

Posting Procedures for Advertisement & Announcements

1. **Rationale:** The Procedures for Advertisements and Announcements are guidelines that communicate a sense of order regarding how posters, flyers and other printed media should be distributed at RIT. Following guidelines will re-enforce community expectations regarding fire codes, cleanliness and clarity of information, as well as accountability for student organizations that sponsor events.

2. **Definitions**

| Type | Materials | Measurements |
|----------------------------------|---------------------------------|--|
| Flyers | Cloth, Paper | 8.5" x 11" |
| Posters | Cloth, Paper | 11" x 17" |
| Banners | Cloth, Paper, Vinyl | 2'x 3' to 6' x 9' maximum |
| Sandwich Boards | Constructed plywood, fiberglass | 2.4' x 8' maximum Sheets of plywood joined at top with hinges |
| Table Tents & Napkin Dispensers* | Heavy weight paper | Not to exceed approximately 8.5” x 3” on one side |

*Prior approval must be received by location manager in order to advertise in Food Service Facilities.

3. **Advertisements should display:**

- ◆ Sponsoring person or group
- ◆ Date of event
- ◆ Time of the event
- ◆ Theme of event
- ◆ Location of event

4. **How to Post**

- ◆ Use two staples, tacks, masking or painters tape.
- ◆ **DUCT TAPE ON UNPAINTED BRICK OR CONCRETE ONLY.**
- ◆ **NO TAPE OF ANY KIND on painted surfaces, glass, or dry wall.**
- ◆ **NO GLUE.**

5. **Where NOT to Post**

- ◆ **DO NOT** post on glass or light poles/fixtures, mailboxes, pre-existing campus signage, or on murals in the residence halls.
- ◆ Off campus: No event may be advertised or promoted off-campus, including on the Internet, unless first registered through Event Registration (EVR). RIT apartments are considered **on** campus.
- ◆ No advertising is permitted in the Gordon Field House and Activities Center, the Schmitt Interfaith Center, or the mezzanine level of the SAU (including the stairs leading up to the mezzanine).
- ◆ Do not post advertisements on student doors in the residence halls or apartments.
- ◆ Do not post anything on the glass in Grace Watson Hall Lobby.
- ◆ No signage will be permitted on Jefferson Rd. at the Lomb entrance; this includes professional or hand-made signage.
- ◆ No hand-lettered signs are allowed on Andrews and Lomb Drives.

6. **Sandwich Boards**

- ◆ Outside the Student Alumni Union entrance on the Quarter Mile
- ◆ In the Science/Engineering/Arts and Printing academic quads
- ◆ The entrance to Gracie's and the residential quads
- ◆ *External signage may be placed or hung only on the assigned locations as indicated above. Organizations may not generally construct or place other large signs on campus.*
- ◆ External Signage may be proposed and requested for an event location, during the duration of an event only, if specified at time of event registration. This will only be permitted if approved, it should not be assumed that it is permitted to post an external sign during the duration of the event.

7. **Chalking** for the purpose of advertising may occur ONLY on:

- ◆ Sidewalks on the residence hall side of campus
- ◆ The Quarter Mile EAST of the Student Alumni Union
- ◆ Brick sidewalk leading to the entrance to the Student Alumni Union by Simone Circle, but not near the Sentinel.
- ◆ NOT PERMITTED ON BUILDINGS, vertical surfaces, near sculptures, or West of the Tiger Statue & Kodak Quad.

8. **Alcohol Policy:** Events that intend to have alcohol for sale must advertise in compliance with NY state regulations and RIT’s alcohol policy. Events are NOT permitted to emphasize the presence of alcohol and must state that a valid ID showing proof of age is necessary to purchase alcohol. Advertising will not contain the logos and/or brands of alcohol, drink specials or prices of alcohol.

9. **All advertisements must be removed 48 hours after the event by the student organization; failure to do so may result in removal by FMS or other facility staff.**

10. **DISCIPLINARY ACTION MAY BE WARRANTED FOR VIOLATION OF THESE PROCEDURES.**

Organizations violating the Posting procedures for Advertisement and Announcements will be notified in writing as a warning by the Center for Campus Life as violations are brought to their attention. Warnings will be communicated to club president and advisor. All warnings will advise the organization to correct the situation within 48 hours. A second violation will serve as a written notice to the organization to be placed in their file; any further violations will be forwarded to the Center for Campus Life or Office of Student Conduct for consideration. Warnings will be kept on file for a calendar year.

A second violation will be forwarded to the Center for Administrative Action which may be referred to student organizations (Student Government or Club Review Board) to consider limiting an organization’s privileges (e.g. ability to register events, reserve space in the Student Alumni Union or apply for funds through Student Government).

Where to Post:

| Outdoor Locations | | Materials |
|---------------------------------|---|---|
| Academic Areas | Walls on Clark Gym facing residence halls (east walls) Left (west wall) as you leave the Student Alumni Union front doors. Breezeway between Gym and Pool. Most academic buildings have bulletin boards designated for hanging of flyers (i.e., College of Engineering, College of Liberal Arts and College of Imaging Arts and Sciences). Student organizations should contact the Dean’s office to determine which boards or stairwells are appropriate for signage in each academic area. | Duct Tape |
| Residence Hall Area | Walls outside Main Entrance of each tower & adjoining wing. Staff in the residence halls have established days when posters are removed. Student organizations are advised to contact the Residence Life office to determine that schedule so that they can hang flyers and posters | Duct Tape |
| RIT Bus Shelters (Non-glass) | Recommended sizes include: 8.5" x 11" to 2’ x 2’ | Painters or Masking Tape |
| Campus Entrances | Only professionally made signs approved in advance (e.g. for camps, move-in) will be allowed at campus entrances (except as noted above – Lomb entrance). This includes East River Rd., Ward Rd., John St., Fredrick H. Minett Dr., Wiltsie Dr., and Perkins Rd., and Lowenthall Rd. The approval process for professional signage should begin with Director for Campus Life, through the Event Registration Office, with final approval will be given by the Vice President for Student Affairs. Any signs desired to be placed on Andrews Dr. must be approved prior to posting. No hand-made signage will be permitted on Andrews Dr. The approval process for professional and hand-made signage should begin with Director for Campus Life, through the Event Registration Office. | Professional signs only |
| Indoor Locations | | Materials |
| Academic Areas | Designated bulletin boards in academic buildings. Advertisements for bulletin boards in the Wallace Library must be approved at the Circulation Desk. | Staples |
| Student Alumni Union | Walls in the Student Alumni Union (SAU): stairwell from the main level to the basement (A level) with no more than 3 of the same posters or flyers on one wall. Banners may be hung on the east wall (on pulleys) by CCL Staff. Leave banners at Campus Center Welcome Desk to be raised. Fliers and poster may be displayed on designated bulletin boards. Flyers and banners may NOT be taped to the ground or the stairs. | Duct Tape Painters or Masking Tape |
| Campus Center | Postings are ONLY allowed on bulletin boards. Postings located else were will be removed. | |
| Non Academic Area | Some organizations create and distribute promotional material. Promotional material includes standard information about organizations, rather than events (i.e. WITR, Club meetings, or communities). Distribution of this material should be coordinated and posted through the administrators responsible for each respective building if a permanent location has not been designated for the organization. Within the Student Life Center and Field house, fliers should be submitted to the Assistant Director of Athletes (Ext. 5-6561). Advertisements in the Ritter Ice Arena must be approved by the Rink Manager, and the content should be restricted to athletic events (Ext. 5-5615). | |

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| Non-RIT Materials | Questions regarding the procedures should be forwarded to the Center for Campus Life (Ext. 5-7058 or 5-6569). | Duct Tape, Painters or Masking Tape |
| Residence Hall Areas | Up to 200 flyers (8.5x11) can be dropped off at the Campus Center Welcome Desk for distribution to Apartment Complexes and Residence Halls RAs. | N/A |
| Digital Signage | To advertise on the LCD screen above Ben & Jerry’s or on the Display Screen in the Campus Center contact the coordinator for Marketing (Ext. 5-6569 or 5-7058).To advertise on SG TV contact the SG Office (Ext. 5-2204) | N/A |

