

# ADVERTISING ON CAMPUS

Advertising on the University of North Alabama (UNA) campus is restricted to UNA departments and registered student organizations in good standing. Publicity and promotional methods to advertise events, campaigns, or educational information are prohibited from promoting alcohol and/or the sale of alcoholic beverages. Non-compliant materials will be removed. Advertising cannot promote illegal drugs, incite violence, nudity, contain sexually explicit material or profanity. Individuals, organizations, or departments will be held responsible for physical damages resulting from unauthorized advertising or failure to adhere to outlined procedures, including associated financial costs. For questions about these procedures, contact GUC Operations and Events Management (GUC 107) at 256-765-4658.

## A-FRAME

To place A-Frame signs outdoors on campus, individuals must obtain approval from GUC Operations and Events Management. Submit this form <https://cglink.me/2sy/s298> at least 5 business days before the intended setup date.

## DIGITAL SIGNAGE

The Guillot University Center (GUC) utilizes LED screens in the atrium and TV screens outside the Center for Student Engagement to promote events sponsored by UNA, a university department, or a registered student organization (RSO) in good standing. External ads or paid ads for businesses will not be approved.

- Submissions will be reviewed by GUC Operations and Event Management and approved or rejected for posting. Email correspondence will be sent to confirm if the post has been accepted or rejected. The post will not appear without the confirmation email.
- Posts appear best with succinct, efficient information visible at a glance from a distance. Please carefully proofread the digital signage prior to submission.
- GUC Operations and Events Management reserves the right to deny posts that are not compliant with the regulations stated above, as well as those which include typos and/or errors.

### How to Submit

- Please upload your file (JPG, JPEG, or PNG) at <https://cglink.me/2sy/s249>.
- Files must be submitted at least 5 business days prior to the event.
- All submissions must have the name of the RSO or department clearly visible as well as a point of contact listed.

### File Size and Format Requirements

All digital signage submissions must meet the specifications below:

- Landscape orientation
- 1920 x 1080 (16:9) Aspect Ratio
- JPG, JPEG, or PNG format

## **NOTICES, POSTERS, FLYERS**

Notices, posters and flyers may not be displayed on glass doors or on walls of campus buildings. In many buildings, bulletin boards may be assigned to administrative offices or academic departments. Permission from the designated office is required before posting notices on their respective bulletin boards. Contact information for building coordinators may be found at <https://una.edu/facilities/environmental-health-and-safety/>.

The placement of flyers is restricted to public bulletin boards and is limited to one flyer per bulletin board.

- Flyers must be no larger than 11"x17".
- Flyers are prohibited on windows, walls, doors, or any painted surface.
- Flyers must be removed no later than two business days after the event is complete.

Any damage to University property resulting from improper postings may lead to monetary charges.

## **SIDEWALK CHALK**

The use of sidewalk chalk is strictly prohibited on campus.

## **WINDOW PAINTING**

Window painting is permitted exclusively for designated University-wide events such as Homecoming. Window Painting is confined to the Guillot University Center building. Prior authorization from the Office of GUC Operations and Events Management is required with a request for approval period of at least 5 business days.

## **YARD SIGNS AND BANNERS**

For outdoor display of banners or yard signs, individuals or organizations must obtain approval from two entities:

1. GUC Operations and Events Management, located in GUC 107 and reachable at 256-765-4658, and
2. UNA Facilities Administration and Planning by submitting a work order at <https://una.edu/facilities/>.

It is crucial to not stake banners into the campus grounds without assistance from the UNA Facilities Administration and Planning team, as this may result in damage to gas pipes, water pipes, sprinkler lines, and more. A request for approval period of at least 5 business days is required before installing outdoor yard signs and banners. Additionally, all items must be removed within two business days following the conclusion of the event.