

# University of Wisconsin-Parkside CAMPUS POLICY ON POSTING PROMOTIONAL MATERIALS Policy #32

Any information or promotional materials to be displayed on campus must follow the guidelines, which are outlined below.

## General Information Regarding Posters/Flyers

### Definitions:

Flyer	8 ½ x 14" or smaller	Can be posted on bulletin boards
Poster	8 ½ X 14" or larger, but smaller than 23 x 31"	Can be posted on cork strips
Banner	23 x 31" or larger, but smaller than 3 x 6'	See items #15-17

1. University affiliated posters/flyers may be posted in designated locations (see above) on campus as long as they comply with the posting policies.
2. The sponsoring organizations must be clearly indicated on the promotional material.
3. Bulletin boards designated as campus bulletin boards may be used for posting information of general interest to the campus. Bulletin boards are located in the Parkside Student Center, throughout the Main Complex, Tallent Hall, Residence Life, and at the Sports & Activity Center.
4. Public Posting bulletin boards are designated as a For Sale, Rides/Riders Wanted, and Public Notices board. All notices are removed from the Public Posting boards on the last Friday of the month. Inappropriate materials will be removed. Public Posting boards are located at:
  - a) Parkside Student Center: ground level across from the WIPZ Radio Station
  - b) Wyllie Hall: on the concourse across from Women's Center
  - c) Molinaro Hall: ground level across from Moln D128
5. Only one flyer per event will be allowed per campus bulletin board and cork strip.
6. Flyers and posters may not overlap over other promotions.
7. Posters and flyers may not be attached to walls, windows, doors, floors, trees, display cases or any other part of the University grounds.
8. Posters or flyers cannot be strewn about the main concourse or eating facilities, on the furniture or floors.
9. All posters and flyers that are placed in unauthorized locations or do not indicate a sponsor organization will be removed.
10. No type of publicity is to be placed within eight feet on any side of the framed portraits, artwork, plaques, and sculptures.
11. During times of campus elections or very large events, special permission will be granted for additional display time and areas. Permission for approval should be obtained from the University Activities Office.
12. The University Activities Office can approve posters and flyers advertising non-University sponsored events if the event supports the University's mission. The event must be of general interest to the University community and sponsored by not-for-profit organizations.

13. Due to limited space, the university reserves the right to limit the distribution of any and all promotional materials.

## **Banners**

14. Banners must be larger than 23 x 31" and smaller than 3 x 6', to be hung on campus in the designated locations: Parkside Student Center (2 spots), Molinaro Hall (4 spots) and Greenquist Hall (2 spots).
15. Banners will be hung based upon space availability and may not be displayed longer than three weeks.
16. Banners need to be dropped off at the Concierge Desk for hanging and will be hung within 24 hours permitting location availability.

## **Other Forms of Promotion**

17. Window Painting is permissible on the Bridge with student organizations given priority for space. A reservation for window space must be submitted by the student organization. Reservations are set for an entire week and cannot exceed three weeks.
18. Sidewalk Chalking: Sidewalk chalkings cannot be done in areas with over-hangs; chalkings need to be able to wash away with the next rain.
19. Table promotion:
  - a) Table tent promotion may be put on the tables on the concourse or outside Wyllie Market. The sponsor is responsible for the removal of any table tents within two days following the event.
  - b) Table promotion in the Parkside Student Center needs to be approved by University Activities and will be placed in the napkin dispensers..
20. Distribution in residence halls must be approved by the Residence Life Office.
21. Distribution to resident mailboxes must be approved by the Residence Life Office. University sponsored materials will only be considered for distribution if each item is individually addressed.
22. No promotional materials may be distributed door to door in residence halls unless otherwise approved by the Residence Life Office.
23. Distribution of flyers, leaflets or other literature on University property is only allowed by reserving a table. Organizations or offices may reserve tables through the University Activities Office.
24. Distribution of vending or credit card information or global technologies (including internet services, cellular phones, paging systems or other telecommunication services/devices) is permissible on campus once per semester per company. These companies must reserve a space with University Activities and be sponsored by a student organization.

## **Content**

25. Material on posters and flyers, which can be considered as racially, sexually or otherwise offensive, may be removed. Decisions will be made by the University Activities staff and based on UW-System and UW-Parkside policies, or applicable federal regulations. Appeals may be made to the Director for Student Life.
26. Material that promotes and/or implies the use or abuse of alcohol or drugs will not be allowed. UW-Parkside shall not allow the manufacturer or distributor of alcoholic beverages to publicly or visibly connect with university events or activities. Non-alcoholic products are treated in the same manner as alcohol and beer products.

## Allocation of Promotional Materials

27. In order to assist in your promotion planning, these are the maximum number of publicity allowed in each area:

<b>Main Complex</b>	<b>Residence Life</b>	<b>Sports &amp; Activity Center</b>
29 bulletin boards (flyers)	40 bulletin boards (flyers)	1 bulletin board (flyers)
19 cork strips (posters)	8 cork strips (posters)	7 cork strips (posters)
25 classrooms (flyers)	2 brochure racks	1 brochure rack
1 brochure rack		
8 banners		

28. For maximum effectiveness, publicity should be posted at least one week, but not more than three weeks prior the event date.