



SIGNAGE & ADVERTISING ON UNIVERSITY PREMISES

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AUTHORITY:	RESPONSIBILITY:	EFFECTIVE DATE:	RELATED POLICIES:
Board of Governors June 17, 2004 <u>Prior Approvals</u> Directors' Council Jan. 14, 2004 Deans' Council Feb. 11, 2004	Vice-President (Finance & Admin.)	June 17, 2004 Supersedes Poster Approval & Placement	- Harassment & Discrimination Policy - Alcohol Policy

1. PREAMBLE

Advertisements in the form of Posters, Signs, or Banners (herein referred to as “postings”) are permitted on campus by students, faculty or staff, provided the subject of the advertisement is consistent with the goals and policies of the University. Commercial postings are permitted to allow various corporate and/or commercial establishments to promote their business on University premises for an assessed rental fee.

2. CONTENT GUIDELINES

2.1 While recognizing freedom of expression in an academic context, the content of postings must not promote a particular political, religious, or un-ethical bias that would infringe upon the rights or personal security of individuals as contained in the University’s *Personal Security Policy* or other relevant statutes or legislation.

2.2 Content of postings must not encourage the irresponsible use of alcohol. Advertising for events at which alcohol will be consumed are also required to be consistent with the University’s *Alcohol Policy* and the Alberta Gaming and Liquor Commission (AGLC) Guidelines to Licensee Advertising and Promotion. ([Licensee Handbook](#))

2.3 Content of postings must not contain the promotion of tobacco or other drugs.

3. PLACEMENT GUIDELINES

3.1 Generally, all postings must be confined to Bulletin Boards and affixed in such a manner so as not to damage the wall, or surface to which they are attached. Other walls, glass surfaces, and doors in corridors and public areas are not to be used without specific permission (see below). A maximum of one (1) posting per University Bulletin Board is allowed.

3.2 Postings may be situated within a University office or department, provided that Department’s Supervisor gives permission and assumes responsibility for any wall damage.

3.3 Large postings may be allowed in suitable locations, on a case by case basis, providing they do not conflict with the placement of University materials for University events, or cause a hazard in set-up or to pedestrian traffic. Permission is required from the Director of Physical Plant.

3.4 University departments, clubs, and individuals responsible for the placement of the postings are also responsible for ensuring their removal. All items used in affixing a posting to any surface must also be removed. Damage resulting from the removal of improperly affixed postings will be repaired at the expense of the sponsor.

3.5 Unless special permission has been granted, postings may be displayed for a maximum of up to one month.

4. COMMERCIAL SIGNAGE IN PHYSICAL EDUCATION (PE) FACILITIES

- 4.1 PE Facilities include the Gymnasium, Fitness Centre and the Max Bell Aquatic Centre
- 4.2 Rights of refusal and/or the first opportunity to solicit and secure the signage will be in the following order:
 - i. Athletics
 - ii. Recreation Services
- 4.3 Sport and Recreation Services shall determine:
 - i. areas available for signage
 - ii. size and construction specifications of the signs
 - iii. placement of the signage
- 4.4 Sports and Recreation Services is responsible for the removal of all signage during Convocation and for replacing the signs immediately following Convocation
- 4.5 The assessed rental fee and the duration of the lease shall be negotiated between Sport and Recreation Services and the advertiser. The fee may include any necessary art, design, construction and installation costs.

5. APPROVAL

- 5.1 University administration reserves the right to refuse display of postings, in any form, which are in conflict with standards of good taste, or which espouse actions or advertise activities contrary to Individual personal rights and freedoms, or any applicable legislation or University policy.
- 5.2 Prior to soliciting signage for sponsorship, Departments are to contact the University Advancement Office for clearance on advertisers who may otherwise be approached in other advancement opportunities.
- 5.3 Postings in any form, which have commercial content and are intended to solicit business for an external corporate and/or commercial establishment, will not be allowed on University premises unless a contract has been negotiated between the University and the business enterprise. Such commercial advertising will be assessed a rental fee.
- 5.4 Commercial advertising including signage wording and graphic content must be approved by the Vice-President (Finance & Administration), or designate. Individuals advertising for the sale of common household items, textbooks or other personal goods do not require prior approval.

- 5.5 If there are concerns regarding the contents of any postings, the Office of the Vice-President (Finance & Administration) should be contacted for guidance and approval or authorization for removal.
- 5.6 Hospitality, Custodial and Security personnel are authorized to remove any postings that do not conform to the guidelines set out in this Policy.