Reserving Advertising Space

- Only registered student organizations and University departments may advertise for on or off campus events.
- An event may not be advertised on campus until the event is confirmed by Student Leadership & Development in the scheduling reservation system. If an Event Proposal meeting is required, the event may not be advertised until final approval is granted.
- Student Leadership & Development approves, reserves, and posts all materials for display in common University areas.
- Student Housing approves, stamps and posts all materials for display in the residence halls.
- Space is limited, thus there is no guarantee that all of your materials will be posted.

How to Advertise Your Event

- Advertising must be compatible with the University’s mission. Materials that display a lack of sensitivity to groups or individuals, promote or allude to alcohol or drug use or abuse, unapproved off-campus events such as parties or travel events, or make any other inappropriate references will not be approved.
- Advertising must include:
  - Your organization’s name
  - The name, date, and time of the event
  - On-campus contact information (phone number, email address, website)
- If the University name is used in your organization name then your organization name must be followed by “at LMU.” For example, “The Biology Club at LMU” is acceptable. “LMU Biology Club” or “LMU’s Biology Club” is not acceptable.
- All advertising must relate to a specific event. General posters and flyers including information such as “congratulations,” “good luck,” “welcome back” or “have a good summer” will not be approved.
- The use of trademarked University logos is prohibited without the consent of the appropriate University official.

Advertising Methods and Locations

- Banner between the palm trees on Regents Terrace
- Sheet on Seaver wall
- Poster on the Hearrean Plaza glass wall
- Malone display cases
- Flyers on bulletin boards in various locations around campus
- Handbills
- Table tents/Napkin Holders in the Lair Market Place and Roski dining areas
- Campus mailbox display area
- Von Der Ahe Palm Walk & stake signs in various locations around campus
- A-Frame signs in various locations around campus
- myLMU & Student Announcement Channels
- Student Event Calendar
- LMU Live
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- Flyers on bulletin boards in the residence halls
- Posting on bulletin boards in University Hall, Hilton, Pereira, St. Robert’s and Seaver classrooms is monitored by individual colleges and is limited to one document per classroom. Posting in classrooms is done by the organization and must be removed once the event is completed. Failure to remove materials may lead to disciplinary sanctions.

Prohibited Advertising

- Student Leadership & Development will stamp all approved advertising. Any form of advertising without the stamp is prohibited.
- All unapproved publicity will be removed and the organization will be responsible for all removal costs and applicable judicial sanctions.
- Publicizing for unapproved off-campus events is prohibited.
- Publicizing events with alcohol must be accordance with the Alcohol Advertising Policy.
- Advertising is prohibited on the following locations: walls, pillars, stairways, railings, windows, sidewalks and parked cars.
- Posting over existing materials is prohibited.

Advertising Details

All advertising is approved and reserved in the Student Leadership & Development office in Malone 103. Organizations are prohibited from advertising the same event in the same location for consecutive weeks.

- Palm Tree Banners
  - The palm trees may be reserved no more than once a month for one week at a time. Reserving the space for consecutive weeks is prohibited.
  - Banners may not exceed 3’ x 12’ and must be waterproof with U-shaped slits.
  - Banners must be submitted to Student Leadership & Development by 12pm on Friday for posting on Monday morning.
  - Banners must be picked up from the Student Leadership & Development office no later than one week after removal.
  - Student Leadership & Development is not responsible for banners lost, stolen or damaged while on display or discarded when the pick up deadline has expired.

- Seaver Wall
  - There are five spaces available on Seaver wall for banners.
  - Seaver wall may be reserved for one week at a time. Reserving the space for consecutive weeks is prohibited.
  - Banners must be made from a twin size flat sheet (66” x 96”). Butcher paper will not be accepted.
  - Banners must be submitted to Student Leadership & Development by 12pm on Friday for posting on Monday morning.
  - Banners must be picked up from the Student Leadership & Development office no later than one week after removal.
  - Student Leadership & Development is not responsible for banners lost, stolen or damaged while on display or discarded when the pick up deadline has expired.
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- **Hearrean Plaza Glass**
  - There are five spaces available on the Hearrean glass.
  - Hearrean Plaza glass may be reserved for one week at a time. Reserving for consecutive weeks is prohibited.
  - Posters may not exceed 24” x 36”.
  - Posters must be submitted to Student Leadership & Development by 12pm on Friday for posting on Monday morning.
  - Posters will be discarded when removed.

- **Malone Display Cases**
  - There are six display cases in the Malone 2nd floor hallway and one on the first floor in Student Leadership & Development.
  - Display cases may be reserved for one week at a time and must be updated on Monday by noon by the organization/department. Reserving the space for consecutive weeks is prohibited.
  - Contents will be discarded if not picked up by Wednesday at 5:00pm.

- **Flyers and Handbills**
  - 12 flyers may be submitted to Student Leadership & Development for stamped approval and posting in academic and administrative buildings. Locations include Malone, Burns Recreation Center, Seaver, Hilton, and University Hall.
  - Due to limited space, flyers must be no larger than 8 ⅛” x 11”.
  - Handbills are no larger than ¼ of a page.
  - Flyers may be submitted to Student Housing for posting in the residence halls and apartments.
  - Flyers may be turned in no more than two weeks prior to event date and will remain posted for a maximum of two weeks.

- **Table Tents/Napkin Holders**
  - Postings must be approved by Student Leadership & Development and the Sodexo Marketing Manager before being mass-produced. Once the material is approved, the distribution slip is taken to Sodexo to reserve the space.
  - Placement is not guaranteed.
  - There are approximately 75 tables in Lair Marketplace and 50 in Roski Dining Hall.
  - Each student group is required to put up their own napkin holders and take them down.
  - Sodexo reserves the right to discard materials displayed in their facilities at any time, regardless of approval.

- **Campus Mailbox Display Area**
  - Student Leadership & Development approves flyers to be placed in the campus mailbox area. Student Leadership & Development can remove any flyer if it was not approved or if it is from an outside organization that also did not receive approval.
  - Student Leadership & Development can also remove all flyers that are in poor taste and in contradiction with the university mission. If deemed necessary the student club in question may be bought to judicial affairs for further review.
  - It is free to publicize in the club mailbox area.
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- **Wooden Stake Signs**
  - Stake signs are approved on a case-by-case basis through Student Leadership & Development.
  - 15 wooden stake signs may be placed in the Alumni Mall and Sunken Garden walkways.
  - Stake signs may remain in locations for one week at a time (Monday – Sunday) and not reserved consecutively.
  - Stake signs must be laminated and at least 8 ½" x 11". Stakes must be at least 3 feet high and no taller than 5 feet high.
  - Organizations/departments are responsible for distributing the signs once they are approved and removing them on Sunday.
  - Organizations are responsible for all materials, including stakes, for the signs.

- **Von Der Ahe Palms**
  - Palm tree items are approved on a case-by-case basis through Student Leadership & Development.
  - Palm tree items may remain for one week.
  - Organizations/departments are responsible for hanging and removing the items.
  - Organizations are responsible for all materials.

- **A-Frame Billboards**
  - A-Frame billboards can be reserved for the grass area southwest of the Lion statue in Alumni Mall.
  - A-Frame billboards may be reserved for one week at a time. Reserving the space for consecutive weeks is prohibited.
  - A-Frames must be made from wood or sturdy plastic and are no larger than 4’ x 5’. Butcher paper will not be accepted.
  - Present a sketch of the design to Student Leadership & Development for approval prior to creating the final version.
  - Organizations/departments are responsible for setting up the billboard once it is approved and removing it on Sunday.
  - Student Leadership & Development is not responsible for billboards lost, stolen or damaged while on display. Poorly constructed or unsafe billboards will be removed immediately.

- **Student Announcement Channel & MYLMU**
  - Messages may be submitted for Student Announcements through MYLMU 2 days in advance. Go to shortcuts, click request an announcement and follow the instructions.
  - Messages must be intended for all students and time sensitive in nature.
  - All postings on MYLMU must be events.
  - All postings for the Student Announcements channel must be announcements and may include things such as registration deadlines and financial clearance deadlines.
  - Requests will be approved on a first come first serve basis.

- **LMU Live – Video Wall in Von der Ahe**
  - Upload fliers and pictures of LMU-related content to LMULive, the video wall on the lower level of the Von Der Ahe building.
  - Upload pictures to http://live.lmu.edu
  - All photos and fliers will be screened for appropriate content prior to posting.

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