

Advertising Guide

Viterbo Logo

Permission for use of trademarked symbols used in identifying Viterbo University should be directed to the Office of Communications and Marketing (007 Reinhart Center). Unauthorized use or misuse of any of the Viterbo University logos or graphics should be reported to the director of publications and web design at 608-796-3048 or dakappmeyer@viterbo.edu. All approved logos are available on the Viterbo University Web site at <http://www.viterbo.edu/communicationsmarketing/downloadable-logos>

Prior to placing an order for apparel or other promotional items, contact the Office of Communications and Marketing (007 Reinhart Center) for specific approval and usage guidelines.

General Guidelines

1. The content of all items must be in good taste.
2. Items must include the name of the event, date, time, location and sponsoring individual or organization.
3. Designated bulletin boards in the Student Union are made available for notices informing others of rental property and items for sale.
4. Commercial and/or for-profit organizations are not permitted to post.
5. Items are not to be taped to walls, doors, or windows. The use of tape, paste, tacks on woodwork, walls or ceilings is not permitted. Items may not be pinned to or hung from ceiling tiles.
6. Any damages to walls, windows, doors, and the like that result from unauthorized posting or distribution will be charged to the group or individual who posted the information.
7. On-campus advertisements that indicate alcohol as the primary focus of an event are not permitted. Advertising tobacco products is not permitted.
8. Political and campaign items are not to be posted on university bulletin boards.
9. Viterbo University reserves the right to remove, restrict, limit, or deny posting or distribution.

Forms of Advertising

Butcher Block Posters/ Large Banner Posters

A creative way to get the word out, use your artistic talents to create a paper poster that is large and attractive. Email campusactivities@viterbo.edu or visit the office in the Hawk's Nest to gain access to art supplies and butcher block paper to make such a poster. These posters can be displayed in the Student Union, tacked on the bulletin board rail leading up to the Caf.

Chalking

Chalking is allowed on all sidewalks throughout campus. Chalking on buildings and/or walls is strictly prohibited. Chalking messages must comply with the guidelines outlined in the Posting and Distributing Information section above.

Campus Calendar

Have your event added to the “All Events Calendar.” Email communication@viterbo.edu the following information.

Date

Start-End Time

Event Name

Location

Group Sponsors

(Ex. 9-11 p.m. VU After Dark Bingo, Reinhart Center Boardroom)

FYI –fundraising activities cannot be added to the event calendar.

If you would like your event also posted on the Campus Activities’ website calendar, email the same information to campusactivities@viterbo.edu.

Campus Information Screens

To place an advertisement on the campus information screens, submit copy to communications and marketing at communication@viterbo.edu. The template for the campus information screens can be found at <http://www.viterbo.edu/communicationsmarketing/resources-and-downloads>

Connections

To have information placed in *Connections*, email your copy to connections@viterbo.edu. Note: *Connections* is published every Monday during the academic year and distributed online. Copy deadline is 4 p.m. on Wednesdays.

Copy, Mail, Media Center

Copy, Mail, and Media Center (CMMC) provides copying services for advertisements. Copies can be made in two ways: 1) email copycenter@viterbo.edu and complete the online copy form at <http://www.viterbo.edu/copy-mail-and-media-center> or 2) bring the document to the CMMC (022 Reinhart Center), complete a copy form, and pick up the copies when ready.

- CMMC also makes large format posters. To request a large format poster, use the online plotter form at <http://www.viterbo.edu/copy-mail-and-media-center/online-forms> and follow the instructions.
- Cardstock paper options, folding, stapling, and cutting services are also provided for copies processed through CMMC. To utilize these options, indicate the service appropriately on the copy form.

Dry Erase Boards/ A-Frames

The campus activities office possesses 2 dry erase A-frame boards that may be borrowed. Contact the office or email campusactivities@viterbo.edu to reserve one. Boards may be used outside and one may only be used inside.

Organizations may write information on the dry erase board in the student union. The message must be approved first by the campus activities office and then markers can be checked out.

Handouts/Giveaways/T-Shirts

Any university-sponsored organization or department that intends to provide handouts or giveaways (i.e., T-shirts) to students, faculty, or staff or the general public that possess a Viterbo University trademark/image should receive approval from communications and marketing. There are several businesses in the La Crosse area that are able to assist in design and screen-printing.

Lumen (Student Newspaper)

To place an advertisement in an issue of the Lumen, the student newspaper, email lumen@viterbo.edu for details.

Media

Any requests for advertisement in an outside media source (i.e., newspaper, TV station, radio) must be directed to communications and marketing at least three weeks prior to the run date. To inquire about services or approval process for outside media advertisement, contact Paul Wilhelmson, Vice President for Communications and Marketing, at 608-796-3040 or email pjwilhelmson@viterbo.edu.

Napkin Flyers

Paper flyers may be slide into the napkin dispensers in the Caf. To assure that there will be room in the napkin holders for your flyers, call 608-796-3060 or email campusactivities@viterbo.edu. Make arrangements with Campus Activities to distribute your napkin flyers by giving to them flyers 48 hours in advance of your reservation.

Quantity: up to 30

Size: 4 X 6

Posters

All posters must be approved. Approvals are stamped or written by individuals working in these Viterbo offices. Approvals must be displayed on each item.

Posting Location	Authorizing Agent	Instructions
Academic Buildings, Student Development Center, and Student Union	Office of Communications and Marketing, 007 Reinhart Center	Submit 15 flyers no larger than 8.5 x 11 inches
Apartment Buildings and Residence Halls	Office of Residence Life, Marian Hall	Submit 22 flyers.
Library / Einstein's Bagels Bros. at Franny's Cyber Café	Circulation Desk, Library	Call 608-796-3272 with questions.
Mathy Center	Department of Recreational Sports, Mathy Center	Submit up to 8 items.
Visit various offices and ask if they would post your poster on their door or in the office.	<i>Suggested Offices:</i> <ul style="list-style-type: none">• Career Services• Academic Resource Center• Campus Ministry	

Social Networking

If social media and/or blogging, whether it be university sponsored or personal use on behalf of an organization or department, is interpreted to be detrimental or damaging to the university, its reputation, or the community, disciplinary action, up to and including expulsion may be enforced.

For any questions about these guidelines or any matter related to the university's policy on social media, personal web sites, web logos, and other user-generated web content, contact Paul Wilhelmson at 608-796-3040 or email pjwilhelmson@viterbo.edu.

Table Tents

Table tents are a tri-folded piece of paper that stands on the top of a table. Many variations of table tents can be created. If you need to see a template, request one from campusactivities@viterbo.edu. There is not a standard approval process for table tents. It is highly advised that approval be made either by space supervisor or club advisor.

It is the responsibility of those who distribute table tents, to later pick them up following the event.

Location of Bulletin Board	Quantity and Instructions
Academic Buildings – i.e. lobbies, lounges, Academic Resource Center, etc.	Use your discretion. Do not put one on every table you see. Ask the space supervisor for approval.
Hawk's Nest	Up to 4 table tents. Ask the space supervisor for approval.
Library / Franny's Cyber Café	Use your discretion. Do not put one on every table you see. Ask the Circulation Desk, Library
Student Union	Up to 6 table tents.

VU Today

To have information placed in *VU Today*, email your copy to communication@viterbo.edu. Information must be short and concise, and will only be posted only two times in *VU Today*.

Window Painting

Use appropriate window paints to write messages on the windows in The Caf and Hawk's Nest. You must get permission before painting and you are responsible for cleaning off your design immediately following your event.

The Caf: email simota-mary@aramark.com

Hawk's Nest: email campusactivities@viterbo.edu

Advertising Violations

If an organization is found in violation of these advertising procedures and guidelines, advertisements will be removed and your organization will be contacted. If the behavior continues to happen, campus advertising privileges and organization status could be revoked.