ADVERTISING POLICY

The following policy outlines the usage and advertising procedures for the digital signage displays, banners, table tents and other printed material located in Student Affairs facilities. This policy is in addition to the applicable policies outlined in the Student Union & Event Services (SUES) General Reservation Policy. Additional policies may apply per the specifics of the event/advertisement.

A. All advertising-related decisions will be managed by the SUES office. Advertising includes, but is not limited to:
   1. digital signage
   2. banners
   3. table tents
   4. display cases
   5. posting and exhibition of printed material

B. Promotion or advertisement of drugs, alcohol, and tobacco is prohibited.

C. Advertisements deemed offensive or inappropriate will not be permitted. Decisions concerning appropriateness are at the sole discretion of SUES.

D. It is a violation of Title 17, United States Code, to modify, enhance, or reproduce images without the express consent of the copyright holder. Therefore, it is the responsibility of the sponsoring organization to obtain prior written consent from an authorized party for all copyrighted photos, images, and logos used on advertisements.

E. Open-ended or continuous advertisements are not allowed. Advertisements may not be for a specific course or class offering.

F. A verified English transcript of all foreign language printed material must be supplied when requested by SUES staff.

G. Advertising of any event prior to receipt of a confirmed status Reservation Summary from SUES is at the risk of the event requestor and does not guarantee that the event will occur.
   1. Organizations sponsoring events for political or religious activities must include the following statement in all advertising: “This event (or publication) does not reflect an opinion or endorsement by the University of Nevada, Las Vegas.”
   2. In advertisements, the user will identify the facility as Student Union (SU), Student Recreation & Wellness Center (SWRC), or Campus Housing (CH), and that the facility is located on the campus of “University of Nevada, Las Vegas” which may be abbreviated as UNLV at 4505 S Maryland Parkway, Box 452008, Las Vegas, NV 89154-2008.

H. A Marketing Reservation Request Form and the content of an advertisement must be submitted to the SUES office according to the schedule listed below.

<table>
<thead>
<tr>
<th>If you are planning on starting your advertisement on this day…</th>
<th>Then you must turn in your reservation form and graphic/material by noon on this day…</th>
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</thead>
<tbody>
<tr>
<td>Monday</td>
<td>the Thursday prior</td>
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<td>Tuesday</td>
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<td>Friday</td>
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<td>Saturday</td>
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<td>Sunday</td>
<td>the Thursday prior</td>
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Digital Signage

A. Any graphically-enhanced advertisements must be ready to post and submitted electronically in .jpg or PowerPoint format (.jpg format only for television monitors). Text-based advertisements may not be more than 150 characters and will be created for organizations based on the information provided on the Marketing Reservation Request Form.
   1. RSOs, University Organizations, and UNLV Departments may run a digital advertisement on either the plasma screens or the television monitors located in Student Affairs facilities. Preferred location choice must be indicated on the Marketing Reservation Request Form.
   2. Advertisements must include a headline.
   3. Font used on graphically-enhanced advertisements should be approximately 48 pixels or two inches high and must be clearly visible from up to 12 feet away.
4. Advertisements should contain contact information (i.e., telephone number, website, email address) for viewers to obtain further information.
5. It is the responsibility of the advertiser to submit advertisements formatted correctly to avoid distortion.
6. The recommended pixel size for a .jpg advertisement are the following based on advertising location:
   - Student Union (plasma screens with event schedules on each floor of the building) - 390 wide by 390 tall
   - Student Union (television monitors in dining area of the first floor of the building) – 1280 wide by 720 tall at 72 DPI
   - Student Recreation & Wellness Center (plasma screens in lobby area) - 500 wide and 510 tall

B. Advertisements (including attachments and CDs) will not be saved by the SUES office beyond the reservation period.
C. It is the responsibility of the sponsoring organization to submit accurate information.
D. The organization sponsoring an advertisement must be clearly identified on the advertisement.
E. Advertisements run for seven (7) consecutive days and cannot run past scheduled date of event advertised.
F. All advertisements run for ten (10) seconds on a rotating schedule and are not for the purpose of providing directions to an event.
G. RSOs, University Organizations, and UNLV Departments will be permitted to have one advertisement per activity, event, or promotion, at no charge, given the event is for the UNLV community. There shall be no consecutive advertisements profiling the same event or organization.
H. All events scheduled through the SUES office will be listed on the digital signage display event schedule on the event day.
I. The SUES office reserves the right to edit content, background, colors, and font of all advertisements.
J. Video advertisements must be in one of the following formats: .asf, .avi, .mpeg, .swf, or .wmv.
   1. Video advertisements must be no longer than ten (10) seconds in length.
   2. File sizes cannot be larger than 20 MB.
   3. Audio is not allowed on the screens.

**Banners**
1. Banner spaces are available in three locations within the Student Union:
   a. Overlook lounge in the Atrium (indoor location)
   b. Pre-Function area in the Atrium (indoor location, not available to Non-University Organizations)
   c. North Outdoor Balcony (outdoor location)
2. All banners must be dropped off at the front desk of the SUES office (SU 315) by 3:00 p.m. on the Friday prior to the reservation period. All banners must be picked up at the same location by 3:00 p.m. on the Thursday following the reservation period. All banners not retrieved by that time will be disposed.
3. Banner materials and size requirements are as follows:
   a. All banners must have equally spaced grommets or reinforced holes at the top and bottom of the banner;
   b. Indoor banners must be made of heavy vinyl, canvas, felt, cloth, or paper and cannot exceed five (5) feet in height and six (6) feet in length; and/or
   c. Outdoor banners must be made of heavy vinyl or canvas and cannot exceed three (3) feet in height and six (6) feet in length.
4. An organization may have only one (1) banner reservation at a time per event or promotion. Banner reservations are Sunday through Saturday.
5. Banners are displayed at owner’s risk. The SUES office is not responsible for any damage or loss that may occur during display.
Table Tents
1. Table tents are limited to the food court area on the first floor of the Student Union.
2. An organization may have only one (1) table tent reservation at a time. Table tent reservations are Sunday through Saturday and consist of fifty (50) spaces. Fifty (50) double-sided or one-hundred (100) copies of the table tent display must be dropped off at the front desk of the SUES office (SU 315) by 3:00 p.m. on the Friday prior to the reservation period.
3. At the end of the reservation period, table tents will be removed and recycled by Student Union staff.
4. Table tents should be no larger than 4” x 6” in size, preferably vertical in orientation and can be double-sided.
5. The sponsoring organization must be clearly identified on the table tent including contact information.

Display Cases
1. An organization may have only one (1) display case reservation at a time. Display Case reservations are Sunday through Saturday.
2. A total of (2) equally sized display cases located next to the Student Union Information Desk are available for reservation. Each display case is approximately 6’4” in height and 6’ in length. Cases contain (3) removable glass shelves, each approximately 6’2” in length.
3. The reserving organization is responsible for pick up of a Display Case key from the Information Desk for the removal/installation of items. Student Union Facility Manager staff will be responsible for monitoring the group and assisting with any special needs related to the reservation.
5. Installation can take place no earlier than Sunday, the first day of the reservation.
6. Reserving organization is responsible for removing all contents (even if of no value) of the display case by end of day on Saturday. All items not removed by that time will be removed by Student Union staff and discarded. Failure to remove materials by the designated time will result in the loss of display privileges for the remaining of the current semester.
7. Installation and removal of contents must take place within posted building hours of the Student Union.
8. Materials for display in cases will be either placed on existing shelving or attached to the back wall of the display case using low-residue tape (i.e. painters tape). Push pins, tacks or staples are not permitted.
9. Only non-perishable items are permitted for placement in display cases.

Posting and Exhibition of Printed Material
1. Printed material, whether mechanically printed or handwritten, including posters, signs, circulars, newspapers, pamphlets, handbills, fliers, announcements, graffiti, chalking, yard signs, or similar material are subject to this policy.
2. Absolutely no posting is allowed in the following areas: On trees or other plants objects in the landscape, lamp posts, exterior or interior walls, sidewalks, benches, windows, or other surfaces not specifically designed for posting printed material.
3. Material to be displayed in the Student Union must be date-stamped by the Information Desk Staff and will be posted at the end of the day by the Student Facility Manager. Individuals may not post their own materials. Materials not date-stamped and posted by the Student Union Staff will be removed and recycled.
4. Materials will be posted in posting cases and /or on the posting kiosk with push tacks or staples.
5. Postings are limited to two (2) postings within the facility and may not exceed 11” x 17” in size.
6. Material promoting a single event will be posted no more than two (2) weeks prior to the event. Materials promoting a series of events will be displayed only during the relevant time frame for the series.

Exceptions to this policy should be presented to the Assistant Director of Scheduling & Conferences, in writing, at least two (2) weeks prior to the first day of advertisement for consideration.

Revised 09/12