



INDIANA UNIVERSITY  
BLOOMINGTON

## Advertising

### Posting of Flyers and Posters by Student Organizations on campus

The University provides a number of places for posting advertisements or notices. Commercial advertising and/or posting of personal notices except where designated is prohibited. *Students or student organizations must designate on each poster the sponsoring individual or group posting the notice.* Posters advertising activities must be removed by the sponsoring group within three days of the termination of the event. Student organizations are limited to one poster per event in any single display area.

### Residence Hall Posting

All postings submitted to a Residence Center must be approved by that building complex before they can be displayed. Posting policies will vary between each Center, and are determined by each individual center Community Council. All materials should be brought to the Center Desk at the Residence Center. Possible Residence Hall Posting locations:

- Common Bulletin Boards
- Banners
- Floor Bulletin Boards (put postings in Resident Assistant Mailbox Distribution)
- Posters & Flyers

### Indiana Memorial Union – Bulletin Board at the Commons Lit Desk (behind Burger King)

- Up to 5 posters
- No bigger than 14 x 22
- Must include name of sponsoring organization
- Tacks or pushpins ONLY- No Staples!
- T-Stands placed throughout the Mezzanine and 1st floors (reserve these in the Meeting Rooms and Reservations office, Mezzanine Level).
- Table Tents in the Food Court seating area reserved through the Associate Directors Office 855-3561.

### Student Activities

- At the posting strips located in the office's hallway
- In the flyer stand outside of the door.

### Wooden Kiosks

Wooden kiosks have been placed in the high traffic areas of the campus to facilitate the posting of notices. Promotional materials, including posters and flyers, placed on the kiosks do not need to be approved by Student Activities. Kiosks are located in the following areas:

- Across from the northeast corner of Ballantine Hall
- The walkway to the north of the Chemistry Building
- The Dunn Meadow area adjacent to the Commons entrance
- The northeast corner of Woodlawn field

### Academic & Administrative Buildings

Posters and flyers for bulletin boards MUST be approved by the department or Office Manager in the building's Central Office.

### Bridge Painting

The bridges on Jordan between 10th Street and Law Lane have been designated for painting by students and student organizations on campus. No other painting of any sort is permitted on any University property. Guidelines for painting the bridges:

- Painting the bridges is on a first come, first use basis. All students and student organizations have equal access to the bridges.
- Respectfully, students and student organizations are expected not to cover or "guard" the bridges after painting them and thus may not prevent other students and student organizations from painting over their work.

### Student Activities

900 E. 7<sup>th</sup> Street, Indiana Memorial Union room 371, Bloomington, IN 47405  
(812) 855-4311 • <http://sao.indiana.edu> • [sao@indiana.edu](mailto:sao@indiana.edu)



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PROHIBITED POSTING AREAS:

Exteriors walls and doors of campus buildings	Waste receptacles
Trees	Elevators
Telephone poles	Library book drops
Light poles	Bridges
The ground/sidewalk (do not tape anything to the ground!)	The Sample Gates

Chalking by Student Organizations on campus

Your organization is encouraged to use chalking in appropriate areas as a cost-efficient and effective way of advertising for your group. NO CHALKING IS ALLOWED ON VERTICAL SURFACES (WALLS, BUILDINGS, THE SAMPLE GATES, ETC.). CHALKING IS ONLY ALLOWED ON SIDEWALKS WHERE RAIN CAN WASH THE CHALK AWAY. WATERPROOF AND SPRAY CHALK ARE PROHIBITED.

Specifically, chalking is prohibited in the following areas:

1. All University buildings
  - a. On exterior facades of buildings
  - b. On walls, columns, terrace retaining walls, walkways, steps, limestone benches or covered entry walkways into the building
  - c. Steps or stairs attached or leading toward any buildings
  - d. Underneath any covering (areas which will not be washed away by rainfall)
  - e. Within 10 feet of any door or building entrance
2. Indiana Memorial Union:
  - a. Sidewalk (brick or cement) surrounding the IMU
  - b. Sidewalks in the wooded area west of the IMU

IU Events Calendar

Student Organizations registered with Student Activities may submit events to the IU Events Calendar to be posted. To do so, student organizations must first receive permission to post from the calendar administrator. See <http://events.iu.edu/iub.shtml> and click on "Help" for more information about how to receive permission to post events.

News You Can Use (NYCU)

Student Activities creates a weekly e-mail about organization, university, and community events to send to all student leaders and student organizations. Student groups that are registered with Student Activities may advertise their events through this distribution list for free. Check with the Student Organizations Advisor about the deadline for weekly submissions. Please submit the advertisement with a subject line of "NYCU" at [sao@indiana.edu](mailto:sao@indiana.edu).

IDS Ads

All advertising is subject to approval by the IDS because the Editor In Chief, a student, is legally liable for all content. For advertising rates, contact the IDS Advertising Dept. at 855-0763 Monday-Friday 8 am-5 pm. IDS advertising requiring a copy of the ad in advance to proofread must be submitted one full day in advance of regular deadline (see below).

IDS Publication Date Ad Deadline:

Monday 5:00 PM, Wednesday Tuesday 5:00 PM, Thursday Wednesday 5:00 PM, Friday Thursday 5:00 PM, Monday Friday 5:00 PM, Tuesday WEEKEND magazine (Thursday) 5:00 PM, Thursday prior  
Deadlines for special publications may be earlier. Please call for these deadlines.

Student organizations receive reduced IDS ad rates. You must pay in advance. You may charge your SOA account if sufficient funds are available by filling out the appropriate paperwork which the IDS will provide. To have your event published in the Happenings calendar, a weekly calendar of events posted online, call the IDS at the number listed above, or submit your event online at: [www.idsnews.com/happenings](http://www.idsnews.com/happenings).

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### IU Bus Ads

Post your event ads on the IU Transit buses! The Campus Bus service charges \$60 per month to run one of your ads on all campus buses. Contact 855-8961 for information on the quantity of posters permitted, the proper size for posters, and the current prices.

### IU Student Television

Indiana University Student Television (IUSTV) is a completely student-created and student-run television station located here on campus. Created in 2002, IUSTV exists to create high-quality programming for the campus and Bloomington community, while at the same time giving students real-world experience and opportunity in the television industry.

Online Advertising: Student organizations may advertise their event on IUSTV's website free of charge by using the Community Calendar. Go to [www.iustv.com](http://www.iustv.com), click on "News and Updates", and choose the Community Calendar link from the left hand window. Submission instructions are posted to the right of the calendar.

Television Advertising: IUSTV can work with student organizations to create commercials for paid advertising spots. The commercials air during regularly scheduled programming on IUSTV's campus cable channel 2. Visit <http://www.iustv.com/advertise/> for more information on advertising your event.

*i Student News*: The IUSTV news team can help promote student organization events by covering those events for the weekly newscast. If your organization would like to have the *i Student News* report on your event, please submit a press release *at least two weeks before* your scheduled event. Fax the press release to 812-856-4116 or send it via e-mail to [iustv@indiana.edu](mailto:iustv@indiana.edu). Note: not all submissions will be covered due to time restrictions.

### Posting by Student Organizations off campus

#### Bloomington City Council - Posting Ordinance

Under the advertising section of the ordinance, anyone (including student organizations) responsible for leaving posters or handbills on public property for more than 72 hours after the advertised event will be subject to fines, issued by the City of Bloomington, of up to \$100.00 per day. (Passed by the Bloomington City Council - July 5, 1984).

### Facebook

Facebook offers a variety of advertising opportunities. You can choose to create an event or group to advertise your event for free. You can also purchase advertising space on the website for a low cost. Visit <http://www.facebook.com> for more information.

### The Herald-Times

The local Bloomington newspaper, the Herald-Times has advertising space available as well. Using the Herald-Times will help promote your event to the community at large.

### Failure to Comply with Advertising Policies

Student Activities will notify organizations failing to comply with the posting/chalking policies of their violation. In addition, Student Activities will ensure that posters inappropriately placed are removed and that the responsible organization is assessed any related cost. Failure to comply with the advertising policy may result in a verbal, written or other suspension of benefits by Student Activities.

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