UNIVERSITY STUDENT UNION  
California State University, Northridge  
FACILITIES POLICY

SUBJECT: Promotions & Publicity Posting Policy & Procedures

REFERENCES: CSUN Facilities Use Manual  
SDIP Club & Organization Manual

POLICY: Any items to be posted in or on the University Student Union (USU) and Satellite Student Union (SSU) must be approved in advance by the Meeting Services Office. Posting in or on the USU/SSU is reserved for campus affiliated groups, including campus-sponsored events occurring on and off campus. The following are strictly prohibited:

- Commercial postings for entities other than USU tenants;
- Postings not sponsored by California State University, Northridge recognized clubs, organizations or departments;
- Individual party for-sale postings;
- Use of sidewalk chalking and staked signs;
- Posting materials on windows, doors, building surfaces, handrails, grounds and trashcans.

All unauthorized materials will be removed and may be discarded. Failure to comply with policy and procedures may result in cleaning and/or repair fees and suspension of USU/SSU publicity privileges for a period of up to ten (10) weeks not including interim, summer, or other break periods.

Exceptions to this policy may be made by the Executive Director or designee.

Approved by the USU Board of Directors on August 21, 2006.
PROCEDURE

Only *masking or painter’s* tape may be used to affix event signage. Tacks, nails, staples, glue or other types of tape are strictly prohibited except on bulletin boards where only tacks and staples may be used. It is the responsibility of the client to remove *all* signage after an event (including tape). Failure to do so may result in a cleaning fee of at least twenty-five dollars ($25.00) per location.

Damage to facilities due to posting of signage will be repaired by the USU and charged to the posting entity.

The USU will not provide event clients with ladders, hand carts, tools, tape or other supplies.

Organizations utilizing USU/SSU facilities may not post advertising signs on any campus property without appropriate campus approval.

**BANNERS**

Banner specifications are as follows:
1. Must be constructed of sturdy canvas or vinyl with grommets for hanging
2. Size may not exceed 3’ high and 10’ long
3. All lettering must be waterproof.

**USU Internal Use**

Eight (8) banner spaces are available for use to promote the USU brand, which includes: jobs, services, retail, food, events, and opportunities. These banner spaces also will be made available to all co-sponsored USU events. Seven (7) spaces are located at the USU, and one (1) space is located at the SSU.

Approval, design, purchase, placement, removal, and storage of banners shall be the responsibility of the USU Marketing Department. At least two (2) months advanced notice is required for banner creation and installation.

Banner locations will be determined by the USU Marketing Department based on strategy, scale, and priority. Banners will be rotated and replaced by the USU Marketing Department.

**External Client Use**

Three (3) banner spaces are available at the USU (Sol Center third floor façade) for use by Meeting Services clients. Only banners promoting events that will take place on campus will be accepted.

Approval, placement and removal of banners shall be conducted by USU personnel coordinated through Meeting Services. Banner placement will be determined by USU personnel. Banners will be hung for a one (1) week period
maximum, Saturday through Friday. Clients must deliver banners to Meeting Services by the Friday preceding the reservation start date and must retrieve banners by the Monday following the reservation end date. Banners that are not retrieved within one (1) week of the reservation end date, are subject to disposal without notice.

To reserve a banner space, clients must submit a request via the Meeting Services website.

**POSTERS/FLYERS/NOTICES/ETC.**
Flyers or brochures advertising events occurring at the USU/SSU may be placed at the information counter of each building. All materials placed at information counters not collected by the event sponsor will be discarded at the conclusion of the event.

All flyers placed on bulletin boards marked *Associated Students* within the USU/SSU must be approved through the Matador Involvement Center.

**DIRECTIONAL SIGNAGE**
Directional signage for events may only be posted within the USU/SSU on the same day(s) as the event. Sign holders for posting directional signage are available for groups with reservations in the USU/SSU. Sign holder reservations can be made at Meeting Services.

Directional sign holders may not be placed in areas that block doorways, fire exits or paths and may not be taken outside of USU/SSU grounds. Any damage or loss of directional sign holders will be charged to the event client.

Directional signage including balloons may not be affixed to walls, windows, doors, walkways, handrails, trash cans or any other unauthorized location. Items found affixed to any unauthorized location will be discarded and a fee of no less than twenty-five dollars ($25.00) per location may be assessed to the event client.

**A-FRAME, SANDWICH BOARD & BILLBOARD SIGNS**
A-frame, sandwich board and billboard signs may be no larger than 3’x 5’. No more than two (2) A-frame, sandwich board or billboard signs may be placed inside USU grounds (which includes all sidewalks directly adjacent to the facility) for event promotion.

No more than one (1) A-frame, sandwich board or billboard sign may be placed for the purpose of general advertising and only USU/SSU tenants and vendors may advertise using A-frame, sandwich board and billboard signs on USU/SSU grounds.
A-frame, sandwich board and billboard signs may be placed no earlier than three (3) calendar days prior to an event and must be removed within 24 hours after event completion. It is the responsibility of the event client, USU tenant or vendor to place and remove all A-frame, sandwich board and billboard signs.

A-frame, sandwich board and billboard signs must be made of plastic, wood or metal and maintained in a good and safe condition. Billboard signs may be supported by a sturdy base or hang from a frame. All materials posted on A-frame, sandwich board or billboard signs must be professional quality, weather resistant and well secured to the sign.

A-frame, sandwich board and billboard signs may not be placed indoors or in areas that block doorways, fire exits or paths. The USU assumes no responsibility for loss, theft or damage of any A-frame, sandwich or billboard signs.

MAGAZINES/NEWSLETTERS/PERIODICALS
Magazines, newsletters, and periodicals may be displayed/distributed only in specific areas where magazine racks are located. Material that is external to the campus will be limited to non-profit literature. Outdated material will be removed and discarded without notice to the sponsor.

Debra L. Hammond

Date 6/17/2010