

University Union Poster Posting Policy

1. Purpose

- A. The University Union offers bulletin board space to UW-Green Bay on-campus customers at no charge*. The purpose of posting is to promote events, services, or specials at UW-Green Bay.
- B. Bulletin boards are available to departments within the Division of University Inclusivity & Student Affairs and student organizations. Other departments will receive consideration when space allows during off-peak season** times.
- C. The University Union and Student Engagement Center postings will always receive precedence. This may lead to external departments' postings being temporarily removed, removed early, or not displayed at all. For additional locations to hang posters within the University, please see Section "8. Posting Outside of the University Union."
- D. The University Union Marketing Department understands that time, effort, and money is put into creating and printing posters. To avoid wasting any of these resources, customers may inquire about available space on bulletin boards at any time. Please email uumarketing@uwgb.edu.

2. Posting Guidelines

- A. Any postings promoting an event must be open to all UW-Green Bay students or be of public interest to the UW-Green Bay community.
- B. All event-based postings must contain, in clear and conspicuous lettering, the following information:
 - a. The University sponsor department or organization of the event
 - b. The date and time for the event
 - c. The name of the event and its purpose
 - d. Location of the event
 - e. Accessibility Statement at the bottom of the poster, in at least 12 pt font
 - i. "If you have a disability and would like to discuss accommodations, please contact [Department Name and email and/or phone number]."
- C. All postings must follow the educational mission of the University. Any racist, degrading and/or potentially offensive content is not allowed and is subject to immediate removal.
- D. Poster Size
 - a. The ideal poster size is 11x17" (portrait). 8.5x11" flyers are also permitted.
 - b. If a customer wishes to display a poster larger than 11"x17," they should contact the University Reservations to reserve a banner space
- E. Advertising of alcohol or controlled substances is not allowed.
- F. If an event deals with sensitive topics, such as sexual assault, harassment, etc. a copy must be sent to the Dean of Students Office for prior approval.
- G. Posters that are posted outside of designated bulletin boards, such as on walls or pillars, will be removed immediately.
- H. The University Union Marketing Department reserves the right to remove any posters that violate this policy.

3. Posting Process

- A. Posters must be dropped off to the University Ticketing & Information Center, located on the main level of the University Union. Internal customers are not permitted to post their own posters on bulletin boards in the University Union.
- B. The University Union will accept up to four posters from customers. This number is subject to change without notice during peak seasons**.
- C. Apart from the University Union and Student Engagement Center, departments are allowed a maximum of three posters up at one time.
- D. During peak season**, the University Union Marketing Department will do their best to ensure equitable representation across submissions. This means that only the number of posters that can be displayed without creating confusion or clutter will be posted.
- E. The client understands that they are not guaranteed bulletin board space, and they should be proactive about checking with the University Union Marketing Department to see if space is available.
- F. All bulletin boards will be cleared the week following December and May Commencement.

4. Timeline

- A. The adequate time to market an event is two full weeks prior to the event. All customers are encouraged to drop off their posters within this timeframe.
- B. Posters must be dropped off to the University Ticketing & Information Center, located on the main level of the University Union, no later than one week prior to the date the display period begins. If posters are dropped off any later, they will not be displayed on bulletin boards.
- C. Postings are maintained twice per week by the University Union Marketing Department. Posters are subject to immediate removal once the advertisement has expired, and new postings will be displayed within three business days after drop off.
- D. The University Union Marketing Department will not put up any posters in which the display time would be less than two business days.

5. Types of Advertisements & Display Times

- A. Posters with a Date
 - a. The most popular type of advertisement. Posters include a specific date, time, and location of one event.
 - b. Posters may be displayed for a maximum of two weeks.
- B. Posters with no Date (General services, department information, etc.)
 - a. Posters may be displayed for a maximum of two weeks.
- C. Recurring Events (Ongoing events or meetings, semester-long programs)
 - a. Departments that host recurring events are encouraged to consolidate the amount of information they are displaying as much as possible. Rather than displaying several posters of the same event with different dates, a series poster should be created with all dates for the event.
 - b. One poster may be displayed for the entire period of the recurring event or for one academic semester (whichever comes first), on one bulletin board of the client's

choice. The client may request that their posting is displayed on an additional board if space allows, at the discretion of the University Union Marketing Department.

- D. Recruitment Periods (Call to join student organization, Honors Societies, etc)
 - a. If there is a specific recruitment period, posters may be displayed for a maximum of two weeks.
 - b. If recruitment is ongoing, one poster may be displayed for the entire period (up to one academic semester) on one bulletin board of the client's choice.
- E. Other
 - a. Any other types of advertisements must be approved by the University Union Marketing Department. Please email a copy of your poster to uumarketing@uwgb.edu for review and approval.

6. Special Considerations

- A. It is understood that some events or promotions may need to be advertised longer than the typical timeline. Customers who wish to inquire about alternative timelines may contact the University Union Marketing & Graphic Design Specialist. Accommodations can be made to customers who reach out in advance, at the discretion of management.

7. Internal vs. Public Boards

- A. Internal bulletin boards will be used to display events for the UW-Green Bay community. These events are sponsored by a UW-Green Bay department or recognized student organization.
- B. Public bulletin boards are open to members of the public as long as they follow the posting guidelines (section 2) and are relevant to the UW-Green Bay community. Examples may include but are not limited to:
 - a. Volunteer opportunities
 - b. Job/Hiring announcements
 - c. Off-campus housing listings
 - d. Special events open to UW-Green Bay community members
 - e. Student discounts or specials
- C. Public boards are located in the following areas:
 - a. Board 1: Next to the Phoenix Bookstore in the entryway from the Student Services Patio
 - b. Board 2: First Floor of the University Union next to the housing entrance stairs
 - c. Board 3: First Floor of the University Union in the hallway that leads to the Christie Theatre
 - d. Board 4: First Floor of the University Union in the hallway leading to Student Services
- D. During peak seasons**, a portion of public boards may be flexed to internal boards to accommodate the large number of posting submissions received. In this event, the boards will be sectioned off and made clear which is internal and which is public posting space.

8. Posting Outside of the University Union

A. Open Posting: 9

- a. Customers may visit the following locations to post their posters in the indicated areas.
- b. Customers are responsible for removing the posters once their advertisement has expired.

University Building	Poster Quantity	Location
Cofrin Library	2	Walkway between Student Services and Cofrin Library (both sides: 2)
Instructional Services	1	Board to right of Entry to IS1004
Lab Sciences	1	Entry from walkway between Environmental Science and Lab Sciences
Mary Ann Cofrin Hall	1	Board near MAC113
Rose Hall	1	Board in walkway to Circle Entrance (East & West)
Student Services	1	Board in hallway between Student Services and Theatre Hall
Theater Hall	1	Walkway between Theatre Hall and Studio Arts
Wood Hall	1	Board near WH102

B. Drop-Off Posting: 65

- A. Customers may visit the following locations to drop off their posters. Staff in those departments will post and remove the posters as a convenience to the customer.

University Building	Poster Quantity	Drop Off Location
Community Center of Housing & Residential Education	53	Front Desk
Kress Events Center	3	Front Desk
Mauthe Center	2	Front Desk
Multi-Ethnic Student Affairs	2	Front Desk
Office of International Education	1	Front Desk
University Union	4	University Ticketing & Information Center

**Printing fees are charged separately.*

***Peak season is January 15-March 1 and August 15-October 1*

Updated 02/21/2022