# Marketing Policies

## Posters and Banners

- Each recognized UAF student organization is entitled to two banners and one poster per semester at no cost to be printed by the Wood Center Graphics Department.
- Groups are not allowed to "give away" their free banners/poster if they do not use them.
- All banners and/or posters to be hung or located in Wood Center must have approval from the Scheduling Office. This is to ensure that there is space for the banner and/or poster.
- All banners and posters must have approval by the Coordinator of Student Organizations (there is a spot on the order form for initials.
- There is a minimum 5 business day requirement for all orders that request design work by the Graphics Department. If revisions are needed, it may take longer. Student Organizations must pay for graphics designs.
- At least 24 hours will be required for all jobs that require "printing" only.
- Graphics Layout Work Order forms for student organizations are available in Wood Center in the Graphics Department.

## Banner Policies

**General Policies**

- Displaying banners in Wood Center is limited to student organizations and UAF departments.
- **All requests to display banners in Wood Center must be arranged through the Scheduling Office**. Call 474-6023 or stop by Wood Center.
- Wood Center reserves the right to decide time, place, and content for any displayed banners; any exceptions to these guidelines will be made by the Scheduling Coordinator or a designee.
- Wood Center has the right to rotate banners as needed; banners may be taken down or relocated at the discretion of the Scheduling Office.
- Banners cannot announce non-UAF sponsored events.
- Banners (with the exception of "non-dated banners") must announce a special event, meeting, or a service; event banners must include the date and the time of the event, and service banners must specify a time period.
- Each banner must identify the sponsoring student organization or department.
- Banners are only saved if stated on the original request. Any "saved" banner not picked up after 10 days will be destroyed. Users should note that tears could occur when banners are removed, and Wood Center will not be responsible for any damage to these banners.
- Banners will not be displayed sooner than 10 working days prior to an event. Wood Center programs are exempt from this time limit.
- The following events have first priority on banner space: Wood Center programs and graduation.

**Horizontal Banners**

- Above general policies must be adhered to.
- Space is allocated on a first come, first served basis and is limited to a 2-week period. Wood Center programs are exempt from this time limit.
- Banner maximum length is 16 feet.
- Available areas are:
  - ABOVE THE MULTI-LEVEL LOUNGE (East side)
  - ABOVE THE STAIRS LEADING OUTSIDE THE SOUTH ENTRANCE
  - ABOVE THE MAIN OFFICE DOORS (West side)

**Vertical Banners**

- Above general policies must be adhered to.
- Space is allocated on a first come, first served basis and is limited to a 2-week period. Wood Center programs are exempt from this time limit.
- Banner maximum length is 12 feet
- Available areas are:
  - ABOVE THE SOUTH ENTRANCE DOORS
  - STAIRWAY TO NOWHERE (North side)

**Non-Date Specific Banners (General Informational Banner)**

- The west sidewall of the first floor of Wood Center (above the front desk) will be reserved primarily for non-date-specific banners.
- This space will be limited to one banner per organization.
- Banners in this area can hang longer than the normal 2-week timeline but will be removed if additional horizontal space is needed; if banners are removed due to space conflict, the remaining non-date specific banners will be rotated until all of these banners can once again be accommodated in the space. Wood Center programs are exempt from the time limit policy.
- Non-date specific banners must have the sponsoring organization prominently displayed on the banner.

# Flyers and Pamphlets Posting Policy for Wood Center

- All posted material shall be date posted with the exception of flyers and pamphlets specifying a specific date of an event.
- Announcements can be posted for two weeks. Wood Center programs are exempt from this time limitation.
- One posting per designated area.
- Posting must be removed after the date of the event. Removal of the posting is the responsibility of the "poster."
- Posting cannot be done over existing notices. Only Wood Center staff and poster sponsors are allowed to remove posters.
- Maximum size for items posted on bulletin boards shall be 12"x 24."
- Absolutely no posting shall be done on painted or finished surfaces. Thumbtacks and staples are to be used only on bulletin boards.
- No materials shall be posted on glass panels or glass doors.
- Any questionable announcements, for reasons of composition, obscenity, size or special consideration, shall be referred to the Director or Associate Directors of Wood Center.
- Postings by private individuals or organizations will be limited to advertisement for meetings and performances.
- No political advertising will be permitted, except in one area so designated in Wood Center.
- Violation of any of the aforementioned guidelines shall result in forfeiture of the right to post further notices.
- No commercial announcements in the form of an advertisement or referencing a specific product may be posted.
- There are designated areas for certain types of announcements, i.e., housing, ride boards, ASUAF events, and items for sale.
- Flyers and pamphlets may be placed on the lower counter next to the front desk. Only one flyer per organization is allowed when space is limited. Flyers do not have to be date specific but are limited to a two-week span when space is limited.
- **Wood Center reserves the right to remove all improperly posted materials.**

# Booth Reservation Policies

Wood Center booths may be reserved for recruitment, fundraising, distribution of information, and promotion of special events and are available to student organizations, UAF departments, campus organizations, and the outside community. Booths can be reserved through the Scheduling Office in Wood Center Monday through Friday from 7:30am-4:30pm.

The following is Wood Center's booth reservation policy; please read this information carefully as all violations of the policy will be documented. The first violation will result minimally in a written and verbal warning. The second violation will result minimally in the loss of previously scheduled booth reservations and scheduling privileges for one month. The third violation will result minimally in the loss of previously scheduled booth reservations and scheduling privileges for three months during the spring and/or fall semester, depending on the time of the infraction.

- Booths are available to student organizations on Tuesdays, Wednesdays, and Thursdays and to UAF departments on Wednesdays, with the exception of the first two weeks of each semester when bookings will be accepted Monday through Friday. Each student organization has the ability to reserve one booth space per week. Booths to promote one-time special events (i.e. performances, lectures, etc.) are available Monday through Friday, and in this case more than one reservation per week is allowed.
- **Organizations reserving booth space must specify a starting and ending time for the reservation. Organizations that are not at their booth space 30 minutes after the start time of the reservation will lose the reservation for that day. Repeated no shows will result in the loss of the ability to schedule booth space.**
- Literature may be placed on the table for interested parties to take at their discretion; it cannot be handed directly to the individual unless the individual requests the literature.
- Tables for political candidates are allowed during specified campaign periods. They will be required to pay per day booth rental fees (see fee structure for costs). They will not have to be "sponsored" by the University but will be required to follow all University guidelines. Candidates campaigning for positions with ASUAF are not required to pay a booth rental fee.
- For fundraising purposes, student organizations may sell items; please check with the Scheduling Office for details. If baked goods are sold, an approved food waiver and a State of Alaska Department of Environmental Conservation approval form must be present at the sale at all times.
- Free dispensing or sale of food or beverages is prohibited except when a food waiver approval has been obtained. The food waiver must be present at the table at all times.
- If a student organization reserves booth space for the purpose of selling raffle tickets, the raffle permit must be displayed at the booth at all times.
- Booths will be randomly assigned the day of the reservation; pre-assigned spaces are not available.
- Only a full member of a student organization may reserve a booth (students are considered full members of student clubs and UAF affiliates are considered full members of campus clubs). At the beginning of the academic year, each student organization must specify in writing three members who are permitted to make reservations on behalf of the group; reservation requests will not be accepted from any other members.
- A member of the group must be present at the booth at all times. Unattended booths are not permitted.
- You may take only the booth that has been assigned to you; the table will be marked with a document bearing your group's name. You will be expected to stay within your assigned space (between the light posts and five feet behind your table).
- Do not remove chairs from other tables. If you need more chairs, please ask the Scheduling Office. A maximum of four chairs is permitted per booth. Lounge furniture is not to be moved and used for booth space(s).
- Booths are limited to one eight-foot table, four chairs, and one easel per booth.

- Some equipment and electricity may be available through the Scheduling Office and should be requested when you make the reservation. TV/VCR's are available for reservation on the day of the event, and therefore may not always be available; TV/VCR's will be assigned on a first-come, first-serve basis.
- Nothing may be fastened to light posts, walls, TV cart, TV, or chairs. One poster or banner may be affixed only to the front of your table and/or to an easel immediately behind your table. Please do not use tape on the easel.
- All banners and other materials will be disposed of after the booth has been vacated.
- A/V equipment must fit inside your booth area, not obstruct traffic flow, and not exceed reasonable sound level (as determined by staff). If the receptionist can hear your TV, it is too loud.
- To avoid additional charges, please clean the area when you are finished.

**Booth Space and Associated Fees**
*Please note: final decision of booth space designation and related charges will be made by Wood Center staff.*

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| For-profit, commercial booth | $100.00 per day |
| Community fundraising, non-commercial booth | $50.00 per day |
| Non-profit fundraising booth | $30.00 per day |
| Community or political information booth | $30.00 per day |
| Non-profit information booth | $15.00 per day |
| University department (commercial use) | $20.00 per department/day |

## WOOD CENTER CANCELLATION POLICY

To avoid unnecessary set-up charges, groups booking space in Wood Center should be sure to cancel events with the Scheduling Office staff 48 hours in advance, Monday through Friday. Events occurring on Saturday, Sunday, or Monday should be cancelled no later than 4:30pm on Thursday. Failure to do so will result in the department or student organization being charged the set-up fee of $17.25 per hour or a flat fee of $15.00 for rooms not needing set-up. Departments or student organizations having unpaid set-up charges due to cancellation will lose the ability to schedule until the charges have been paid.

To avoid unnecessary fees for early openings and late closures, groups requesting those services should be sure to cancel 48 hours in advance, Monday through Friday. Requests for early openings and late closures to occur on Saturday, Sunday or Monday should be made no later than 4:30pm Thursday. Failure to do so will result in the department or student organization being charged the fees of $17.25 per hour for building supervisors and $13.35 per hour for desk clerks.

## Sandwich Board Policy

- You may schedule in advance with Wood Center to use their sandwich boards. You will then be required to provide the poster to be posted on the scheduled dates.
- For sandwich boards to be used outside of Wood Center you will need to contact Facility Services.
- One sandwich board is allowed per level. The board cannot impede traffic.
- Space must be reserved in advance through the Wood Center Scheduling Office.
- Sandwich boards are only to be used for one-time special events (not for weekly meetings, etc.).
- Advertisement on sandwich boards must state the date, time and location of the event. The sponsor must be prominently listed on the board.
- The following events have first priority on sandwich board space: Wood Center programs and graduation.

# Shuttle Bus Advertising Policies

Advertising on UAF shuttle buses is designated for on-campus university programs (including entities with university contracts, student organizations, and functions) and community businesses on a first come, first served basis. UAF shuttles travel 175,000 miles per year with more than 260,000 passengers — that's up to 1,800 rider per day! Contact UAF Transportation at 474-RIDE or uafshuttles@uaf.edu.

- Interior Frames: All ads must be printed on paper with a standard dimension of 11x17 and then laminated to a finished size of 11 3/8 x 17 3/8 inches.
- Stair Facings: 4 inches tall x 28 inches wide.
- Exterior Signs: (see www.uaf.edu/fs/transservices.html for details)
- All ads are subject to approval by the Director of Maintenance and Operations or appropriate staff before display. No political advertising will be accepted.
- All ads will be posted on a Monday-to-Sunday basis only. All ad scheduling will be on a first come, first served basis.
- There will be no charge to recognized student organizations. There are a limited number of student organizational spaces per week. Student organizations are responsible for covering all printing costs.

# Residence Hall Advertising Policies

- Vertical banners may be hung in the residence halls to promote events. 6 feet maximum length.
- Any posting of banners, posters, or flyers needs to first be approved by either Jamie Abreu-Napolski at 474-1885 or Laura McCollough at 474-1956. Flyers will be distributed by Residence Hall staff.

# Sidewalk Chalking Policy

- Sidewalk chalking is permitted in order to promote the activities and events of student groups and organizations formally associated with the University of Alaska Fairbanks. Student organizations choosing to utilize this method of communication must obtain permission from the Scheduling Office prior to chalking. Chalking by individuals or outside groups is not permitted.
- Chalking is permitted on concrete outdoor sidewalks in the following places:
- South and north entrances of Wood Center 10 feet from entrances
- Sidewalk on the south side of Yukon Drive (closest to Wood Center)
- Entrance into the Lower Commons 10 feet from the entrance
- West entrance of the Fine Arts Complex 10 feet from the entrance
- Chalking is also permitted on sidewalks in the residential communities in accordance with policies established through the Office of Residence Life. Obtain permission from the Office of Residence Life before chalking there.
- Chalking is not permitted on any other campus sidewalks, on any vertical surfaces, and on any buildings or walls.
- Only water-soluble chalk may be used.
- Chalking must be removed 3 days after the event. Removal of chalking is the responsibility of the organization. If it is not removed in a timely manner, the organization is subject to a removal fee or a possible loss of future privileges.
- Violations of the location restrictions noted above or the defacing or erasing of approved chalking is cause for offenders to be subject to university disciplinary sanctions. To report concerns or violations of this policy, please contact the Scheduling Office located in Wood Center.

# Helium Tank Policy

- Make an "appointment" with the Student Organizations Resource Center to pick up the nozzle and do a mini training.
- Record the number of balloons blown up (so that we can track when the tank needs to be refilled).
- Bring: scissors, balloons, tape, ribbon, etc.
- Blow up the balloons close to the time when you need them since they don't hold air well for long periods of time (i.e. you can't blow up the balloons the night before).
- The helium tank is only available during regular Wood Center hours Monday through Friday, unless other arrangements have been made.
- If you plan to have balloons at other locations on campus, check their policies regarding balloons.
- Turn off the helium tank when you are finished and return the nozzle to the Student Organizations Office.

**SPECIFIC POLICY REGARDING PLACEMENT OF BALLOONS:**

- Balloons cannot be tied to the upper railing of any stairs.
- Please do not tape balloons to walls, floors, or glass.
- Balloons must be removed after the event.

# Plasma Flat Screens Policy

To place an advertisement on the Plasma Flat Screens in Wood Center, create a PowerPoint slide. You must submit your advertisement at least one week before the first date you would like it to air. Email your image to fygraph@uaf.edu along with the date range you would like your ad to run. Only include absolutely necessary information on your image. Students will be viewing these ads for 3-4 seconds from up to 15 feet away. Use text sparingly and when you do, make sure it's large.