Advertising on Campus

All University Policies for Advertising apply to Advertising which can be found at http://www.policies.vt.edu

1. All advertising must be in good taste, appropriate for its intended purpose and must not create litter or disruption.
2. The name of the sponsoring organization, event name, date, time, and location must be included. If a foreign language is used, an English translation must be provided.
3. An unaffiliated entity may only appear on posted literature if they are co-sponsoring or supporting a campus activity, event, or student organization. The co-sponsor’s name may be listed so long as the primary University sponsor is also listed.
4. Promoting the sale or consumption of alcohol on campus or in University publications is not allowed.
5. No posting of any kind is permitted on doors, walls, windows, fences, directional/informational signs, lamp posts, light poles, barricades, trees or academic classrooms.
6. No fliers or advertisements are to be distributed under hall doors or via door-to-door handouts.
7. Advertisements cannot be placed on the windshields of vehicles parked on University-owned or leased property.
8. Marking on walkways, roadways, or other structures on campus with chalk, paint, or any other material is not allowed and is considered vandalism.
9. Flier distribution is only permitted in reserved locations. See the Student Engagement and Campus Life Event Planning Office’s website for more information: http://campuslife.vt.edu/eventservices/event_planning/index.html
10. Failure to comply with these policies may subject the responsible organization or individuals to fines for property damage or cleanup costs. Student organizations may have reservation privileges revoked if these guidelines are violated.
CAMPUS ADVERTISING AVENUES

- **A-Frames**: A-Frame advertisements can be placed in various locations around campus. Reservations are made for one to two weeks and may consist of up to two locations at a time. For more information, please see the **A-Frame Reservation Guidelines** or visit the Event Planning Office to make a reservation.

- **Banners**: Banners can be hung on select buildings around campus. Each banner location has specific regulations. Reservations are made for one to two weeks and may consist of up to two locations at a time. For more information, please see the **Banner Reservation Guidelines** or visit the Event Planning Office to make a reservation.

- **Bulletin Boards**: Flyers to be posted on bulletin boards in Squires Student Center must be approved by the Welcome Center attendant in Squires. Squires Welcome Center does not approve flyers for anywhere else on campus. For information on bulletin boards in other locations, please consult with the Event Planning Office.

- **Collegiate Times**: Different sized ads can be submitted to the Collegiate Times. For more information, please see the following website: [www.collegemedia.com/solutions](http://www.collegemedia.com/solutions)

- **Display Cases**: Display cases can be found in Squires Student Center. Reservations can be made from Tuesday – Monday for up to two weeks. For more information, please see the **Display Case Guidelines** or visit the Event Planning Office to make a reservation.

- **Distribution of Literature and Publicity**: There are various high traffic, public areas on campus that may be reserved through the public space reservation process. Any distribution of materials must take place in a reserved location requested at least ten days in advance. For more information, please see the Event Planning Office website or visit the Event Planning Office to make a reservation.

- **Johnston Student Center Power Point**: This resource allows student groups to make a power point to advertise their events on campus. To submit a power point, please see the following webpage: [http://www.campuslife.vt.edu/student_centers/johnston_student_center/services/index.html](http://www.campuslife.vt.edu/student_centers/johnston_student_center/services/index.html)

- **Information Booths**: There are two information booths located in Squires Student Center that can be reserved to distribute information or conduct fundraisers. Bake sales are not permitted in Information Booth A. Visit the Event Planning Office to make a reservation.

- **Table Cards (Dining Centers)**: Registered Student Organization and University Departments can request permission to place table cards in dining centers. For more information, please see the following webpage: [http://www.dsa.vt.edu/tablecard/](http://www.dsa.vt.edu/tablecard/)

- **Virginia Tech Event Calendar**: The VT Event calendar is available to University departments and student organizations. For more information on the event calendar, please email calendar@vt.edu.

- **VTTV**: The Virginia Tech television station offers advertising in the form of slides from midnight until noon every weekday and all day and night on the weekends. For more information, please see the following website: [www.collegemedia.com/solutions](http://www.collegemedia.com/solutions)

- **WUVT**: The radio station by Virginia Tech (WUVT), offers opportunities to sponsor a broadcast as well as pay to run advertisements. For more information, please see the following website: [www.collegemedia.com/solutions](http://www.collegemedia.com/solutions)

All University Policies for Advertising apply to Advertising which can be found at [http://www.policies.vt.edu](http://www.policies.vt.edu)