

## **Student Union & Event Services ADVERTISING POLICY**

The following policy outlines the usage and advertising procedures for the digital signage displays, banners, table tents, window painting, chalking and sidewalk stickers, yard signs, printed materials and other marketing opportunities managed by Student Union & Event Services (SUES). This policy is in addition to the applicable policies outlined in the SUES General Reservation Policy. Additional policies may apply per the specifics of the event/advertisement.

- A. All advertising options can be reserved on the same SUES Marketing Reservation Form. All advertising related decisions will be managed by the SUES office. Advertising includes, but is not limited to:
  1. digital signage (runs seven [7] consecutive days)
  2. banners (run Sunday through Saturday)
  3. table tents (run Sunday through Saturday)
  4. Student Union window painting (run Sunday through Saturday)
  5. chalking (three [3] consecutive days)
  6. yard signs (three [3] consecutive days)
  7. elevator and restroom advertisements (run Sunday through Saturday)
  8. posting and exhibition of printed material (run Sunday through Saturday)
- B. Groups requesting to reserve multiple weeks or extended time frames of any marketing must get pre-approval from SUES; SUES reserves the right to approve or deny requests for additional/extended marketing for any reason, including availability, frequency of reservations, etc.
- C. Registered Student Organizations (RSOs), University Organizations, and UNLV Departments will be limited to one (1) of each advertisement type listed above per activity, event, or promotion, given the event is for the UNLV community. There shall be no open-ended continuous or consecutive advertisements profiling the same event. Advertisements may not be for a specific course or class offering. Each event being advertised requires a separate reservation form.
- D. Promotion or advertisement of illegal drugs, alcohol, tobacco, e-cigarettes and gambling is prohibited.
- E. The reserving party is responsible for the design, creation and printing of all marketing materials.
  1. Printed/tangible materials (indoor/outdoor banners, table tents, elevator/bathroom ads) must be dropped off at the SUES front desk (SU 315) by 5:00 PM on the Friday prior to the reservation period. Upon drop-off, it must be indicated if these items should be returned to the reserving party upon conclusion of the reservation period.
    - i. If it is indicated that the materials are not to be returned, they will be recycled.

- ii. If it is indicated that the materials are to be returned, SUES will hold the materials at the SUES front desk (SU 315) and notify the reserving party that they are available for pick-up. Marketing materials will be held until 5:00 PM on the Wednesday following the reservation period, after which they will be recycled.
  2. Digital Signage materials must be submitted with the initial completion of the Marketing Reservation Request Form or emailed to [eventservices@unlv.edu](mailto:eventservices@unlv.edu) by 5:00 PM three (3) business days prior to the reservation period.
- F. All advertisements are displayed at owner's risk. The SUES office is not responsible for any damage or loss to marketing materials. If excessive damage occurs, SUES will notify the client that replacement materials may be needed.
- G. Advertisements deemed offensive or inappropriate will not be permitted. Decisions concerning appropriateness are at the sole discretion of SUES.
- H. It is a violation of Title 17, United States Code, to modify, enhance, or reproduce images without the express consent of the copyright holder. Therefore, it is the responsibility of the sponsoring organization to obtain prior written consent from an authorized party for all copyrighted photos, images, and logos used on advertisements.
- I. A verified English transcript of all foreign language printed material must be supplied when requested by SUES staff.
- J. Advertising of any event prior to receipt of a confirmed status Reservation Summary from SUES is at the risk of the event requestor and does not guarantee that the event will occur.
- K. Organizations sponsoring events for political or religious activities must include the following statement in all advertising: "This event (or publication) does not reflect an opinion or endorsement by the University of Nevada, Las Vegas."
- L. A Marketing Reservation Request Form must be submitted at least three (3) business days prior to reservation start date. All marketing materials must be submitted to the SUES office the Friday prior to the reservation start date. TV advertisements need to be submitted at least three (3) business days prior to the reservation start date.

## **DIGITAL SIGNAGE**

- A. Any graphically-enhanced advertisements must be ready-to-post and submitted electronically in .jpg format
  1. RSOs, University Organizations, and UNLV Departments may run a digital advertisement on monitors located in Student Affairs facilities. Preferred location choice must be indicated on the Marketing Reservation Request Form.
  2. Font used on graphically-enhanced advertisements should be approximately 48 pixels or two (2) inches high and must be clearly visible from up to 12 feet

away.

3. Advertisements should contain contact information (i.e., telephone number, website, email address) for viewers to obtain further information.
  4. It is the responsibility of the advertiser to submit advertisements formatted correctly to avoid distortion. The recommended pixel size for a .jpg advertisement is as follows: 1920 px wide by 1080 px tall.
- B. Electronic advertisements will not be saved by the SUES office beyond the reservation period.
  - C. It is the responsibility of the sponsoring organization to submit accurate information.
  - D. The organization sponsoring an advertisement must be clearly identified on the advertisement.
  - E. All advertisements run for ten (10) seconds on a rotating schedule and are not for the purpose of providing directions to an event.
  - F. The SUES office reserves the right to edit content, background, colors, and font of all advertisements.
  - G. Video advertisements must be in one of the following formats: .avi, .mpeg, or .wmv.
    1. Video advertisements must be no longer than ten (10) seconds in length.
    2. File sizes cannot be larger than 20 MB.
    3. Audio is not allowed on the screens.

## **BANNERS**

- A. Banner spaces are available in the following locations:
  1. Overlook of the Student Union Art Gallery (indoor location);
  2. Overlook of the Student Union Ballroom pre-function area (indoor location); and
  3. Student Union Balcony (outdoor location).
- B. All banners must be dropped off at the front desk of the SUES office (SU 315) by 5:00 p.m. on the Friday prior to the reservation period. All banners must be picked up at the same location by 5:00 p.m. on the Wednesday following the reservation period.
- C. Banner materials and size requirements are as follows:
  1. All banners must have multiple grommets or reinforced holes at the top and bottom of the banner. The more grommets the better the banner can be secured in place without sagging;
  2. Indoor banners must be made of heavy vinyl, canvas, felt, cloth, or paper and cannot exceed five feet tall by 6 feet wide (5' H x 6' W).
  3. Outdoor banners must be made of heavy vinyl or canvas and cannot exceed ten feet tall by 19 feet wide (10' H x 19' W).

## **TABLE TENTS**

- A. Table tents are limited to the food court area on the first floor of the Student Union.
- B. Table tent reservations consist of approximately fifty (50) spaces. One-hundred and fifty (150) single sided copies of the table tent display must be dropped off at the front desk of the SUES office (SU 315) by 5:00 pm. on the Friday prior to the reservation period.
- C. Table tents should be no larger than 4" x 6" in size, vertical in orientation, and single-sided.
- D. The sponsoring organization must be clearly identified on the table tent including contact information.

## **WINDOW PAINTING**

- A. Two (2) designated windows are available on both the Pida Plaza and Courtyard side of the Student Union building.
- B. Only Registered Student Organizations and UNLV Departments may reserve windows for painting and can reserve all four windows at one time.
- C. Groups must supply and may ONLY use water-soluble paint for designs and decorations.
- D. Groups are responsible for taping off the windows prior to painting and returning the windows to pristine condition on the final day of the reservation. Windows should be cleaned with rags and window cleaner (not provided). A step ladder, requiring a signed waiver, is available for groups to check-out through the Student Union Event Operations Desk. Failure to clean windows completely by the last date of the reservation will result in cleaning and custodial charges.
- E. If a group would like to coordinate window cleaning by the SUES staff, a cleaning charge will apply.
- F. During Homecoming week, all windows are reserved for Homecoming window painting and no reservations will be accepted for other advertising.
- G. Groups wishing to reserve more than the allotted windows must contact SUES for prior approval. Reservations for additional windows will be charged for the additional advertising space.

## **DONATION/COLLECTION BOXES**

- A. The donation/collection box must be clearly labeled with information regarding: (1) what department/organization is sponsoring the donation box; (2) contact name and phone number; (3) what items are being collected; (4) what/who is benefitting from the donations; and (5) dates the donation box will be in the Facility.
- B. Size of the donation/collection box is limited to no larger than 4 cubic ft. Boxes/containers must be clean, in good condition, and hard sided (no cardboard).

- C. Display of donation/collection boxes is limited to the first floor of the Student Union. Student Union staff will advise as to the precise locations in these areas - please check in at the Student Union Information Desk when arriving to drop off your box.
- D. Donation/collection boxes may be displayed for a maximum of two (2) weeks. Groups are restricted to a maximum of four (4) reservations per semester. These reservations may not be consecutive to each other unless there is prior approval. Any requests for additional reservations must be submitted and approved.
- E. Donation/collection boxes are required to be monitored daily and emptied every Monday during your reservation. Items must be removed as necessary so the box does not overflow, become unsightly, and/or obstruct any movement through the Facility. If the box does begin overflowing or is not emptied regularly, staff will remove and dispose of the box and any contents for the remainder of the reservation period.
- F. Student Union and Event Services is not responsible for lost, missing, damaged, or stolen items

### **CHALKING & SIDEWALK STICKERS**

- A. Chalking is permitted with reservation on the SU Courtyard and can only be part of event taking place on the SU Courtyard contained within the space between the Courtyard canopy and Moyer Amphitheatre. Chalking can be reserved for three (3) consecutive days. Groups will be provided water access with a hose for clean-up at group's expense. Groups are responsible for complete clean-up of the chalked area on the final day of the reservation.
- B. Sidewalk Stickers are permitted across campus on sidewalks when approved by SUES and related campus partners (ex: Grounds, Facilities, Risk Management). Stickers must be a part of a UNLV-hosted/sponsored event and may be posted for seven (7) consecutive days. Stickers must contain event info (who is hosting [ex: Admissions], event name, and event date at minimum).
- C. Failure to remove or clean-up sidewalk stickers or chalk may result in removal/cleaning fees, as well as forfeiture of right to display sidewalk stickers for the equivalent of one (1) semester (or 16 calendar weeks).

### **YARD SIGNS**

- A. Yard sign reservations are not confirmed until SUES receives approval from the UNLV Grounds department. SUES will facilitate the approval process for SUES clients.
- B. Yard signs can be reserved for three (3) consecutive days. Groups are responsible for providing their own signs and metal frames (must use a "H" metal frame). Groups are responsible for setting up signs on the first day of the reservation and

removing on the final day of the reservation. Signs must be set a minimum of eighteen (18) inches from sidewalks, to limit the potential damage to irrigation lines. Failure to remove signs will result in a labor charge assessed to the group.

- C. Due to regular Grounds maintenance/upkeep, yard signs are not permitted on Mondays.
- D. Any signs damaged due to sprinklers, rain, passersby's etc. must be removed immediately.

### **ELEVATOR & RESTROOM ADS**

- A. Advertisement space consists of 10 total locations: two (2) elevators and eight (8) restrooms.
- B. All advertisements must be dropped off at the front desk of the SUES office (SU 315) by 5:00 p.m. on the Friday prior to the reservation period. All advertisements must be picked up at the same location by 5:00 p.m. on the Wednesday following the reservation period.
- C. Advertisement size must be full sheet: 18" wide by 24" tall.
- D. In case of damage, it is recommended that 12 or more total copies be provided, SUES will check the advertisement locations once daily and replace as necessary. Should SUES run out of replacement copies, no advertisement will appear in the location.
- E. Use of elevator and restroom advertisements by Departments and Registered Student Organizations is limited to 2 reservations each month.

### **PRINTED MATERIALS**

- A. Printed materials, whether electronically printed or handwritten, including posters, signs, circulars, newspapers, pamphlets, handbills, fliers, announcements, or similar materials are subject to this policy.
- B. Absolutely no posting is allowed in the following areas: on trees, plants, or other landscaping; lamp posts; exterior or interior walls; sidewalks\*; benches; windows\*; or other surfaces not specifically designed for posting printed material.

*\*Exceptions for windows and sidewalks are outlined in this policy.*

- C. Material to be displayed in the Student Union must be date-stamped by the Information Desk Staff and will be posted at the end of the day by the Student Building Manager. Individuals may not post their own materials. Materials that do not contain a date-stamp and/or not posted by Student Union staff will be removed and recycled.
- D. Materials will be posted in posting cases and /or on the posting kiosk with push tacks or

staples.

- E. Postings are limited to two (2) postings within the facility and may not exceed 11” x 17” in size.
- F. Material promoting a single event will be posted no more than two (2) weeks prior to the event.
- G. Materials promoting a series of events will be displayed only during the relevant time frame for the series.

Exceptions to this policy should be presented to the Associate Director of Conference and Event Services, in writing, at least two (2) weeks prior to the first day of the advertisement for consideration.

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