University Housing Advertising Policy
Revised January 2013

Advertising in University Housing is regulated by the University Housing Office, located in Sandburg Hall, room C100. Any questions regarding University Housing’s Advertising Policy can be directed to the student Outreach Assistants at (414)-229-4065, or university-housing@uwm.edu.

Please note the following general guidelines:
1. There is no form to complete to have items posted.
2. Materials should be delivered to Sandburg C100; Attn: Outreach Assistants. Items delivered to the Sandburg Service Desk may not be posted.
3. Once materials are received, University Housing will decide the best placement/venue for the advertisement and will place it accordingly. There is no guarantee that materials submitted will be posted.

*University Housing reserves the right to make any exceptions to the policy as it deems necessary.*

I. Advertising Standards (General)
All advertisements displayed in University Housing buildings must meet the following standards:
1. All advertisements must be sponsored by a University-affiliated group (student organization, department, office, etc.) with the exception of materials placed in campus and community display racks (campus and community displays may also include materials from local non-profit organizations).
2. Advertisements promoting the use of illegal substances, including underage consumption of alcohol, are prohibited.
3. Advertisements promoting alcoholic drink specials are prohibited.
4. Advertisements containing nudity, profanity, or otherwise obscene images or text are prohibited.
5. Advertisements condoning violence or criminal activity are prohibited.
6. Advertisements violating the University Housing solicitation policy are prohibited. University Housing’s solicitation policy can be found in the UWM University Housing Resident Handbook, Rules and Regulations, C1.
7. Advertisements larger than 11”x17” (Gold Frames excluded) are prohibited.
8. Commercial Advertisements may be permitted if in conjunction with a university sponsored event, provided the commercial advertisement does not occupy more than 25% of each on-campus printed posting for said event.

A. Fliers Postings
All fliers must be 11”x17” or 8.5”x11” in order to be posted in University Housing.
1. Only University Housing affiliated groups or events may submit fliers for posting in living areas, including, but not limited to hallways, floor lounges, and suites. Fliers submitted by University Housing Affiliated Groups will be produced by the University Housing Design Center.
2. UWM-affiliated groups must submit 7 copies of each posting to Sandburg C100. The student Outreach Assistants will hang fliers in the appropriate areas within University Housing.
   i. 1 posting will go to Cambridge Commons
   ii. 1 posting will go to RiverView Residence Hall
   iii. 1 posting will go to Kenilworth Square Apartments
   iv. 1 posting will go to Purin Hall
   v. 2 postings will go to the Sandburg Commons
vi. 1 posting will be filed

3. **Community groups (non-profit) and businesses (for-profit)** may submit fliers and advertisements, including menus and coupons, for posting in the campus and community display racks located in Sandburg Commons, Cambridge Commons, RiverView Residence Hall, and Kenilworth Square Apartments. These advertisements must meet University Housing’s advertising standards listed above. Materials should be delivered to Sandburg C100; Attn: Outreach Assistants.

4. University Housing reserves the right to organize and discard or otherwise manage any materials placed on the campus and community display racks.

5. **Any business that places fliers in the display racks that don’t meet the above standards may lose their advertising privileges indefinitely.**

6. **Fliers that are posted without the consent of University Housing will be removed immediately and the sponsoring organization may lose posting privileges for the rest of the semester.**

B. **Gold Frame Postings**

All requests for Gold Frame postings should be directed to the student Outreach Assistants via email (uhmktg@uwm.edu). Gold Frames will not be posted without the prior approval of University Housing.

1. All University affiliated groups may request to have a Gold Frame poster posted within the residence halls.

2. All Gold Frames must be 27” wide by 41” tall.

3. An email directed to the student Outreach Assistants (uhmktg@uwm.edu) must be submitted no later than 10 business days prior to the desired posting date. If the Gold Frame schedule permits, the student Outreach Assistants will reply to confirm reservation. Orgs should not print Gold Frames until email confirmation is received.

4. A printed Gold Frame must be submitted to the Outreach Assistants no later than 5 business days prior to the desired posting date.

5. Gold Frames may be displayed for no more than two weeks.

6. The postings and placement of Gold Frames are at the discretion of University Housing as there are a limited number of Gold Frames in University Housing.

7. University Housing affiliated groups reserve the right to request the use of any Gold Frame at any time to promote University Housing sponsored events and programs.

8. University groups should plan on printing 3 copies of each Gold Frame, pending email confirmation. Failure to submit requested copies may void reservation.

9. **Gold Frames that are posted by anyone other than the Outreach Assistants will be removed immediately and the sponsoring organization may lose posting privileges for the rest of the semester.**

C. **Cable Announcement Channel**

**PLEASE NOTE THAT THE ANNOUNCEMENT CHANNEL IS CURRENTLY UNAVAILABLE – WHEN IT BECOMES AVAILABLE, THESE POLICIES WILL GO INTO EFFECT**

1. All University affiliated groups may post announcements on the Sandburg Cable Announcement Channel; channel 3 on the Sandburg Cable Network.

2. Those interested in posting should contact the student Outreach Assistants to request a username, password, and instructions for using the posting system.

3. All posts to the Cable Announcement Channel must meet University Housing’s advertising standards.

4. Cable announcements may also be used on University Housing’s shuttle media players.

5. **Any postings that do not meet University Housing’s advertising standards or are posted without the approval of University Housing will be removed immediately and the sponsoring organization may lose posting privileges for the rest of the semester.**