eight (8) designated posting areas within the building. These boards are located at the primary entrances/exits and on each floor of the Campus Center. Please bring (8) copies of the poster/flier to the Campus Center office and we will have them posted in the building. Posters/flyers must be approved and stamped first by the Office of Student Life before they will be posted. Unstamped posters and flyers are removed routinely by the Campus Center staff. Please do not post in undesignated areas. Postings must be related to a university department or student organization function/event/program. If you have a large posting or event flier, please come to the Campus Center Office and we can supply you with easels or temporary sign holders. Non-university posters, flyers and advertisements are not permitted (except on the day of a scheduled conference or event). There are eight (8) designated posting areas within the building.

Postings of an offensive nature that will be disruptive, or that violate the student code of conduct will be removed. Non-university posters, flyers and advertisements are not permitted (except on the day of a scheduled conference or event).

Each posting must include the name(s) of the sponsoring organization(s), contact information (including name, email, and phone number) as well as a statement regarding disability accommodations, as outlined in the Publicity Information section of the Student Activities and Leadership Policies & Procedures manual.

### 2. Advertising with Table Tents

Table tents can be placed on tables in the main cafeteria (130 tables) the Atrium Café Lounge (20 tables) and on 2<sup>nd</sup> & 3<sup>rd</sup> floor Streets (30 tables). Tents may be placed in all areas, or a single area. To place tents in all areas, please bring 180 table tents, *stapled and folded*, to the Campus Center office. They will be placed on the tables for your group. A maximum of two weeks is permitted, and no more than two tents are permitted at one time. One department or student group may not have any more than one table tent at one time. Table tents must be related to a university department or student organization function/event/program. Non-University table tents advertisements are not permitted. Although the cleaning staff has been notified NOT to remove or dispose of table tents, the Campus Center is not responsible for table tents that are inadvertently disposed of.

### 3. Student Organization Banners

Student organizations are encouraged to post banners advertising their group. Banners are hung from the railings, and may be placed in the Atrium Café Lounge, or the University Terrace Area. Banners cannot be hung from the office windows. Only registered student organizations may hang banners and each must include website address or contact information for the club or group. Banners must be professionally created and must not be on a bed sheet, cardboard or other flammable material. They may not be larger than *6ft long and 3ft wide*. Each group may not have any more than one student organization banner at one time. Banners may remain hung permanently as long as the student organization is registered. Please bring banners to the CC office to be hung. The Campus Center is not responsible for potential theft or vandalism. Banners may be removed and re-hung for selected university events and programs.

### 4. Advertising with Event Banners

Student organizations and departments may post banners advertising specific university-related functions and special events. Banners are hung from the railings, and may be placed in the Atrium Café Lounge, or the University Terrace Area. Space is limited, so only one (1) banner per event may be submitted, and banners may

only be posted for (2) two weeks prior to the event. There is no size limit; however it is not recommended that banners be more than 6-8ft long and 3-4ft wide. When possible, event banners must be professionally created and must not be on a bed sheet, cardboard or other flammable material. Banners may not be attached to the front of the Campus Center without permission from the CC Office. The CC will also hang event banners for Non-University groups on day of their event or activity. The Campus Center is not responsible for potential theft of vandalism. Banners will be removed after your event. Materials not picked up within seven (7) working days may be discarded.

## **5. UMass Boston TV Advertisements**

The Campus Center has two televisions which can display event and service advertisement/promotions. They are located on the 2<sup>nd</sup> floor at the catwalk entrance and on the UL in the Atrium Lounge. To post events or services contact the office of Instructional Technology at (617) 287-3992. Items posted on these televisions will be displayed on all other UMass Boston TV screens displayed across the campus.

## **6. Advertising with Sidewalk Chalk**

Advertising with chalk can be a unique and creative way to promote your event. Chalking is *only permitted on sidewalks, or on the plaza outside of buildings*. Chalking on staircases, parking lots, and external building walls is not permitted. Chalk advertisements must include the name of the student organization and the date of the program/event. Student groups may only chalk 48 hours before the date of their event/program. Chalk placed earlier than 48 hours may be removed and chalk may be removed after the program concludes. Chalking that contains hate-oriented language or a similar remark is not permitted and will be removed immediately. Violators will be held to the Student Code of Conduct.

## **7. Foam Core Signs**

Many departments and student groups utilize foam-core posters and signs to advertise their program or event. Signs can be placed in the main lobby (upper Level), plaza entrance (level 1), catwalk entrance (level 2), and at the entrance to the food court (level 1). Posters can be displayed for a maximum of two weeks prior to the event date. If a longer display period is required, please contact the Campus Center office to inquire about extended placement. Given the high demand for poster placement, a permanent display is not permitted. The Campus Center is an open and accessible building and therefore does not have the ability to police or protect posters. We are not responsible for replacing damaged, missing or stolen posters. Foam core posters left on display after the event date will be recycled. Please bring your poster to the Campus Center Office and we will gladly place it in the location of your choice.

## **8. Flags**

The Campus Center has designated an area in the Atrium (Level 1, 2 & 3) for the display of flags. Each flag in this area has been donated by a current student, faculty or staff member. New flags are welcome and must conform to the following: Flags are to be 3' x 5' feet, in good condition, professionally manufactured and flame retardant.

- Flags may remain hanging indefinitely, however UMass Boston is not responsible for the theft or damage of donated flags;
- The university considers the US Department of State the primary authority when displaying flags of a newly recognized country or the redesign of an existing country's flag;
- Flags that are intended to make a statement, symbols for a group, a social movement, etc., are welcome as long as they are not in violation of university policy or the student code of conduct. Items containing a written message, motto or advertisement are considered a banner. See the section of our website pertaining to banner displays.

If you would like to donate a flag to the Campus Center, please visit the CC Office, Upper Level 330, or contact us at [Campus.Center@umb.edu](mailto:Campus.Center@umb.edu)

### **9. Snap Frame Display Posters in Food Court**

Seven display snap frames, located in the Food Court, are available for UMass Boston student organizations and departments for the purpose of promoting an event or service. Availability is on a first come, first serve basis. Please contact Campus Center Administration (617.287.4800 or [campus.center@umb.edu](mailto:campus.center@umb.edu)) for scheduling and availability.

The display frames can be reserved for a two week period. All materials will be installed and removed by the student Building Manager Staff. Posters for the display frames *must be approved and stamped first by the Office of Student Life before they will be posted*. Posters are to measure 24" wide by 36" length with a visible image of 22" wide by 34" in length (The 2" border will ensure the best visual presentation). Posters should be professionally printed, preferable through Quinn Graphics.