



Facility Posting and Advertising Policies

Associated Students Incorporated (ASI) maintains administrative responsibility for posting and advertising in all ASI facilities. Advertising and posting inside ASI facilities is a privilege limited to organizations affiliated with the campus community. A complete list of approved posting areas and marketing opportunities in the Bronco Student Center (BSC) and the Bronco Recreation and Intramural Complex (BRIC) is available in the ASI Marketing, Design and Public Relations (MDPR) office.

FALSE ADVERTISING AND GENERAL LIABILITY STATEMENT

The advertiser agrees to assume full and complete responsibility and liability for the content (including text representations, illustrations, and copyrights) of any advertisements/posters placed in ASI facilities. ASI is not responsible for lost, stolen, or damaged items.

GENERAL POLICIES

1. All posting, advertising and marketing in the BSC and BRIC shall be subject to review and approval by the Marketing and PR Manager and the facility Director.
2. In general, commercial advertising by off campus entities is not permitted unless a co-sponsoring campus organization is involved, in which case the campus organization's name or logo must be included on all advertising materials. Commercial advertising may be permitted with a formal agreement, where specific standards and expectations shall be established.
3. All authorized advertisements, announcements, and signs are permitted in designated areas only. No posting/signage shall be secured to the building walls, lobbies, doors, windows, stairwells and hallways, floors or any other area other than designated bulletin boards. If requested in advance, ASI Conference and Event Services (C&E) shall provide easels to groups with reserved space for displaying signs outside of meeting rooms in the BSC. All items otherwise posted shall be removed by ASI staff. This pertains to directional signage as well as signs/posters/pictures/banners associated with the event.
4. All flyers, posters and table tent materials distributed on campus must be approved and stamped by the Office of Student Life and Cultural Centers (OSLCC). Any posted materials not identified with this stamp shall be removed. Only ASI departments and programs have the right to post

- marketing materials in ASI facilities without the approval of the Office of Student Life.
5. No advertising or posting for any event, program or service is permitted on the exterior of the Bronco Student Center or the Bronco Recreation and Intramural Complex with the following exceptions:
 - a) Permanent signage that must be approved by the ASI Executive Director/ designee.
 - b) Banners hung above the northeast entrance to the Bronco Student Center, with approval of the Director of the BSC.
 6. No publicity shall be permitted that might deface or damage ASI facilities and property (i.e. staples, tape on glass, painted surfaces, handrails, doors, or other non-designated areas).
 7. ASI reserves the sole right to advertise anywhere within the premises of any ASI facility, with approval of the facility Director.
 8. All advertisements, announcements, and signs must be identified with the name or logo of the person or campus organization responsible.
 9. All posted materials/ advertisements written in any language other than English must also contain an English translation.
 10. All reservations for banners, marquees, table tents, and display cases shall be made on a first-come, first-serve basis through ASI Marketing, Design and Public Relations (MDPR).
 11. The ASI Marketing and Public Relations (PR) Manager must approve all advertising with the exception of items posted on designated bulletin boards. (See Bulletin Board Advertising in this document).
 12. Organizations and departments violating advertising and posting policies are subject to losing privileges for reserving space in ASI facilities and the privilege of receiving printing and marketing services from MDPR.
 13. All materials posted that are not in compliance with ASI facilities posting and advertising policies shall be removed by ASI.
 14. The duration of any posting or advertisement shall be at the discretion of the facility Director.
 15. Exemptions or adjustments to this policy may be offered upon the recommendation of the MDPR manager and/or the facility Director with approval by the ASI Executive Director.

BANNER ADVERTISING

1. All banners must be approved by the ASI Marketing and PR Manager. Approved banners shall be hung by ASI, with approval of the facility Director.
2. Priority shall be given to ASI programs or services, partners and ASI co-sponsored programs and services.
3. Banners shall be hung for a maximum of a two week period unless authorized by the ASI Marketing and PR Manager.

FLAG POLE/LIGHT POLE BANNER ADVERTISING

1. All flag and light pole banners located around the BSC and BRIC are reserved for ASI advertising only. Exceptions for special circumstances and important student events shall be reviewed by the ASI Marketing and PR Manager.

UNIVERSITY PARK MARQUEE ADVERTISING

1. ASI MDPR shall be responsible for designing all marquee displays for ASI Departments.
2. All marquee displays must be for an ASI sponsored or cosponsored program or service.
3. Special requests from University departments to use the marquee may be made to the Marketing and PR Manager.

PUBLIC ANNOUNCEMENT BULLETIN BOARDS

1. Public announcements must comply with the Cal Poly Pomona Posting Policy. Any advertisement not complying with this policy shall be removed.
2. Provided the policies herein are followed, individuals may also post their own advertisements on designated bulletin boards. Advertisements must be fastened with thumb tacks only, no staples or tape. Advertisements fastened in any other way shall be removed.
3. Advertisements may not exceed 11" x 17."
4. Only one announcement per event can be posted on any given bulletin board.
5. Any material covering other advertisements shall be removed.

TABLE TENTS

1. All table tents must be 4"x 6".
2. ASI MDPR reserves the right to remove unapproved table tents or refuse any table tent requests.
3. ASI MDPR shall be in charge of designing all table tents for ASI Departments and shall charge departments based on material/ printing costs.
4. Cal Poly Pomona departments and organizations can create their own table tent displays, with approval from the Marketing and PR Manager. MDPR staff shall assist departments and organizations in placing materials in the table tent displays and distribute them on the tables in the facility. No one is permitted to place anything or remove anything within the table tent displays without assistance from MDPR staff.
5. Table tent reservations shall be made with MDPR.

FREE STANDING DISPLAYS

1. All free-standing displays (A-frames, banner displays, table displays, etc.) in ASI facilities must be approved by the facility Director and the ASI Marketing and PR Manager, prior to installation.
2. Free-standing displays shall be used for temporary marketing purposes only for a maximum of two weeks.
3. Displays must be removed within 24 hours of the event for which they were marketing and if not removed, they shall be removed by ASI MDPR and held for collection by the sponsor.
4. Free-standing displays that have not been approved by ASI shall be removed and held in ASI MDPR for collection by the sponsor.

DIGITAL SIGNAGE ADVERTISING

1. Building Digital Signage (Visix Display System)
 - a) The hanging “landscape” LCD screens throughout the Bronco Student Center and the Bronco Recreation and Intramural Complex are reserved for ASI advertisements and approved lessee advertisements.
 - b) Events that are hosted in an ASI facility or co-sponsored by ASI may be permitted temporary advertising space, if space is available, upon the recommendation of the Marketing and PR Manager and the facility Director.
 - c) Public Service Announcements (PSA) for the campus and student body shall be posted free of charge upon the recommendation of the Marketing and PR Manager and approval by the facility Director.
2. Digital Bulletin Boards
 - a) The wall-mounted, “portrait” LCD screens are available to Campus departments, ASI partners, student clubs, and outside companies and organizations for marketing for an advertising fee. Paid advertising shall be arranged through MDPR.
 - b) Advertising partnerships where digital bulletin board space may be exchanged for reciprocal services shall be reviewed by the Marketing and PR Manager and solidified with an ASI Sponsorship Agreement upon approval.
 - c) Public Service Announcements (PSA) for the campus and student body shall be posted free of charge with approval by the Marketing and PR Manager and coordinated by ASI MDPR—providing space is available in the advertising queue.

ADVERTISING BY LESSEES

1. Signage used on storefronts must be in compliance with lease contract obligations and applicable ASI and campus policies. All exterior identification signage must be permanent. All permanent signage must be approved by the ASI Executive Director or designee.
2. Any temporary signage or advertising shall be allowed upon the recommendation of the Marketing and PR Manager and approved by the facility Director.
3. Business tenants do not need the OSLCC stamp on advertisements placed outside of tenant's space but must be scheduled through ASI MDPR. Any approved advertising done outside of the lessee space must include the identity of the lessee.
4. All advertising in the ASI facilities must comply with facility posting policies listed in this document including posters, banners, table tents, etc. A-frames, sandwich boards and similar signs are allowed only on the east entrances and must be placed 20 feet outside building entrances and must be removed at the conclusion of each business day.

FOR ASI USE ONLY:

ASI Senate Approval Date: May 28, 2015

Verified By:



Andrea Cendejas, ASI Attorney General

6/2/15

Date

Approved By:



James Cox, ASI President

6/10/15

Date