D. Advertising and Marketing

1. Postings and Flyers
There are eight (8) designated posting areas within the building. These boards are located at the primary entrances/exits and on each floor of the Campus Center. Please bring (8) copies of the poster/flier to the Campus Center office and we will have them posted in the building. Posters/flyers must be approved and stamped first by the Office of Student Life before they will be posted. Unstamped posters and flyers are removed routinely by the Campus Center staff. Please do not post in undesignated areas. Postings must be related to a university department or student organization function/event/program. If you have a large posting or event flier, please come to the Campus Center Office and we can supply you with easels or temporary sign holders. Non-university posters, flyers and advertisements are not permitted (except on the day of a scheduled conference or event).

2. Advertising with Table Tents
Table tents can be placed on tables in the main cafeteria (130 tables) the Atrium Café Lounge (20 tables) and on 2nd & 3rd floor Streets (30 tables). Tents may be placed in all areas, or a single area. To place tents in all areas, please bring 180 table tents, stapled and folded, to the Campus Center office. They will be placed on the tables for your group. A maximum of two weeks is permitted, and no more than two tents are permitted at one time. One department or student group may not have any more than one table tent at one time. Table tents must be related to a university department or student organization function/event/program. Non-University table tents advertisements are not permitted. Although the cleaning staff has been notified NOT to remove or dispose of table tents, the Campus Center is not responsible for table tents that are inadvertently disposed of.

3. Student Organization Banners
Student organizations are encouraged to post banners advertising their group. Banners are hung from the railings, and may be placed in the Atrium Café Lounge, or the University Terrace Area. Banners cannot be hung from the office windows. Only registered student organizations may hang banners and each must include website address or contact information for the club or group. Banners must be professionally created and must not be on a bed sheet, cardboard or other flammable material. They may not be larger than 6ft long and 3ft wide. Each group may not have any more than one student organization banner at one time. Banners may remain hung permanently as long as the student organization is registered. Please bring banners to the CC office to be hung. The Campus Center is not responsible for potential theft of vandalism. Banners may be removed and re-hung for selected university events and programs.

4. Advertising with Event Banners
Student organizations and departments may post banners advertising specific university-related functions and special events. Banners are hung from the railings, and may be placed in the Atrium Café Lounge, or the University Terrace Area. Space is limited, so only one (1) banner per event may be submitted, and banners may only be posted for (2) two weeks prior to the event. There is no size limit; however it is not recommended that banners be more than 6-8ft long and 3-4ft wide. When possible, event banners must be professionally created and must not be on a bed sheet, cardboard or other flammable material. Banners may not be attached to the front of the Campus Center without permission from the CC Office. The CC will also hang event banners for Non-University groups on day of their event or activity. The Campus Center is not responsible for potential theft of vandalism. Banners will be removed after your event. Materials not picked up within seven (7) working days may be discarded.

5. Display Case Advertising
The Campus Center has one display case located in the Atrium Area near the rear entrance to the Bookstore. University Departments and Student Organizations may reserve the case for a two (2) week period. A reservation must be made through the Campus Center Office. All materials must be removed by 2pm on the last day of the reservation to make way for the next scheduled group. To setup your display, come to the Campus Center Office to have the case opened.
Materials not removed from the display case by the 2pm deadline will be removed. Campus center administration is not responsible for materials. Materials not picked up within seven (7) working days may be discarded. Display Case content must conform to the Student Code of Conduct and avoid comment that may be considered offensive or discriminatory.

6. UMass Boston TV Advertisements
The Campus Center has two televisions which can display event and service advertisement/promotions. They are located on the 2nd floor at the catwalk entrance and on the UL in the Atrium Lounge. To post events or services contact the office of Instructional Technology at (617) 287-3992. Items posted on these televisions will be displayed on all other UMass Boston TV screens displayed across the campus.

7. Advertising with Sidewalk Chalk
Advertising with chalk can be a unique and creative way to promote your event. Chalking is only permitted on sidewalks, or on the plaza outside of buildings. Chalking on staircases, parking lots, and external building walls is not permitted. Chalk advertisements must include the name of the student organization and the date of the program/event. Student groups may only chalk 48 hours before the date of their event/program. Chalk placed earlier than 48 hours may be removed and chalk may be removed after the program concludes. Chalking that contains hate-oriented language or a similar remark is not permitted and will be removed immediately.

8. Foam Core Signs
Many departments and student groups utilize foam-core posters and signs to advertise their program or event. Signs can be placed in the main lobby (upper level), plaza entrance (level 1), catwalk entrance (level 2), and at the entrance to the food court (level 1). Posters can be displayed for a maximum of two weeks prior to the event date. If a longer display period is required, please contact the Campus Center office to inquire about extended placement. Given the high demand for poster placement, a permanent display is not permitted. The Campus Center is an open and accessible building and therefore does not have the ability to police or protect posters. We are not responsible for replacing damaged, missing or stolen posters. Foam core posters left on display after the event date will be recycled. Please bring your poster to the Campus Center Office and we will gladly place it in the location of your choice.

Note:
The Policies and Protocols articulated in this document were current as of Fall 2009 and are subject to change.