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**Subject: Advertising on Campus**

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1. Purpose.....	1
2. Policy .....	1
2.1 Approval and Guidelines.....	1
2.2 Advertising .....	1
2.3 Distribution .....	2
2.4 Posted Materials .....	2
2.5 Banners.....	2
2.6 Bulletin Boards.....	3
2.7 Web Pages .....	3
3. Procedures.....	3
3.1 Enforcement of Policy.....	4
4. Definitions .....	4
5. References.....	4
6. Approval and Revisions .....	4

## **1. Purpose**

This policy provides guidelines for the posting of signs and banners, the distribution of literature, publicity, and advertising on campus.

## **2. Policy**

Students and student organizations, and university-affiliated individuals, organizations, and departments may distribute literature, post signs, publicize, and advertise on campus in accordance with the following regulations. Failure to comply with these policies may subject the responsible organization and/or individuals to fines for property damage and/or clean-up costs.

### **2.1 Approval and Guidelines**

1. The appropriate administrative official must approve the event, sale, or product prior to advertisement. (See Policy 5000 "University Facilities Usage and Event Approval).
2. Permission must be obtained in writing from the Office of Residential and Dining Programs when advertising is to occur in residence halls, or University Unions and Student Activities when advertising is to occur in any other area.
3. The advertisement, publicity, sign, banner, flier, or literature must be in good taste and appropriate for its intended purpose.
4. The name of the sponsoring organization, meeting or event date, time, and location must be printed in English on the poster or notice. Any other writing on the poster that is not in English must be translated into English on the front of the poster, or a translation must be on file.
5. Markings on walkways, roadways, or other permanent structures on campus with chalk, paint, or any other material is prohibited.

### **2.2 Advertising**

1. Advertising for commercial (i.e., profit-making) purposes by businesses, organizations, entities, or individuals not associated with the university is prohibited.

2. Any advertising that would appear to commercialize the campus is not allowed.
  - a. Advertisements and brochures for business-related activities may not be posted or displayed on university property. (See Policy 5205, "Sales and Solicitation on Campus.")
  - b. Portable signs are not allowed for use by any individual, organization, or university department.
3. When the name of a product or non-university-affiliated entity appears on posted literature, the primary purpose of the poster must be a sponsorship to recognize support of the activity, event, or student organization, and not the commercial advancement of the non-university entity or the product.
4. The promotion for sale or consumption of alcoholic beverages on campus or advertising of alcoholic beverages in university student publications is prohibited. Alcoholic beverage manufacturers may sponsor in university publications public service announcements that do not promote alcoholic beverages and are in strict compliance with specific regulations developed by the Alcoholic Beverage Control Board.
5. The university mail service, including on-campus mail, is for official university correspondence only. It should not be used for personal correspondence, advertising, or mass mailing.
6. The university's computers, internal networks, and national networks are not to be used to distribute personal advertisements or information that will result in personal gain. Such use violates university policy and the laws of the Commonwealth of Virginia. This does not prohibit or limit computer bulletin boards or newsgroups from having "For Sale" conferences. Violations will be dealt with through Policy 2015, "Acceptable Use of Computer and Communication Systems," Acceptable Use Guidelines, state Standards of Conduct or University Policies for Student Life.

## 2.3 Distribution

1. Fliers may not be placed on windshields of vehicles parked on university-owned or leased property or parked in any university parking lot.
2. Distribution of advertisements or literature must be accomplished in such a manner as to avoid litter or disruption.
3. Permission must be obtained in writing from the Office of Residential and Dining Programs for distribution inside the residence halls. The collection of literature, when necessary, will be limited to designated central locations. Slipping literature under doors inside residence halls is not permitted.

## 2.4 Posted Materials

1. Posted advertisements, with the exception of banners promoting school spirit, may be placed on general-purpose bulletin boards, or sandwich boards designated for that purpose. UUSA Event Planning must approve sandwich board placement.
2. Advertisements are not to be placed on interior and exterior doors, interior and exterior walls, windows, fences, directional and informational signs, lamp posts, light poles, barricades, trees, and any other location that is not appropriate.
3. Posted advertisements must be removed no later than 24 hours after the event.
4. No posting of any type is permitted in classrooms.

## 2.5 Banners

1. All banners must be approved prior to being hung.
2. Permission to hang banners on residence halls and academic buildings must be granted by University Unions and Student Activities Event Planning.
3. UUSA Event Planning must approve banners or signs promoting school spirit for placement in Lane Stadium or Cassell Coliseum.
4. Banners must be removed from residence halls within 24 hours following the event they advertised, or from the Coliseum or stadium directly after the game or event.

## 2.6 Bulletin Boards

1. Student organizations may post advertising on bulletin boards marked "General Purpose Bulletin Boards," which are identified throughout the campus and labeled as such for use by students and student organizations to advertise such activities and events.
2. Responsibility for the content of these boards is placed in the Division of Student Affairs.
3. Each department and college will continue to maintain its own bulletin boards for academic and professional purposes.
4. Advertisements may not be placed on academic, resident advisors', or Residence Hall Federation bulletin boards unless prior permission is granted by the appropriate source of approval.
5. All general-purpose bulletin boards will be cleared at the end of every semester.
6. No more than one poster or notice for the same advertised event may be placed on a bulletin board.
7. When posting announcements on bulletin boards, use the following guidelines:
  - a. Avoid placing posters on top of other posters.
  - b. Avoid posters larger than 11 inches by 17 inches.
  - c. Avoid having posters extend beyond the border of the bulletin board.
  - d. When posting personal notices, such as items for sale or ride needed, include the date the notice was posted.
  - e. Personal notices must be removed within two weeks of their having been posted.

## 2.7 Web Pages

1. University web sites should remain an information source free of commercial intervention; therefore, advertising on university web pages (those maintained on any university file server) is prohibited. The Associate Vice President for University Relations may grant exceptions to this policy to auxiliary organizations provided that the following procedures are followed:
  - a. Advertisements must adhere to other aspects of this policy.
  - b. Alcohol, beer, and cigarette advertisements are prohibited.
  - c. Advertisements should not comprise more than 10% of the screen area.
  - d. The name, logo, or logo type may be posted to indicate sponsorship partnerships with a company or organization.
  - e. An advertisement on a university web site should consist of text or graphics that have been paid for by a non-university organization or are in exchange for goods and services.
2. The following examples do not constitute a web advertisement:
  - a. General interest links to commercial web sites that may be of interest to web viewers and that are available free of charge (e.g., Alta Vista search service, Blacksburg home page, area weather links, etc.);
  - b. Subscription services or site licenses that the university pays for to gain access to a commercial service (e.g., Netscape Navigator, FirstSearch, etc.);
  - c. Information that relates to or supports the teaching, research, or service mission of the university, such as academic departmental conferences; or,
  - d. Listings of sponsors for a special event.

## 3. Procedures

Advertisements, banners, or signs must be approved as listed below:

<u>LOCATION</u>	<u>SOURCE OF APPROVAL</u>
Squires & Johnston Student Centers	University Unions and Student Activities Event Planning
Residence Halls	Residential and Dining Programs

Lane Stadium, Cassell Coliseum, Academic Buildings, Public Area, other university facilities	University Unions and Student Activities Event Planning
Residence halls and portions of residence halls designated for cadet occupancy	Commandant of Cadets

### 3.1 Enforcement of Policy

1. Failure to comply with these policies may subject the responsible organization and/or individuals to fines for property damage and/or clean-up costs.
2. Student organizations may have the privilege to hold campus events revoked if this rule is violated.
3. Organizations, businesses, and other groups not affiliated with the university may be subject to action by the university for violations of the policy.
4. If a band or musical group violates this policy when advertising an appearance at a business, both the band and the business may be subject to action by the university.

### 4. Definitions

1. The university establishes auxiliary organizations as self-supporting enterprises that provide goods and services to faculty, staff, and students and do not rely on state appropriations for operating support.
2. Students are those individuals who are currently enrolled and registered to attend Virginia Tech.
3. Student organizations are organizations listed by the university through the Office of Leadership and Student Organization Programs in University Unions and Student Activities department.
4. University-affiliated individuals are faculty and staff members currently on the Virginia Tech payroll.
5. University-affiliated organizations are those organizations comprised of faculty and staff administered through a department to complement the departmental mission.

### 5. References

- Policy Memorandum No. 26, "Guidelines for Events Sponsored by Student Organizations," approved by the President January 19, 1981, issued February 19, 1981. (<http://www.policies.vt.edu/policymemos/ppm26.html> )
- "Acceptable Use of Computer and Communication Systems" (<http://www.vt.edu/about/acceptable-use.html> )
- Policy 5000, "University Facilities Usage and Event Approval" ( <http://www.policies.vt.edu/5000.pdf> )

### 6. Approval and Revisions

- Revision 1

Section 2.0, #11 changed to prohibit all commercial advertising for non-university entities. #12 and #13 added to the list of regulations. Changes made upon recommendation of Virginia Tech's Subcommittee Review on Policies Regarding Alcohol Resulting from the Governor's Task Force Recommendations.

Approved January 14, 1993, by the Vice President for Student Affairs, Thomas Goodale.

Approved January 11, 1993, by Associate Vice President for Personnel and Administrative Services, Ann Spencer.

- Revision 2

Organized Sections 2.1-2.6 into categories. Changed wording related to individuals and/or organizations that do not comply with the policy.

- Revision 3

Added Section 2.7 to include advertising on university web pages. Added Section 4.0, item 1, to include auxiliary organizations.

Approved July 6, 1998, by the Executive Vice President, Minnis E. Ridenour.

- Revision 4

Section 2.2, item 2b. Removed reference to Policy 12010.

Approved January 22, 1999, by Executive Vice President, Minnis E. Ridenour.

- Revision 5

Section 2.7, #1 Oversight of advertising on university web pages moved from Director of Business and Administrative Services to Associate Vice President for University Relations.

Approved January 14, 2002 by the Executive Vice President and Chief Operating Officer, Minnis E. Ridenour.

- Revision 6

Section 2.3, #3 Literature prohibited from being slipped under the doors of residence hall rooms.

Recommended by Commission on Student Affairs March 14, 2002 as part of Resolution CSA 2001-2002D: Resolution for Changes to University Policies for Student Life; Approved by University Council May 6, 2002; Approved by the President May 6, 2002; Approved by the Board of Visitors June 3, 2002. Effective Date: August 31, 2002.