

University of New Mexico Student Union

Advertising Policy

University of New Mexico Chartered Student Organizations, ASUNM & GPSA (and their agencies), and departments in good standing with the University may be able to reserve advertising space 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 to 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
- Website
- Napkin Ads

All Ad Requests must be made at www.unmsub.com/advertising

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, and ensure student support:

- A. Advertisements must be for UNM Chartered Student Organization 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 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.
- I. Advertising is subject to the approval of Director of the Student Union or designee, who reserves the right to refuse any requests.

Media Specifications

TV Monitors

TV monitors display ads throughout the building and are available for UNM events and announcements. The Student Union may design TV monitor ads upon request. The advertiser may also submit a file of their own designed.

- A. **File Type:** PowerPoint (.ppt), JPEG (.jpg), or GIF (.gif)
- B. **Dimension:** 1024x768 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)

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

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

Banners

Only banners for campus wide **events** sponsored by Chartered Student Organizations, student governments, or UNM departments will be considered. Banners should indicate event date, time and location, not only the event name.

Banners with only organization names or logos will not be displayed.

- 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, but some space will be reserved for student organizations.

B. Specifications

- a. Size
 - i. East Entrance maximum size: 17 ft. wide by 5 ft. high.
 - ii. Ballroom Balcony maximum size: 20 ft. wide by 6 ft. high.
 - iii. Indoor atrium maximum size: 6 ft. wide by 3 ft. high.
- b. Materials
 - i. External banners must be vinyl and must have metal grommets if the banners are to be hung.
 - ii. Internal banners can be vinyl or paper.
- 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/communication staff.
 - 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 1 banner per location for an event may be approved.
 - ii. For interior locations, up to 2 banners per location for an event may be approved.
 - iii. Space is available on a first come, first serve basis, but at least some space will be reserved specifically for student organizations.

Website (www.unmsub.com)

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

Napkin Ads

- A. **Location:** SUB Dining Area, Mall Level.
- B. **Size:** 6.5" wide by 4.5" high, including ½" blank space on the bottom of the ad that will be covered by the dispenser.
- C. **Materials:** Standard printer paper is recommended.
- D. **Time displayed:** Napkin ads can be reserved for one business week (Placement on Monday, removal the following Friday)
- E. **Number:** There are approximately 120 napkin dispensers in the SUB dining area.
- F. **Limit:** Upon approval, organization will be assigned both sides of the napkin dispenser.
- G. Advertisers are responsible for placing the ads and also responsible for removal.
- H. Ad placement may begin on 7:30am on Monday of the approved week. All napkin ads must be removed by that Friday of the approved week by 5pm.