

# Advertising & Signage Policy

## MacEwan Student Centre

*Operations and Finance Committee (69.20)*

Passed: August 11, 2011  
Amended: n/a



### Intent

The University of Calgary Students' Union (SU), as building manager, is setting out a policy respecting the placement of all signage and advertising within all areas of the MacEwan Student Centre and the MacEwan Conference and Events Centre (the building).

The intent is to provide an orderly and consistent approach to enabling the Students' Union, the University, students, clubs, associations and other on-campus groups to advertise on-campus events and activities to the campus community. A secondary intent is to set out guidelines on opportunities for off-campus or external businesses and organizations to promote their products and services to the campus community and student market.

### Exclusions

This policy does not apply to:

- Permanent building, facility, directional or informational signage;
- Any poster or advertising board owned and operated by the University of Calgary (U of C) within the building;
- The placement of any advertising and signage materials, handbills, publications or displays within spaces leased by building tenants or rooms rented for event purposes on the provision that materials do not contravene the **Students' Union Acceptable Display Procedure**;
- The placement of any advertising and signage materials related to the U of C Students' Union annual undergraduate student elections and bi-elections. This shall be governed by Students' Union Election Procedures; or
- Sponsorship privileges provided to businesses and organizations under the SU Sponsorship and Advertising Guidelines.

### General Policies (applicable to all advertising, signage and other promotional materials)

The following guidelines shall apply to all media to be placed within the building:

- Materials shall primarily be event and/or awareness campaign based as further described in this policy. Banners and posters that are intended to generally promote or advertise an on-campus faculty, department, business, organization, product or service on an ongoing basis are not permitted.
- All external commercial advertising is guided by the Advertising section below.
- No materials are permitted to be attached to any surfaces within the building that are not designated as poster board or banner areas.
- No material shall advertise or promote pub crawls.
- SU Communications reserves the right to refuse any material that is deemed offensive or of a sensitive nature in accordance with the **Acceptable Display Procedure** adopted by the University of Calgary Students' Union.
- All materials posted or distributed in violation of this policy will be removed and destroyed without prior notice. The Students' Union and the University of Calgary reserve the right to charge a fee for removing materials that violate this policy, or for physical damage resulting from improper placement within the building.

## Advertising

Commercial advertising by off-campus business is restricted to paid advertising opportunities within the building. The **SU Sponsorship and Advertising Guidelines** set out sponsorship and advertising rates for a number of opportunities for off-campus businesses to advertise to the student marketplace. Other paid advertising opportunities include:

- MacEwan Conference and Event Centre Table Bookings;
- Signage through SU contractual arrangements with external advertising agencies; and
- Advertising in campus media (On Campus - CJSW, NUTV and the Gauntlet).

The SU retains the right to refuse any form of external advertising that it deems in direct competition with on-campus activities or businesses. On a case-by-case basis, the SU may approve the placement of handbills or brochures from off-campus businesses or organizations at the SU Information Centre where the material offers a substantive *discount and exclusive benefit to students*.

## Banners

Subject to the following provisions, on-campus university departments, students, clubs, associations and other on-campus groups are permitted to display event banners in designated areas of the building.

### **Designated Banner Areas:**

- The only designated areas where banners are permitted are:
  - North and south stairwell hand rails in the MacEwan Student Centre, and
  - North and south courtyard railings when associated with an event being conducted in the courtyard area or an SU-sanctioned club awareness campaign.

### **Approvals:**

- SU-sanctioned clubs will manage their own event or awareness banner campaigns once they have reviewed and acknowledged in writing their agreement to comply with the provisions of this policy with the SU Coordinator, Student Organizations.
- Other on-campus departments and organizations require the approval of SU Communications to place event-based banners.

### **Maximum Display Period**

- Event-based banners may be posted in designated areas on a first come, first served basis no sooner than 21 days prior to the advertised event.
- Awareness campaign banners may be posted by SU-sanctioned clubs in designated areas on a first come, first served basis for no longer than 14 days.

### **Guidelines for Posting Banners:**

- Banners must not exceed 24 sq. ft. in surface area with a length to width ratio not exceeding 3 to 1.
- Banners must only be affixed with masking tape.
- Only one banner is permitted per location, with each stairwell being considered a separate location.
- Banners must not be placed over other banners or they will be removed.
- Event banners must be removed no later than 2 days after the event has taken place. Awareness campaign banners must be removed upon expiration of the 14 day display period.

## Posters

### **Designated Poster Boards:**

On-campus university departments, students, clubs, associations and other on-campus groups are permitted to display posters on designated boards in the building as follows. Designated boards within the building are identified by a header on the board.

- **SU Boards**

- SU Boards are dedicated to programs, services, products and events operated by the SU and its partners. These boards are managed by SU Communications.
- **Clubs Board**
  - The Clubs Board is dedicated to activities and events being held by SU-sanctioned clubs. This board is managed by the SU Coordinator, Student Organizations.
- **SU/Clubs Display Case**
  - The SU/Clubs Display Case is a window style display area outside of the SU Clubs Office. This display space is dedicated to SU and Club events and will be managed by the SU Coordinator, Student Organizations.
- **Graduate Students' Association (GSA) Board**
  - The GSA Board is dedicated to activities and events being held by the GSA for graduate students. The Board is managed by the GSA.
- **TriMedia Board**
  - The TriMedia Board is dedicated to activities and events being held by NUTV, The Gauntlet and CSJW Radio. The Board is managed by NUTV.
- **U of C Alumni Association Kiosk**
  - The U of C Alumni Kiosk is dedicated to programs and activities of the Alumni Association, which manages kiosk content.
- **Public Boards**
  - Public Boards are dedicated to open use by students, the campus community and external not-for-profit organizations without SU Communications approval. These boards are typically used for a variety of:
    - Individual or group notices;
    - Off-campus charitable events;
    - Items for sale by owner;
    - Available rental accommodations;
    - Volunteer and entertainment opportunities in the broader community; and
    - Similar uses.
  - No external commercial product or service advertising is permitted on these boards.

#### ***Guidelines for Placement of Materials on Public Boards:***

Guidelines for posting on public boards are:

- Any material cannot be larger than 11 x 17 inches in size.
- Use staples rather than tape or pins. Do not post stickers or labels;
- Post only one notice per board;
- Do not cover any part of any other notice.

All content on public boards is removed at the end of each month.

### **Handbills, Brochures, Newsletters, Magazines and Similar Publications**

These print materials may only be distributed in the building in the following instances:

- From tables booked through MacEwan Conference & Events Centre (see table booking policy & SU exceptions).
- From the SU Information Centre. The SU may approve the placement of commercial material where it offers a substantive discount and exclusive benefit to students.
- For special events approved by the SU.

### **Displays, Sandwich Boards and Other**

The use of sandwich boards is prohibited within the building unless pre-approved by the SU Facilities Department and SU Communications.

Displays, including stand-alone display boards, electronic displays and similar are only permitted when:

- Part of a table display approved by the MacEwan Conference & Events Centre; and
- Part of an approved SU run or approved event in the building.

## **Location Map**

The building map attached to this policy identifies the approved locations of all designated boards and areas for posting materials.

*Terms used in this policy shall carry their common meaning. The University of Calgary Students' Union reserves the right to further define such terms, as necessary, in the application of this policy. The Students' Union reserves the right to amend this policy without prior notice. All previous Students' Union policies respecting advertising and signage are null and void.*

## **For Information Purposes Only**

### **Contacts:**

#### **SU Communications Department**

Willo Rushfeldt

SU Main Office – Second Floor, MacEwan Student Centre

Phone: (403) 220-8383

Email: [wrushfel@ucalgary.ca](mailto:wrushfel@ucalgary.ca)

#### **SU Facilities Department**

Barry Dyck

SU Facilities – Second Floor, MacEwan Student Centre

Phone: (403) 464-4050/220-3918

Email: [bdyc@ucalgary.ca](mailto:bdyc@ucalgary.ca)

#### **SU Coordinator, Student Organizations (Clubs)**

Henry Rosvick

Clubs Office – Second Floor, MacEwan Student Centre

Phone: (403) 220-2233

Email: [hhrosvic@ucalgary.ca](mailto:hhrosvic@ucalgary.ca)

#### **MacEwan Conference and Events Centre**

MCEC Office – Second Floor, MacEwan Student Centre

Phone: (403) 220-3032

On-line Table Booking at [www.macewancentre.com](http://www.macewancentre.com)

#### **Graduate Students' Association**

Andrew Smith

Third Floor West - MacEwan Student Centre

Phone: (403) 220-8609

Email: [communications@gsa.ucalgary.ca](mailto:communications@gsa.ucalgary.ca)

#### **NUTV**

Deanna Cameron Dubuque

Third Floor East - MacEwan Student Centre

Phone: (403) 210-9564

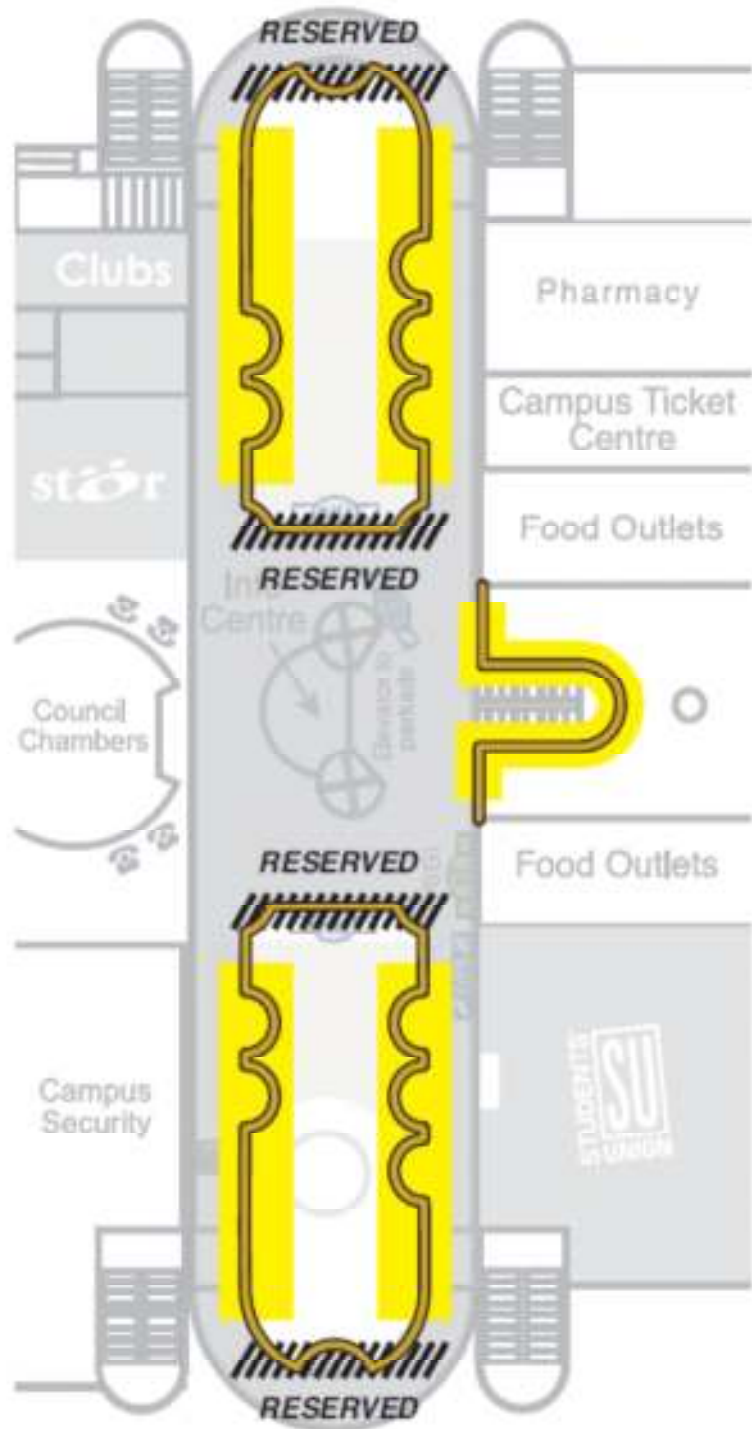
Email: [workoffiction@gmail.com](mailto:workoffiction@gmail.com)

# MSC Banner Locations

## AERIAL VIEW, NORTH AND SOUTH COURTYARDS, MACEWAN STUDENT CENTRE

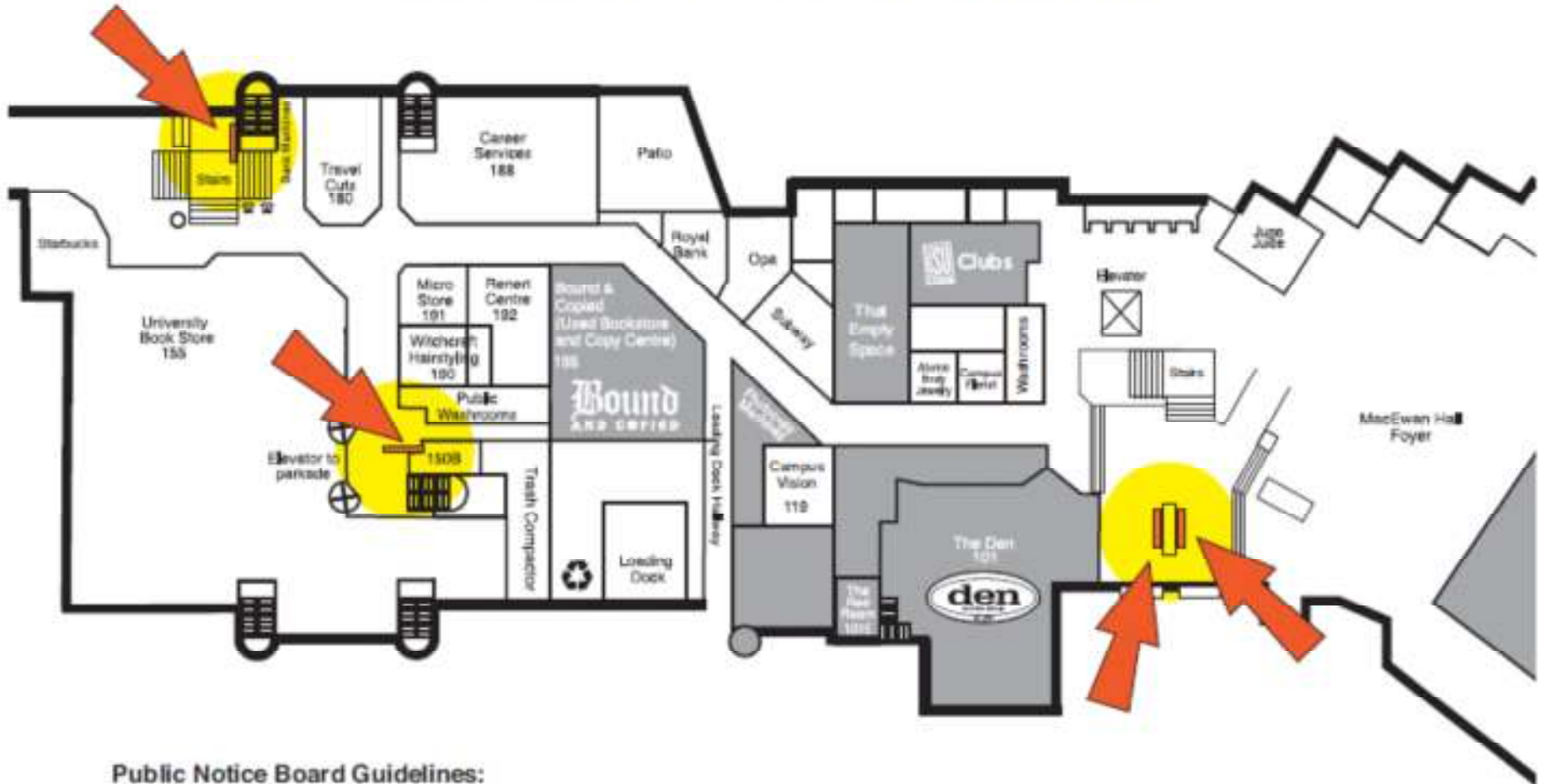
### Banner Guidelines:

- areas marked in yellow are designated public banner areas
- banners hung above the North and South Courtyard must be associated to an event conducted in this area or to an SU-sanctioned awareness campaign
- SU Clubs banners must be approved by the SU Coordinator, Student Organizations
- other on-campus organizations must obtain approval from SU Communications prior to hanging banners
- banners can be displayed a maximum of 14 days
- banner size is restricted to 24 sq ft area (suggested size: 3 x 7')
- banners can be affixed with masking tape or zip ties only
- banners hung in **RESERVED** locations will be removed



# Public Notice Boards

## LOWER LEVEL, MACEWAN STUDENT CENTRE



### Public Notice Board Guidelines:

- open to the campus community and not-for-profit organizations
- materials must be 11 x 17" size or smaller
- materials must be attached with staples only
- one notice per board
- public notice boards will be cleared on the last day of every month

