Advertising

POLICY: Restrictions on IU Logos and Wordmarks

Any organization considering use of the Official Student Organization Mark for advertising or printing of promotional items must comply with the policies of IU’s Office of Licensing and Trademarks.

Please Note: student organizations are not able to use the any IU trademarked materials, including the Block IU, without permission from IU’s Office of Licensing and Trademarks.

Failure to Comply with Advertising Policies
Student Life and Learning will notify organizations failing to comply with the posting/chalking policies of their violation. In addition, Student Life and Learning will ensure that posters inappropriately placed are removed and that the responsible organization is assessed any related cost. Failure to comply with the advertising policy may result in a verbal, written or other suspension of benefits by Student Life and Learning and sanctioning through the Student Organization Ethics Board.

POLICY: Required Language on Materials

The self-governed student organization (SGSO) shall, without exception, include the following statement in any of the SGSO’s written materials, as well as on all pages of any SGSO website or social media page:

“Although this organization has members who are Indiana University students and may have University employees associated or engaged in its activities and affairs, the organization is not a part of or an agency of the University. It is a separate and independent organization which is responsible for and manages its own activities and affairs. The University does not direct, supervise or control the organization and is not responsible for the organization’s contracts, acts or omissions.”

The SGSO will also include the following statement within the publication in a type and size that is clear and legible to the reader:

“[NAME OF SGSO], an independent student organization located at Indiana University, produced and is responsible for the content of this publication. This publication was not reviewed or approved by, nor does it necessarily express or reflect the policies or opinions of, Indiana University or its designated representatives.”
POLICY: Posting of Flyers and Posters on Campus by Student Organizations

The University provides a number of places for posting advertisements or notices. Students or student organizations must designate on each poster the sponsoring individual or group posting the notice. Posters advertising activities must be removed by the sponsoring group within three days of the termination of the event. Student organizations are limited to one poster per event in any single display area.

Commercial advertising and/or posting of personal notices except where designated is prohibited.

PROHIBITED POSTING AREAS

<table>
<thead>
<tr>
<th>Exteriors walls and doors of campus buildings</th>
<th>Waste receptacles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees</td>
<td>Elevators</td>
</tr>
<tr>
<td>Telephone poles</td>
<td>Library book drops</td>
</tr>
<tr>
<td>Light poles</td>
<td>Bridges</td>
</tr>
<tr>
<td>The ground/sidewalk (do not tape anything to the ground!)</td>
<td>The Sample Gates</td>
</tr>
<tr>
<td>Bus passenger shelters</td>
<td></td>
</tr>
</tbody>
</table>

Where To Post Flyers and Posters on Campus

Residence Halls
Posting of flyers is a courtesy to the requesting organization/sponsor. Posters must first be approved by the Director of Residential Life, Residential Programs and Services, 801 N. Jordan Ave.

- The location of public postings/areas will be determined by each respective center
- Only two posters/flyers will be posted per center (except none in Union Street Center)
- Please visit [http://www.rps.indiana.edu/advertising.cfml](http://www.rps.indiana.edu/advertising.cfml) for more information

Indiana Memorial Union

*Bulletin Board at the Commons Lit Desk (behind Burger King)*

- Up to 5 posters
- No bigger than 14 x 22
- Must include name of sponsoring organization
- Tacks or pushpins ONLY- no staples or tape
**T-Stands placed throughout the Mezzanine and 1st floors**
- Reserve these in the Meeting Support and Reservations office, Mezzanine Level across from the Frangipani Room.

**Table Tents in the Food Court seating area**
- Reserve through the IMU Associate Directors Office 855-3561.

**Student Life and Learning**
- At the posting strips located in the office’s hallway

**Wooden Kiosks**
Wooden kiosks have been placed in the high traffic areas of the campus to facilitate the posting of notices. Promotional materials, including posters and fliers, placed on the kiosks do not need to be approved by Student Life and Learning. Kiosks are located in the following areas:
- Across from the northeast corner of Ballantine Hall
- The walkway to the north of the Chemistry Building
- The Dunn Meadow area adjacent to the Commons entrance
- The northeast corner of Woodlawn field

**Academic & Administrative Buildings**
Posters and fliers for bulletin boards MUST be approved by the department or Office Manager in the building’s Central Office.

**Wells Library**

**InfoShare Days at the Wells Library**
The first Tuesday of each month is “InfoShare Day” at the Wells Library. Student groups can register for a table to share information about their organization. Approximately 7,000 students and faculty visit the Wells Library each day so this is a good way to share information and connect with people. Policies and information are available at: [www.libraries.iub.edu/infoshare](http://www.libraries.iub.edu/infoshare). Sale of any merchandise is not allowed in the Wells Library Lobby.

**Posters and Flyers**
If your organization has posters or fliers prepared to publicize an event there are options for posting them at the Wells Library. The designated bulletin board near the down escalator is available for public use. The board is cleared on Tuesday of every week. The glass cases outside of the Herman B Wells lobby entrances are available for posters advertising IU events. Please drop off your item for posting to the Learning Commons—West Tower first floor reference desk.
POLICY: Chalking by Student Organizations on Campus

Your organization is encouraged to use chalking in appropriate areas as a cost-efficient and effective way of advertising for your group. **NO CHALKING IS ALLOWED ON VERTICAL SURFACES (WALLS, BUILDINGS, THE SAMPLE GATES, ETC.). CHALKING IS ONLY ALLOWED ON SIDEWALKS WHERE RAIN CAN WASH THE CHALK AWAY. WATERPROOF AND SPRAY CHALK ARE PROHIBITED.**

Specifically, chalking is prohibited in the following areas:

1. All Indiana University buildings
   a. On exterior facades of buildings
   b. On walls, columns, terrace retaining walls, walkways, steps, limestone benches or covered entry walkways into the building
   c. Steps or stairs attached or leading toward any buildings
   d. Underneath any covering (areas which will not be washed away by rainfall)
   e. Within 10 feet of any door or building entrance

2. Indiana Memorial Union:
   a. Sidewalks in the wooded area west of the IMU

Other On-Campus Advertising Resources

[beINvolved.indiana.edu](http://beINvolved.indiana.edu)
Registered student organizations can use [beINvolved.indiana.edu](http://beINvolved.indiana.edu) to post events and news articles for view by other students and organizations across campus. Events submitted to beINvolved will also be included in the IUB campus calendar.

Hoosier Connection
Hoosier Connection, published by Student Life and Learning, is the e-newsletter for student organizations at IU. Student groups that are registered with Student Life and Learning may advertise their events by submitting an article [here](http://example.com).

Bridge Painting
The bridges on Jordan between 10th Street and Law Lane have been designated for painting by students and student organizations on campus. Painting on sidewalks adjacent to the bridges is strictly prohibited. Spilled paint on sidewalks should immediately be removed. IU Grounds may charge groups for paint on sidewalks. No other painting of any sort is permitted on any University property. Guidelines for painting the bridges:

- Painting the bridges is on a first come, first use basis. All students and student organizations have equal access to the bridges.
Respectfully, students and student organizations are expected not to cover or “guard” the bridges after painting them and thus may not prevent other students and student organizations from painting over their work.

Arbutus—Indiana University’s Yearbook
The Arbutus is the annual campus yearbook for Indiana University Bloomington. Student organizations are strongly encouraged to schedule a time to have their organization’s picture taken to be included in the yearbook. Please contact arbutus@indiana.edu for more information.

Go.IU.Edu
http://Go.IU.Edu is a URL shortening and QR code service for Indiana University. Make a short URL or QR code for advertising on flyers, etc.

IDS Ads
All advertising is subject to approval by the IDS. For advertising rates, contact the IDS Advertising Dept. at 855-0763 Monday-Friday 8 am-5 pm or visit http://www.idsnews.com/news/advertisinginfo/Default.aspx. Student organizations receive reduced IDS ad rates. You must pay in advance. You may charge your SOA account if sufficient funds are available by filling out the appropriate paperwork which the IDS will provide.

To have your event published in the Happenings calendar, a weekly calendar of events posted online, call the IDS at the number listed above, or submit your event online at: www.idsnews.com/happenings.

IU Bus Ads
Post your event ads on the IU Transit buses! Contact 855-8961 or visit http://www.iubus.indiana.edu/campus_bus/advertising.html.

IU Student Television
Indiana University Student Television (IUSTV) is a completely student-created and student-run television station located here on campus.

Television Advertising: IUSTV can work with student organizations to create commercials for paid advertising spots. The commercials air during regularly scheduled programming on IUSTV’s campus cable channel 2. Visit http://www.iustv.com/advertise/ for more information on advertising your event.
If you would like to pitch a news story about your organization to IUSTV, please email us at iustv@indiana.edu with the subject ATTN: Programming Director: Show.