

**University of New Mexico**

**Student Union Building**

**Advertising Policy**

University of New Mexico Chartered Student Organizations, ASUNM & GPSA (and their agencies), and departments in good standing with the University can reserve space, upon approval, to advertise in the Student Union Building free of charge. Student organizations and university departments are eligible to publicize and promote activities that create educational, career, cultural, creative or social opportunities for UNM students.

University of New Mexico on-campus activities and events sponsored by on-campus organizations may qualify for use of the following media:

- TV Monitors
- Outdoor Marquee (LED Board)
- Indoor and Outdoor Banners
- SUB Website
- Table Top Ads

All Ad Requests must be made at <http://sub.unm.edu/advertising-requests>.

**I. General Advertisement Policies**

The UNM Student Union serves and supports students; advertising requests should reflect this. The following policies have been established to effectively accommodate multiple groups and events while ensuring student support:

- A. Advertisements must be for UNM Chartered Student Organizations or UNM Department events, programs or announcements.
- B. Events advertised must be on the UNM campus.
- C. Advertisements must serve to benefit or present opportunities for UNM students and the campus community.
- D. Advertisements will not promote any non-UNM entity, whether corporate, commercial, non-profit or political. This includes text, logos and graphics.
- E. Advertisements should not present opinions, allegations or advocate a position with regard to social or political issues or campaigns.
- F. The Student Union shall not be responsible for any errors or omissions arising from the copy, illustrations or any other materials submitted by the advertiser.
- G. The Student Union will not knowingly publish any notice or advertisement relating to employment or membership indicating any preference, limitation, specification or

discrimination based upon race, color, sexual orientation, religious creed, ancestry, age, sex, national origin, veteran status, handicap or disability.

- H. General announcements from the Student Union and the Union's food service provider may run on a regular basis. Advertising is subject to the approval of the Director of the Student Union or designee, who reserves the right to refuse any requests.
- I. Deadlines for Advertising Requests
  - a. Advertising request must be placed at least five (5) school days prior to the requested date of display.
  - b. Day: any regularly scheduled University school day, unless specifically stated otherwise. This excludes Saturdays, Sundays, and Holidays.

## II. Media Specifications

### **TV Monitors**

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TV monitors display ads throughout the building and are available for UNM events and announcements. The advertiser may submit a file of their own design. (The Student Union Marketing Department reserves the right to change the file if it does not comply with specifications)

- A. **File Type:** Powerpoint (.ppt), JPEG (.jpg), or GIF (.gif)
- B. **Dimension:** 1024 x 768 pixels
- C. **Time:** May run up to two weeks prior to an event.
- D. **Limit:** One television ad per event at any given time.

### **Outdoor Marquee (LED Board)**

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LED advertisements are for large-scale, campus wide events only.

- A. **Location:** South and North entrance to SUB
- B. **Time:** May run up to two weeks prior to an event.
- C. **Limit:** One ad per event at any given time.

### **Signs and Decorations**

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Signs for events in the Student Union may be displayed outside meeting rooms with prior approval from the SUB Event Planning Office. NO tape, tacks, nails, or other fastening devices are permitted for use on walls, doors or windows. Please be assured that all signs placed on doors, glass and walls will be removed immediately. Additionally, glitter, confetti or open flames are not allowed. Any violations will result in a damage charge and/or loss of rental privileges. Easels are also available upon request when you are planning your event with the SUB Event Planning Office.

### **Banners**

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Banners may be hung on the outside balconies and/or the inside atrium of the Student Union. Only banners for campus wide events sponsored by Chartered Student Organizations, student governments or UNM departments will be considered. Banner space is not intended for campus electioneering or

personal endorsements. Banner postings require the approval of the Director of the Student Union or designee.

A. Locations

a. Exterior

- i. The **East Side Location** will consist of the railing above the stairs that lead to the plaza level of the Student Union.
- ii. The **North Balcony Location** will consist of the railing of the Ballroom C balcony.

b. Interior

- i. The Atrium location will consist of the four railings that surround the atrium on the mall level.
- ii. Requests for a particular side of the Atrium location will be granted on a first come, first serve basis.

B. Banner Mechanics

a. Size

- i. The maximum size for a banner to be displayed along the East entrance is 8 ft. wide by 5 ft. high.
- ii. The maximum size for a banner to be displayed along the ballroom balcony is 10 ft. wide by 6 ft. high.
- iii. The maximum size for a banner to be displayed around the atrium is 11 ft. wide by 5'2 ft. high.

b. Materials

- i. External banners must be vinyl and have metal grommets.
- ii. Internal banners can be vinyl or paper, but vinyl banners must have metal grommets.

c. Time Displayed: Banners may be displayed for up to 2 weeks prior to an event.

d. Placement

- i. All banners will be hung by members of the Student Union Building Marketing Department.
- ii. At no time will tape be used to hang banners on the exterior or interior of the building, so that the building is not damaged.

e. Limit

- i. For exterior locations, only 2 banners per location will be approved.
  1. Each advertising event is allowed only 1 banner per location.
- ii. For interior locations, up to 2 banners per East and West location may be approved and up to 1 banner per North and South location may be approved.
  1. Each advertising event is allowed only one banner per location.
- iii. Space is available on a first come, first serve basis.

C. Exemptions

- a. The Director of the SUB can override the aforementioned mechanics and may establish alternate mechanics on an individual basis as requested by groups seeking special consideration.

D. Guidelines

- a. Banners may only be left in the Student Union Administration office if a reservation has been approved by the Student Union Marketing Department.
- b. Each advertising party will have to fill out an informational label which can be obtained on the 3<sup>rd</sup> floor of the Student Union Building in the Student Union Administration office
  - i. The information label will include the following information:
    1. Organization/Department
    2. Contact Name
    3. Contact Number
    4. Advertising Dates
    5. Banner Location

E. Guidelines Not Followed

- a. In the event that any person or group hangs their own banner or does not follow the specifications above, the banner may be removed without notice and the persons responsible may not be allowed to submit banner requests for the remainder of the semester.
- b. Banners not picked up after 7 business days of the last reserved advertising date will become the property of the Student Union Building Marketing Department.

**Website (sub.unm.edu)**

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- A. **Time Displayed:** Published up to a month prior to the event.
- B. **Limit:** One per event
- C. Advertising on the SUB's events page available only for events held inside the SUB.

**Table Top Ads**

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Table top ads will be available upon request in the SUB Marketing Department.