



ADVERTISING PROCEDURES

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

Please note that per policy events must be held at the SUB or must be a Student Affairs program to qualify for monitor advertisement. 2 weeks maximum limit, prior to event.

All ad requests must be submitted at <http://sub.unm.edu/about/advertise.html#advertise%20with%20us>

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

TV Monitors

Outdoor Marquee (LED Board)

Indoor and Outdoor Banners

Deadlines for All Student Union Advertising Requests

All advertising request must be placed at least five (5) school days prior to the requested date of display. This includes any regularly scheduled University school day, unless specifically stated otherwise. This excludes Saturdays, Sundays, and Holidays which will require a longer turn around.

I. General Advertisement Procedures

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

Events advertised must be in the UNM SUB or the adjacent Plazas or must be a student affairs program.

Advertisements must be for UNM Chartered Student Organizations or UNM Department events, programs or announcements.

Advertisements submissions are limited to 1 per event.

Submissions must be submitted no earlier than 3 weeks prior to the event.

Announcements for specific events may be run for at maximum, 2 weeks prior to the event.

Advertisements must serve to benefit or present opportunities for UNM students and the campus community.

Advertisements will not promote any non-UNM entity, whether corporate, commercial, nonprofit or political. Personal projects will not be accepted.

Advertisements must be well designed, and precisely follow the specifications illustrated at <http://sub.unm.edu/about/advertise.html#advertise%20with%20us>

Advertisements should not present opinions, allegations or advocate a position with regard to social or political issues or campaigns.

Advertising is subject to the approval of Student Union Marketing Representative or designee, who reserves the right to refuse any requests without notice. <http://brand.unm.edu/digital-signage/index.html>

The Student Union shall not be responsible for any errors or omissions.

General announcements from the Student Union may run on a regular and ongoing basis.

II. Media Specifications

TV Monitors

TV monitors display ads throughout the building and are available for UNM events and announcements. The advertiser must submit a file of their own design. The Student Union Marketing Department reserves the right to reject the ad without notice if it does not comply with the following specifications.

JPEG (.jpg) or GIF (.gif)

1920 x 1080 pixels

May run up to two weeks prior to an event.

Limit one television ad per event at any given time

Outdoor LED Board

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

Locations are at the South and North entrance to SUB May and may run up to two weeks prior to an event.

One ad per event at any given time.

Ads must be submitted at the resolution of 508 x 286 to be considered.

Signs and Decorations

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.

A Frame Advertising

A-Frame signs for events held in the Student Union may be displayed inside the building on the day of the event with prior approval from the SUB Event Planning Office. Your sign must follow the UNM Branding rules colors and logos.

A-Frames not picked up after 2 business days of the event will become the property of the Student Union Building. All other general advertisement policies ([above](#)) also apply.

Banners

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. 2 weeks prior to event is the MAXIMUM display time allowed. One advertisement limit per event. Please fill out banner form: <http://sub.unm.edu/assets/documents/advertise-with-us/banner-info-label-20.pdf>

Materials

Exterior

The East Side Location will consist of the railing above the stairs that lead to the plaza level of the Student Union. Banners in this location can have a maximum size of 8 ft. wide by 5 ft. high. The North Balcony Location will consist of the railing of the Ballroom C balcony. Banners in this location can have a maximum size of 10 ft. wide by 6 ft. high.

Interior

The Atrium location will consist of the four railings that surround the atrium on the mall level. Banners in this location can have a maximum size of 11 ft. wide by 5'2 ft. high. Requests for a particular side of the Atrium location will be granted on a first come, first serve basis.

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

Time Displayed

Banners may be displayed for up to 2 weeks prior to an event.

Placement

All banners will be hung by members of the Student Union Building Marketing Department.

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.

Limit Space

Space is available on a first come, first serve basis.

For exterior locations, only 2 banners per location will be approved.

Each advertising event is allowed only 1 banner per location.

For interior locations, up to 2 banners per location:

East and West location may be approved and up to 1 banner per North and South location may be approved.

Each advertising event is allowed only one banner per location.

Guidelines

Banners may only be left in the Student Union Administration office if a reservation has been approved by the Student Union Marketing Department.

Each advertising party will have to fill out an informational label which can be obtained on the 3rd floor of the Student Union Building in the Student Union Administration office

The information label includes the following information:

1. Organization/Department
2. Contact Name
3. Contact Number and Email
4. Advertising Dates
5. Banner Location

Guidelines Not Followed

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.

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.